

ABSTRACTS

NKRF9 // 2024

Retorik i digital og teknologisk transition//Rhetoric in Digital and Technological Transition

- Keynoteforelæsninger//Keynote addresses
- Paneler//Panels
- Roundtable
- Præsentationer//Papers



Program:

<https://komm.ku.dk/forskning/retorik/kalender/nkrf9/>

<https://comm.ku.dk/research/rhetoric/calendar/nkrf9/>

**Keynoteforelæsninger//
Keynote addresses**

Johanna Hartelius, Associate professor, Dept. of
Communication Studies, Moody College of
Communication, University of Texas at Austin, USA

*Learning in Transition: Ethos and Text to Image AI
Technologies*

Algorithmic thought and artificial intelligence, which have long fascinated tech-enthusiasts and scholars became the center of public attention in late 2022. Media commentaries were abuzz – If ChatGPT writes better than a writer, what will this mean for journalism, education, etc.? If digital art is accessible and infinitely generative, what defines “an artist”? From a rhetorical perspective, questions of legitimacy, accountability, and trust reference the concept of ethos, the emplaced habituation of individual character as one dwells with others. The keynote explores how nonexpert discourses surrounding Midjourney, a visually spectacular text to image tool, interpret and constitute the tool’s “learning” process. Specifically, it assesses how lay-understandings of space and expertise organize the technology’s learning in relation to its users. To assess implications for ethos in the contextual transitions of AI, it connects both the “I” of AI and the “learning” in machine learning to the activity of dwelling as traditionally theorized.

Damien Pfister, Associate professor, Dept. of Classics,
University of Maryland, USA

*Rethinking Digitality, Refashioning Ethos: Technics,
Ecology, and Rhetoric after Ubiquitous Computation*

Rhetoric *is* in a time of digital and technological transition, spurring scholarly responses that highlight technicity and ecology. Ubiquitous digital technologies are encouraging rhetoricians to address the technicity of rhetoric in increasingly dramatic ways: we cannot escape the mediating roles of platforms, algorithms, artificial intelligence, wearables, and the "internet of things," all programmed to communicate in ever-more complex ways. Digital networks have also quickened the interest around ecological models of rhetoric that highlight the co-constitutive relations humans have with the non-human entities that surround us. Our interfacing with digital objects is not just situated, but situated within larger rhetorical ecologies that are connected by a richer array of computational-rhetorical agents than ever before. Synthesizing the turn to technics and to ecology, I theorize digitality as a "technics ecology" that invites a revision and expansion of rhetorical theory. In this keynote, I offer new theoretical and critical concepts that reconceptualize and expand our understanding of *ethos* in the context of the digital technics ecology produced by ubiquitous computation. If *ethos* developed in the ancient world as part of rhetoric's arts for living well with others, this talk considers the conceptual resources needed to live well with others now that digital technics thoroughly mediate and condition experience.

Sine N. Just, Professor at the Department of Communication and Humanities, Roskilde University, Denmark

Controversial Encounters: How Digital Technologies Are Stifling Public Debate and What to Do about It

Digital technologies are transforming how we encounter issues of public concern and engage in public debate. On the one hand, data-based personalization means we are increasingly exposed to content that we already like. On the other hand, algorithmic infrastructures intensify and polarize message circulation, favoring clashes between opposed opinions rather than nuanced engagement. In combination, these two tendencies support automated processes of public and private meaning formation in which people are constantly guided by covert persuasion whilst becoming increasingly unaccustomed to overt persuasive attempts. This keynote diagnoses the present situation as ‘the closing of the rhetorical mind’ and suggests that a return to the classical notion of *controversia* (arguing all sides of a case) may provide a starting point for ‘making disagreement good again’. This is not a call to abandon digital technologies, but an attempt to show how individuals and collectives can use algorithms and data to (re)ignite public debate as a source of societal trust and institutional legitimacy.

Paneler//Panels

PANEL // AKTIVISMENS GRÄNSER: OM KLIMATET, UNGDOMAR OCH ATT UTMANA DEN DELIBERATIVA RETORIKEN

Chair: Kristine Marie Berg, Københavns Universitet,
kristinebe@hum.ku.dk

Foredragsholdere:

Esben Bjerggaard Nielsen, Aarhus Universitet. Email:
aestebn@cc.au.dk

Frida Buhre, Uppsala Universitet. Email:
frida.buhre@littvet.uu.se

Ida Vikøren Andersen, NORCE. Email:
idaa@norceresearch.no

Respondent: Frederik Appel Olsen. Email:
frederik@appel.dk

Nøkkelord: ungdomsaktivisme, miljøaktivisme, retorisk handlekraft, deliberasjon, makt

