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KEYNOTE PRESENTATIONS

Politicians' public self-presentation and framing strategies: A political scandal and its framing in three Austrian politicians' speeches

Helmut Gruber

Vienna University

In my presentation, I will deal with the televised speeches four (then) leading Austrian politicians delivered after the publication of the so-called “Ibiza-video” on May, 17, 2019. The video caused one of the biggest political scandals as well as the termination of the government coalition between the conservative peoples' party (ÖVP) and the right-wing populist freedom party (FPÖ) in Austria. On May, 18, then vice-chancellor H.C. Strache announced his resignation from office as a reaction to the video. Several hours later, chancellor S. Kurz declared the end of the coalition government and announced snap elections. Some hours later as well as three days after these events, Austrian president A. van der Bellen delivered two speeches on the political situation in Austria. I am interested in the different ways these politicians framed the video and the political situation in Austria. Furthermore, I will analyze how their different framings contribute to their public self-presentations. I will integrate concepts of framing from communication studies, cognitive linguistics, and story-telling research to arrive at a comprehensive approach to framing practices in the speeches. The analyses show that Strache's self-presentation fits into the broader populist discourse strategy of self-victimization, whereas Kurz presents himself as a narcissistic hero and van der Bellen as a moral guardian. Framing of previous events – if it is conceptualized

under a broad, socio-pragmatic perspective – thus turns out to be a major discursive strategy of politicians' public self-presentation.

(to be announced)

Majid KhosraviNik
Newcastle University

Brexit inside and out: Discursive representations within and outside of the UK

Veronika Koller

Lancaster University

As a political phenomenon with global impact, the UK's withdrawal from the European Union has triggered a growing body of linguistic and discourse analytical research (e.g. Buckledee 2018, Koller et al. 2019, Zappettini & Krzyżanowski 2019). As such, Brexit continues to be the subject of work ranging from lexicology to language policy, analysing traditional and social media, investigating the language used by British politicians in parliament and elsewhere, addressing historical discourses leading to the UK leaving the EU, and – last but not least – focusing on metaphor. However, the vast majority of studies have been concerned with the British context, which, while to be expected, could be seen as reflecting the self-centred nature of the public debate in the UK.

In this talk, I will therefore first provide an overview of recent work into the language and discourse of Brexit, before outlining a research programme for studying how Brexit is represented and constructed in non-British contexts (see Brusenbauch Meislová et al. forthcoming). The first part of my talk will include a focus on how metaphors are used to conceptualise Brexit as a process, event and object, while the second part will discuss expanding circles of context from Ireland and other EU countries to Commonwealth nations and Russia. I will close with reflections on the changing object of Brexit-related language and discourse studies, now that the

UK has left the EU, and on what nascent discourses of European (dis-)integration have been triggered by Brexit.

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Revisiting national identity politics and discourses: The Austrian case 1995-2015

Ruth Wodak

Lancaster University

Since the 1980s, the transformation of the former Eastern bloc, Germany's reunification, the enlargement and deeper integration of the European Union, together with persistent debates about migration and globalization focused ever more attention on issues of historical and cultural identities. Indeed, in some member states of the European Union, the propagation of a new European identity was accompanied by the emergence or re-emergence of fragmented and unstable national, sometimes even nativist, and ethnic identities, ideologies and discourses. Seemingly established collective, national identities became contested political terrain and the focus of political struggles and polarizing debates. Moreover, threats and crises of various kinds have re-invigorated discussions of national or cultural identities across Europe, alongside the rise of various far-right populist parties and movements. In my lecture, I illustrate the considerations above with the help of an innovative longitudinal study about the discursive construction of Austrian national identities over time, 1995-2015. First, I will briefly present my theoretical and methodological framework (the Discourse-Historical Approach in Critical Discourse Studies) and then provide an overview of the types of discourse and data analyzed, including political speeches, commemorative events, media, group discussions as well as in-depth interviews. Covering crucial analytical categories, I discuss some salient findings in

comparison to data collected in 1995 and 2005 and conclude with a longitudinal perspective on the discursive construction of (Austrian) national identities.

REGULAR PRESENTATIONS

“Swallows” and “ravens” building nests over politicians’ heads: Victims or perpetrators?

Arezoo Adibeik

Srinakharinwirot University, Bangkok

Honey trapping operation is a commonly known type of Sexpionage, which can be defined as involvement of seduction to conduct espionage by secret agents who are trained to lure diplomats and businessmen into divulging sensitive information or blackmailing them outright. Sexpionage, as a phenomenon, has its roots in the USSR during the Cold War. In the Soviet Union, these agents were called ‘swallow’(ласточка) and ‘raven’(Вороны), the KGB euphemistic codenames referred to sexually attractive female and male agents respectively, who were employed to seduce and target usually high-ranking individuals for intelligence purposes or as a means to exploit rival political figures and therefore, to get them out of the scene. While such an act has been a historically documented phenomenon in intelligence services around the world especially in countries such as the Soviet Union/Russia, the United States, and Great Britain and has also been catalysed by widespread interest in its intrinsic obscurity, intrigue, and notoriety, it has remained clandestine in interdisciplinary studies, possibly for the fear of it.

This paper aims to shed some light onto this understudied phenomenon from a critical discursive point of view to understand how intelligence services exploit both agents and their targets for so-called security purposes and political means. To that end, this research presents a case study which has recently bubbled up onto the surface and has been

subject to numerous controversies and debates in Iranian political sphere, following a scandal regarding a reformist Iranian politician who murdered his second wife, a former actress, alleging her with entering his life for Sexpionage purposes. The results of detailed textual analyses of four selected reformist (Shargh, Aftab-e Yazd) and hardline conservative newspapers (Kayhan, Vatan-e Emruz) show how honey-trapping operation despite ideological regulations may move covertly beyond socio-cultural background for political means in an otherwise religious context in order to wipe out political party rivals.

Discursive chain and movement in crisis-driven Nigerian political discourse: Corpus evidence from herdsmen newspaper headlines

Mayowa Akinlotan

Catholic University Eichstätt

Ayodele Ayotunde

Lagos State University

Central tenets of critical discourse analysis spell that language in discourses meant for mass consumption is often permeated with a reproduction and/or a resistance of certain ideologies, assumptions, and knowledge characteristics of different social groups making up the society. One of such best scenarios are news headlines narrating crisis-driven national discourse in Nigeria, where almost all national discourses are driven by certain inherent ideologies and political power. In this paper, we propose a discourse chain with which a profile uncovering the socio-psychological idiosyncrasies of the participants (inclusive of agents and recipients) and process in most national discourses in Nigeria can be de-constructed. Applying corpus analytic method to 761 herdsmen news headlines extracted from Nigerian newspapers, corpus evidence nicely illustrates the extent to which these news headlines move the discourse-at-hand (i.e. herdsmen crisis) to the discourse-around by reproducing institutionalised ideological patterns revolving around identity politics (ethnicity), religion, question of nationhood, corruption, citizenry distrust, and political power imbalance. The paper argues that this discursive movement is driven by a

chain of discourses that define the existence of the nationhood, and will almost always drive any discourse-at-hand.

Politics in language education in the UK: Voicing the language learning experiences of postgraduates

Inma Alvarez, Carlos Montoro

The Open University UK

The discipline of Modern Languages in the UK has been in a state of crisis and in decline for the last 20 years, and it is currently at its lowest point (Kelly, 2017). From 2000 onwards, Modern Languages department closures in higher education institutions across the country have often been the talking point in the media, in the political arena and in universities' management. The issue has centred around whether there is a real societal need: What are languages for? Do we need languages other than English? This paper will report on the findings of a study conducted in the academic year following the Brexit vote, 2016-2017. It captured the language learning experiences and views of postgraduate students from all disciplines across the UK. We will present an analysis of students' open comments to a large-scale survey (n=565) and semi-structured interviews (n=19). Against a background of negative sociopolitical narratives around the learning of languages, the results reveal an interest in language learning among research students with an awareness of the potential impact greater access to language learning could have on their research, professional careers and personal lives. The research also reveals the political pedagogical landscape of the languages on offer at Higher Education Institutions which, to a great extent, reflect a limited offer and constitute the labour home of a multitude of migrant teachers. This is the first study of this kind and it is

hoped that students' voices regarding the learning of languages at this level, could inform future policy and decision-making at postgraduate level in the UK.

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The English Patient: A contrastive analysis of political metaphors in media discourse about Brexit

Jakob Angeli

Technical University of Berlin

Ever since the announcement of the UK's withdrawal from the EU, Brexit has dominated public discourse in a large share of European countries. Yet, it has to date been somewhat neglected as a subject of linguistic inquiry, especially with regards to metaphor theory. Existing works mostly examine single metaphors in a qualitative, exemplary fashion and only focus on discourse within the UK (cf. Morozova 2017, Musolff 2017, Đurović/Silaški 2018). This paper attempts to fill this gap by systematically analyzing and comparing political metaphors in a three-month section of German and British press coverage on Brexit.

To this end, a bilingual 4,693,741-word corpus with news articles drawn from tabloids as well as quality outlets is compiled and subsequently analyzed both quantitatively and qualitatively with regards to the discourse-based source domains Love-Marriage-Family, Life-Health-Strength and Way-Movement-Speed structuring the target domain Brexit. The concept of *metaphor scenarios* (Musolff 2006, 2016) serves as a theoretical framework. Methodologically, the study ties in with a growing body of work relying on semi-automated metaphor detection in large corpora (cf. Koller et al. 2008, Demmen et al. 2015, Lederer 2016, Semino 2017). Similar to the procedure proposed by Lederer (2016), the abovementioned domain labels are used as collocate magnets in a reference corpus, which then serve as input strings to

search for potential metaphor trigger lexemes in the Brexit corpus. In order to make statistically reliable claims about the distribution of metaphors, indices like the metaphorical productivity index and the creativity ratio (cf. Oster 2010) are calculated.

Preliminary findings suggest that the metaphorical conceptualization of Brexit varies significantly across language as well as news outlet type.

Anti-intellectualism among Japanese political leaders

Shoji Azuma

University of Utah, Salt Lake City

Lim (2008) linguistically examined the rhetorical presidency from George Washington to George W. Bush for such aspects as readability, content analysis, interviews with speechwriters and argued that while presidents talk a lot, they say very little that contributes constructively to public deliberation. Lim (2008) identifies an increasing tendency toward language simplification (e.g., shorter sentences, easier words) and the resulting substantive impoverishment. He calls the tendency “anti-intellectualism” in political language. Presidential speeches are filled with “an easily digestible substantive menu devoid of argument and infused with inspirational platitudes, partisan punch lines, and emotional and human interest appeals” (Lim 2008: 54). In other words, politicians talk short on “logos” (logical reasoning) and long on “pathos” (emotional appeal).

This trend of anti-intellectualism in the language of political leaders is a contemporary pressing issue because anti-intellectualism removes the benefits of thoroughly discussing and examining political and social issues. Its long-term effects may even threaten the fundamental institutions of democracy and participatory governance. In the proposed project, the following questions will be addressed. Is anti-intellectualism confined to the American political scene, which, currently, is dominated by “Trumpism” and “anger toward globalism” (Irie 2016)? Alternatively, is anti-intellectualism a trend reaching beyond national, linguistic,

and cultural boundaries, sneaking globally upon us before we realize it? More specifically, is anti-intellectualism infiltrating the East where political rhetoric has not historically been as valued as in the West? Specifically, I will study how Japanese political leaders such as the new Minister of Environment, Shinjiro Koizumi, have addressed parliament and the public. Will we find the same qualitative decline and debasement of political discourse and quality of rhetoric as Lim (2008) observed? Surprisingly, to date, there is no systematic study of Japanese political speech that addresses this question. Historically, in the field of Japanese sociolinguistics, the focus has been on issues at the word/sound level (e.g., grammaticalization and sound change), leaving political discourse virtually unexplored. Thus, the present project will be a pioneer study in the field.

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Interpreting nonmainstream ideology in the European Parliament

Magdalena Bartłomiejczyk

University of Silesia, Katowice

The European Union with its 24 official languages is a political entity that relies heavily on translation and interpreting in its everyday functioning. During plenary debates of the European Parliament, the voices of Members sound in the original version and in 23 interpretations into all the other EU languages. The voice of each speaker, therefore, inevitably becomes “filtered” by 23 other individuals. Over recent years, the European Parliament (EP) has become a major setting for interpreting research. Some empirical studies have shown that interpreters might exert much more influence on the content of plenary debates than assumed by the conduit model of interpreting and that the filtering effect may sometimes considerably modify the speaker’s illocution.

The study that I would like to present in Łódź is a qualitative, discourse-analytic examination of original and interpreted explicit ideological content that goes blatantly against the mainstream EU discourse. The selected topical issues are democracy as an optimal political system and equal rights for women, on which there is a wide consensus in the Parliament. The material for the analysis has been extracted from a larger corpus containing the complete plenary contributions (191) of an antidemocratic and misogynist Polish Member of European Parliament: Janusz Korwin-Mikke, elected for the term 2014-2019. The paper is a part of a more comprehensive endeavour to test the limits of

translatability during EP plenary debates on the basis of this particular, very challenging speaker.

I will present a qualitative comparative analysis to exemplify shifts produced by interpreters that affect the speaker's ideological stance. It would be very tempting to ascribe such shifts to the ideological clash between Eurosceptic statements and the mainstream views expressed routinely in the EP. However, when focusing on simultaneous interpreting we also have to consider possible influence of other factors, such as the constraints typical for this mode (time constraint, linearity constraint) and specific, local "problem triggers". In view of such factors, ideological shifts may sometimes only be a side effect.

From external to internal ‘others’: Discursive shifts in the Brexit debate and British politics

Samuel Bennett

Adam Mickiewicz University, Poznań

The debate surrounding the 2016 Brexit referendum was dominated by migration and its impact on British society (access to public services, security etc.). It was the headline topic, to/from which others stemmed, so that “all roads lead to Brussels” (Bennett 2019). Indeed, more broadly, the Leave campaign contained many hallmarks of right-wing populism: a focus on ‘the people’, scapegoating of external others, charismatic leader, etc.

By contrast, in this paper I argue that as domestic- and European-level Brexit negotiations have continued (or more accurately, dragged on), there has been a decisive ‘discursive shift’ (Krzyzanowski 2013) in the othering strategies of pro-Brexit political actors. This mirrors the shift in the political context, in which Brexit has largely become a domestic (parliamentary) issue, rather than one of international relations. As with all other populist politics, the wider, macro focus has remained on the people and their sovereignty. However, the novelty is that two new ‘others’ have taken the place of migrants: ideological others – i.e. ‘Remoaners’ – and political elites, who are framed as frustrating the democratic process of leaving.

