



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 VI

Thursday, June 19th, 2025

The Rhetoric of Fraud and Scams in a Digital World

Panel, Chair: Kjeldsen

11.00 – 13.00	Kjeldsen: The ethos, argumentation, emotional appeals and relation-building of a scammer
	Mølster: I dishonestly love you. The rhetoric of romance fraud
	Vikøren Andersen: A rhetorical citizenship perspective on fraud and scams
	Hess: Taking the bait: Analyzing ethos in anti-scaming social media

Rhetorical effects of argumentation

(ECA panel), Chair: Oswald

14.00 – 16.00	Haro Marchal: Social identity and rhetorical effects in conversational dynamics
	Hautli-Janisz: Rhetorical effects of LLM-generated impersonations
	Herman, Armani: Self-correction in contemporary French novels: rhetorical effects of a paradoxical ethotic strategy
	Oswald: Reformulation as concealed argumentation

Hostile Digital Architecture:

Restricting Rhetorical Agency Through Technology

Panel, Chair: Guadrón

16.30 – 18.00	Guadrón: “Deny, Delay, and Defend”: Hostile Digital Architecture and Health Insurance
	Halley: “Deployment of the Solution”: Hostile Digital Architecture and the European Border Surveillance System
	Velasquez: “Designed to be Deleted”: Hostile Digital Architecture and Dating Apps
17.30 – 18.00	Majdik: Evaluating the Deliberative-Rhetorical Norms of Human ↔ AI Interactions and Interactants



Lecture Room VI

Friday, June 20th, 2025

*Extremism in Public Discourse through a Rhetorical and Discursive Lens:
American and European Scholars in Conversation (Part I)*

Panel, Chairs: Mădroane, Asen

10.30 – 12.30	Amossy: Dissimulating Extremism in Arguments “from Love”: The Campaign Discourse of Eric Zemmour in the French Presidential Elections (2022)
	Fairclough: Radicalised elites, radicalised publics. The framing of the 2024 riots in the context of mass-migration.
	Kock: Oral Dialogue as Antidote to Digitally Powered Extremism
	Cârlan, Mădroane, Beciu: Countering Extremist Discourse – but at What Cost? The Rhetorical Construction and Contestation of the Legitimacy of a Constitutional Court Decision

*Extremism in Public Discourse through a
Rhetorical and Discursive Lens (Part II)*

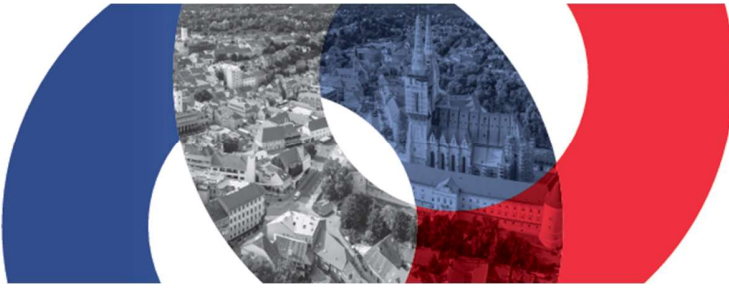
Panel, Chairs: Asen, Mădroane

14.00 – 16.00	Asen: Extremism in Legislative Settings: Anti-Woke Discourse and Public Education
	Colombini: Economic Extremity from Center to Margins
	Howard: When Gun Rights Advocates “Eat Their Own”: Extreme Grassroots Political Speech on Social Media in the US Context

The Species of Rhetoric as Contemporary Heuristics for the Digital Age

Panel, Chair: Street

16.30 – 18.00	Street: Forensic Rhetoric and The Past: Evaluation and the Presenting of the Past
	Alford: Epideictic Rhetoric and the Present: Witnessing Platformization
	Hawk: Deliberative Rhetoric and the Future: Climate Change and the Ontological Sublime



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 VI

Saturday, June 21st, 2025

*Symbolic Screens and Digital Dreams:
Reclaiming Aesthetics in Rhetorical Inquiry*
Panel, Chair: Rutten

11.00 – 13.00	Adam: Navigating the Digital Abyss: Rhetorical Analysis of Teen Tech Films in the Evolving Media Landscape
	Kock: Aesthetic Experience as an End in Itself
	Jensen: Identification's Dimensions: Finding Higher Ground in the Generative AI Debates