



Rhetoric in Society 9

RHETORIC IN THE DIGITAL AGE

Faculty of Humanities and Social Sciences
UNIVERSITY OF ZAGREB

18-21 JUNE 2025 / Zagreb - Croatia

Lecture Room III

Thursday, June 19th, 2025

The Rhetorical Subject in and Against Technocapitalism

Panel, Chairs: Allen, Daniel

11.00 – 13.00	Allen: Taking Impossible Goods Personally: The Subject of Degrowth and Salvage Communism
	Daniel: New Gods, Old Enigmas: Proletariats, Entrepreneurs, and the Rhetoric of Class Transcendence
	Chagnon: The Obfuscating and Dangerous Language of Digital Extractivisms: electrified “clouds”, “farms” of steel, and aggrandizing the “addictive”
	Tarvainen: The colonial adventures of a startup entrepreneur: from homo economicus to homo innovatus

Mobilizing Bad Feelings: The Rhetorical Circulation of Affect in Public Discourse

Panel, Chair: Phillips

14.00 – 16.00	Broberg: Deconstructing the Myth of Anger’s Counterproductivity
	Phillips: The Subjunctive Rhetoric of Fear
	Rand: Affective Weapons: Polarizing Politics through Anti-Trans Rhetorics
	Schou Therkildsen: Dwelling in Emotions: Transformative Anger and Communal Dwelling Places in Mats Jonsson’s <i>When we were Sami</i>

Rhetoric Across Disciplines

Panel, Chair: Van Beveren

16.30 – 18.30	Van Beveren: Reflecting in/on social professions: the critical potential of rhetorical reflexivity
	van der Meulen: Supporting student presenters in times of AI: the growing importance of presentation delivery
	Olthof: Teaching rhetorical public speaking: the case of the rhetoric minor in Groningen
	Wackers: Integrating rhetoric into a transdisciplinary education programme: the Collaborative Science for Biomedical Breakthroughs minor



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Friday, June 20th, 2025

Rhetoric and Healthcare, Chair: Mavrodieva

10.30 – 11.00	Lombard: Toward A Multi-Actor Understanding of Mental Illness: A Rhetorical-Narratological and Ecological Analysis of Schizophrenia Narratives on Blogs
11.00 – 11.30	Bunko: Diagnosing Chronic Pain: Rhetorical Implications for Asignification
11.30 – 12.00	Goggin: Island Diabetes and Diet: Rhetorical Regional Interfaces of Digital, Cultural, and Material
12.00 – 12.30	Couvée: Critical Rhetorics and Mental Health Literacy in the Digital Age: a Critical Pedagogy for Politicizing Care

Rhetoric and Civic Engagement, Chair: Tomasi

14.00 – 14.30	Modrzejewska, Kampka: Between Data-Driven and Visually-Driven Imaginaries: The Rhetorical Visions of Citizen Participation
14.30 – 15.00	Ferguson: Unjust Language Makes for Unjust Laws: Employing Rhetorical Analysis as a Tool for Social Change
15.00 – 15.30	Vatnøy: The Rhetoric of Paperwork
15.30 – 16.00	Green Waszak: Pop-Culture, The Writing Classroom, and the Rhetoric of Hip-Hop

The Use of Competitive Debates in Ethical Education:

Research Report

Panel, Chair: Sędlak

16.30 – 17.30	Sędlak: Methods and Approach in Studying the Competitive Debates in Poland in the Search of Ethical Elements: Research Report
	Nowakowska: Analysis of the Gathered Theses in the Study of Youth Competitive Debates in Poland



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Saturday, June 21st, 2025

Rhetoric and Education II, Chair: Vlah

11.00 – 11.30	Williams: Circulation Rhetorics: Foregrounding Algorithmic Knowledge in Digital Composition Pedagogy
11.30 – 12.00	Brown: Teaching Geographic Rhetorics through Digital Maps
12.00 – 12.30	Vančura, Šovagović: English Language University Students' Attitudes on Communication Apprehension and Self-Perceived Public Speaking Competency
12.30 – 13.00	Lipphardt: Multimodal knowledge presentations as a future skill in a digitalised world