To show this change, I first present examples of pro-Brexit claims from 2016 and then compare these with examples from 2017-2019. Next, in order to widen the discussion and place my presentation in a wider, European context, I also

present some examples from other right-wing populist actors' campaigns in the run-up to the 2019 European elections. Later in the presentation I present further examples from the 2019 general election, which seems to indicate a 'discursive return' to external others. In concluding my paper, I argue that the findings point to populism as a "specific discursive strategy" (Bennett 2019) that provides a "flexible way of animating political support" (Jansen 2011)

Methodologically, I orient my study to nominative and predicative strategies, as well as the argumentation schemes employed (see for example, Reisigl and Wodak 2001).

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Understanding populism - How can linguistic analysis help?

Martina Berrocal, Václav Cvrček, David Lukeš

Friedrich Schiller University Jena

Populism has become a prominent trait of current political action in a great number of countries in Europe and beyond. A great part of the electoral success of populist politicians and parties is often attributed to a simple and effective communication with the electorate. A thorough linguistic analysis of discourse structure, that is, discursive strategies and linguistic means populist politicians use, will help us to understand this phenomenon that is “pathological of democracy” (Taggart, 2002) and that poses a potential threat to the pluralistic democracy (Müller 2016, Mudde and Kaltwasser 2014, 2017). On that account, we examine all the speeches of the Lower Parliamentary Chamber (Poslanecká sněmovna) Czech parliamentary discourse within three mandate periods (2010-2013, 2013-2017, 2017-2019), accounting for a spectrum of populist and non-populist discourses.

Methodically, the study applies the Multi-Dimensional Analysis (MDA) of Czech registers, which maps the repertoire of the alternating linguistic means. Mainly, it determines the invariant and the scope of the variation of Czech registers, where linguistic variation is perceived as a materialization of the linguistic choices made by the speakers (Cvrček et al. 2018b, 293).

The analysis studies linguistic profiles of the parliamentary speakers and aims to determine how populist language (and

its varieties) differ from other parliamentary register varieties. Moreover, it examines the impact of extra-linguistic factors (e.g. party affiliation) or sociolinguistic variables (sex, education, age) on the variation of parliamentary register.

The epistemic community of nation branding experts — The subjective position, legitimization strategies and discourse dissemination process

Waldemar Bojakowski, Karina Stasiuk-Krajewska
SWPS Wrocław

Nation branding has been visible since the last decade of the 20th century (Leonard 1997, Anholt 1998). Gaining the attention of many scholars, especially in the field of marketing and political sciences (see, Melissen 2005), as well as among government circles around the world (Valaskivi 2016), this 'modern' and 'more efficient' form of public diplomacy has been transforming the discourse of international relations in many ways. First and foremost, by shaping the attitudes and expectations of political leaders (Surowiec 2017), and secondly, and more specifically, by changing the way countries are planning and carrying out their promotional actions (Aronczyk 2013). The idea that nations could have their „brands” and that they can be managed in a strategic manner has been translated from a purely theoretical concept into a practical form of knowledge, having its impact on the real political decisions (Rasmussen, Merckelsen 2012).

While there are many critical studies on nation branding, especially conducted by scholars from cultural and communication studies (Dzenovska 2007, Bolin and Ståhlberg 2010, Kaneva 2011), considerably little attention has been devoted to linguistic resources used in the process of popularization of nation branding (e.g. de Michelis 2008).

The aim of the paper is to analyze legitimization strategies used by nation branding experts in order to establish their subjective position and symbolic capital. Using the DIMEAN (discourse-linguistic multilayered analysis) methodological model of discourse analysis conceptualized by Spitzmüller and Warnke (2011), and taking into account the research programme of post-foundational discourse analysis (Marttila 2015; 2016), we would like to present our findings on the language resources and discursive mechanisms apparent in papers published in the journal of *Place Branding and Public Diplomacy* from 2004 to 2018. Moving from intratextual (*micro*) to intertextual (*meso*) and discursive (*mezzo*) level of analysis — that is from a particular paragraph within a single text to a population of texts, and from there to social practice — we would like to characterize the overall structure of the discourse, taking into consideration its semantic, pragmatic, institutional and social layers.

The shaping and evolution of an environmental wake-up call: Opening statements of 1972, 1992, 2012 U.N. Conferences on the environment¹

Twenty years ago, representatives of 113 of the world's nations took the first steps on a new journey to hope for the future of our 'Only One Earth' (...) Despite significant progress made since 1972 (...), the hopes ignited at Stockholm remain largely unfulfilled. (Maurice Strong, 1992 U.N. Conference)

We gather in Rio de Janeiro to shape the future of humankind. Let us not mistake this for hyperbole ... *mere rhetoric*. To the contrary, we are here to face an existential reality.
(Ban Ki-moon, 2012 U.N. Conference)

Stéphanie Bonnefille
Bordeaux Montaigne University

The author published several articles in the field of cognitive rhetoric as applied to current politics and “environmental communication” (Cox, 2013), among which President Trump’s reaction to the Green New Deal during C.P.A.C. 2019 (2020, to appear), or President Obama’s rhetoric of a success story regarding fracking and “energy independence” (2014). She conducted a two-year series of interviews with French green

¹ The exact titles of the three conferences are: 1972, Stockholm, “The U.N. Conference on the Human Environment”, 1992, Rio de Janeiro, “The U.N. Conference on Environment and Development”, 2012, Rio de Janeiro, “The U.N. Conference on Sustainable Development”.

Congressman Mamère on how green words try to shape public attitude towards climate change (*Les Mots Verts*, 2016).

Based on her previous work and on the increasing amount of research done in the field of “green talk” (Peterson, 2004), the author travels back in time to analyze the opening statements of three major U.N. Conferences. By looking at the same textual and discursive elements in all three, and while putting these political speeches in (mainly economic and environmental) context, the author wishes to shed light on the evolution of this type of communication. How does the speaker (U.N. Secretary General) choose to design this eco-narrative addressed to all the (attending) world leaders? What metaphorical and metonymical networks are used? What rhetorical devices are called upon to shape “new” ideological and moral issues? Since the speaker needs to make the audience act even more effectively in 1992, how does he alter his discursive strategies? In what ways does the third speech (2012) shape this wake-up call differently? How can the third speech take the representations previously triggered in the audience’s minds several steps further? And to what extent is repetition called upon over the three speeches?

In a cognitive rhetoric approach, the paper will describe and compare how figurative language, framing, categorization operate over these three speeches. It will also take into consideration rhetorical strategies such as ethos and pathos at discourse level, and rhetorical devices of repetition, euphemism, dysphemism, contrast, opposition, etc. at word level.

This multidisciplinary approach brings this work close to certain aspects of Critical Discourse Analysis (Van Dijk 1998, Wodak and Meyer 2008, Hart and Lukes 2010, Maalej 2010).

**‘The Government has succeeded in securing
substantive changes’: Force-dynamic representations of
conation through phase and factivity
in the discourse on Brexit**

Robert Butler

Université de Lorraine, Nancy

Within Critical Discourse Analysis (CDA), there have been extensive studies of metaphor in political discourse. However, research focusing on the concept of gestalt has been less prevalent. Our approach applies the concept of force dynamics developed by L. Talmy (1988, 2000) to complex aspectual patterns where the outcome or ‘resultant’ between two sentient entities (the Agonist and the Antagonist) results in the expression of an imbalance of forces. We apply this model to a selection of conative verbs, where ‘conation’ (as expressed through the use of conatives) implies endeavour (Huddleston and Pullum 2002), but can be extended to include the result of that endeavour. Our analysis therefore includes *try* and *attempt* on the one hand, and *succeed* and *fail* on the other, as identified by Halliday and Matthiessen (2014). When applied to the notions of phase and factivity in force dynamics, conative verbs can be assimilated to at least three categories: attempts, achievements and inaction (Hilpert 2010). The identification of the Agonist and Antagonist in each of these force-dynamic occurrences is subsequently transposed on to the material representations of social actions as modelled by van Leeuwen (2008). It is then possible to identify the ways in which the actions of social actors become legitimated (*ibid.* 2008) and contribute

to the language of governance (Mulderriig 2011). By integrating force dynamics, the role of social actors and the grammatical function of conative verbs, we are able to present our analysis in an integrative approach which forms part of the discourse-society triangle (van Dijk 2001, 2008a, 2008b). We focus on the period around the extension of the United Kingdom's membership of the European Union beyond 29th March 2019 and the reaction of the press to the political events surrounding this extension. Our corpus is based on articles publicly available in the online version of the *Daily Mail*, one of the most-read national newspapers in the UK. This choice of corpus material enables us to ascertain the ways in which event models may be considered to have a significant influence upon political opinion in relation to Brexit in the UK.

Indexical signs and ethnopragmatic devices for the Self-construction by Italian politicians in international institutional settings.

Claudia Coppola

Università degli Studi di Roma Tre

Laura Mori

Università degli Studi Internazionali di Roma

Politicians are constantly in the process of constructing their self-image by using indexical signs and performative devices. In doing so, they express their own involvement and accountability regarding what they do, what they say and who they are. Namely, they convey their political Self through linguistic encoding and through the enhancement or mitigation of their agency.

In our research hypothesis speakers' stylistic features are ideological and they do contribute to the construction of the political Self together with the expression of their performative agency.

Our analysis is based upon a corpus of (multilingual and multimodal) political discourse comprising statements issued by Italian Prime Ministers with different socio-cultural and political backgrounds during institutional encounters with their international political counterparts.

The methodology used is two-fold: a quantitative corpus-oriented analysis of indexical features (such as regional accent, code-mixing, register-related choices, inclusive pronouns, lexical bundles etc.) combined with the qualitative analysis of agency within an ethnopragmatic paradigm

focusing on different types of speech acts and aesthetic devices such as metaphors.

This contribution aims: 1) to outline the distribution of linguistic features bearing an indexical value and the presence of ethnopragmatic devices; 2) to interpret them in relation to the political Self-construction, either through speaker-dependent stylistic choices or context-dependent usages with regard to the distance/closeness interactional dynamics at play.

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Interpreting agency: A pragmlinguistic analysis of the Italian political discourse into German during bilateral press conferences

Claudia Coppola

Università degli Studi di Roma Tre

Recent research in the interpretation studies has shown that interpreters play an active role in the (semantic and pragmatic) co-construction of meaning and in the creation of interactional dynamics. This is particularly significant in bilateral press conferences, where politicians must handle the often delicate and/or direct journalists' questions and the presence of their political counterparts.

This contribution aims to analyse the discursive construction of the political self-image as regards the linguistic representation/mitigation of agency in the simultaneous interpreter's rendering into German of Italian institutional discourse.

The texts analysed belong to four joint press conferences between Italian Prime Ministers (Enrico Letta, Matteo Renzi, Paolo Gentiloni, Giuseppe Conte) and the German Chancellor Angela Merkel. Only the Italian politicians' answers to the journalists' questions are considered.

A qualitative ethnopragmatic analysis will be conducted to highlight the rendering into German concerning illocutive force of speech acts, aesthetic function of figures of speech (metaphors and metonym), morphosyntactic devices such as passive/impersonal constructions, personal pronouns and allocutive forms. These features will be investigated considering the strategies and constraints related to

simultaneous interpreting involving two syntactically different languages as well as the dynamics entailed in an asymmetric interaction between journalists and interviewees.

Our goal is to provide data showing the interpreter's role in the way agency is expressed, either enhancing or diminishing the speakers' involvement and accountability, and in the negotiation of the relation between them and the German Chancellor.

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Linguistic justice for Yazidi women: A corpus-assisted discourse analysis of global news coverage

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Following the rise of the Islamic State of Iraq and Syria (ISIS) in 2014 and recent terrorist attacks carried out in their name, news coverage on the group has proliferated worldwide. One of the organization's acts that has been intensely covered is the genocide of the Yazidi people, an ethnic and religious minority residing in northern Iraq. In the aftermath of the murders and kidnappings perpetrated by ISIS during the genocide, Yazidi women in particular have reported unethical practices by journalists covering their stories of sexual abuse (Foster & Minwalla, 2018). Given these reports and the extensive political and economic investment of major world powers in this region, there is a need to examine potential sociopolitical motivations behind language choices in the reporting of this event to an English-speaking audience, and the consequences this can have on a community of women who do not have control over how their stories are reported. The current study applies Corpus-Assisted Discourse Studies (Baker & McEnery, 2015), employing both keyword and collocational analyses in combination with the Discourse Historical Approach (DHA) (Reisigl & Wodak, 2009) in an analysis of a purpose-built corpus of online news articles on Yazidi women spanning 2014-2019. Seeking to investigate how discursive practices in media shape the portrayal of Yazidi women, and how this portrayal can reflect and reproduce global power hierarchies, the analysis shows a high

level of occurrence of terms related to slavery, and that Yazidi women are often referred to homogenously as *sex slaves* despite multidimensional experiences and abounding stories of bravery and survival. From the DHA, these articles seem to linguistically subjugate women's identities and contribute to the use of female suffering as a tool in promoting ideologies of anti-terrorist sensationalism and the dangers of 'the Middle East.' Many Yazidi women do not have the agency/voice to dispute unethical practices in the representation of their stories and identities in news discourse - the current study exposes unfair language practices in the hopes of discussion and resolution.

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Borders, nationalism and the politics of security in the discourse of Brexit

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This paper analyses the discourse strategies employed to discuss borders as essential institutional elements as well as symbols of national unity in the official speeches, debates and documents of the British Parliament published in Hansard between 2006 and 2019 (Hansard online 2019). Indeed, during this period borders have become a key discourse topic: British politicians have placed them at the core of the populist and nationalist agenda leading to (and following) the Brexit referendum of 2016 and have continually foregrounded their importance as part of their politics of security.

Borders have been discussed very often in parliamentary debates between 2006 and 2019 - much more often than even during World War II - and mainly when talking about the UK's membership in the EU. Indeed, regaining control of the nation's borders was one of the most frequent arguments made by the Leave camp during the Brexit referendum campaign (Buckledee 2018), a campaign dominated by issues of national identity (Wenzl 2018). Whether it was immigration, the economy or national sovereignty, most political discussions focussed (and still focus) on the issue of borders, as they are often represented in discourse as a prerequisite of the nation's institutional and cultural existence and power.

