



5<sup>th</sup> ESTIDIA Conference  
19-21 September 2019  
University of Naples "L'Orientale"  
Naples (Italy)



The conference will be held at Palazzo del Mediterraneo, University of Naples "L'Orientale", Via Nuova Marina 59, 80133 Napoli, Italy

**THURSDAY 19 SEPTEMBER**

13:30	<b>REGISTRATION</b>	
<b>METHODOLOGICAL WORKSHOPS</b>		
14:00	<b>ROOM T.1</b> <b>Antonio Fruttaldo</b> <i>Corpus-Based Discourse Analysis: Methodology, Analysis, Interpretation</i>	<b>ROOM 1.1</b> <b>Eleonora Esposito</b> <i>Critical Discourse Studies and Digital Practices: Theory, Methods and Techniques</i>
	<b>Sole Alba Zollo</b> <i>Perspectives on Multimodality: Foundations, Research and Analysis</i>	<b>Antonio Bova &amp; Francesco Arcidiacono</b> <i>Tools for the Analysis of Argumentative Interactions</i>

**FRIDAY 20 SEPTEMBER**

8:00	<b>REGISTRATION</b>	
9:00	<b>WELCOME ADDRESS (Room T.1)</b> <b>Elda Morlicchio</b> (Rector, University of Naples "L'Orientale") <b>Augusto Guarino</b> (Head of the Department of Literary, Linguistic and Comparative Studies, University of Naples "L'Orientale") <b>Giuseppe Balirano</b> (I-LanD Research Centre, University of Naples "L'Orientale")	
	<b>PLENARY session: Room T.1 - Chair: Giuditta Caliendo</b> <b>Cornelia Ilie</b> <i>Doing, Undoing and Counter-Doing Fake News: False Statements as Political Manoeuvres</i>	
	9:30	<b>COFFEE BREAK</b>

	<b>ROOM T.1</b>	<b>ROOM T.2</b>	<b>ROOM 1.1</b>	<b>ROOM 1.5</b>
11:00-12:40	<b>Education practices and Multiculturalism</b> Chair: <b>Emilia Di Martino</b>	<b>Gender &amp; Sexuality</b> Chair: <b>Sole Alba Zollo</b>	<b>Panel: De/Constructing Gendered Identities</b> Convenor: <b>Eleonora Federici</b>	<b>Panel: Populism, Populist Rhetoric and Political Communication in Europe and Romania</b> Convenors: <b>Daniela Roventța-Frumușani &amp; Adriana Stefanel</b>
	<p style="text-align: center;"><b>Tsvetelina Harakchiyska</b> <i>The Language of Power in University Student Digitally Supported Discourse: Cyberbullying from a Bulgarian Perspective</i></p> <p style="text-align: center;"><b>Takanori Kawamata</b> <i>Languaging in digital practices in intercultural project-based learning among university students</i></p> <p style="text-align: center;"><b>Yanka Totseva</b> <i>Rhetorical and Discourse Analysis of Online Media Debate on the Quality of Higher Education in Bulgaria</i></p> <p style="text-align: center;"><b>Violeta Montero &amp; Cristián Santibáñez</b> <i>Polarization in Chilean Educational debate</i></p> <p style="text-align: center;"><b>John McKeown</b> <i>Flipped out: student voice and choice in course design</i></p>	<p style="text-align: center;"><b>Giuditta Caliendo &amp; Océane Foubert</b> <i>The representation of gender in French legal discourse</i></p> <p style="text-align: center;"><b>Carmen Serena Santonocito</b> <i>Communicating Normative Assumptions on Same-Sex Couples</i></p> <p style="text-align: center;"><b>Giuseppina Scotto di Carlo</b> <i>"La Donna è Mobile": Hostile and Benevolent Sexism in President Trump's Tweets</i></p> <p style="text-align: center;"><b>Juliana Popova</b> <i>Media Evidence for a Polarized Societal Debate in Bulgaria on Gender Otherness Issues</i></p> <p style="text-align: center;"><b>Rafael Jiménez Cataño</b> <i>Male vs. female resources for care and for dialogue on concrete care</i></p>	<p style="text-align: center;"><b>Emanuela Ammendola</b> <i>Gender Translation in Disney Animated Movies. Prince Charming? No thank you!</i></p> <p style="text-align: center;"><b>Andrea Bernardelli</b> <i>Characters in Search of the Author. Metalepsis, Corporeity and Gender in Westworld</i></p> <p style="text-align: center;"><b>Flavia Cavaliere</b> <i>BECOMING MICHELLE From the South Side Chicago to The White House</i></p> <p style="text-align: center;"><b>Annarita Taronna</b> <i>Issues of gender, translation and narrativity in the representation of refugee women victims of GBV</i></p>	<p style="text-align: center;"><b>Liliana Ionescu-Ruxandoiu</b> <i>Populism in an Emerging Post-Communist Democracy. The Case of Parliamentary Debates in Romania</i></p> <p style="text-align: center;"><b>Valentina Marinescu</b> <i>Agriculture and populism in Romanian media: The case of EU Campaigns from 2019</i></p> <p style="text-align: center;"><b>Ivanka Mavrodieva</b> <i>Manifestations of Populism on Online Media: The 'Populist Turn' in Postcommunist Democracy in Bulgaria</i></p> <p style="text-align: center;"><b>Antonio Momoc</b> <i>Populism – from strategic communication style to political ideology. The Romanian Case</i></p> <p style="text-align: center;"><b>Viorica Paus</b> <i>Le leadership populiste en Roumanie à l'ère de la communication 2.0</i></p>