Unge klima- og miljøaktivister har aktualisert spørsmål vedrørende demokratiets grenser. Dette har de gjort ved å utfordre utbredte antagelser om barn og ungdommers medborgerskap, samt stille spørsmål ved hvorvidt presserende klima- og naturkriser kan løses gjennom demokratiske prosesser. Særlig aktualiseres spørsmål om demokratiets grenser gjennom reaksjoner på unges demokratiske deltakelse, som ofte ikke anerkjenner dem som myndige samtalepartnere med gyldige og verdifulle synspunkter. Manglende anerkjennelse og gjennomslag har ført til at unge i økende grad søker alternative arenaer for å bli hørt, inkludert domstolene, hvor de dels anlegger søksmål mot staten og dels begår lovovertridelser gjennom sivile ulydighetsaksjoner. Videre utfordrer unge normative

forventninger til retorisk deliberasjon idet de ikke alltid vil delta i debatter som de oppfatter som tendensiøse eller preget av for stor maktubalanse. For dette sanksjoneres de av aktører med retorisk makt i samfunnet, som avviser deres handlemåter som udemokratiske. I dette panelet belyser vi demokratiets og den deliberative retorikkens begrensninger når det gjelder ungdomsaktivisme og miljøkrisen. Vi anlegger forskjellige maktkritiske perspektiver (Foucault 1995; Tilly & Tarrow 2006; Young 2001) for å diskutere unge i Skandinavia sine muligheter for demokratisk medvirkning, og kaste lys over eksklusjonsstrategiene (Berg & Christiansen, 2010) som frarøver dem handlekraft.

Litteratur:

Berg, K. M., & Christiansen, T. J. (2010). Retorisk eksklusion: Festen I Hyskenstræde som retorisk handling. *Rhetorica Scandinavica*, 54, 7-28.

Foucault, Michel. *Discipline and Punish: The Birth of the Prison*. Översatt av Alan Sheridan. 2:a uppl. New York: Vintage Books, 1995.

Tilly, Charles, och Sidney Tarrow. *Contentious Politics*. OUP USA, 2006.

Young, Iris Marion. "Activist Challenges to Deliberative Democracy". *Political Theory* 29, nr 5 (2001): 670–90.

"Kære Klimaaktivist": Retorisk disciplinering og forhalingsstrategier

Esben Bjerggaard Nielsen, Aarhus Universitet. Email: aestebn@cc.au.dk

Torsdag d. 19. juni sendte programmet Debatten en live partilederrunde fra Folkemødet på Bornholm. Programmet blev dog aldrig færdig, da unge aktivister fra gruppen Extinction Rebellion afbrød partilederne med det budskab, at ingen partier var ambitiøse nok i deres klimapolitik. Denne aktion affødte en klar retorisk reaktion udover politiets tilbageholdelse af klimaaktivisterne. Søren Pape (K) anklagede aktivisterne for at ødelægge demokratiet, og Pia Kjærsgaard (DF) kaldte dem efterfølgende for ”møgunger”. Også i aviser og online så man en retorisk reaktion i kraft af ledere, kronikker og kommentarer om klimaaktivister – ofte med direkte adressat i form af ”kære klimaaktivist” eller ”her er fem gode råd”. Reaktionen, som af Extinction Rebellion’s aktion fremprovokerede, er dog ikke enestående i den danske klimadebat. Dette paper beskæftiger sig således med sidstnævnte type disciplinerende offentlige henvendelser til klimaaktivister – ofte fra magtfulde mennesker såsom eks-ministre, avisredaktører og kendte politiske kommentatorer. Analysen af en række tekster vil fokusere på, hvordan retorer med høj grad af retorisk handlekraft fremsætter en standard for debat og aktivisme, som udskiller unge aktivister fra gruppen af rationelle og mådeholdne samfundsaktører (Broberg 2023, Nielsen 2021, Berg & Christiansen 2010). Denne disciplinering kan potentielt være velmenende, men den løber risikoen for at misforstå, hvordan aktivisme og civil ulydighed generelt fungerer, samt at blive et slet skjult forsvar for status quo i klimadebatten. Flere forskere har i det seneste årti arbejdet med retoriske strategier, der forsøger at forhale reel samfundsmæssig handling på klimakrisen (Ceccarelli 2011, Lamb et al 2020, Lund & Jacobsen 2020). I lyset af denne forskning vil den velmenende disciplinering her blive undersøgt som en mulig tilføjelse til den voksende liste af klimaforhalingsstrategier, idet den potentielt søger at

begrænse mulige retoriske udtryk, udstilling af magthavere og specifikke socio-politiske topoi i debatten.

Referencer:

Berg, Kristine Marie & Tanja Juul Christiansen (2010). "Retorisk Eksklusion: Festen i Hyskenstræde som retorisk handling", *Rhetorica Scandinavica* nr. 54, 7-28.

Broberg, Frida Hviid (2023). "Farveblinde følelser: Den retoriske marginalisering af den danske Black Lives Matter-bevægelse", *Rhetorica Scandinavica* nr. 86, 46-65.

Burke, Kenneth (2018). *The War of Words*. Oakland: The University of California Press.

Ceccarelli, Leah (2011). "Manufactured Scientific Controversy: Science, Rhetoric, and Public Debate", *Rhetoric and Public Affairs* 14.2, 195-228.

Lamb, William F. et al (2020). "Discourses of Climate Delay", *Global Sustainability* 3, e17, 1-5.

Lund, Jens Friis & Stefan Gaarsmand Jacobsen (2020). "Klimaskepsis 2.0: Sådan nedvurderer 'eksperter', debattører og politikere klimaudfordringen", *Videnskab.dk*, 17.04.2020. Link: <https://videnskab.dk/kultur-samfund/klimaskepsis-2-0-saadan-nedvurderer-eksperter-debattorer-og-politikere-klimaudfordringen/>

Nielsen, Esben Bjerggaard (2021). "Generationsanklager – konflikt, følelser og ungdomsaktivisme", *Rhetorica Scandinavica* nr. 82, 17-33.