In the analysis of the chosen dataset, this paper follows an eclectic approach: it employs the principles of the Discourse-

Historical Approach in the identification of the discourse strategies used in the texts, and specifically in the social actors involved (Reisigl and Wodak 2001, 2016; Wodak 2001, 2015; Wodak et al, 2009) but it also analyses the role of borders in discourse by using Proximization Theory (Cap 2013, 2017), by which it will be possible to assess how borders are used within the discourse space elaborated in the texts under analysis according to the spatial, temporal and axiological dimensions of proximization. Both approaches are necessary in order to locate borders as a product of the populist preoccupation with the politics of security constantly proposed as a defence of the nation.

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“Europe first? No, Italians first!”. A critical discourse analysis of the Italian Eurosceptic populist discourse on Twitter

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The Brexit referendum in 2016 reveals the current growth and affirmation of populism in Europe. Populism is a heterogeneous political phenomenon and its rise in Europe has begun during the late 1990s when some right-wing populist political parties such as the UKIP, the Front National and Forza Italia have become relevant in the political scenario (Mudde & Kaltwasser, 2017:34). Nowadays populism continues to gain consensus for several reasons: the current socio-economic situation (which is a consequence of the Great Recession), the migration phenomenon and all the terrorist attacks that followed 9/11.

Populism is characterized by the common dichotomy *people vs élite*, but in the majority of the European populist parties there is also the opposition between *Europe* and *nationalism*. Europe is obviously seen by populists as part of the *élite* and it is often described as a useless institution that deprives the member countries of their power. After the Brexit referendum many people were concerned about the growth of Euroscepticism, but most of all they have feared a domino effect (Henley, 2016). No other nation has decided to leave the EU until today; however, especially during and after the referendum, strong anti-EU narratives have spread in populist discourses.

Nowadays ideologies are easily disseminated through social media such as Twitter; indeed, in this way politicians can address the electorate directly and without the help of traditional media (Enli, 2017). This work is a critical discourse analysis (Machin & Mayr, 2012) of the Eurosceptic populist discourses in Italy on Twitter. More precisely, the analysis focuses on Luigi Di Maio and Matteo Salvini's tweets during the last months of electoral campaign and the first months of Movimento 5 Stelle and Lega government in 2018. In addition to tweets, some traditional speeches will be taken into consideration as well in order to investigate the evolution of populist discourse. The data will be analysed with both qualitative (CDA) and quantitative (CL) approach (Partington A., Duguid A., Taylor C., 2013). The main aim of the analysis is to identify the anti-EU narratives used by Di Maio and Salvini to gain consensus.

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Functional and pragmatic potential of toponyms in Russian political advertising videotexts

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Geographical names, or toponyms, can often be significant components of political discourse. However, their functions can be different depending on the objectives of a given political text as well as on the context into which a toponym is immersed. The research is aimed at investigating the functions of geographical names in political advertising videotexts and revealing the pragmatic and sociolinguistic aspects of their use. The study material encompasses the texts of Russian political advertising video clips created in the framework of all presidential campaigns from 1990s to the present time. In order to achieve the above-mentioned aim, it is important to determine the functional categories of toponyms and define their conceptual and pragmatic meaning. A prominent feature of the studied texts is their multimodal nature, which means the interaction of verbal and non-verbal components within a video clip. This multimodality is a remarkable aspect to be considered when analyzing the use of toponyms in political videotexts. Hence, the study methods include those of discourse analysis and semantic interpretation within the semiotic approach.

As a result of this research, the following functional categories of toponyms have been unveiled: 1) 'real' toponyms, with their direct function – identifying a certain topographic item; 2) hypothetical, or fictional, geographical names; 3) so called precedent toponyms (well-known and

recognizable names with complex semantics, e.g. symbolic names). From pragmatic and rhetorical points of view, the second and third categories appear the most important for producing figurative meanings and delivering unspoken messages. Meanwhile, the non-verbal components of the studied videotexts, complementing the verbal signs, allow to convey much more meanings than in an ordinary verbal text. With regard to the toponyms in the studied videotexts, multimodality can play a twofold role: verbal geographic names can be illustrated by visual images, or the use of pictures or music within a video clip can actualize certain verbal names in the minds of the audience. All these features allow to create more complex meanings and images and, thus, contribute to a better manipulation of the electorate.

Mitigating radical ideologies: Interpreter-mediated political discourse in the European Parliament

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This paper presents preliminary results of a larger project which investigates the role of the interpreter in political discourse from a Critical Discourse Studies perspective. The significance of translation and interpreting in the contemporary, multilingual world is perhaps most evident in politics, where simultaneous interpreting allows for near-real-time communication between parties who do not share a common language. In institutional and educational contexts, the interpreter has been traditionally defined as a “clear conduit”, a messenger who changes the linguistic code of the Source Text but alters nothing in the meaning of the text and remains completely impartial (e.g. Gile 2009). Though this model of interpreting suits employers’ expectations, it appears to be idealized when broader models of communication are considered. Indeed, a growing strand of research has explored the issue of interpreter agency (e.g. Clifford 2004; Monacelli 2009; Beaton-Thorne 2013), finding evidence of greater influence of interpreters on the shape of discourses than the conduit model would suggest.

The project builds on these findings by focusing on interpretations of the discourse of right-wing populism, an ideology defined by three primary features: nativism, authoritarianism, and the division of society into “the people” and “the elites” (Mudde 2017). Although right-wing populist politicians have repeatedly expressed views which oppose

basic values of liberal democracy (Mudde 2019), they have been given an unprecedented platform in the mass media, and especially on social media (e.g. Bennett 2016; Krzyżanowski & Ledin 2017; Krzyżanowski & Tucker 2018). If, however, mediation through the mass media is accepted as a significant factor in the normalisation of radical political discourses, then mediation outside of the mass media, e.g. via interpreting, deserves similar attention.

This project attempts to answer the question: Is there a systematic ideological shift between the Source Text and the Target Text in simultaneously interpreted political speeches? Methods of the discourse-historical approach are applied to selected European Parliament speeches made during plenary debates in the 2014 – 2019 term and to their interpretations to analyse possible lexical discrepancies between Source Texts and interpreted Target Texts, and to analyse the potential role of these discrepancies in mitigating radical discourses.

The mainlandization of political discourse in Hong Kong

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Hong Kong officials increasingly struggle to transpose and adapt the language of an authoritarian governing system for use in Hong Kong where the rights and freedoms of it as a Special Administrative Region of China (SAR) with a high degree of autonomy are supposed to remain undisturbed.

Through discourse analysis of Hong Kong government press releases and other pronouncements of Hong Kong's head of government, Chief Executive Carrie Lam and those of her leading officials, I will show the problematic and contested nature of Hong Kong political discourse under its "One Country, Two Systems" governance framework. The focus of this presentation will be government responses to talk of "independence" and "self-determination" for Hong Kong by students, localist groups, and others, from the Occupy Central/Umbrella Movement of 2014 to the Hong Kong protests of 2019. I will also highlight how the clampdown on the simple discussion of these terms were seen either as limiting freedom of speech or something that threatened the integrity of China and therefore had nothing to do with freedom of speech.

Discursive representation of Brexit and Turkey's accession to Europe Union in Turkish and British newspapers

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Turkey, a transcontinental Eurasian country, has borders with the Middle East, Post-Soviet states and the Europe Union (EU). Moreover she is surrounded by three seas (the Mediterranean , the Aegean and the Black Sea) and there is an inland sea (the Marmara) partly separating the Asiatic and European parts of Turkey. The sea is connected through the Bosphorus with the Black Sea and through the Dardanelles with the Aegean Sea. This special location gives her an important role in transporting natural resources from east to west. Therefore Turkey is indispensable for EU to strengthen the union economic power. Turkey being seen as a key strategic partner by the EU has been an EU candidate country since 1999.

Brexit that means British's exit from the EU is the controversial issue in Europe today. Although there is no close connection between British's exit and Turkey's accession to the EU, some British people, especially Eurosceptics, think that Turkey is a big potential risk to the United Kingdom's national security and also European security. The concern mainly arises from Turkey's geopolitical location since she is a passageway from east to west.

Like in Europe, there are some debates on Brexit and Turkey's EU accession process in Turkey. This study aims to find out Turkish and British columnists' opinions about Brexit and

Turkey's E.U. accession. Firstly the discursive representation of Brexit and Turkey's accession to EU in the Turkish and British newspapers over 3 year period will be examined through detailed concordance and collocational analysis. This way, we will try to define how ideological strategies are linguistically constructed in the newspapers. The data of this study are opinion articles from ten different elite newspapers. Drawing on Reisigl - Wodak's (2001) *Strategies of positive self- and negative other-presentation*, quantitative - qualitative data analysis will be done. Results reveal that although all columnists use similar linguistic devices in the representation of Brexit and Turkey's EU accession, they have different discursive strategies due to their ideological viewpoints.

Online hostility against UK MPs: Patterns of digital intersectionality

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The political history of women in the UK is somewhat paradoxical. On the one hand, the country was a pioneer in advancing women's rights, examples are Mary Wollstonecraft's seminal "Vindication of the Rights of Women" (1792) or the establishment of the Women's Social and Political Union (WSPU) in 1903, more commonly known as the 'Suffragettes'. On the other hand, progress has been painfully slow, and it has taken a hundred years since the election of Viscountess Astor as the first woman MP in 1919, for women to represent just a third of the Westminster Parliament (32%). While British MPs remain overwhelmingly male, British women elbow for political representation while being faced with vitriolic abuse, threats and a culture of intimidation which is increasingly common, to the point of pushing them to stand down at the upcoming 2019 General Elections (Perraudin and Murphy 2019).

This paper investigates digital discursive practices of hostility against UK politicians, by collecting and analysing a corpus of Twitter data retrieved across the three weeks preceding the General Elections on 12 December 2019, and which include an equal number of male and female politicians of different ethnicities and belonging to both the Labour and Conservative Parties. Analysis follows a mixed-methods approach. Firstly, large random samples were analysed with *Wmatrix4* for lexical processing, POS and semantic tagging.

The presence of semantic items related to *Emotion, Judgement of Appearance, Intelligence, Anatomy, People: Female* and *People: Male* was quantified and the relevant concordance lines obtained. Secondly, by the means of a multifaceted SM-CDS approach (KhosraviNik 2017; KhosraviNik and Esposito 2018), discursive strategies of violence, harassment and abuse were identified and critically problematized.

In particular, this paper adopts a digital intersectional perspective to discourses of hostility as processes of ideological symbolization. Intersectionality acknowledges the profound way in which discursively, institutionally and/or structurally constructed sociocultural categorizations represent mutual and intertwined processes of societal inequalities (Lykke 2010). When applied to the unique context of the cybersphere, intersectionality allows us to deeply question the organization of power relations as embedded in digital technologies and their only apparently egalitarian dynamics (Noble and Tynes 2016).

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Language and processes of ideological symbolization in museum displays

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Historical Museums' exhibitions are one way of representing the nations' history that may serve multiple functions: (a) creating social cohesion through the narratives of the shared past, (b) promoting the historical policy of the government in power. But what happens when the past is evidence of lack of social cohesion? In this talk I will look at the strategies of representation of those points in time which create discursive tensions in the community. The material comes from two museums in Poland: The Ulma Family Museum of Poles Saving Jews in World War II in Markowa and Polin Museum of the History of Polish Jews in Warsaw. They can both be classified as narrative historical museums, i.e. they focus on the story they want to tell rather than just on collecting and displaying artefacts from the past. It is the artefacts which are selected to fit the story rather than the story is woven around the preserved documents and objects from the past (cf. Bennet 2007, Hillier – Tzortzi 2007, Piekarska-Duraj – Törnquist-Plewa 2018). The data is analysed linguistically with the help of Discourse-Historical Approach (Reisigl and Wodak 2016, Wodak and Krzyżanowski 2011) and multimodally with the Systemic Functional-Multimodal Discourse Analysis (O'Halloran 2008). The linguistic analysis shows how a personal narrative of the hiding and death of Israel Tohym (Markowa) creates different effects than a "objective" historical narrative of the persecution of the Jews (Polin). The

multimodal analysis identifies certain recurring patterns of representation, such as small size of atrocity photos which curbs the voyeuristic excitement of the visitors; or drawers which contain information on the difficult, unwanted facts (Polish denunciations of the Jews in Markowa or Polish post-war pogroms in Polin).

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Ideology and power in the linguistic landscape

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This presentation addresses issues related to ideological symbolization in and through the linguistic landscape (Berg & Vuolteenaho 2009, Rose-Redwood – Alderman – Azaryahu 2018). In particular we look at the waves of street renamings in two locations: Zbąszyń (a small town of local importance in Western Poland) and Poznań (a regional capital) over the last hundred years. The timespan has been selected, as it witnessed the emergence of the Polish state after the Great War (1920-1939), the Nazi occupation (1939-1945), the communist rule (1945-1989) and the post-transformation democracy (after 1989). We use three main sources of data: (1) old city maps and street indexes, (2) newspaper articles debating the changes and (3) ethnographic interviews with the city officials and activists. The results show that the ideological power of the street names varies relative to (a) the main activity that a given person was associated with (a politician, e.g. Bismarckstrasse vs. a writer, e.g. ul. Konopnickiej); (b) the local, regional or national scope of these activities (Jacenty Janek – a local hero – vs. General Stanisław Taczak – a regional hero – vs. king Stephen Báthory). The DHA (Reisigl and Wodak 2016, Wodak and Krzyżanowski 2011) analysis of the newspaper articles shows that the processes of renaming can be discussed in terms of such topoi as pragmatic considerations of cost and orientation in space as well as political history, identity and

pedagogy. The debate about the renamings can also serve other political goals, such as the discussion of the (in)dependence of the judiciary. E.g. when Poznań City Hall appealed to the Regional Court the decision of the Wielkopolska Governor to rename the 23rd of February Street. The interviews show that in a smaller community the pragmatic concerns and the will of the street inhabitants prevail over the need for ideological symbolization, whereas in the regional capital, in particular in the city center, the political considerations take precedence. When street names are used for such commemorative purposes, they inscribe the dominant ideologies in the cityscape in order to further legitimize the government in power (Fairclough 2006).

