Multimodal Argumentation

INT. WORK SHOP

20 & 21
April 2023

University of
Salzburg

PARIS
LODRON
UNIVERSITY
SALZBURG

LANGUAGE ·
SOCIETY &
DIGITAL LIFE

STADT : SALZBURG

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SALZBURG

Text, Image, Sound, and Gesture in Persuasive Communication

**John A.
BATEMAN**

Discourse without sequence:
Exploring the limits of multimodal argumentation

One of the essential properties of argumentation is a transition from premises to conclusion. However, this is difficult to conceive of within single visual representations because these, apparently, present 'all at once'. The talk explores the necessary conditions for, and possibilities of, using appropriate visual design to achieve staged interpretations supportive of argument-like structures within single static depictions. The tools applied are those of multimodal semiotics, particularly discourse semantics (stages) in the service of argumentative purposes.

**Leo
GROARKE**

Multimodal arguments – The multimodal 'No':
Negation in political debate

Political debate is notable for both its multimodal nature and its emphasis on vehement disagreement. The talk discusses the non-verbal ways in which political arguers negate the positions they oppose. This issue is considered from an analytical and a theoretical point of view, based on non-verbal examples of negation. The talk argues that recognizing multimodal negation is an important step in the attempt to analyse, assess, and reconstruct multimodal arguments.

**Leo GROARKE
Gabrijela KISICEK**

Looking for sour notes?
Evaluating auditory arguments?

Auditory arguments are an attempt to provide rational evidence for a conclusion using non-verbal sounds instead of or (more frequently) in addition to words. This talk will explore possible criteria for evaluating auditory arguments, which will enable us to distinguish weak arguments from stronger, and legitimate arguments from auditory fallacies. The analyses work with different argumentative discourses in which sounds have a crucial role in argument reconstruction.

**Maciej
GRZENKOWICZ**

Perspectives for the analysis of multimodal argumentation
in fact-checking videos on TikTok

This talk proposes new ways of approaching fact-checking TikTok videos in the context of multimodal argumentation. Based on a pragma-dialectical definition of the fact-checking genre, the material is characterized in terms of multimodal structure and argumentative context. Two complementary approaches to the analysis of multimodal arguments are presented: one based on argumentative stages, the other on types of dialogue. The talk overall suggests novel ways of analysing multimodal argumentation that may be applicable to videos generally.

**Bita HESHMATI
Ewa MODRZEJEWSKA**

A meta-visual analysis of pictures in online discussions
about migration policies

The talk enquires into how pictures on social media function in conveying multimodal messages about migration policies in Europe. Do the pictures serve argumentative roles in advancing and advocating specific policies? Are they capable of (rationally) persuading viewers to endorse particular policies or prefer specific normative actions over others? The talk employs the notion of a 'meta-visual dispute', i.e., a dispute in which people disagree about the correct interpretation of pictures in particular cases.

Martin LUGINBÜHL

When arguments are gestured - Multimodal analysis of oral elementary school children's argumentation

The talk addresses the multimodal analysis of oral argumentation in 180 conversations of German speaking elementary school children. Solving argumentative tasks, they often use different kinds of gestures relevant for argumentation, e.g., a hand-gesture indicating the usefulness of an object by showing its purpose. The talk focuses on cases where students make argumentative moves by gestures alone, which also extend the content of the spoken utterance. Different forms of such gestures, their interactional uses and gestural mimicry will be discussed.

Chiara POLLAROLI

Metacommunication argues for ethos: A corpus-based analysis of advertising case videos

Advertising case videos are designed by advertising agencies to report successful campaigns to clients, international advertising festivals, and other stakeholders. The talk analyses selected case videos from a semio-pragmatic perspective, verifying the hypothesis that this video genre is rhetorically designed for an ethotic purpose, i.e., to lend advertising agencies a positive identity. Analyses suggest that case videos are structured by a narrative of the ways an advertising campaign was developed by creatives and received by audiences.

Dimitris SERAFIS
Diana MADROANE
Theodor LALÉR

Populist multimodal arguments critically de-/re-constructed: The Russian-Ukrainian war and its migrant crisis in the mirror of social media party posts

The talk explores populist party posts, selected on purposive criteria from the Instagram and Facebook pages of parties in three different countries: Sweden, Romania and Greece. The material is studied from a multimodal critical discourse analysis perspective, seeking to reconstruct the multimodal arguments by identifying the argumentative inferences. A particular emphasis is on the contribution the images make to such argumentative inferences. The material allows glimpses of the ways in which central arguments are taken up by users and how they shift across societal settings.

Hartmut STÖCKL

Detecting generic patterns in multimodal argumentation. A corpus-based study of environmental protection print-ads.

Rather than reconstruct individual instances of argumentation, the talk sketches the results of a corpus study of environmental protection print-advertisements between 2018 – 2022. The ads were subjected to annotations for various features on four levels: genre/text, image, multimodal argument and multimodal coherence/rhetoric. The approach identifies recurrent multimodal patterns of the genre and central ways of argument construction. The study shows distinct regularities but also raises some methodological questions.

**Assimakis TSERONIS
Mehmet Ali ÜZELGÜN
Rami YOUNIS**

Evaluation of multimodal argumentation in environmental campaign posters: Weighing criteria for effectiveness and norms for reasonableness

This talk adopts the view that the reconstruction/evaluation of multimodal argumentation needs to consider both the semiotic complexity of the multimodal text and the situational context in which it is produced and interpreted. We study selected environmental activism posters where images show the consequences of environmental degradation in stark and vivid ways. Our goal is to establish the conditions under which the multimodal design of these posters can be said to allow for strategic manoeuvring to derail and thereby for a fallacy to occur.