Lagens tvingande kraft: Unga klimataktivister, rättstvister om klimatet och debatten om demokratin

Frida Buhre, Uppsala Universitet. Email:

frida.buhre@littvet.uu.se (presenterer)

Jonathan Josefsson, Linköpings universitet. Email:

Jonathan.josefsson@liu.se

Unga klimataktivister skapade under 2019 enorma protestvågor över hela världen, men trots det verkar en mer radikal omställning av klimatpolitiken svår att genomföra. Allt fler unga klimataktivister globalt har därför valt att driva juridiska rättstvister där de kräver utsläppsminskningar för att skydda deras liv, hälsa och utveckling. Domstolarna avvisar ofta dessa stämningar, men det finns också flera exempel på domar till aktivisternas fördel, bland annat i Tyskland och Montana (Donger 2022). Även i Sverige har en sådan stämningsansökan lämnats in av föreningen Aurora, som företräder ungefär 300 barn och unga, i Sveriges första klimatmål av det här slaget. Den juridiska processen är i sitt initiala skede, men själva stämningen har rönt stor medial uppmärksamhet.

I detta föredrag fokuserar jag på hur olika vuxna debattörer använder demokratibegreppet för att ta ställning för eller emot Aurora, samt hur ungdomarna i Aurora svarar i sociala och traditionella medier. Beroende på debattörens position väcks frågor som: är det demokratiskt att genom domslut tvinga politiker att genomföra en viss politik? Är det demokratiskt att barn och unga utesluts från politisk och juridisk representation? Är det demokratiskt att politiker stiftar lagar som de sedan inte följer? Denna retoriska kamp om demokratibegreppet kan förstås som ett försök att skapa en viss social verklighetsuppfattning (Schiappa 2003), men också som ett sätt att exkludera ungas politiska ethos och möjliga protest-repertoarer (Berg

& Juul Christiansen 2010; Tilly & Tarrow 2006; Young 2001). Jag visar att debatten är del av en bredare retorisk utveckling i Sverige som snävar in vilka former av aktivism som uppfattas som legitima och demokratiska.

Nyckelord: Demokrati; klimatmål; rättstvister; unga klimataktivister; protest-repertoar.

Referenser

Berg, Kristine Marie & Tanja Juul Christiansen (2010). "Retorisk Eksklusion: Festen i Hyskenstræde som retorisk handling", *Rhetorica Scandinavica* nr. 54, 7-28.

Donger, E. (2022). Children and Youth in Strategic Climate Litigation: Advancing Rights through Legal Argument and Legal Mobilization. *Transnational Environmental Law*, 11(2), 263–289.

Schiappa, Edward (2003). *Defining Reality: Definitions and the Politics of Meaning*. SIU Press.

Tilly, Charles, och Sidney Tarrow. *Contentious Politics*. OUP USA, 2006.

Young, Iris Marion. "Activist Challenges to Deliberative Democracy". *Political Theory* 29, nr 5 (2001): 670–90.

Ulyttende retorikk: Motstand mot deliberasjonsnormer som utøvelse av retorisk medborgerskap

Ida Vikøren Andersen, NORCE. Email:

idaa@norceresearch.no

Bør man alltid lytte til andres argumenter? Er det alltid et mål at deliberasjonen skal kunne fortsette? Eller finnes det situasjoner der det er rimelig å erklære saken 'ferdig

snakka', og der én parts mulighet til å utøve retorisk medborgerskap nødvendiggjør avvisning av andres stemmer?

For å utforske disse spørsmålene, foretar jeg en nærlesning av den samiske aktivisten Ella Marie Hætta Isaksens avvisning av myndighetenes invitasjon til dialog, samt hennes avvisning av motstemmer som illegitime og irrelevante. I tillegg analyserer jeg metadebatten som oppstod da medlem av Ytringsfrihetskommisjonen, Anki Gerhardsen, sanksjonerte Hætta Isaksens debattoppførsel. Foranledningen til ytringene som undersøkes er konflikten om vindkraftanleggene i Fosen reindriftsområde. En Høyesterettsdom fra 2021 fastslår at anleggene er ulovlige og i strid med urfolks rettigheter. Da vindmøllene fortsatt var i drift 500 dager etter dommen falt, aksjonerte unge samiske aktivister og miljøaktivister for å få dem fjernet.

For å belyse Hætta Isaksens avvisning av motstemmer og meningsbrytning som en utøvelse av retorisk medborgerskap, introduserer jeg begrepet 'ulyttende retorikk' som et motbegrep til Booth's (2004) 'lyttende retorikk.' Ulyttende retorikk kjennetegnes av uttalt avvisning av meningsmotstandere som illegitime samtalepartnere og av muligheten for å håndtere konflikter gjennom meningsbrytning. Slik bryter ulyttende retorikk med retoriske deliberasjonsnormer myntet på å skape gode rammer for en åpen, opplyst og vedvarende offentlig debatt som kan romme motstridende stemmer (Bengtsson & Villadsen, 2023; Kock & Villadsen, 2012). Slike deliberasjonsnormer ble påkalt av Gerhardsen, som kritiserte Hætta Isaksen for å opptre udemokratisk.

Ved å analysere både Hætta Isaksens ulyttende retorikk og den påfølgende metadebatten mellom henne og Gerhardsen, diskuterer jeg hvordan motstand mot de normative forventningene innbakt i begrepet om retorisk medborgerskap kan fungere som utøvelse av retorisk

medborgerskap. Motsatt diskuterer jeg hvordan deliberasjonsnormene – og påkallelsen av disse – kan begrense enkelte aktørers mulighet til å utøve retorisk medborgerskap (Berg & Christiansen 2010; Young, 2001).