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Analysing populist trends in the current U.S. political discourse: The case of person pro-forms

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In recent years, and especially following the 2016 U.S. presidential elections, one of the main features of the American political scene has been the ongoing polarization of the public debate. The causes of this schism can be found primarily in the deep social divisions that span throughout the country (Mason, 2016), which are also reflected in its political discourse. This paper aims to offer insights into the recent polarization of U.S. political discourse by analysing the use of person pro-forms (e.g., *I*, *we*, *us*) used by new political actors (i.e., those closer to Donald Trump, those defining themselves as outsiders, and those who have gained popularity over the last two years) during cable news political interviews, with particular attention to how their inclusive or exclusive functions (Levinson, 1983) contribute to populist stances.

The analysis of pro-forms was based on the transcripts of 40 interviews for a total of 94,372 words representing 50 actors across political ideologies and party affiliation. The methodological approach integrated quantitative corpus-based techniques, specifically AntConc (Anthony, 2014) and Sketch Engine (Kilgariff et al., 2003), and follow-up qualitative analysis of pro-forms within their context of usage, while also utilizing the interview videos for further interpretive insights. Results indicate that pro-form usage by the new political actors followed a similar strategy regardless of party affiliation. Most differences were instead

found when comparing pro-forms used by new actors with those of older and/or established politicians, even when sharing the same party affiliation. In particular, the new actors did not appear to associate themselves with any pre-existing form of power, but rather with the people they recognized as the only source of power, as was the case with some members of Congress who avoided identifying with it or who separated themselves from their own party. This finding recalls Laclau's (2005) characterization of populist political discourse as favouring the emergence of the people as the only source of power by eliminating the barriers of democratic institutions. Furthermore, the new actors' pro-form usage seemed to be influenced by the distinctive approaches of U.S. cable news media which, by often pursuing slanted representations of news (Martin & Yurukoglu, 2017), are strongly influencing American political discourse and reinforcing more radical views.

As similar trends towards polarization can be found in other areas of the world, for example in the United Kingdom and Italy, the findings can be revelatory of where the Western political system may be heading in the near future, especially in relation to the spread of populism and risks for democratic systems.

Muslim migrants through the prism of multimodal texts of British media before and after Brexit

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This study is theoretically framed by the role of migration in a globalized world. The recent rise in immigration was one of the decisive arguments that united anti-globalists to vote for Brexit. It was hypothesized (Silveira, 2016) that the disagreement of the British authorities with the tolerant migration policy of the EU is expressed in discriminatory multimodal discourse of the British media.

This study analyses online news reports on immigration taken from four leading British newspapers: conservative - The Daily Telegraph, Daily Mail; liberal - The Guardian, The Independent. The aim of the research is to explore how British online media using multimodal texts construct the image of Muslim migrants and transmit it to the general public. The differences in representation of migrants defined by the policy of a newspaper are also brought to the foreground.

A study applied a multimodal critical discourse analysis to the publications selected by the following keywords: immigrant, refugee, asylum seekers. The corpus manager "AntConc" was used to conduct an intensity analysis of publications on migrants, to trace the differences in representation of migrants and to illuminate the clear cases of an "us and them" dichotomy. Qualitative analysis is supported by the theory of a multimodal text (G. Kress and T. van Leeuwen, 2006) as well as the conceptual opposition of "us" and "them"

by T. van Dijk (1989). The study utilizes van Leeuwen's approach (2008) to representation of social actors to demonstrate how the discourse on migration is constructed using two strategies: victimization, portraying people as helpless passive victims who need protection and humanitarian assistance and criminalization, representing people as active actors who commit illegal actions.

Interim study results demonstrate that conservative newspapers support restrictive immigration policy and express a harsher aversion towards it while liberal ones support a more welcoming immigration policy and using more positive expressions, thus constructing a more attractive image of a Muslim migrant.

Wir und die Anderen – Nosotros y los otros. Group construction and establishing dominance in political speeches within socialist discourse of the GDR and Venezuela

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We often find constructions of community, solidarity and dominance as persuasive strategies for differentiating oneself from “the other(s)” in political and especially ideological language. The paper focuses on language as a political instrument, its role and use in socialist discourse and an interlingual comparison (German/Spanish) exemplified in political speeches in two temporally and spatially distinct contexts.

Therefore, in each case six selected speeches held on the International Women’s Day by Erich Honecker (GDR, reign 1971-1989) and by Hugo Chávez (Venezuela, reign 1999-2013) will serve as data for the analyses presented. This cross-cultural and cross-historical study will show that findings from political sciences, approaches from applied linguistics and pragmatics combined with methods from linguistic discourse analysis serve as a fruitful access for the analysis of diverse data.

The focus is on linguistic persuasive mechanisms of group constructions and the creation of dominance in these speeches by means of a qualitative descriptive linguistic discourse analysis (cf. Bendel Larcher 2015, Niehr 2014a, Warnke/Spitzmüller 2008) from a politolinguistic point of view (cf. Girnth/Spieß 2006, Niehr 2014b, Klein 2014,

Girnth/Hofmann 2016). Group constructions will be analysed with the help of (1) the grammatical categories of nation regarding nominations, predications (Reisigl 2007) and personal pronouns (Haid 2018), (2) semantic categories of “Hochwert- und Unwertwörter” [high and low value words] (Hermanns 1994, Girnth/Hofmann 2016) and (3) deontic dimensions of meaning (Klein 1997, Ebling et al. 2012). Nominal categories are the group indications FRIEND, FOE and WE. The objective of the paper is a semantic and pragmatic analysis including the comparison of the two political contexts aiming at the description of communicative strategies and the persuasive potential of group construction. It will be shown that there are two directions of semantically establishing dominance (ideological dominance of the WE-group vs. violent dominance of the FOE-group) which correlates with the explicit semantic definition of WE-groups vs. FOE-groups. This strategy of contrasting is done with the help of high and low value words, which can be clearly assigned to a positive (WE) or negative (FOE) deontic level of meaning.

Te reo Māori and its discursive power in constructing national grief in Aotearoa/New Zealand

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The founding document of Aotearoa New Zealand is the Treaty of Waitangi. The treaty suggests in its dual language brevity, that the indigenous language of Aotearoa (Māori) should be considered equal with the language of the British colonisers (English). However, in the 180 or so years since the Treaty was signed the status of Māori has shifted from being the majority language of the country to one where it has nearly been lost altogether. Heroic efforts by Māori educators saw the introduction of Māori back into the education system from the late 1970s. Since this time Māori and state resources have been channelled into revitalising te reo Māori with quite impressive results. More recently however, and despite considerable efforts at the national, tribal, school and individual levels, the number of Maori speakers and levels of proficiency are in decline compared to a decade ago. Opinion on the utility and value of Māori vary across the country and calls for compulsory Maori in schools, for example, have not always been popular. Nevertheless, the 2017 national election, saw the subject of compulsory Māori in schools appear as an election manifesto. Perhaps even more saliently in terms of securing te reo Māori in the hearts and minds of New Zealanders as a language for everyone, was the outpouring of grief for the victims and their families of the Christchurch mosque killings on March 15, 2019. Spontaneous demonstrations of anguish and sorrow,

alongside national commemorations for the dead were substantially articulated in te reo Māori and expressed through Māori performing arts and traditional ceremony. In this research I analyse the discursive power of te reo Māori in constructing grief on a national scale at the time of and in the wake of the Christchurch killings. In the last few days Māori has also come to the fore in expressing sorrow and pain for the victims of the volcanic eruption of Whakaari. This presentation is part of a wider international project examining concepts of indigeneity, citizenship and education (ICE) led by the University of Tromsø in Norway.

Relating change in Austrian political discourse to real-world events through analyzing big diachronic corpus data

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Linguistic discourse is often driven by real-world events and this particularly holds true for political discourse (Chilton & Schäffner 2002). In this paper, we present a diachronic corpus study in which we measure the impact of various political events on the change in political discourse (cf. Greene & Cross 2017; Alexander & Alexander 2019). Our study is based on Austrian German language data and operates on two levels: parliamentary discourse (ParLAT, Wissik & Pirker 2018) and political discourse in the media (Austrian Media Corpus, AMC, Ransmayr et al. 2013). We consider a time span of 20 years in both corpora (1996-2017).

For each year and each political party, we determine distinctive vocabularies (lexical keywords) and operationalize change in (or conversely stability of) discourse by means of pairwise vocabulary comparisons. In the ParLAT, distinctive vocabularies are directly extracted from aggregated utterances of politicians through text-mining techniques, while we rely on named-entity recognition and analyses of the surrounding lexical context to extract keywords for each party in the AMC. Dynamics in the measures of discourse stability are modeled through (non-linear) time series to

statistically identify trends as well as differences between parties in certain time periods.

Finally, we analyze the effects of external events on the behavior of these time series. We trace events such as (a) changes in coalitions, (b) changes of the government, (c) changes of federal ministers and relate them to periods of high (or low) stability of discourse in parliamentary speeches and media coverage, respectively.

Our analysis reveals a number of interesting insights. For example, we show that participation in government leads to higher stability of discourse than being in parliamentary opposition, and that this effect is slightly stronger in the media (AMC) than in parliamentary discourse (ParlAT). This hints at the stabilizing role that parties are expected to play when in government as well as on the search for new and demarcating topics and ways of self-representation when in opposition (cf. Gruber 2015). On a more methodological level, our study demonstrates that relationships between political realities and discourse can indeed be addressed quantitatively based on large-scale corpus data.

Laughter as means of politics in Pakistan: A linguistic study

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Negative attitudes and prejudice are communicated and enacted in hidden ways through jokes (Allport, 1954; Freud, 2004). The present article analyzes the politics of laughter in the selected Pakistani political internet jokes which are spread through social media in order to show/make the political rivals or opponents as inferior, small, despicable or comic. Sigmund Freud (1960), in his book 'Jokes and their relations to unconscious', argues that political regimes, leaders, and their policies are the objects of these jokes. He further goes on to assert that such jokes are directed against leaders and these jokes become a weapon at the disposal of the people in the terribly unequal power relations. Thus, the present paper employs the framework presented by Freud in which he categorizes jokes into obscene jokes which serve the purpose of exposure and hostile jokes that serve the purposes of aggressiveness and satire in order to show one's rival as inferior or disgraceful (Freud, 1960). Besides, Ruskin's (1985) divides jokes into three kinds as a) sexual humor; b) ethnic humor; and c) political humor. The results of the study reveal that the jokes which are spread through social media are used as means of politics in Pakistan as Nonviolent political activists of Pakistan Muslim League N (PMLN) and Pakistan Tehreek-i-Insaaf (PTI) use humor to challenge opponents whom they consider more powerful, thus jokes are used as tool to show the opposite political groups or leader as inferior

or disgraceful as these two mainstream political parties are in extreme opposition to each other.

A bearish Brexit

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Those celebrating the “leave” vote in the 2016 Brexit referendum did not anticipate the slow and tedious process of the country’s secession from the European Union. Deadlines came and passed, and the Eurosceptics and pro-Europeanists are still fighting over their visions of what’s best for the U.K. The outcomes are relevant not only for the U.K., and not even for the E.U., but political, social, and especially economic consequences are likely to affect many other countries of the world. This presentation focuses on the outlook on Brexit from the Russian Federation, as reflected in the RT, a Russian government-sponsored news agency. Collecting Brexit-themed articles from RT’s Russian-language website, *RT.com*, produced a small specialized corpus (~250,000 words) of journalistic content, which was studied with the help of the corpus-linguistic tools.

The project follows the corpus-assisted discourse study approach, which is recognized as reducing subjectivity and improving research validity (e.g., Baker et al., 2008). First, traditional corpus linguistic methods, such as frequency and key word lists, are used to examine the corpora, allowing them to demonstrate salient aspects; these aspects are inspected in depth with a special attention to collocational patterns of the target lemmas; then the observations are checked against the full corpus to see whether they are representative.

The most frequent tokens in the corpus, excluding function words, named the event (Brexit), people and entities involved in the decision and negotiations (Great Britain, May, European Union, etc.), outside observers (USA, Russia), specifics of negotiations (year, country, time, etc.), and such aspects and Brexit's causes and consequences. The study presents collocational and collostructural analysis of lemmas BREXIT, GREAT BRITAIN, EUROPEAN UNION, USA, and RUSSIA in RT's discourse. It represents an attempt to augment the existing research representing the understanding of Brexit from the point of view of the main actors (e.g., Cap, 2017; Koller et al., 2019; Musolff, 2017; Ridge-Newman et al., 2018; Zappettini & Krzyżanowski, 2019) with the views on the process from outside of the U.K. and the E.U.

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Discussing birth control in communist Poland: Major shifts in argumentation on birth control between years 1956-1989

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In 1956 the government of Polish People's Republic introduced a new law on conditions of permissibility of pregnancy termination. The act extended the previously existing regulations (a threat to life/health of a woman/a fetus or cases of criminally caused insemination) with cases of „harsh social circumstances of a woman”. From this moment on, a heated discussion on birth control methods emerged in Poland – various social actors discussed on whether the fertility should be controlled or not, how it should be done and what means of family planning should (not) be prevented. In my analysis I focus on the field of forming the public opinion by investigating press articles from various sources, released between 1956 and 1989. The research is conducted with use of Discourse-Historical Approach (Wodak and Reisigl 2001; Wodak et. al. 1999) with special emphasis on argumentation analysis (Kopperschmidt 1989; Kienpointner 1992; Reisigl 2014).

The analysis identifies four periods, divided by certain moments when discursive shifts (see: Krzyżanowski 2017) took place: 1. between introduction of the act and regulations loosening the control on verifying social conditions (i.e. de facto complete liberalization of abortion) (1956-1960); 2. the first decade of completely legal abortion and attempts to find other methods of birth control (1960-1970) 3. pronatalist turn

of Edward Gierek's regime and discussion on revision of the act (1970-1980); 4. a decade of increasing influences of Catholic Church, economic and political crises in Poland and a dispute on whether to maintain or abolish the act (1970-1980).

In my presentation I would like to show how the argumentation strategies of certain groups of actors changed within these periods, considering intertextual/interdiscursive, situational and wider socio-political context, including circumstances determining discursive changes (Fairclough 1995) in birth control discourses in whole Eastern Bloc.

“The EU has been nasty, vindictive and mendacious” – Debating the economic effects of Brexit on the UK

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This paper addresses how a group of EU citizens discusses the UK's future after Brexit on the online platform “DebatingEurope”. Specifically, this paper focuses on a) the discussants' outlook on the UK's economic future and b) how these discussants conceive of the relationship between the EU and the UK generally, and in the context of the UK's post-Brexit future specifically. Moreover, this paper examines whether there is a change concerning these aspects between *before* the referendum in 2016 and *after* Article 50 was triggered in 2017.