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**PLENARY session: Room T.1 - Chair: Eleonora Federici**

**Marina Bondi**

***Conflict on Blogs: Trying to Make Sense of Different Positions in Comments***

**LUNCH BREAK**

12:40	<b>PLENARY session: Room T.1 - Chair: Eleonora Federici</b> <b>Marina Bondi</b> <b><i>Conflict on Blogs: Trying to Make Sense of Different Positions in Comments</i></b>			
13:40	<b>LUNCH BREAK</b>			
	<b>ROOM T.1</b>	<b>ROOM T.2</b>	<b>ROOM 1.1</b>	<b>ROOM 1.5</b>
	<p><b>Panel: Linguaging in Lingua Franca Interaction: Beyond the Classroom-Workplace Dichotomy</b> Convenor: <b>Hiromasa Tanaka</b></p>	<p><b>Social Networking Systems and Online Communities</b> Chair: <b>Antonio Fruttaldo</b></p>	<p><b>Panel: The Cyberdiscourse: A Hybrid of Polarized Stances</b> Convenors: <b>Andra Vasilescu, Adriana Ștefănescu &amp; Rodica Zafiu</b></p>	<p><b>Panel: Populism, Populist Rhetoric and Political Communication in Europe and Romania</b> Convenors: <b>Daniela Rovența-Frumușani &amp; Adriana Stefanel</b></p>
14:40-16:00	<p><b>Maria Cristina Gatti</b> <i>Crossing the wall. A 'Six-months-in-the-life' study of online discourse practices of a workteam in multilingual settings.</i></p> <p><b>Maia Gurgenz</b> <i>Problems of lingua franca communication and a way to solve them</i></p> <p><b>Franca Poppi</b> <i>Conveying meaning is students' interactions: The Modena-Meisei Project</i></p> <p><b>Hiromasa Tanaka</b> <i>Linguaging in Lingua Franca projects: Multiple perspectives</i></p>	<p><b>Bilyana Todorova</b> <i>The Idea of 'Misunderstood Tolerance' - A Sign of Latent Polarization of the Public Bulgarian Discourse?</i></p> <p><b>Ioanna Vovou, Matina Peppas &amp; Yannis Stamos</b> <i>Young People Go Public: The Greek YouTube Sphere of Public Speech</i></p> <p><b>Stefania D'Avanzo</b> <i>Moving away from 'good' vs 'bad' contradictions - 'Sanità district' in TripAdvisor reviews</i></p> <p><b>Veronika Katermina</b> <i>Linguodiscursive potential of social media</i></p>	<p><b>Marinela Bota</b> <i>Mansplaining in Romanian online discourse</i></p> <p><b>Alexandra Popa</b> <i>Conflictual Communication on Facebook</i></p> <p><b>Lucia Maria Popa</b> <i>Two-dimensional Ethos within Motivational Discourse in Cyberspace</i></p> <p><b>Răzvan Săftoiu</b> <i>Romanian Political Communication and the New Media</i></p>	<p><b>Lilia Raycheva, Mariyan Tomov &amp; Nelly Velinova</b> <i>Debating the Populist Turn in the Bulgarian Media Ecosystem</i></p> <p><b>Daniela Rovența-Frumușani &amp; Adriana Stefanel</b> <i>Populism, Populist Rhetoric and Political Communication in Europe and Romania</i></p> <p><b>Gabriella Sgambati</b> <i>L'implicito e lo stile populista. Un confronto Italia/Germania</i></p> <p><b>Gina Stoiciu</b> <i>Peuple et populismes au temps présent</i></p>
