



# **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 VII**

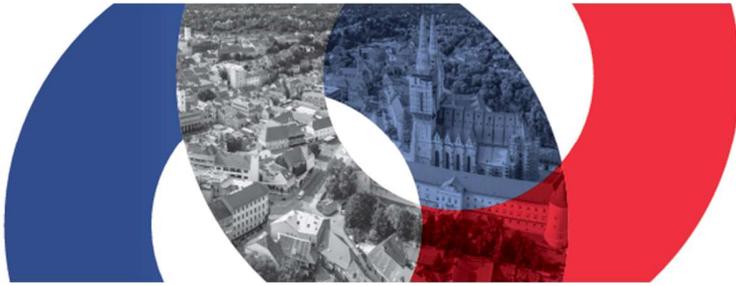
**Thursday, June 19<sup>th</sup>, 2025**

Chair: Leo Groarke

#### **Keynote address**

Jean Wagemans

*The Role of Rhetoric in Defending Against Weapons of Mass Persuasion*



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### **Lecture Room VII**

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

Chair: Steve Oswald

#### **Keynote address**

Katarzyna Budzynska

*Ethos in the Digital Society: A Computational Approach*