The data are taken from “Debating Europe”, an online platform that invites EU citizens to participate in threaded discussions on topics relating to the EU (Debating Europe, 2019). The topic of how the UK would fare outside of the EU economically was debated twice – in 2016 before the ‘Brexit’ referendum and in 2017 after the UK triggered Article 50. Thus, I sample two debates and compile two separate corpora: the first corpus covers the debate from 2016 (9365 tokens) and the second corpus comprises the discussion from 2017 to 2019 (10200 tokens).

Using AntConc², I examine the two corpora separately. To address the discussants' perspective on the UK's economic future, ‘econom*’ is viewed in co-text to find out about

² Anthony (2015)

anticipated repercussions and to gauge the term's semantic prosody in the two corpora³. To arrive at an understanding of the UK-EU relationship, I focus on transitivity – I examine social actors and processes that connect the UK and the EU to find out who is depicted as doing what to whom⁴⁵. For a diachronic perspective, I compare the findings of both corpora.

Findings indicate that – in the latter corpus especially – the EU is discussed as ‘punishing’ the UK for ‘divorcing’ the EU. This punishment is then debated as a reason why the UK’s post-Brexit economy might suffer. Thus, possible negative economic effects are not so much ascribed to the UK’s leaving the EU. Rather, these repercussions are ascribed to the EU’s treatment of the UK and, generally, to the UK-EU relationship.

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³ Hunston (2009)

⁴ Halliday and Matthiessen (2014)

⁵ Machin and Mayr (2012)

Russo-German condominium. An analysis of discourse of the Polish far right: The case of Grzegorz Braun

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The aim of the paper is to signal the strategies as regards persuasion implemented by Grzegorz Braun, one of the leaders of Confederation, a Polish political party uniting Polish eurosceptics and nationalists. Confederation, formally founded on December 6, 2018, did not manage to obtain any seats in the European elections, but the politicians of the party became notorious for their antics and rather stark language.

In order to properly analyze the communication strategies of the Confederates, critical discourse analysis was used. The CDA method offers an interdisciplinary approach, combining areas which pertain to social sciences and linguistics. Thus, a collection of essays of Grzegorz Braun was analyzed. The book in which Braun's texts were published were written between 2007 and 2015, which allows for a deepened analysis of Braun's rhetorical devices. However, the paper concentrates on the later period when Braun was a presidential candidate. Bearing in mind the need that political discourse is a multimodal phenomenon, not only essays and interviews were analysed. In addition, Braun's spots from the 2015 presidential campaign and from the 2019 Gdańsk mayoral election. A multimodal approach allows for a thorough analysis of different modes and shows how Braun, a film director himself, combines sound and vision in order to emphasize his message.

The paper examines three areas of discourse: the use of linguistic and rhetorical devices, the potential impact on the readers as well as the transmissions of controversial ideas. Given the rising popularity of right-wing movements across Europe, an in-depth analysis of linguistic strategies of a party that has many a time been described as far right may prove beneficial as regards understanding the appeal of such parties particularly among young people.

E-participation of US dwellers: Lexico-semantic analysis of electronic petitions (based on the English segment of the Change.org platform)

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E-petitions as a form of digital political participation have become a widespread phenomenon due to development of the Internet. As a result, their ability to influence political decisions has provided an incentive for the creation of petition systems worldwide. Change.org, for instance, has been one of the most popular informal platforms for e-petitioning since it was launched in the US in 2007. In its country of origin the platform is still attracting the attention of both the US citizens, who make public and support various issues, and the US government, which shows readiness to solve them, notwithstanding the fact that a formal petition system called “We the People” was developed in 2011. The paper seeks to answer the question: how do linguistic factors contribute to the Change.org petitions success in the US?

The article examines the linguistic characteristics of the e-petition texts created by US citizens on the Change.org platform. The research in question covers all the petitions submitted from 2012 till 2018, which were retrieved from the platform using computer linguistics methods, i.e. Python. These methods together with corpus linguistic methods were also applied to identify the thematic and regional affiliation by means of qualitative and quantitative content-analysis, as well as to construct the semantic fields of the submitted and

successful petitions with the help of computer-mediated lexico-semantic analysis based on AntConc software.

Thus, the results of the topicalisation have revealed a range of 21 topics covered by the e-petitions; among the most popular are politics, social security, education, criminality and ecology. The regional analysis has proven the petitions spread all over the US states with the biggest number of them created by the dwellers of Florida, Alabama, Illinois and Pennsylvania.

The ongoing research aims at identifying and comparing the lexico-semantic organization of the submitted and successful petition texts in order to single out the linguistic elements that enable both the Internet users and the US authority to provide for the efficiency of the latter.

It is hoped that this study will inform researchers and political activists about the important features of a successful e-petition text written in English.

Images of Slavs in the discourse-world of Brexit

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The paper sheds light on discursive aspects of image construal of Slavs in the British media against the backdrop of Brexit decision and procedure. The objective of the author is to examine cognitive-discursive mechanisms of representing Slavic national groups – Russian, Ukrainian, Belorussian (Eastern Slavic), Polish, Czech, Slovak, and Sorbian (Western Slavic), Bulgarian, Serbian, Croatian, Macedonian, Slovene (Southern Slavic) – in the context of Brexit coverage in the media. Cognitive-discursive analysis is chosen as the main method of investigation, which is combined with corpus-assisted approach to enhance the qualitative research validity. The materials, employed in the analysis, are taken from the “News on the Web” corpus. The data spans the period of 2018–2019. It is assumed that media representation of these ethnic entities reflects current state in global geopolitics and specifies contribution of each nation into the changing world order as viewed by the British media. The term “image construal” is used by the author to develop World Modelling Theory, that integrates the advances of European and Russian linguistics and takes into account cognitive, communicative, pragmatic, and discursive components of linguistic analysis to explore discourse in terms of representational structures. The notion of discourse-world of Brexit is introduced. It is characterized as a conceptually complex discourse-level structure, embodied in

the texts, united by the topic of Brexit. It is argued that images of Slavs are profiled against the background of discourse-world of Brexit, which enables media managers to evaluate national groups, their identity and role in the current process of British withdrawal from the European Union in accordance with political issues, ideological stance and cultural values. The results of the research might present interest for further development of linguistic study of stereotypes about Slavic peoples.

“And all this is just a fabrication and lies serving media lynching (of politicians)” Confrontational and evasive rhetorics of former Slovak political leaders in one-to-one interviews

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The discourse of Slovak political leaders seems to have become more aggressive in the past few years, which is reflected not only in the style of attacking their political opponents in interviews, but also in attacking the interviewers and media in general. According to P. Bull and K. Mayer (1993) these topical shifts in the speech of politicians may be viewed as two strategies of a frequent phenomenon termed ‘equivocation’ which politicians resort to particularly in the genre of an interview when they are unable to provide a direct reply to a posed question. In the following paper, four interviews with Slovak leading politicians from 2016-2019 will be analyzed a, to discover whether attack on the interviewers and political opponents are prominent in their speech with respect to results from the British context (1987) and to other remaining strategies of evasion and b, to point out certain specific rhetorical & linguistic devices employed in the turns of interviewed Slovak politicians that create the impression of their hostility. The one-to one interviews will be transcribed using the TRANSANA transcription system and the replies of Slovak politicians will be segmented based on Bull & Mayer equivocation coding into direct replies and intermediate ‘non-replies’. Apart from providing the diagram of the most prominent evasive strategies from the Slovak political context

including the percentage of the strategies, 'attack on the interviewer' and 'external attack', the linguistic description of such attacks will be presented focusing on the common idiomatic language of Slovak politicians along with its pragmatic implicatures using the CDA method.

Repetitions in the political discourse of President Donald Trump

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President Trump's political discourse has drawn considerable interest in recent years from different perspectives (Ahmadian, Azarshahi & Paulhus 2017, Lakoff & Wehling 2016, etc). Our aim is to study various types of direct lexical repetition used by President Trump not only on the level of language, but also on the level of cognition focusing on their role as the instances of the conceptual metaphor *Ideological Differences are War* in his speeches during the 2016 election campaign and the Inaugural Ceremony held in January 2017 as well as at UN General Assembly in September 2017.

Repetition is very important overt linguistic device to construct cohesion and coherence in text and discourse (Halliday and Hasan 1976, etc). It should be underlined here that coherence is, first of all, about meaning and repetition is an important factor in the way meaning is constructed in discourse (Naciscione 2010: 122). On the other hand, the metaphors which operate at conceptual level or conceptual metaphors reflect meanings existing in the social world. Thus we claim that the direct lexical and syntactic repetitions used by President Trump shape the conceptual metaphor *Ideological Differences are War*.

We used the traditional method of contextual analysis to extract lexical and syntactic repetitions from our data and the method of Contemporary Theory of Metaphor (Lakoff 1993)

which provides the key mechanism to identify the conceptual metaphors under analysis.

Functionally lexical repetitions can be divided into two major types: textual and cognitive repetitions. Textual repetitions provide a strong cohesive pattern in text and discourse, whereas cognitive repetitions can function as the instances of conceptual metaphors in discourse. In order to shape conceptual metaphors, cognitive repetitions have to build coherence and thus a notion of harmony amongst concepts in discourse. The political discourse of President Donald Trump is very symptomatic from this perspective.

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Presupposition, assertion and the pragmatic marking of evidentiality in political discourse

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The way politicians express sources of information and commitments in their speeches is the bulk of some newly emerging lines of investigation in Critical Discourse Analysis and pragmatics research. These aspects of evidentiality marking (Chafe & Nichols 1986) have proved to bear a strong relation to utterances' articulation into presupposed and asserted units (Faller 2002; Masia 2017). Moving from these premises, the paper tackles politicians' strategic associations of presuppositional and assertive packaging to different content types based on their degree of challengeability (Stalnaker 1973; Givón 1982) and addressability in a discourse. In the taxonomy herein proposed, contents uttered in politicians' messages have been classified as *face-threatening* (e.g. attacks) and *neutral* (e.g. factual information).

A corpus-based analysis on a sample of English, French and Italian political speeches showed that more face-threatening content types appear to be more frequently packaged as presuppositions, while more neutral contents more often take assertive expression. It will be argued that at the basis of this use of presuppositions and assertions is the fact that while presupposition conveys an evidential meaning of *mutual* knowledge (Hintz & Hintz 2017), i.e. knowledge accepted to be true by both interlocutors by consensus, assertion carries an evidential value of *individual* knowledge

(Hintz & Hintz 2017), indicating that only the speaker is the committed source of some information. Politicians are therefore more bound to associate more challengeable content types with less challengeable packaging strategies (presupposition), and less challengeable contents with more challengeable packaging coding (assertion).

It is claimed that what makes this communicative practice effective and persuasive in political propaganda is the property of presupposition to make the receiver a “co-source” of some negotiated truth, which makes him/her feel less urged to put it into discussion. Conversely, the politician would have nothing to lose in bluntly asserting factual contents, due to their weakly tendentious nature. As an exploratory research on the evidential repercussions of presupposition and assertion use in political discourse, this paper intends to be a preliminary reflection on how commitment regulation in interactions may tap into different aspects of discourse structure and on the consequences this has in meaning representation.

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Argumentation mining in spoken Georgian political language

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The research concerns argumentation mining, specifically issues related to its theoretical framework and computational modeling.

The research goals are:

(1) A linguistic analysis of argumentative structures in spoken Georgian political language and description/study of them from a pragmatic point of view based on the Georgian Political Corpus.

(2) The study of argumentation mining in spoken language and the elaboration of a Database Processing/Preparation System using those results.

The study of this issue is new for the Georgian language from a theoretical and practical point of view. At the same time, it should be noted that for other languages research on argumentation mining is mainly implemented with respect to written resources for the standard language.

Generally, "Argumentation is a verbal, social, and rational activity aimed at convincing a reasonable critic of the acceptability of a standpoint by putting forward a constellation of propositions justifying or refuting the proposition expressed in the standpoint." [Van Eemeren; Grootendorst 2004, p. 1] Argumentation, as a part of a speech act, can be considered as the Illocutionary Act, meaning the speaker has the intention or goal in mind when performing the act.

A general representation of argumentation has the following structure: Claim, Support, Attack, Objection.

The research data comes from the Georgian Political Spoken Language Corpora (<http://gnc.gov.ge/gnc/page?page-id=gnc-main-page>).

The corpora is used to find the above-mentioned argumentation elements within the texts, i.e. Claim, Support, Attack, and Objection, and to make a linguistic analysis thereof. Finally, we aim to create an Annotation Scheme that can be a base for (a) the Arguing Corpora (b) a Labeled Database for Machine Learning training that aims at Argumentation Mining.

Currently the research is at the stage of lexical analysis of the text, that is, attempting to answer the question of what kind of lexicon is used in Georgian Spoken Argumentation Language. According to other research projects, there are several Arguing Lexicons that have been created for English and for other European Languages. These lexicons have been used as general models for that of Georgian in this research; however, it has been adapted to fit the Georgian Empirical Data.

The Arguing Lexicon contains several groups containing semantically connected words, such as: Analogy, Antithesis, Cause, Concession, Consequence, Contrast and so on. It's a short list (http://mpqa.cs.pitt.edu/lexicons/arg_lexicon/).

I use the groups as parameters to describe and analyse argumentative texts.

Brexit as a target-sphere in metaphoric expansion in Russian media discourse

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The article analyses the topic of Brexit in Russian mass medium based on the conceptual metaphor potential for modelling. Metaphor is actively used in the mass media discourse due to its ability to express an idea brightly and concisely, to inform the intended recipient in a more convenient and accessible form, to affect their emotional-volitional sphere and to create appropriate attitude to the culture-specific concepts under consideration.

The research is relevant as the European Union occupies the leading position on the international arena while Great Britain plays a prominent role in the European Union, which, to a certain degree, determined the vector of integration institute development. Brexit consequences can be negative both for the European Union and Great Britain.

Electronic versions of the recent Russian magazines and newspapers intended for the general public were used as data for the research. Chronological framework embraces the period from 2016 to 2019. The chronological framework starts in 2016 as this year is marked with the new date: June 23, when the Great Britain citizens voted to exit from the European Union. Three years have passed but there are still robust discussions in mass media brought about by unexpected results of the referendum.

The work has been conducted in compliance with the cognitive discursive approach to metaphor research, which

determines the conceptual metaphor as an important means of reality modelling.

