



# 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 IV

Thursday, June 19<sup>th</sup>, 2025

#### *Rhetoric and Law*, Chair: Manzin

|               |  |
|---------------|--|
| 11.00 – 11.30 | <b>Rauccio:</b> Rhetoric and law: An insight in the light of the scholastic theory of legal government   |
| 11.30 – 12.00 | <b>Hubsch:</b> Atextual, Ahistorical, and Unjustifiable: Strategic presentations and re-presentations of judicial precedent in <i>Trump v. United States</i> |
| 12.00 – 12.30 | <b>Gabrielsen:</b> Orality in Danish courts  |
| 12.30 – 13.00 | <b>Nolsøe:</b> Constituting paternity: technological and political developments affecting Faroese paternity courtsuits in the 20th century                   |

#### *Rhetoric and AI I*, Chair: Puppo

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|---------------|--|
| 14.00 – 14.30 | <b>Kuzmina:</b> Systematic Malicious Use of Generative AI in Online Extremism  |
| 14.30 – 15.00 | <b>Roderick:</b> Make it more: Prompt engineering and the status of rhetorical invention in generative A.I.                            |
| 15.00 – 15.30 | <b>Huang:</b> AI for “Humanity”: Rhetorical Framing in Sam Altman’s Congressional Testimony  |
| 15.30 – 16.00 | <b>Glowka:</b> Digital Praise in Professional Networks: AI-Generated LinkedIn Posts as Contemporary Expressions of Epideictic Rhetoric |

#### *Rhetoric and AI II*, Chair: Hautli-Janisz

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|---------------|--|
| 16.30 – 17.00 | <b>Downing, Carter:</b> Generative AI and the reconfiguration of public memory                                 |
| 17.00 – 17.30 | <b>Evangelista:</b> Human vs AI-produced Awareness-Raising Speeches on the Environment: A Comparative Analysis |
| 17.30 – 18.00 | <b>Tomasi:</b> Rhetoric as a Bridge Between Ethics and AI in Predictive Justice                                |
| 18.00 – 18.30 | <b>Monteiro, Kuzmina:</b> The Rhetoric of Prompts: Multimodality, Intent and Ethics in AI meaning-making       |



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### Lecture Room IV

Friday, June 20<sup>th</sup>, 2025

#### *Multimodal Rhetoric*, Chair: Kjeldsen

|               |  |
|---------------|--|
| 10.30 – 11.00 | <b>Groarke:</b> Images, Provenance, and Digital Acts of Arguing  |
| 11.00 – 11.30 | <b>Tseronis:</b> Environment memes and counter-memes: exploring the rhetorical and argumentative potential of meme templates |
| 11.30 – 12.00 | <b>Kišiček, Bryla-Cruz, Hinton:</b> Witchcraft in your lips? - Prosody as Persuasion in Advertising                          |
| 12.00 – 12.30 | <b>Stöckl:</b> 'Going Places': Multimodal Argument (Re-)Construction in Travel and Leisure Ads                               |

#### *Multimodal Rhetoric II*, Chair: Tseronis

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|---------------|---|
| 14.00 – 14.30 | <b>Novak:</b> Tactile Argumentation in Law  |
| 14.30 – 15.00 | <b>Majdzińska-Koczorowicz:</b> Academia-related memes as examples of visual metaphors. An analysis of picture-text dynamics |
| 15.00 – 15.30 | <b>van Belle:</b> From <i>A Noi!</i> (1922) to <i>The March on Rome</i> (2022)  |
| 15.30 – 16.00 |   |

#### *Rhetoric in the Digital Age III*, Chair: Nikolić

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|---------------|---|
| 16.30 – 17.00 | <b>Bubikova-Moan, Sandvik:</b> Digital devices as facilitators of argumentation in educational contexts |
| 17.00 – 17.30 | <b>Söderlindh, Petermann:</b> Digital Delivery – towards a digital understanding of actio               |
| 17.30 – 18.00 | <b>Iversen:</b> The Rhetoric of Personalized Synthetic Narration  |



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### **Lecture Room IV**

**Saturday, June 21<sup>st</sup>, 2025**

***Speaking with the Voice of the Future:  
Children and Childhood in Climate Activist Rhetoric***

**Panel, Chair: Olthof**

|               |   |
|---------------|---|
| 11.00 – 12.30 | <b>Mangold:</b> “Our Children’s Trust”: Theorizing Rhetorical Children as Climate Activists   |
|               | <b>Vikøren Andersen:</b> Youth activists’ non-listening rhetoric: conflicting norms and understandings of citizenship in the Fosen wind power controversy |
|               | <b>Olthof:</b> “Your Honor, they will live far longer than you.” Youth, Presence, and Future in the Rhetoric of Young Climate Litigants                   |