**Jan Albert
VAN LAAR**

The persuasive pressures of visual argument

The talk discusses the persuasive force of visual arguments from the viewpoint of the ideal critical discussion. The following question will be addressed: How can we distinguish between argumentative visual devices, non-argumentative devices that are harmless to critical discussion, and non-argumentative visual devices that are harmful to critical discussion? The talk will revolve around autonomy in argumentative dialogue and the causal efficacy of visual communication.

**Lotte
VAN POPPEL**

Acts of protest as multimodal argumentative events

Environmental protests have recently taken the form of attacks on famous works of art, sparking debate about their effectiveness and appropriateness. This talk uses multimodal analysis and the pragma-dialectical theory of argumentation to explore how these protest forms are understood as argumentative events. By examining the variety of semiotic resources used and how these help to communicate arguments, the talk aims to shed light on complex forms of environmental activism and their implications for society.

**Jean H.M.
WAGEMANS**

Cross-modal mapping in multimodal argument-type identification

The talk starts form the assumption that arguments qualify as multimodal if they contain a combination of verbal and non-verbal elements. Rather than translate the non-verbal parts of such arguments into language, the theory advanced here proposes cross-modal mappings as a means to identify different types of multimodal argument. The talk will also demonstrate how for a given multimodal argument 'points of attack' may be derived from the identification of the argument-type and facilitate argument evaluation.

**Janina
WILDFEUER**

LifeVac: Yes or No? Multimodal arguments for (and against) life-saving tools on Instagram and TikTok

Increasingly, social media postings are being used for instructional purposes, especially in health education communications, e.g., first aid info. The talk focuses on selected Instagram Reels and TikTok videos that deal with the LifeVac-tool and present arguments for or against its use in saving children's lives. The analyses enquire into how these dynamic artifacts construct arguments multimodally, gauging their persuasive force in relation to first-aid knowledge. A particular focus will be put on the semantics and discursive structure of the arguments.

Timetable

DAY 1: THURSDAY 20 APRIL 2023

Leo GROARKE	Thursday 10:15 → 11:00	**Theoretical Issues** **Political Debate**
Jean H.M. WAGEMANS	Thursday 11:05 → 11:50	**Theoretical Issues** **Multimodality**

BREAK

Assimakis TSERONIS & Rami YOUNIS & Mehmet Ali ÜZELGÜN	Thursday 12:00 → 12:45	**Enviromental Activism** **Argument Evaluation**

LUNCH BREAK   12:45 → 13:55

Lotte VAN POPPEL	Thursday 14:00 → 14:45	**Enviromental Activism** **Multimodal Analysis**
Chiara POLLAROLI	Thursday 14:50 → 15:35	**Advertising** **Ethotic Argument**
Hartmut STÖCKL	Thursday 15:40 → 16:25	**Advertising** **Multimodal Genre**

CONFERENCE DINNER   18:30

DAY 2: FRIDAY 21 APRIL 2023

John A. BATEMAN	Friday 09:00 → 09:45	**Theoretical Issues** **Multimodality**
Jan Albert VAN LAAR	Friday 09:50 → 10:35	**Theoretical Issues** **Critical Discussion**

BREAK

Janina WILDFEUER	Friday 10:45 → 11:30	**Social Media** **Health Communication Videos**
Maciej GRZENKOWICZ	Friday 11:35 → 12:20	**Social Media** **Fact-Checking Videos**

LUNCH BREAK   12:20 → 13:55

Bita HESHMATI & Ewa MODRZEJEWSKA	Friday 14:00 → 14:45	**Images** **Migration Debate**
Dimitris SERAFIS & Diana MADROANE & Theodor LALÉR	Friday 14:50 → 15:35	**Images** **Migration Debate**

BREAK

Leo GROARKE & Gabrijela KISICEK	Friday 15:45 → 16:30	**Beyond the Visual** **Auditory Argument**
Martin LUGINBÜHL	Friday 16:35 → 17:20	**Beyond the Visual** **Gestural Argumentation**

CONFERENCE CLOSING & GET-TOGETHER   19:00

Multimodal Argumentation

Text, Image, Sound, and Gesture in Persuasive Communication

20 & 21 April 2023	Thursday: 10:00 → 16:30 Friday: 09:00 → 17:30
Venue	Universität Salzburg, UniPark Nonntal, Erzabt-Klotz-Straße 1
Rooms	Thursday: 4.102 (GERM) Friday: 3.409 (SLAW)
Presentation Slots	45 min. = 25 min. (presentation) + 20 min. (q & a)
Lunch Breaks	Thursday 12:45 – 13:55 Friday: 12:20 – 13:55
Conference Dinner	Thursday night at 18:30 Get-Together Friday 19:00
Organization	Univ.-Prof. Dr. Hartmut Stöckl / FB Anglistik & Amerikanistik / English & Applied Linguistics

Directions from Hotel 'Kasererbräu' to UniPark Nonntal:	→ turn left at the hotel entrance → follow along Kaigasse and cross Kaje-tanerplatz straight on → pass restaurant Hinterbrühl and go straight along Schanzlgasse → you can see the UniPark at the end of Schanzlgasse → enter UniPark by the main entrance → follow the signs to the workshop