While modelling the relationships between the European Union and Great Britain in the Russian media discourse, the models with the source-sphere "Cognition" (45%), "Art" (26%), "Path" (15%), "Home" (9%), "Health" (5%) turned out to be the most productive. Evaluation potential of metaphoric expressions is expressed emotionally and variously. Metaphoric nominations of the conceptual spheres under analysis express negative meaning, thus indicating complicated relationships between the European Union and Great Britain and necessity to determine the model of future of economic and political cooperation.

Mental maps of Europe and their discursive representations in Croatian and Serbian media after 2007: A corpus-driven study

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Political discourses of Croatia, Serbia and other countries of the regions were of interest to numerous researchers throughout the 1990s and early 2000s, with research ranging from political sciences, through ethnology to linguistics. The later developments tended to be less studied and bulk of the research on the topic makes use of temporally small samples. This presentation will illustrate briefly an attempt of alternative approach: one using corpus-driven discourse analysis (cf. e.g. Baker et al. 2008). The corpus was built using ca. 20,000 articles scrapped from online issues of Croatian and Serbian broadsheet daily newspapers, representing diverse ideological profiles (Croat. *Večernji list* – conservative, *Novi list* – liberal, Serb. *Politika* – centre-right, *Danas* – liberal).

It was used to answer the main research question – what is the discursive representation of mental geography of Europe in Croatian and Serbian media after 2007. This problem was then translated into more detailed questions: 1) what regions of Europe are represented in the corpus? 2) what are their connotations? 3) is the old Europe-Balkan contradiction, described in culture studies, still present in the analysed material?

To answer the above-mentioned questions two main methods were used: collocation analysis and topic modelling.

Collocates of the lexeme *Europe* were analysed in annual subcorpora with regard at the ideological profile of a respective newspaper and country of origin. These denoting regions (or, in other words, mental geography) were further inspected for their discursive prosodies and connotations. These results were complemented with an LDA topic model. As will be demonstrated, such approach enables not only to account for a very large amount of material, but also not to overlook less extreme or unexpected discursive strategies, occurring naturally in media discourses.

Constructing borders and identities in political discourse: New mythologies in inaugural speeches of Ukrainian presidents

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In the present time, we observe the shift of national borders and re\de-bordering processes in the world caused by the globalization, immigration, climate change, and the emergence of a new global economy. In this context the category of bordering\border which has been fundamental for Border studies theory enters the fields of study of other disciplines such as Cultural Studies, Linguistic Studies, Discourse Analysis etc. This interdisciplinary approach to the Border is based on the idea that the borders are not given geographical lines between regions and countries but they can be also social, ideological or cultural dividers constructed by various cultural and discursive practices.

Thus, the analysis of real and conceptual borders can deepen our understanding of the peculiarities of conceptualization of the new national identities and ideologies. The idea that ideologies are created and maintained by means of language is not new. Contemporary Critical Discourse Analysis has reached eminent results in explaining how language, power, ideology and national identity are interrelated; there are numerous studies in this field. In our research, we try to apply the achievements of a modern Critical Discourse Analysis to the study of the importance of the image of the Border in the process of reshaping contemporary national

identity in political discourse and to demonstrate how the border impacts the political ideology and national values.

As the border issue is particularly relevant to Ukraine, the country which has always been a borderland zone and a place where interact many cultures and ethnic groups, we'd like to study the national geobody transformation and the shift of the national self-identification caused by the annexation of Crimea in 2014 and the war-conflict in Eastern Ukraine. We'll try to trace the Border transformation through the border images mapped in inaugural speeches and study re-/de-bordering processes of topographical areas and stereotyped representations of Self and Other that are is being structured is spatial, temporal, symbolic and ideological dimension.

If you ride a lame horse into a race ...: A corpus-based analysis of metaphors in John Mahama's political speeches

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Political speeches are a central genre in political discourse analysis and they have facilitated studies into language and rhetoric since Greek and Roman antiquity. Still today, the delivery of a political speech is largely considered a rhetorical act, and politicians are aware that they must speak persuasively in order to gain the trust, confidence and ratification of their (potential) followers (Charteris-Black, 2005, 2014). Using cognitive rhetoric theories (Lakoff & Johnson, 1980; van Dijk, 2008), this study examines President John Mahama's use of metaphor expressions and conceptual metaphors in his political speeches from a corpus approach. The corpus of approximately 70, 000 tokens was compiled from 21 speeches that he delivered before, during and after his presidency. I argue that John Mahama's use of metaphor is conscious, consistent and conceptually structured, and that this represents an important rhetorical strategy that may have contributed to his political success. In the corpus analysis, 39 lexical resources reveal or communicate metaphorical representations in Mahama's speeches, but 4 of these – namely GROW, BUILD, HEAD and FIGHT – carry the most frequent metaphor uses. However, all the 39 resources contribute to the conceptual metaphor constructions (i.e. target-source domain mappings) commonly associated with Mahama as a political speaker. The findings in this study do

not only make a useful contribution towards a better understanding of John Mahama's political ideology, they also foreground the persuasive potential of metaphor, especially for audience engagement in political talk.

The social consequences of the EU referendum in the UK: Reflections on the politicians' rhetoric of Brexit in BrexLit

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In the EU referendum of 2016 concerning the possible withdrawal of the UK from the EU, the Leave campaign's rhetoric of "the island nation" served as a lightning rod for many of the internal problems of British society, most importantly that of social division and social inequality, revealing a greater intolerance of the "other".

The present paper investigates the verbal representations of the rifts in British society found in some early literary works of the post-referendum era, namely "Autumn" by Ali Smith, "The Cut" by Anthony Cartwright, "The Lie of the Land" by Amanda Craig and "Fences: A Brexit Diary" by Zadie Smith.

The investigation into literary reflections is of interest due to "literature's potential to engage with emergent political realities" (Shaw 2018), allowing authors to present different views within one space-time, even to model a situation (as in Ian McEwan's "The Cockroach").

Techniques of semantic and discourse analysis are applied to these texts in order to compare the lexical and phrasal resources used by literary authors to speak about the situation with those used in corresponding political writing (specifically speeches by David Cameron, Boris Johnson, Nigel Farage).

By focusing on the principal recurrent topoi, the paper aims to explore the rhetoric of Leavers and Remainers in their

efforts to harness the emotions and exploit the divergent priorities of different groups of British citizens, and to evaluate this in the context of contemporary literary reactions. A key question is whether citizens' opinions were changed by politicians' arguments making them adopt them lexically and/or semantically.

This work is part of a broader programme of research dedicated to the investigation of the changing idea of Britishness from the reign of Queen Anne to the present day. This is being carried out by correlating and contrasting political rhetoric on the subject with literary and intellectual responses through the ages, with a view to achieving a better understanding of how citizens' identity has been shaped and reshaped through political action, literary works and the mass media.

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The Viennese Association ‘Mother Tongue’ (*Verein ,Muttersprache’ Wien*) under the chairmanship of Karl Tekusch and Erwin Mehl, 1949–1984

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Language protection associations are at least conservative by nature. After the *Machtergreifung* in 1933 in Germany, and after Austria’s annexation into Nazi Germany, i.e. the so-called ‘*Anschluss*’, such associations very quickly attached themselves to the National Socialists. The overwhelming majority of their members, especially those in leading positions, actively supported National Socialism.

The Viennese Association ‘Mother Tongue’ was founded in 1949 as a successor to the Viennese branch of the influential *völkisch*-purist ‘German General Language Association’ *Allgemeiner Deutscher Sprachverein*, which, after Hitler’s so-called seizure of control *Machtergreifung* in 1933, described itself as the ‘SA of the mother tongue’.

Today, the Viennese *Verein ,Muttersprache’ Wien* (Association ‘Mother Tongue’) is still the largest, most active and most influential language protection organisation in Austria. It flourished and had its heyday under the chairmen Karl Tekusch and Erwin Mehl 1949-1984. At the time, the association had more than 2,000 members and had organised more than 250 public lectures.

The paper presentation which I am proposing falls broadly into the area of language attitude research and summarises the results of my most recent research project, the outcomes

of which will be published in a monograph in September 2019.

What were the main aims and concerns of the Viennese association 'Mother Tongue'? Who were the board members? Who, in addition to a number of well-known writers and artists, presented the 250+ public lectures? Which other organisations was the association connected to? And finally, what conclusions can be drawn from all this with regard to the association? These are the main questions to be addressed in my paper.

Crisis discourse ideologization: Perception peculiarities of communicative tactics

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Any crisis situations represent both a potential threat to the existing system of values of the society and the basis for strengthening and improving such systems. The final understanding of the crisis situation and the adjustment of the value set of society depend on how the media present and deliver messages about the crises, choose the linguistic content for each message. The study of the perception of communicative tactics and techniques contained in the headings of articles on crises was undertaken to prove that mass media uses crisis situations to ideologize mass consciousness influencing person's emotions and prompting him to act. To achieve the goal, the following tasks were set: 1) to determine which topics and crises attract attention most of all, 2) to identify which emotions are caused by different types of crises and whether these emotions can induce action, 3) to establish differences in the perception of neutral and ideologically marked proposals, containing communicative tactics. Based on the survey of students and teachers of the School of Politics and International Relations of the University of Kent (the UK) and the Faculty of International Relations of the Belarusian State University it has been established that ideologically marked headlines containing communicative tactics affect the emotions of the readers, rule and push them towards reactions in crises situations. The further the epicenter of the crisis is, the less

effective impact the processes of ideologisation have. A set of communicative tactics in any message about a crisis situation produces an emotional and mental effect on the reader in order to disseminate the given values and behavioral attitudes. Communicative tactics of crisis discourse ideologisation are less effective for the audience of other ethnic and cultural affiliations.

Cognitive rhetoric of effect: Responsibility impression in inaugurals of American and Russian presidents

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The presentation argues that cognitive rhetoric of effect reveals how a politician's speech creates favourable impressions with the audience. They are reconstructed with the help of the cognitive rhetorical procedure combining image schemas, i.e. dynamic cognitive patterns of our sensory-motor interactions with the world (Johnson 1987: xiv), and four rhetorical canons: invention (selection of arguments), disposition (contents arrangement), elocution (verbal ornamentation) and performance immersed into a particular socio-political situation.

The suggested procedure is applied to the cognitive rhetorical reconstruction of the responsibility idea put forward in introductions to the inaugurals of American Presidents Nixon (1973) and Clinton (1993) as well as in President Putin's three addresses.

The first – inventional – stage of analysis consists in reconstructing *responsibility*, defined as accountability in English and Russian dictionaries, in terms of the COMPULSION image schema representing the experience of being moved by external forces (Johnson 1987: 45).

The second – dispositional – stage reveals the textual order of reference to responsibility-COMPULSION, its sources, targets and consequences.

The third – elocutionary – stage explains the naming of responsibility-COMPULSION's source and target. For

President Nixon its source is the American nation, for President Clinton it is the generation raised in the cold war shadows with the target represented by the world at large and different countries. President Putin portrays himself in 2000 as a source of responsibility-COMPULSION affecting various social groups which raises his status as a new leader while the homeland, its values and audience serve as responsibility sources in 2012 and 2018 addresses with an experienced leader represented as a target which emphasises his modesty and raises his status.

The fourth – performative – stage explains the differences in the creation of presidents' responsibility effects by the place of their countries in the world.

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The figurative language in political discourse in English, German and Croatian media during the 2019 European Parliament Election

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Even though discourse is such a challenging concept to formulate and grasp due to its various overlapping definitions, the field of linguistics is replete with theoretical works and research studies attending to the importance of investigating discourse in contemporary society. According to some linguists, discourse, or to be more precise, political and media discourse directly affect society in the form of causing social changes, which urges us to thoroughly inspect language for mechanisms ensuring power and hegemony. Language in political communication has been subjected to thorough research since ancient times and concisely depicted by Orwell (1946) as being a means designed to make lies sound truthful. While analysing political discourse, Lutz (1999) followed in Orwell's footsteps by introducing a term *doublespeak* for a political language which conceals thought and pretends to communicate but really does not. According to Moritz (2015), political language is a powerful tool for eliciting public approval and the way to achieve that is, doubtlessly, to use figurative phraseology, as numerous linguists have proven, such as Fairclough (1995), Van Dijk (2006), Gradečak-Erdeljić and Varga (2009), and Omazić (2015), who created a phraseological profile of political speeches through the medium of various measurable phraseological indicators.

This paper will study the occurrence of figurative language in the current media discourse in the period before, during and after the European Parliament election held between 23 and 26 May 2019. More precisely, a quantitative, qualitative and comparative analysis will be conducted on a corpus consisting of newspaper articles from daily press, political magazines and online news portals in the UK, Germany and Croatia. As a result, for each of the three languages in focus, i.e. English, German and Croatian, a phraseological profile will be designed and it will be a starting point for providing more insight into the prevalence of phraseological units and the inclination of the use of conventional or modified forms or even neologisms. Subsequently, the paper will demystify which language is the most abundant in figurative phraseology for political purposes, and it will ultimately try to explore why precisely metaphorical language is so cherished by political leaders.

Ethos and rhetoric in Spanish: The construction of identities in favor of and against abortion in Argentina

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On March 1, 2018, at the opening of the ordinary legislative sessions, the president of Argentina announced that he would send to Congress a bill to decriminalize abortion. In order to have an informed vote, the national deputies scheduled an agenda of expositions in favor of and against the law, which took place in 15 sessions over 52 days, between April 10 and May 31, 2018. The exponents were artists, scientists, businesspersons, religious leaders and ordinary citizens. Each of the 738 expositions all clearly oriented either in favor of or against the law lasted exactly seven minutes and neither aggression nor personal addressing were allowed.

For Maingueneau (1999, 2002, 2004, 2010), every discourse presupposes an enunciative scene in which it takes place. This scene is the scenario that helps to configure the discursive image of the author of the discourse or ethos. Furthermore, divergent behaviors within the same community may obey to a deep coherence and their systematic description shall detach the ethos of the groups that constitute that community (Kerbrat-Orecchioni 1996).

An earlier paper (author 2018) based on Maingueneau's theory, analyzed tweets posted in Argentina in favor of and against the Argentine president's abortion bill to recognize the linguistic features that collaborate with the construction of each group's ethos. Along the same lines, this paper analyzes the various means - lexical fields, diathesis, tones,

and rhetorical figures - that collaborate in discourse with the configuration of distinguishable ethos in a corpus of randomly selected transcripts of those pre-voting expositions in the House of Deputies.