Nøkkelord: retorisk medborgerskap, deliberasjon, aktivisme, urfolks rettigheter, miljø

Referanser:

- Bengtsson, M., & Villadsen, L. (2023). It's not (only) about Getting the Last Word: Rhetorical Norms of Public Argumentation and the Responsibility to Keep the Conversation Going. *Argumentation*. doi:10.1007/s10503-023-09622-9
- Berg, K. M., & Christiansen, T. J. (2010). Retorisk eksklusion: Festen I Hyskenstræde som retorisk handling. *Rhetorica Scandinavica*, 54, 7-28.
- Booth, W. C. (2004). *The rhetoric of rhetoric: the quest for effective communication*. Blackwell Publ.
- Kock, C., & Villadsen, L. (2012). *Rhetorical Citizenship and Public Deliberation*. Penn State University Press.
- Young, I. M. (2001). Activist Challenges to Deliberative Democracy. *Political Theory*, 29 (5), 670–90.

PANEL // DET RETORISKE PERSONAGALLERI

Siden årtusindskiftet har medieudviklingen og særligt udbredelsen af sociale medier fået mediesociologer til at udråbe vores samtidskultur til en *personakultur* (Marshall & Barbour, 2015). Nye muligheder for at iscenesætte sig selv – og dermed andre – i (halv)offentlige fora har ført til, at et mylder af personligheder og stemmer konkurrerer om offentlighedens opmærksomhed, og med introduktionen af kunstig intelligens blander selv non-humane stemmer i skikkelse af chatbots sig nu i dette flerstemmige kor. I en sådan (selv)iscenesættelsens tidsalder byder den retoriske tradition og dens teori- og begrebsdannelser sig til med et særligt kritisk og produktivt perspektiv på persona som samfundsfænomen. I retorisk teori henviser persona traditionelt til “retors stiliserede karakter, som den manifesterer sig i retorisk praksis” (Isager, 2023), og begrebet er i forlængelse af dette blevet brugt til at kaste lys over den rollefordeling mellem retor og forskellige publikummer, som etableres i en given tekst eller tale (Black, 1970; Wander, 1984; Leff & Utley, 2004; Morris III, 2009). Med dette panel ønsker vi at gentænke persona som retorisk kernebegreb i lyset af den seneste medieudvikling, der i vores øjne udfordrer de klassiske forståelser af persona. Specifikt udfordrer vi sondringen mellem et stiliseret og autentisk udtryk (RR), problematiserer anden persona som en afgrænset, singular subjektivitet (TB) og fremhæver omgivelsernes medansvar for levedygtige personakonstruktioner (CI).

Personaer der siger mere end tusind ord:

Eksperimenterende jeg-fortællinger i nyere dansk journalistik

Rasmus Rønlev, Syddansk Universitet

I retorisk teori og kritik fremstilles persona undertiden som en strategisk rolle eller maske, der positionerer retor oportunt i en given kommunikationssituation, men som ikke nødvendigvis har nogen dækning i retors identitet, snarere tværtimod (Anderson, 2007; Cherry, 1988; Isager, 2003). I denne præsentation vender RR imidlertid blikket mod tre eksempler på nyere dansk journalistik – i bred forstand – hvor journalister i jeg-form ransager dybt personlige spørgsmål om identitet med afsæt i stiliserede, multimodale persona-konstruktioner: Simone Nilssons artikel “Jeg håber, du bliver kørt ned af en bil” (Kristeligt Dagblad, 2021), der i ord og tegneserie fortæller om et forlist kærlighedsforhold; Babak Vakilis podcast “Generationen” (DR Lyd, 2022), der i ord, rap og sang fortæller om en opvækst som efterkommer af indvandrere; og Christian Einshøj dokumentar “Bjergene” (Made in Copenhagen ApS, 2023), der i ord og billeder fortæller om tre brøders savn og forsoning, efter at deres fjerde bror døde som barn. Fælles for de tre fortællinger er, at journalisterne bruger et eksperimenterende, multimodalt og i passager ordløst formsprog til at formidle en på én gang hyper-stiliseret og hyper-autentisk version af sig selv. På den baggrund plæderer RR for en bred forståelse af persona-begrebet i retorisk kritik, hvilket blandt andet fordrer, at retoriske kritikere ikke på forhånd opstiller et modsætningsforhold mellem stiliserede personakonstruktioner og et autentisk udtryk.

Dramatis personae: Ambipersona som rollfördelning

Tommy Bruhn, Københavns Universitet

Persona-begreppen fångar olika aktörstyper, som relaterar till ett specifikt förhållningssätt från retorn och fyller