	<b>ROOM T.1</b>	<b>ROOM T.2</b>	<b>ROOM 1.1</b>	<b>ROOM 1.5</b>
16:00-17:00	<p><b>Panel: Linguaging in Lingua Franca Interaction: Beyond the Classroom-Workplace Dichotomy</b> Convenor: <b>Hiromasa Tanaka</b></p> <p><b>Satomi Ura</b> <i>Escape from monolingualism by using Lingua Franca English</i></p> <p><b>Lorraine Yao Yao</b> <i>EELF in Mainland China: What Challenges Are Faced by Business</i></p>	<p><b>Specialized Discourses and Online Practices</b> Chair: <b>Girolamo Tessuto</b></p> <p><b>Anna Franca Plastina</b> <i>'So Torn About Vaccines'... Parental Dialogic Responsiveness to Vaccine-Hesitant Parents in Online Forums</i></p> <p><b>Roxanne Holly Padley</b> <i>An Analysis of Medical Discourse: Cosmetic Surgery and Signs of Age(ism)</i></p> <p><b>Elena Farcas</b> <i>Communication strategies in the online environment, Website versus Facebook</i></p>	<p><b>Panel: The Cyberdiscourse: A Hybrid of Polarized Stances</b> Convenors: <b>Andra Vasilescu, Adriana Ștefănescu &amp; Rodica Zafiu</b></p> <p><b>Ariadna Ștefănescu &amp; Sorina Postolea</b> <i>Cyberbullying in online comments: a case study</i></p> <p><b>Andra Vasilescu</b> <i>Speakers' Corner in the Cyberspace</i></p> <p><b>Rodica Zafiu</b> <i>Evaluation, self-expression, and argumentation in readers' comments on news websites</i></p>	<p><b>Construing Polarization in Public and Private Narratives</b> Chair: <b>Margaret Rasulo</b></p> <p><b>Anamaria Gebăilă</b> <i>L'"interesse nazionale" e il "racconto personale". Un approccio contrastivo sulle caratteristiche linguistiche del discorso ad argomento privato nelle interviste politiche</i></p> <p><b>Catherine Ghosn &amp; Belgin Bilge</b> <i>Réseaux sociaux et interactions en ligne/hors ligne. Cas des jeunes Turcs en France</i></p> <p><b>Cleide Emília Faye Pedrosa</b> <i>Polarización entre sordos y oyentes: caminos de la educación de sordos en Brasil</i></p>
17:00	<b>COFFEE BREAK</b>			
17:30	<b>PLENARY session: Room T.1 - Chair: Angela Zottola</b> <b>Lucy Jones</b> <b><i>What Is Legitimate? (De)Constructing Binaries in Transgender Youth Discourse</i></b>			
20:00	<b>SOCIAL DINNER</b>			