According to the findings, discourses pronounced against decriminalization construct (quasi-)religious scenes based on the use of terms that allude to theology and philosophy and the recurrence of a sentential tone. Discourses articulated in favor of decriminalization configure (quasi-)academic scenes supported by devices such as quotes and the use of technical words.

Justin Trudeau: liberal or populist?

An appraisal analysis of his speeches

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Contemporary political discourse in western democracies seems to be increasingly monopolised by populist themes (Mudde, 2004), both in Europe and in the Americas. A 'liquid' phenomenon, populism has been defined in many ways, as an ideology, a political strategy or a communication style (Woods, 2014). All of them, however, see populism as based on the manichean idea that society is divided into two opposed groups – the people versus the elites – and the notion of politics as an expression of the 'will of the people' against corrupt institutions (Mudde, 2004; de Vreese et al., 2018; Jagers and Walgrave, 2007). To reinforce its oppositional strategies, populist politics frequently celebrates national identity to provide solid, ethnic ground for ingroup membership, and relies on a charismatic leader to exercise power through an unmediated, emotional dialogue with the electorate.

Canada seems to be an exception. Though the incumbent Prime Minister, Justin Trudeau, provides a significant example of celebrity politics (Lalancette and Raynald, 2019), his speeches seem to be grounded on the themes of traditional liberal politics rather than on the notion of multiculturalism and openness on which the Canadian model has been thriving since the late 1960s (Banting and Kymlicka, 2010; Moodley and Adam, 2012): instead of advocating opposition and national affiliation, he encourages dialogue and solidarity.

This study foregrounds Trudeau's discursive strategies with the aim to show whether they are consistent with his ideological claims. The study consists in a qualitative analysis of a sample of speeches that Trudeau held in different moments and contexts in order to highlight whether the main themes of populism were present. In particular, the analysis focuses on how Trudeau constructed the concept of nation and people, whether he established an oppositional relation with the elite and whether he grounded his leadership on an emotional interaction with the audience.

The study analyses the lexical resources that Trudeau used to outline us/them oppositions (if any) and to define Canadians and the people as ingroups. These ideational resources are then analysed in combination with the appraisal resources with which they co-occur (Martin and White, 2005; Zappavigna, 2019) in order to foreground which attitudinal strategy prevails (*appreciation*, *judgment* or *affect*) and whether Trudeau privileged monoglossia or allowed for alternative voices.

Georgia-Russian conflict in Abkhazia in the context of political linguistics

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The aim of the paper is to present the reasons of the crises of peace process on the settlement of Abkhazian conflict in the context of political linguistics and psycho-linguistics. The research is considering the problem of purposeful deformation of the perception of the conflict structure, its title, dates of starting and description of event connected with conflict.

Deformation of conflict perception is considered as a process managed by interested political groups. Perception of peace itself for diverse sides/participants of the conflict is understood differently. Consequently, different sides of the process in different ways see the structure of peace process.

From the point of view of the majority of Georgian politicians, Russian Federation (once again) occupied Abkhazia in the result of so-called “5-days August war in 2008”.

From the point of view of Russian politicians and their supporters in Abkhazia – it is not an occupation, but “peace enforcement operation” with the objective of ceasefire.

Russia considers that it is not the side of the conflict, but Georgia believes that Russia is the main side, which intervenes in its internal affairs.

Georgian politicians and their international supporters consider the conflict as “armed conflict between Georgian and RF”, but Russian political leaders believe that it is “internal conflict” between Abkhazians who want to be

independent and Georgians who consider Abkhazia as integral part of Georgian political space.

Before dissolution of USSR, former Soviet Autonomous Republic Abkhazia, was integral part of Georgian Soviet Socialist Republic, which in its turn was part of USSR. Part of political leaders believe that it happened in the result of occupation of Georgia by troops of Red Army in February-March of 1921. They consider that part of territory of Abkhazia (district around Sochi), was illegally attached to the Krasnodar Krai of the RF. Another part of the politicians believes that the Red Army brought peace, freedom and equality to the people of Georgia.

The paper will analyze these and other aspects of confronting political discourses.

Czexit: Metaphorical representation of the phenomenon in Czech political discourse

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From the very beginning the idea of the united Europe has found both supporters and strong opponents. In recent years, more and more experts say that the European Union won't be able to exist in the present form. Despite the obvious benefits of the EU, it is becoming increasingly difficult for representatives of particular countries to defend the political and economic interests in the European Parliament, and there is still no consensus in the solution of the European migration crisis.

One of the significant events for strengthening Euro skepticism has become the possible withdrawal of the United Kingdom from the European Union. After the announcement about Brexit, in different countries, including the Czech Republic, there have been heated debates over their possible leaving the European Union (*"Brexit 'could lead to **Czexit**'"; "Who will be NEXIT? The Swexits, **Czexits** and Frexits that could follow Britain out of the EU... and the aftershocks hitting continent"* etc.).

The discussions about Czexit have not ceased since 2015. Most of Czech politicians insist that the EU should be modernized and reformed, because interests of the Czech Republic haven't been fully taken into account (*"Nejde o jednání rovnocenných partnerů, EU tahá za delší konec provazu"*).

The centrist and moderate parties deny the possibility of Czexit, calling it “*a disaster*”, which will entail negative consequences for Czech economics (“*odchod z unie potřebujeme jako díru v hlavě*”). The following explicit and erased metaphorization of Czexit can be found: disaster (“*ekonomická a civilizační katastrofa*”), suicide (“*ekonomická sebevražda*”), battle (“*nebudeme utíkat z boje*”), wrong way (“*cesta do pekla*”), etc.

Czexit has become the subject of political speculation and manipulation by right-wing populists (such political parties as *Svoboda přímá demokracie*, *Úsvit*, *Blok proti islámu*, *Svobodní*). They appeal to the fears of the Czech society regarding preservation of national and cultural identity, safety, freedom and democracy with the help of such metaphors as destruction (“*záhuba*”), death (“*Evropská unie ve stávající podobě je mrtvá*”), etc. Right-wing populists represent the Czexit as divorce (*smírný „rozvod“*), or release from servitude (*propustení z poddanství*) in order to show that the EU limits the freedom and development of the Czech Republic.

Metonymy and conceptualisation of NATION in political discourse

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The goal of this presentation is to discuss the role of metonymy, especially PLACE-FOR-PEOPLE, in current constructions of national identity. Cognitive in nature (Brdar 2009), metonymy is a powerful semantic and pragmatic tool within political discourse, because its concrete meaning is resolved by recipients of political messages. Considering the relevance theory and effect/effort ratio (Oswald 2014: 104), we assume that the use of metonymy will foster large contextual effects, however, the processing effort can be considerable due to the polysemic nature of metonymic phrases. This gives message-senders great persuasive power.

The aim of the analysis is to answer following questions: a) which metonyms are used to construe NATION?, and b) which pragmatic functions do metonymies have in political discourse? The analysed corpus comprises political speeches within two fields of action: field of political advertising and field formation of public attitudes (Reisigl & Wodak 2009: 91). Thus, we can point to particular types of texts in political discourse in which metonymies are used more frequently. Finally, the political speeches from Germany, Montenegro and North Macedonia have been analysed in order to detect potential cross-linguistic differences in the use of metonymy.

The study on metonymy use in political discourse will complement the existing studies on national identity focussing both on general discursive elements (such as nomination, predication, argumentation etc., cf. Wodak et. al 2009) and on semantic and pragmatic functions of metaphors (cf. Šarić & Stanojević 2019).

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Discourses of Brexit in the Czech television broadcast

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Media are key agent in the process of the construction of social reality in the late modernity and they are consciously used as an tool of political marketing for promotion of particular opinions, approaches or political strategies. The authors analysed representation of the Brexit case in autumn 2019 in programmes of the Czech television – public service broadcaster.

Key research question of the project was: How the Brexit case is represented in the Czech mainstream public service television? What discourses are applied dominantly in the narrativisation of the Brexit news? How the Brexit is framed - is it represented as a potential threat for the EU or the Czech Republic?

The two months period of September and October was analysed as the 31st of October was previously set as a date when Britain leave the EU. The research sample covers news and current affairs programs. Both quantitative and qualitative approaches were applied. Paper stresses the differences between findings of these two approaches. The findings from critical discourse analysis will be presented in detail as the key mediated meanings work usually on the level of the latent meaning. Despite the spectre of information covered by the news discourse, only several frames (Entman 1993) were used for the representation in analysed media. The way how the news about Brexit was narrativized was relatively constant in the time and simple. Based on the

media and language constructivism (Schulz 1989, Searle 1995, Kopytowska 2015) paper analyses dominantly applied language signifiers used in the representation and shows reduction and direction of their meaning by the used visual images.

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Brexit on the front page: Multimodal argumentation analysis of Southern European press in the wake of the EU referendum

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The result of the EU referendum of 2016 was portrayed by the European press as a natural disaster. It was the culmination of processes that had started long ago and the beginning of a series of ongoing processes on UK soil, the rest of Europe and the world, what Zappettini and Krzyzanowski (2019) eloquently describe as a *critical juncture*. While the media in the UK have been said to play an important role in fueling a Eurosceptic stance (Koller et al. 2019; Ridge et al. 2018), the European press coverage of the various events relating to the Brexit process has been described as rather disengaged (Borchardt et al. 2018). In this presentation, we analyse the front pages of European printed newspapers in the European South (e.g. Greece, Italy, Spain, Portugal) reporting the result of the EU referendum. We focus on highly-polarized contexts where multiple crises (debt, 'refugee' crisis etc) are taking place. For the analysis, we combine the principles of multimodal critical discourse analysis (Machin and Mayr, 2012, among others) with recent approaches to the study of multimodal argumentation (Tseronis and Forceville, 2017; Rocci and Pollaroli, 2018). We consider the front page as a multimodal text, which not only conveys a particular stance but also constructs arguments

recontextualizing Brexit in the European public sphere as an earthquake shaking the tectonic plates of EU *status quo*. By focusing on the semiotic resources that help convey the newspaper's stance and by comparing these across national newspapers of different political profile and across countries, we aim to show that despite the relatively factual and unanimous presentation of the result of the Brexit referendum, there lie differences concerning the stakes of the reported result. These differences, we argue, have to do not only with an urge to secure the project of the European integration at any cost, but also bring to the fore the national interests of the various member-states in it. We maintain that such multimodal practices risk justifying and legitimizing voices that underpin EU's disintegration.

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Hedging and gender: The case of 2016 US presidential campaign

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Politics is oftentimes associated with a struggle for dominance and power in order to be elected for a term of office or to promote certain political, social or economic ideas. Usually the tougher the circumstances, the more cautious and elaborate a politician should be to maintain their positive image and outpace their competitors. This is where hedging – a rhetoric strategy aimed at attenuating the strength of your commitment to a proposition – comes into use.

Since language is a culturally-based form of social interaction of both women and men, it presupposes the differences on a gender level. According to Robin Lakoff, female speech is often peppered with expressions like “sort of”, “it seems like”, etc., which are used to express insecurity, lack of power or to avoid making explicit statements (Lakoff, 1975). The same result came from the research conducted by Elfira Dwi Rosanti and Alan Jaelani, who investigated the use of hedges by students in oral communication and revealed that female speech is more abundant with lexical hedges (Rosanti, Jaelani, 2016). These findings lead us to a conclusion that women tend to use more hedges than men. Thus, our research aims not only at investigating approaches to classify hedges and determine their functions, but also at establishing whether the same connection between gender and use of hedges is true for political discourse.

The data for this research was taken from the scripts of interviews with 2016 US President Election candidates Hillary Clinton and Donald Trump. Hedges were classified according to their lexical and grammatical form. Overall, we determined 9 groups of hedges: fillers, introductory phrases, modal verbs, modal adverbs, indefinite pronouns, approximators, concessive conjunctions, conditional subordinators, and adverbs of frequency. Having calculated the total number of hedges used by both speakers we found that the female speaker used more hedges (182 instances) than the male speaker (172 instances), thus proving previous research on the topic.

Further investigation on the issue of hedging may give us more clarity about the way we attenuate the meaning of proposition, and may be applied to enhance communicative competence.

Deconstructivism and language shift

Cordula Simon

Deconstructivism teaches us, that power lies within language, or rather that power decides, what language is supposed to mean. The old question already asked in Alice in Wonderland: „Who decides, what words mean?“ builds up to the discrepancy of the intention of the individual speaker of any language and the political power. In the last decades calls for a more humane language have been made, giving birth to movements of political correctness in the whole western hemisphere, making it an issue of globalisation being fairly paired with left wing ideology, making everyday conversation a subject of critique, calling for normative change in language and facing the same question everywhere: Does it in fact help? This paper will shed some light on the linguistic empirical knowledge we possess on the connection between form and content, going back to De Saussure and following the discourse of language and power in an historical manner, thus taking a hard look on the theoretical background of the dynamics of power and language, building a chronology of deconstructivist theorists like Derrida, Foucault, Bourdieu, and Barthes. These theories will be paralleled with the so called linguistic turn from the beginnings to the nowadays so popular Neowhorfian approach. Finally the deconstructivist method will be put in contrast by what we know about the connection between language on action following John Austin, circling back to the postmodern discursive approach known in everyday life: The language policing of everyday conversations by individual speakers, representing the

deconstructivist movement, comparing it to the empirical data about language and culture, the named and the unnamed, empowerment and the mechanics of language shifting that have been subject to studies already more than hundred years ago, focusing on the shift of meaning and tabooing of vocabulary, dissecting what critics of political correctness call the „euphemism treadmill“, building up to the effects of political correctness we have come to experience so far. The goal is to finally answer the question, whether language policing and the growing public attention on the use of language do have an egalitarian effect on reality.

The images of peace in media discourses of World War II

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Since the end of WWII, many governmental and non-governmental organizations have been engaged in the study of war and peace, peace-making and peacekeeping strategies. Paradoxically, the media and researchers continue to focus on different types of violence. Increasing tensions between nations and the emphasis of media discourse on wars, ethnic, nationalistic, and territorial conflicts stress the growing importance of studying an alternative media discourse type, i.e. discourse about peace, as waging peace is the greatest issue facing the international community. The study draws upon discourse analytical theory and conceptual metaphor theory. The object of the study is the image of peace in discourse about war. The objective is to analyze systems of conceptual metaphors used to communicate specific topics relating to “peace” in American, British and French media discourses. The time span of the study is WWII, the most widespread and devastating international conflict in history. It involved more than thirty countries, including all of the great powers and eventually forming two opposing military alliances: the Allies and the Axis. The focus of the study is on the Allies’ media discourses. The research data were drawn from digital resources containing highly representative historic media texts: *Chronicling America*, the *British Newspaper Archive* and *Gallica*. The authors argue that during WWII a) war reporting was zero-sum oriented and tended to

present the world as a black-and-white value model: victory and defeat, life and death, survival or extinction, which made the images of war and peace closely linked; b) as dependence on media discourse increases when the social environment is threatening and rapidly changing, the media became the most effective channel for acquiring information about the events and played a crucial role not only in covering war, but also in promoting peace; c) peace was modeled as victory, as the opposite of war, as international harmony and prosperity; d) metaphor was central in framing the image of “peace” in the three discourses. The study contributes new theoretical and empirical perspectives on discourse about peace. Its findings can be of interest to specialists in political linguistics, discourse analysis, mass media communication, and peace research.