särskilda retoriska funktioner i en text. I denna presentation utvecklar och fördjupar TB begreppet *ambipersona* (Bruhn, 2018) som avser fånga hur den tilltalade publiken, typiskt inrymd inom *the second persona* (Black, 1970), också kan vara diversifierad genom hur retor strategiskt öppnar för och inkretsar många olika gensvar. Begreppet avslöjar föreställningar om pluralistiska gemenskapers interna funktionssätt—med särskilt fokus på implicita konstruktioner av samarbete och samlevnad. Sådana implikationer av en kommunikationshandling speglas ofta i försiktiga, flertydiga eller ”diplomatiska” konstruktioner, som ger vid handen att retoriken förmedlar en vision om hur olika aktörer ska kunna samarbeta. En retor som tilltalar en sådan ambipersona, karaktäriserar en situation där flera aktörer erkänns som att de spelar en särskild roll i lösningen av talarens retoriska problem. I denna presentation utvecklar TB särskilt *roll* som en situations- och handlingslogik. Det sätt som retoriken implicerar olika roller att fylla, med olika föreskrivna handlingsmönster, är en ideologisk konstruktion. Retoriska interventioner kan åskådliggöras som ett försök att åstadkomma transformationer inom en aktantmodell, exempelvis att omvandla en antagonist till en hjälpare. Det öppnar för en ideologikritik rörande det praktiska genomförandet av en vision, liksom att det sätter fokus på hur en talare kan inkludera olika aktörer i en helhet som inte nödvändigtvis kräver enighet. Med utgångspunkt i hur forensiska tal kan inkalla publiker att fylla roller som domare, vittnen, målsägande och advokater, diskuterar TB hur sådana rollfördelningar kan se ut även i andra genrer. En sådan rollfördelning kan vara strikt tillskriven olika kända samhällsaktörer, men också öppen i så mening att publiken erbjuds olika handlingsmöjligheter som harmonierar mot retorns mål. Ett sådant analytiskt perspektiv öppnar upp för

en fördjupad ideologikritik, med fokus på föreställningar om rättvisa (Bruhn, 2022) i gemenskapers funktionssätt.

Tech-bedragere og deres medborgere: Kollaborativ personakonstruktion i et digitaliseret Danmark

Christine Isager, Københavns Universitet

Med et digitaliseret samfund følger opportunister, der – blandt andet i kraft af ferme personakonstruktioner – drager personlig fordel af hypen og tempoet og den dertilhørende både fascination og fremmedgørelse i relation til ny teknologi og specialiseret viden herom. Medborgere positioneres og samarbejder på et af og til decideret bedragerisk grundlag. I Danmark har skandaler omkring fx IT Factory (1997-2008) og CanopyLab (2018-2022) fået opmærksomhed, og i begge sager har en karismatisk direktør været omdrejningspunkt for dækningen. CI ser i sit paper på personportrætter af de to direktører i to forskellige lange formater, dels en række trykte biografier af Stein Bagger (IT Factory), dels en podcastserie om Sahra-Josephine Hjort (CanopyLab). Foruden at disse individuelle aktører anklages eller dadles, skildres deres evne til at skabe persuasive personaer, der på én gang er formet af og egnet til at overbevise omgivelserne i et digitaliseret samfund. Med afsæt i nærlæsningerne diskuteres forståelsen af både etos og persona som kollaborative konstruktioner af henholdsvis troværdighed og karisma (Hyde, 2004; Hoff-Clausen, 2008; Bengtsson & Rønlev, 2021; Rønlev & Bengtsson, 2022; Isager, 2023) og de flydende grænser mellem stilisering, forstillelse og bedrag (Isager & Just, 2012). Her er således ikke fokus på aktørernes personakonstruktioner i sig selv, men på den journalistiske formidling og

fortolkning af, hvorfor de fungerede så effektivt i samspil med deres konkrete kontekster, indtil de krakelerede.

Litteratur

Anderson, D. 2007. *Identity's Strategy. Rhetorical Selves in Conversion*. Columbia, SC: The University of South Carolina Press.

Bengtsson, M. & Rønlev, R. (2021). En medieprovokatør bliver til: Personakonstruktioner og -transformationer i Eva Selsings retorik. *Rhetorica Scandinavica* 83, 22-39.

Black, E. (1970). The Second Persona. *Quarterly Journal of Speech*, 56(2), 109–119.

Bruhn, T. (2018). *Delade meningar. Retorisk flertydighet och den pluralistiska publiken i politiska förnyelseprocesser*. Retorikförlaget.

Bruhn, T. (2022). Orchestrating Difference: The Address of Composite Audiences as Pluralist Rhetoric. *Philosophy & Rhetoric*, 55(2), 177-201.

Cherry, R. D. (1988). Ethos Versus Persona: Self-Representation in Written Discourse. *Written Communication*, 5(3), 251–276.

Hoff-Clausen, E. (2008). *Online ethos: webretorik i politiske kampagner, blogs og wikis*. Samfundslitteratur.

Hyde, M. (2004) "Rhetorically, We Dwell." I *The Ethos of Rhetoric*. Red. Hyde. University of South Carolina Press.

Isager, C. (2003). Reporteren og hans persona: Selvironi som retorisk strategi. *Rhetorica Scandinavica*, 26, 20–36.

Isager, C. (2023). Persona. Manuskript afsendt til publicering. I *Moderne retorikk: Et skandinavisk fagleksikon* (red. Kristian Bjørkdahl). Nordisk Retorikk Forening.

- Isager, C., & Just, S. N. (2012). En helt tredje Charlotte: Efterlignende fremførelse og karakterdannelse i Forklædt som nazist. *Rhetorica Scandinavica*, 62, 57-74.
- Leff, M. C., & Utley, E. A. (2004). Instrumental and Constitutive Rhetoric in Martin Luther King Jr.'s "Letter from Birmingham Jail". *Rhetoric & Public Affairs*, 7(1), 37–51.
- Marshall, P. D., & Barbour, K. (2015). Making Intellectual Room for Persona Studies: A New Consciousness and a Shifted Perspective. *Persona Studies*, 1(1), 1–12.
- Morris III, C. E. (2002). Pink herring & the fourth persona: J. Edgar Hoover's sex crime panic, *Quarterly Journal of Speech*, 88(2), 228-244.
- Rønlev, R. & Bengtsson, M. (2022). The Media Provocateur: A Rhetorical Framework for Studying an Emerging Persona in Journalism. *Journalism: Theory, Practice & Criticism*, 23(6), 1233–49.
- Wander, P. (1984). The third persona: An ideological turn in rhetorical theory. *Central States Speech Journal*, 35(4), 197–216.

