



# 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 V

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

#### *Rhetoric in the Digital Age*, Chair: Schou Therkildsen

|               |  |
|---------------|--|
| 11.00 – 11.30 | <b>Weiser:</b> Material Witness: The Counter-Statement of Objects in a Virtual Age |
| 11.30 – 12.00 | <b>Rice:</b> Digital Banality  |
| 12.00 – 12.30 | <b>Skinnell:</b> Weimar's Rhetorical Revival and Its Lessons for the Digital Age   |
| 12.30 – 13.00 | <b>Brinch:</b> <i>Kairotically</i> falling into place                              |

#### *Rhetoric and Social Media*, Chair: Stöckl

|               |   |
|---------------|---|
| 14.00 – 14.30 | <b>Mavrodieva:</b> Rhetorical and communicative features of podcasts                      |
| 14.30 – 15.00 | <b>Bjork:</b> Criminal Ethos in True Crime Podcasting                                     |
| 15.00 – 15.30 | <b>Kielbiewska:</b> User's privacy management in social media as a tool for shaping ethos |

#### *Rhetoric and Literary Discourse*, Chair: Hinton

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|---------------|---|
| 16.30 – 17.00 | <b>Bremer, Stewart, Harris:</b> Representing Rhetorical Figures in Vector Symbolic Architecture                                       |
| 17.00 – 17.30 | <b>Nikolić:</b> <i>Wise people create proverbs and proverbs create wise people</i> – on rhetoric of proverbs and proverbs in rhetoric |
| 17.30 – 18.00 | <b>Alexander:</b> Epic Exceptionalism: History, Chronotope, and the New York Times Obituary (A Rhetorical Genre Theory Analysis)      |
| 18.00 – 18.30 | <b>Holiday:</b> Dear Folks: Whaddya Know—Still Alive!   |



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

#### *Presidential rhetoric*, Chair: Hill

|               |  |
|---------------|--|
| 10.30 – 11.00 | <b>Rabon:</b> Trump in the Manosphere – How to Rhetorically Capture Young Men in the Digital Audience  |
| 11.00 – 11.30 | <b>Poropar Darrer, Mihaljević:</b> Rhetorical means in structuring myths as part of the narrative strategy within Croatian presidential election campaign 2024 |
| 11.30 – 12.00 | <b>Kobylska:</b> Presidential Rhetoric of Non-Intervention: How US Presidents Justify Military Inaction in the Context of the New World Order                  |
| 12.00 – 12.30 | <b>Bjørkdahl:</b> The State Might Hear, but Does It Listen? Investigating Influence in Public Hearing Processes in Norway                                      |

#### *Rhetoric and Politics of the World II*, Chair: Phillips Anderson

|               |   |
|---------------|---|
| 14.00 – 14.30 | <b>Laurens, Hoppmann:</b> The rhetoric of hope and despair in peacebuilding: A Colombian case study of persuading self and others |
| 14.30 – 15.00 | <b>Ding:</b> Return to the Primitive: Rhetoric as Secondary Orality in the Digital Age  |
| 15.00 – 15.30 | <b>Chari:</b> Rhetoric of Development in Digital India  |
| 15.30 – 16.00 | <b>Crombie:</b> Punching Above Their Weight – the Rhetoric of Small Nations in diplomatic miss-matches                            |

#### *Feminist Power of Rhetorical Listening*

**Panel**, Chair: Ratcliffe

|               |  |
|---------------|--|
| 16.30 – 18.00 | <b>Ratcliffe:</b> Listening Beyond Cancel Culture via Metamodern Feminist Figuration |
|               | <b>Woody:</b> Slow Argument: Teaching Ethical Rhetoric in the Midst of Speed         |



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

*Rhetorical Challenges*, Chair: Kišiček

|               |   |
|---------------|---|
| 11.00 – 11.30 | <b>Broberg, Fisker, Appel Olsen:</b> How to be heard when no one is listening: Heckling as rhetorical resistance                                  |
| 11.30 – 12.00 | <b>Berg:</b> Coincidental audience/potential rhetor: towards a rhetorical understanding of the “bystander” to hostile rhetoric                    |
| 12.00 – 12.30 | <b>Ladegaard:</b> “No one believes we dated” - lesbian YouTube as a tool for rhetorical citizenship   |
| 12.30 – 13.00 | <b>Bryła-Cruz, Hinton, Kobierski, Olkowska:</b> Spiritual identities – The expression of religious identity and affiliation through argumentation |