Educational organizations identity in the context of marketing discourse

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Highly globalized market of higher educational organizations leads to increased competition among universities for the best minds over the world. To reach the target 'consumers' most all universities present themselves at their official websites. Universities websites become one of the marketing tools, and the way they represent themselves by creating a marketing communication. This study aims to compare value attributes of educational organizations identity manifested in marketing communication. The study is a comparative case study of Kazakhstani and international universities. Official websites of two Kazakhstani universities (University of International Business & Abylai Khan University) and two international universities (Massachusetts Institute of Technology & London Business School) are analyzed. The research is based on the organizations' identity texts on the universities' webpages "About us", "About university" sections. The content analysis (Krippendorff, 2004) is implemented to find the difference of value attributes articulated by these educational organizations.

The results of the research revealed existing similarities in communication forms of identity among the universities. In addition, distinct variations in value attributes between Kazakhstani and international universities are determined. Identity texts due to its marketing features are tent to be

short in length, full of descriptive adjectives, and apply official style of speech, all analyzed universities fit these criteria. However, international universities more effectively indicate their idiosyncratic features by using different written communication techniques, like headings and underlined text; while these manners of communication are not popular among researched Kazakhstani universities. In terms of value attributes, there are also some discrepancies are identified, e.g. personalized approach, extended cultural reference and call for talents, rather than promise to foster them are more peculiar to international universities in comparison to Kazakhstani universities. The results of the study can facilitate deeper understanding of lingua-cultural difference of Kazakhstani and international universities and might have pragmatic application in designing marketing communicative text of organizations' identity.

Performing democracy: Political discourse as a polyphonic space

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This paper delves into the role played by third person-referring expressions such as *one, some, those who, people*, etc. in creating a polyphonic space in parliamentary discourse, or, as I will show, a fictive interaction. Consider (1):

- (1) Mr. Tony Blair (Labour) [majority]: *Of course there are people in Europe who take a different view of what our attitude should be to the transatlantic alliance*, but my answer is that we should remain in there, fighting for the right view of how Europe should co-operate with America, not get out and leave the field to those we disagree with. (UK 2004.11.08)

In example (1), adversarial positions are acknowledged, yet the speaker's position stands in the foreground. By framing what they label an 'answer,' the speaker furthermore initiates a dialogue with the discourse participants. Although the way such an opposite statement is presented leads to the conclusion that the alternative statement is not bearable, the statement is acknowledged as a possibility in the public sphere. With a focus on indeterminate and indefinite third-person forms, I ask why and how these forms are strategically exploited to construct an image of the other as a plural and unspecified entity.

Based on a contrastive corpus of forty-four British, German, and French parliamentary debates, I show that the identity of the discourse participants introduced through third-person forms remains unknown. Providing information on who—assumingly—uttered the words is unessential. What matters, however, is that such discourse participants are discursively constructed as present. Because these discourse participants are given an existence—and thus implicitly a right to exist—, a dialogue can take place. The *raison d'être* of the mention of these imprecise discourse participants, then, is to call the opponents into existence and, by such, to create a model for deliberative democracy based on the exchange of arguments. By introducing discourse participants they respond to, speakers show their willingness to engage in a dialogue.

I address three aspects, which can be summarized as follows: alternative views, discourse and metadiscourse, and questions and answers. In the first section on alternative views, I explore the role of third-person forms and evidential markers such as 'of course' in establishing the existence of dissensions as obvious. The second section addresses instances of metadiscourse, where other ways of naming (political) events are acknowledged. In the last section finally, I introduce examples where the parliamentarians phrase the concerns others may have by asking questions and providing the answers to them.

"How would you represent the armed conflict in an image?": Basque adolescents negotiating their collective past

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Almost a decade has passed since the Basque organisation ETA ended its attacks on civilians, politicians and police forces (2011). The end of the "last organized armed insurgency in western Europe" (Whitfield, 2015) has led to a transition phase in the Basque Country, where many of the mental models that were shaped during the conflict remain deeply embedded in the collective identities of the local people. It is in this context in which the first generation that has no direct memories on the violent conflict before 2011 is coming of age; adolescents born in the early 2000s barely remember any of the most violent attacks. However, it has still not been possible to work on the transmission of memory in formal education, partly because the so-called "struggle of narratives" is still a disputed area in the political sphere.

Therefore, the discourses that these young citizens create about the violent past necessarily draw on external discourses they have learnt at home, in their social environment or through the media. In this study, we analyse some of the psycholinguistic mechanisms these young people employ in order to build narratives about the violent past in their interaction with other adolescents. In four group interviews that were conducted in both the northern and southern Basque Country (France/Spain), nineteen participants were asked to mentally design and verbally describe a piece of

art that would represent the past conflict. Their interactions were recorded and transcribed, and discourse analysis was used in order to identify the main strategies employed by our participants to re-build and adapt their mental models about the violent past in cooperation with their cohorts. The data suggests, among others, that most of them still hold on to clear ingroup-outgroup distinctions, and that they make use of several metaphors and narratives—such as the metaphor of travel and the narrative of reparation— to link the past violence and their present sociopolitical context.

Rules of parliamentary talk: Norm negotiations between MPs and the Speaker in the plenary sessions of the Finnish Parliament

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The parliamentary plenary session is governed by a large and diverse set of interactional norms. The linguistic choices of the participants are strongly affected by, for example, the official and unofficial rules of the parliament, the legislative goals of the session, the institutional role of the participant (e.g. MP or minister), the conversational genre (e.g. conversation on a government proposal vs. question time) and the turn type (e.g. presentation speech or comment) (see e.g. Ilie 2015). However, in practice, the interactional norms of the plenary session are neither stable or undisputed. The rules are constantly interpreted and applied in the conversational context by the Speaker, and the participants actively challenge them and negotiate with the Speaker about their content.

In my presentation, I analyze the interactional norm negotiations between the MPs and the Speaker during the parliamentary plenary sessions of the Finnish Parliament. I examine how the speaker formulates his or her instructions and remarks, and how the MPs react to them. I also explore what kind of norms are opened for discussion, who makes the initiative in different cases, and how the norms are linguistically contested and negotiated in turn-by-turn interaction. The topics of norm negotiation range from the maximum length of the turns to the boundaries of on-going

topics and the constraints of parliamentary style. My study shows that the norms of the Finnish parliamentary plenary session are eventually relatively flexible and context-dependent.

My theoretical and methodological framework is conversation analysis (see Heritage & Clayman 2010). My data consists of the official video recordings of plenary sessions from 2008 to 2015. Additionally, I have used a corpus of the official written plenary reports of the same time to automatically search for administrative turns by the chairman.

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Legitimization through proximization: A case study of authoritarian Taiwan

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In a militarized regime when a “state of emergency” has been declared, timing is represented as being imposed through an authoritative summons; an opportune time, as well as (quasi) synchronization (cf. Leeuwen 2008, pp. 76-77), helps construe collective military actions as natural and inescapable. But when real/physical wars are no longer feasible, perpetuating proximization, a discursive strategy of presenting (perceived) physical and temporal threats as directly, increasingly, and negatively consequential to the speaker and addressee (cf. Cap 2013, p.3), is essential to maintaining political/military legitimization. Applying the proximization model (Cap 2013) to study commemorative speeches by national leaders in authoritarian Taiwan (1949 to 1996), this paper compares the discursive strategies of legitimization through proximization by Chiang Kai-shek (CKS, 1887-1975) and contrast these with the other two leaders when the physical wars from the Chinese Communist Party (CCP) were no longer feasible. Combining STA model (Cap 2005 and 2016), corpus-assisted method, and discourse historical analysis (DHA), I have found that temporal deixis surged in the late 1950s and 1960s to construct a heightened sense of momentous and urgency of the conflicts across the Taiwan Straits. TIME IS MOTION was construed to position the (imagined) audience or Taiwan as entering into a numerated order, well-charted for the foreseeable future (cf. Chilton 2004) during the “state of

emergency” experienced under martial law (1949 to 1987). A positive *us* versus a negative *them* was constructed not only by nomination and predication but also axiologically contentious pasts and futures (cf. Dunmire 2011; Kopytowska, 2015). Lastly, different spatial proximate compensate for the decrease of temporal proximate since the 1970s when PRC replaced ROC as the “one China” and as the island was no longer considered a military base to “overtake” the mainland. For the spatial proximate, Chiang Kai-shek (CKS, 1955-1975) stressed the locative and (worsening) situated aspects of the Chinese mainland, Chiang Ching-kuo (CCK, 1978-1988) emphasized on the embodiments such as “hands” and “hearts”, and Lee Teng-Hui (LTH, 1988 to 1996) extended the situational aspects of Taiwan to economics and diplomacy.

“...that is not the British way” – British identity in conservative Remain and Leave discourses before the 2016 EU referendum

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The debates before Britain's momentous EU referendum revolved predominantly around Britain's economy and immigration. However, closer examination shows that politicians on both sides of the debate drew on historical narratives of British identity to make their arguments. Crucially, different constructions of a national identity lead to different courses of action appearing to be in the national self-interest (Reicher & Hopkins, 2001). Political actors may thus strategically foreground different aspects of identity to mobilize the population to act in accordance with their political vision. This paper examines how Conservative politicians on both sides of the debate discursively constructed 'Britishness' before the EU referendum to convince the population to vote for or against EU membership. To this purpose, a corpus-assisted critical discourse study (Baker et al., 2008) of Hansard transcripts of House of Commons debates between May 7th 2015 and June 15th 2016 is undertaken and aspects of transitivity (Halliday & Matthiessen, 2013) and social actor representation (van Leeuwen, 2003) are analysed.

Specifically, this paper investigates the representation of the national 'we'-group, the 'British people' and other social actors explicitly branded 'British' to show how Conservative Remain and Leave supporters constructed Britain's political

present and future, as well as a supposed British mentality to support their arguments. The findings show that Leave supporters constructed the nation as victimized by the EU, while foregrounding narratives of the resilient and rebellious Brits. Thereby, they demonstrated that membership was not in the national self-interest, while presenting the vote to leave as aligned with Britain's history and British mentality. Remain supporters, by contrast, failed to present membership as positive, instead emphasising British dissatisfaction with the European status quo and constructing Britain as apart from, and superior to, mainland Europe. Consequently, Remain speakers undermined their argumentation with latent Euroscepticism. Moreover, their portrayal of the population as passive beneficiaries not of the EU but of government actions meant that a vote to remain was not construed as solution to the nation's (perceived) problems.

Affective regeneration: Discursive gateways to contemporary national socialism

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Far-right and fascist movements with a revolutionary agenda are currently gaining momentum and imprinting public discourse in the global north. Within fascist ideology, the myth of *palingesis* (Griffin, 1993) is historically continual and key for the motivation of political action and violence (Richardson, 2017). This paper explores how this myth and more specifically how a trope of 'regeneration' is articulated in recruitment texts distributed by the most prominent Swedish national socialist movement – The Nordic Resistance Movement (the NMR). The aim of the paper is to semiotically unpack the trope of regeneration as a case of affective discursive practice (Wetherell, 2012).

The dataset constitutes recruitment leaflets distributed by the NMR as well as a guidebook targeting members and potential recruits. To highlight the performative force of emotions in these texts the analysis is informed by affective theory (Ahmed, 2004; Wetherell, 2012) and a *social semiotic approach* (Van Leeuwen, 2005). This enables us to explore how the articulation of regeneration enacts affective meaning potentials through the employment of (linguistic and visual) resources.

The analysis reveals how the articulation of regeneration realizes two intertwined affective potentials: 'shame' and 'pride'. Potential recruits are 'shamed' by being represented and positioned as the cause and the agent of a degenerated

and morally lost ('Jewish') society. However, by accepting the offered position as national socialist, potential recruits are offered the possibility of feeling 'pride' by becoming a part of the 'new generation' and the solution to the societal degeneration. The analysis thereby contributes insights to how affective discursive practices (Wetherell, 2012) are employed to accomplish gateways (Miller-Idriss, 2017; Westberg & Årman, 2019) to radicalization and ideologically motivated violence.

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A report within a report: Degrees of embeddedness in presidential speeches

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The main purpose of this presentation is to investigate the potential narrative reports have in constructing an image of self as the leader, on one hand, and as a group member, on the other. The literature investigating narrative genres proliferates with various approaches to the concept of narrative reports (Abbott, 2008; Bal, 2009; Fauconnier, 1985; Halliday, 1981, 1985; Tannen, 1989, 2006; Vandelanotte, 2008, 2009), which in my research is viewed in a fairly general manner. *Narrative reports* are seen as constructs based on reported speech frames; thus, utterances are rendered via direct reports, indirect reports or both of them simultaneously within the same reported clause. It relies on the assumption that 'reported speech frames recontextualise previously uttered words and reinforce the meaning given to those words in their prior context' (Hodges, 2011: 94).

This talk will discuss conceptual levels of narrative reports of utterances based on reported speech frames employed in presidential speeches. It adopts some assumptions from Chilton's Deictic/Discourse Space Theory (2004, 2005, 2010, 2014) and Cap's Proximisation Theory (2006, 2010, 2013, 2017), both primarily used to indicate exclusive reference, a clash of interests and threat-oriented conceptualisation of events. My research, however, extends their scope to include strategies for inclusion and positive image construction and makes a distinction between primary, secondary and tertiary

embedding as discursive means that contribute to presentation of self and legitimisation. Data for my research comprise a corpus of 125 presidential speeches (25 per tenure) divided into three subcorpora: JKC – John Kennedy Corpus, BCC – Bill Clinton Corpus, and BOC – Barrack Obama Corpus. A total of 1251 instances of narrative reports have been analysed to investigate primary and multilevel embedding, which constitute the basis for this study.

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