Nøgleord: persona

Kontaktinfo:

Rasmus Rønlev: roenlev@sam.sdu.dk

Tommy Bruhn: tommy.bruhn@hum.ku.dk

Christine Isager: isager@hum.ku.dk

**PANEL // KROPPENS ROLLE I DIGITALE
FÆLLESSKABER: SKYDESKIVE,
DOXAMANIFEST OG AFFEKTIV DRIVKRAFT**

Nøgleord

Krop, doxa, medborgerskab, minoriteter, memes

Deltagere

Chair

Kristine Marie Berg, ph.d., lektor, Københavns Universitet,
kristinebe@hum.ku.dk

Oplægsholdere

1. Thore Keitum Fisker, ph.d.-stipendiat, Institut for Kommunikation, Københavns Universitet,
tkf@hum.ku.dk
2. Mikkeline Sofie Skjerning Thomsen, cand.mag. i retorik, partner i Analyse & Tal f.m.b.a.,
mikkeline@ogtal.dk
3. Lisa Källström, forskare, ph.d., Södertörn Högskola,
lisa.kallstrom@sh.se

Respondent

Sine Nørholm Just, ph.d., professor, Roskilde Universitet,
sinenjust@ruc.dk

Overordnet abstract til panelet

Når Brett Lunceford (2018) spørger, “[w]here is the [b]ody in [d]igital [r]hetoric?” så vil vi med dette panel svare, for det første, at den er praktisk taget overalt, og for det andet, at kroppen i digitale fællesskaber ikke handler så meget om *hvor*, men om *hvordan* og med hvilken effekt. I dette panel vil vi først præsentere tre undersøgelser, hvori kroppen anskues som hhv. doxamanifest, skydeskive og affektiv

drivkraft, hvorefter vi vil diskutere kroppens rolle i digitale fællesskaber med hinanden og publikum.

I Thore Keitum Fiskers oplæg undersøges det, hvordan aktører på sociale medier leger med og udfordrer kropsliggjort doxa (se eksempelvis Hawhee, 2005, 2009; Thimsen, 2015) i form af at ”prøve den på.” Mikkeline Sofie Skjerning Thomsen undersøger, hvordan kroppen spiller med i (eller imod!) udfoldelsen af retorisk medborgerskab i ellers ”kropsløse” virtuelle Facebookgrupper (se eksempelvis Chávez, 2018; Fraser, 1990). Endelig illustrerer Lisa Källströms oplæg, hvordan politiske leders kroppe kan omsættes til en affektivt mobiliserende kraft i form af memes (se eksempelvis Iversen, 2021; Kjeldsen, 2021).

Litteratur

- Chávez, K. R. (2018). The Body: An Abstract and Actual Rhetorical Concept. *Rhetoric Society Quarterly*, 48(3), 242–250.
<https://doi.org/10.1080/02773945.2018.1454182>
- Fraser, N. (1990). Rethinking the Public Sphere: A Contribution to the Critique of Actually Existing Democracy. *Social Text*, 25/26, 56.
<https://doi.org/10.2307/466240>
- Hawhee, D. (2005). *Bodily Arts: Rhetoric and Athletics in Ancient Greece*. University of Texas Press.
<https://doi.org/10.7560/705845>
- Hawhee, D. (2009). *Moving Bodies: Kenneth Burke at the Edges of Language* (1. udg.). University of South Carolina Press.
- Iversen, S. (2021). Nimble Navigation: Narrative, Fictionality, and Metanoic Reflexivity in Presidential Rhetoric. *Narrative*, 29(2), 258–274.

- Kjeldsen, J. E. (2021). The Rhetoric of Digital Presentation Tools in Politics: The Case of Visual Knowledge in President Obama's Enhanced State Of the Union. *Design Issues*, 37(4), 86–102.
https://doi.org/10.1162/desi_a_00660
- Lunceford, B. (2018). Where is the Body in Digital Rhetoric? I A. Hess & A. Davisson (Red.), *Theorizing Digital Rhetoric* (1. udg., Bd. 1, s. 140–152). Routledge.
<https://doi.org/10.4324/9781315203645-13>
- Thimsen, A. F. (2015). The People Against Corporate Personhood: Doxa and Dissensual Democracy. *Quarterly Journal of Speech*, 101(3), 485–508.
<https://doi.org/10.1080/00335630.2015.1055785>

Oplægsholder 1

Thore Keitum Fisker, ph.d.-stipendiat, KOMM,
Københavns Universitet, tkf@hum.ku.dk

”Jeg prøver den lige på” – Krop/doxa-relationer som virtuelle copingstrategier på sociale medier