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**SATURDAY 21 SEPTEMBER**

**PLENARY session: Room T.1 - Chair: Eleonora Esposito**  
**Majid KhosraviNik**  
**Techno-Discursive Dynamic, Social Media and Contemporary Populism**

**COFFEE BREAK**

	<b>ROOM T.1</b>	<b>ROOM T.2</b>	<b>ROOM 1.1</b>	<b>ROOM 1.5</b>
9:00	<b>PLENARY session: Room T.1 - Chair: Eleonora Esposito</b> <b>Majid KhosraviNik</b> <b>Techno-Discursive Dynamic, Social Media and Contemporary Populism</b>			
10:00	<b>COFFEE BREAK</b>			
10:15-11:55	<p><b>Hate &amp; Conflict in Digital Media</b></p> <p>Chair: <b>Maria Cristina Nisco</b></p> <p><b>Mariselda Tessarolo</b> <i>Complexity of dialogues on the net</i></p> <p><b>Douglas Mark Ponton &amp; Marco Canepa</b> <i>Trial by Social Media vs. the Traditional Courtroom; a Cross-Cultural Study of Legal Argumentation</i></p> <p><b>Arianna Grasso</b> <i>Refugee Crisis and Manipulation of Truth in the Digital Era: The Australian Case</i></p> <p><b>Ivanka Mavrodieva</b> <i>Fake News and Post-truth on Online Media in Bulgaria</i></p>	<p><b>Political Discourse and Online/Offline Communities</b></p> <p>Chair: <b>Katherine E. Russo</b></p> <p><b>Katarzyna Gajlewicz-Korab &amp; Joanna Szylo-Kwas</b> <i>A Visual Framing Analysis of Image of President of the Republic of Poland Andrzej Duda in Online and Offline Discourse</i></p> <p><b>Lucia Abbamonte</b> <i>The 2019 State of the Union Address – Trump’s presidential rhetoric vs fact check in our poly-cross-media environment</i></p> <p><b>Francine Jaomiasa</b> <i>Using social media in the electoral context. Lessons from Romania 2014 Presidential Campaign</i></p> <p><b>Olena Semenets</b> <i>Polymedia and a hybrid dialogue from the standpoint of the theory of complex adaptive systems</i></p>	<p><b>Panel: Global Discourses (and Counter-Discourses) of Hostility in the Social Media Age</b></p> <p>Convenor: <b>Eleonora Esposito</b></p> <p><b>Eleonora Esposito</b> <i>Critical Perspectives on Semiotic Violence Against Women in Politics</i></p> <p><b>Alexandra Krendel</b> <i>Online misogyny in a quarantined community of practice: representations of men and women across the manosphere</i></p> <p><b>Soudeh Ghaffari</b> <i>Digital Discourses of Perfect Femininity, Disablism and New Affordances For Representation and/or Hate Speech</i></p> <p><b>Angela Zottola &amp; Andressa Rodrigues Gomide</b> <i>#WontBeErased: Fighting hate on Twitter</i></p> <p><b>Giusy Piatto</b> <i>The pleasure of hating: Charles Gross being exposed. Investigating hate speech online</i></p> <p><b>Claire Hugonnier &amp; Samuel Vernet</b> <i>Can the testimony counter online homophobia? The example of a prevention campaign of the association Le Refuge</i></p>	<p><b>In-Group and Out-Group Forms of Polarization</b></p> <p>Chair: <b>Bianca Del Villano</b></p> <p><b>Angelo Riccioni</b> <i>“You are just a Hufflepuff...”: Polarized Discourse in the Harry Potter Fan Community</i></p> <p><b>Arie Sover</b> <i>The Characteristics and the Uniqueness of the Jewish Joke</i></p> <p><b>Michel Dufour</b> <i>Funny insults</i></p>
12:10-13:30	<p><b>Constructing Polarization in Public Discourses</b></p> <p>Chair: <b>Anna Mongibello</b></p> <p><b>Gelu Olivian Tudose</b> <i>Promoting counter-stereotypical products on Instagram</i></p> <p><b>Kim Grego</b> <i>Experts vs. non-experts, polarisation and persuasion in the news media: the Thai cave boys’ rescue</i></p> <p><b>Heiner Böttger / Laura Ickinger / Deborah Költzsch / Georgios Ypsilantis</b> <i>A study on German surface and deep rhetorical strategies</i></p> <p><b>Hristina Sokolova</b> <i>Being Successful in the Eyes of Bulgarians: A Comparative Study</i></p>	<p><b>Online and Offline Forms of Conflict</b></p> <p>Chair: <b>Siria Guzzo</b></p> <p><b>Giuseppe Balirano &amp; Marcella Corduas</b> <i>A Hybrid Approach to Sentiment Analysis: Tweets in the Brexit Era</i></p> <p><b>Paola Giorgis</b> <i>In Other Words. How Otherness Is (Re)Produced and How It Can Be Problematized</i></p> <p><b>Emanuele Stochino</b> <i>Can Political Correctness Settle Conflict?</i></p> <p><b>Girolamo Tessuto</b> <i>Appraising the Brexit discourse in academic blogs: evaluative and polar meanings</i></p>	<p><b>Panel: Global Discourses (and Counter-Discourses) of Hostility in the Social Media Age</b></p> <p>Convenor: <b>Eleonora Esposito</b></p> <p><b>Philippa Smith</b> <i>In search of interdisciplinarity to stimulate a network of counterspeech researchers</i></p> <p><b>Camila Nobrega</b> <i>Megaprojects and discourse analysis from a symbolic-territorial approach</i></p> <p><b>Margaret Rasulo</b> <i>Underlying systemic patterns of oppressors-oppressed in climate change denial theories</i></p> <p><b>Matthias J. Becker</b> <i>“I voted Leave! So, why are you still here?”: The rise of hate speech on British mainstream websites in the context of Brexit</i></p> <p><b>Melissa Robinson</b> <i>Illegal is not a noun: Pejoration through adjectival nominalization</i></p>	
13:30	<b>ESTIDIA GENERAL MEETING</b>			
14:15	<b>CLOSING REMARKS AND FAREWELL</b>			