I denne præsentation undersøger jeg tre case-studier i form af profiler på sociale medier, hvori aktører leger med og udfordrer kropsliggjort doxa i form af at ”prøve den på.” Jeg anlægger et perspektiv, hvorigennem teknologi anskues som “a material through which we process our bodily experience” (Russell, 2020, s. 67; se også McLuhan, 2013), og hvori doxa forstås som et kropsligt forankret fænomen (se eksempelvis Hawhee, 2005, 2009; og Thimsen, 2015). Som profiler med mestendels ligesindede følgere kan disse virtuelle rum karakteriseres som modoffentligheder (counterpublics), altså ”parallel discursive arenas” (Fraser, 1990, s. 67). Men hvor modoffentligheder normalvis

producerer ”counterdiscourses, which [...] permit them to formulate oppositional interpretations of their identities,” (Fraser, 1990, s. 67) så er disse tre profiler kendetegnet ved en legende, reproducerende tilgang til selve det doxastiske materiale, de opponerer. I min analyse placerer jeg krop/doxa-relationen i de tre profiler på et spektrum af total accept (legogradstudent på X, tidl. Twitter), over udfordrende reproduktion (humanbeanbruh på TikTok) til åben konflikt (trixie_the_feminist_cat på Instagram). Hvor Brett Lunceford (2018) spørger, “[w]here is the [b]ody in [d]igital [r]hetoric?” så spørger jeg, hvordan virtuelle modoffentligheder bruger kroppen som et locus for deres coping med eller modstand mod doxa. Denne præsentation søger altså at udvikle en bredere forståelse af, hvordan den kropslige modstand mod det man i en foucauldiansk forståelse ville kalde ”biopolitik” (se eksempelvis Nolsøe, 2023; Siisiainen, 2019) udfolder sig i praksis. På den måde demonstrerer undersøgelsen også, hvordan modstand hos netop Foucault altid er rammesat af de samme strukturer, som de opponerer, og samtidig, hvordan kroppen er helt central for denne modstand (Foucault, 2019, s. 164; se også Mckerrow, 1989).

Litteratur

Foucault, M. (2019). *Viljen til viden: Seksualitetens historie 1* (7. oplag.). Det lille Forlag.

Fraser, N. (1990). Rethinking the Public Sphere: A Contribution to the Critique of Actually Existing Democracy. *Social Text*, 25/26, 56.
<https://doi.org/10.2307/466240>

Hawhee, D. (2005). *Bodily Arts: Rhetoric and Athletics in Ancient Greece*. University of Texas Press.
<https://doi.org/10.7560/705845>

Hawhee, D. (2009). *Moving Bodies: Kenneth Burke at the Edges of Language* (1. udg.). University of South Carolina Press.

Lunceford, B. (2018). Where is the Body in Digital Rhetoric? I A. Hess & A. Davisson (Red.), *Theorizing Digital Rhetoric* (1. udg., Bd. 1, s. 140–152). Routledge.
<https://doi.org/10.4324/9781315203645-13>

Mckerrow, R. E. (1989). Critical rhetoric: Theory and praxis. *Communication Monographs*, 56(2), 91–111.
<https://doi.org/10.1080/03637758909390253>

McLuhan, M. (2013). *Understanding Media: The Extensions of Man* (Critical ed.). Gingko Press.

Nolsøe, T. (2023). Biopolitisk deliberation: Den færøske abortbevægelse som retorisk reproduktivt medborgerskab. *Rhetorica Scandinavica*, 27(86), 105–121.
<https://doi.org/10.52610/rhs.v27i86.303>

Russell, L. (2020). *Glitch feminism: A manifesto*. Verso.
Siisiainen, L. (2019). *Foucault, Biopolitics and Resistance* (1. udg.). Routledge.
<https://doi.org/10.4324/9781315180496>

Thimsen, A. F. (2015). The People Against Corporate Personhood: Doxa and Dissensual Democracy. *Quarterly Journal of Speech*, 101(3), 485–508.
<https://doi.org/10.1080/00335630.2015.1055785>

Oplægsholder 2

Mikkeline Sofie Skjerning Thomsen, cand.mag. i retorik,

partner i Analyse & Tal f.m.b.a., mikkeline@ogtal.dk

Den kropsløse debat i praksis: Hvem drives ud af deres gode skind i den offentlige debat på Facebook?

Hvor er kroppen i den digitale retorik (Lunceford, 2018), og hvad er specifikt dens rolle i den offentlige debat på sociale medier? Den tilsyneladende kropsløse digitale offentlige debat giver stemme til dem, der ikke kan deltage i debattens fysiske rum. Samtidig har en kropsløs offentlighed et teoretisk potentiale for reducere betydningen af stigmatiserende karakteristika såsom hudfarve, køn og udseende (se eksempelvis Russell, 2020). Risikoen er dog, at distancen fra skærm til skærm (og krop til krop) på én gang bliver for lille, når det kun kræver et enkelt klik at publicere hadefuldt indhold fra sofaen, og på samme tid bliver for stor, når modtageren i kød og blod er langt fra os.

De forgangne seks år har kooperativet Analyse & Tal undersøgt udfoldelsen af demokratisk debat på sociale medier. Vi har udviklet kunstig intelligens til detektion af sproglige angreb, hadtale og sproglige anerkendelse i kommentarsporene på Facebook, udført netnografi (Kozinets, 2011, 2014) i tusindvis af kommentarspor og suppleret med surveys og interviews. Blandt andet har vi for første gang analyseret den fulde offentlige debat på 199 politikeres og 477 mediers Facebooksider og en indholdsstikprøve fra 1.500 offentlige borgerdrevne facebookgrupper for niveauerne af angreb, hadtale og anerkendelse.

Denne præsentation vil fokusere på, hvordan bestemte kroppe stadig begrænses i deres demokratiske deltagelse (se eksempelvis Chávez, 2018; Fraser, 1990), selv bag

skærmen. Analysen viser blandt andet, at hver 20. kommentar indeholder sproglige angreb (efter moderation). I analyserne af hadtale bliver det tydeligt, at de hadefulde kommentarer i den offentlige debat ofte indeholder stereotypiserende, krænkende, chikanerende, nedsættende, truende eller dehumaniserende ytringer baseret på beskyttede karakteristika relateret til kroppen, og at det derfor, selv i den kropsløse debat, kan være svært (særligt for nogle) at deltage, uden at gå ud af deres gode skind.

Litteratur

- Chávez, K. R. (2018). The Body: An Abstract and Actual Rhetorical Concept. *Rhetoric Society Quarterly*, 48(3), 242–250.
<https://doi.org/10.1080/02773945.2018.1454182>
- Fraser, N. (1990). Rethinking the Public Sphere: A Contribution to the Critique of Actually Existing Democracy. *Social Text*, 25/26, 56.
<https://doi.org/10.2307/466240>
- Kozinets, R. (2011). On Netography: Initial Reflections of Consumer Research Investigations of Cyberculture. *Advances in Consumer Research*, 25.
- Kozinets, R. (2014). Netnographic Analysis: Understanding Culture through Social Media Data.
- Lunceford, B. (2018). Where is the Body in Digital Rhetoric? I A. Hess & A. Davisson (Red.), *Theorizing Digital Rhetoric* (1. udg., Bd. 1, s. 140–152). Routledge.
<https://doi.org/10.4324/9781315203645-13>

Oplægsholder 3

Lisa Källström, forskare, Södertörn Högskola,
lisa.kallstrom@sh.se

Är allt bara Pepe: Memes som shibboleth

I takt med att den amerikanska politiska debatten hårdnar inför valet, används memes som inlägg (slagträ) i debatten. Donald Trumps frisyra, kroppsvikt hånas, samtidigt som han tillskrivs liknande egenskaper som en superhjälte och förses bland annat med röntgen blick av ultrakonservativa väljare (jfr fandom, Fiesler & Bruckman, 2019). Trump lägger själv ofta upp memes av bland annat Brian Heestand på twitter (jfr twitterbruk Hietanen, 2023). I en diskussion om kroppen och det digitala kan vi reflektera över hur dessa memes skapas och varför, men också hur Trump presenteras (jfr Kjeldsen 2021; Iversen 2021). I en presentation i höstas på konferensen ”Media and Emotional Mobilization” (LMO, Linnéuniversitet) argumenterade jag för att Trumps ”alternativa fakta” fyller samma funktion som hans slogan ”Make America Great Again” – de blir shibboleter som signalerar gruppens sammanhållning gentemot andra grupper. Det skulle innebära att sanningshalten är underordnad Trumps betydelse som politiker (jfr Laler & Sundby 2022). Nu liksom då diskuterar jag Trumps retorik i termer av ett medierat spektakel, en form av rituell arena som liknar amerikansk fotboll, där en emotionell publik visar en kultisk lojalitet till sin stam (hemmalaget) i en medierad process av inlevelsefullt deltagande med starka inslag av aggression och våld. De memes jag här diskuterar blir ytterligare exempel på Trumps personlighetscentrerade och känslodrivna arenapolitik (via massmöten och en stor skara följare på Twitter) där också humor (Bruhn & Donna 2022a) får betydelse. Centralt i detta växelspel mellan kör och ledare (som mycket liknar amerikansk väckelsesång) intar språket och andra sensoriska och semiotiska resurser en mobiliserande funktion (jfr Laler & Sundby 2022). I denna sång blir inte sanningsfunktionen i ordets vanliga bemärkelse som trohet mot en empirisk verklighet viktig,

utan tillit: tillit till sin egen ledare och sitt eget team. Och denna tillit förväntas ta kroppsliga uttryck.

Källor i urval:

- Bruhn, Tommy & Joanna Doona. 2021a. Den anklagade tittaren. Strategiskt publiktilltal i satiriska anklagelser. *Rhetorica Scandinavica*. pp 87–105
- Fiesler, Casey & Amy S. Bruckman. 2019. Creativity, Copyright, and Close-Knit Communities: A Case Study of Social Norm Formation and Enforcement. *Proc. ACM Hum.-Comput.*
<https://doi.org/10.1145/3361122>
- Hietanen, Mika. 2023. The Sweden Democrats and the Twitterstorm of the Decade – from Social Media to Riot through a Rhetorical Vision. *Res Rhetorica* 10 (4):28-57, doi: <https://doi.org/10.29107/rr2023.4.2>.
- Larsson, Erika 2018. *Photographic Engagements, Belonging and Affective Encounters in Contemporary Photography*. Diss, konstvetenskap. Göteborg: Makadam förlag.
- Kjeldsen, Jens E. 2021. The Rhetoric of Digital Presentation Tools in Politics: The Case of Visual Knowledge in President Obama’s Enhanced State Of the Union. *Design Issues*, 37 (4): 86-102, 29 Sept. 2021, doi: 10.1162/desi_a_00660.
- Iversen, Stefan. 2021. Nimble Navigation: Narrative, Fictionality, and Metanoic Reflexivity in Presidential Rhetoric. *Narrative*, vol. 29 (2): 258-274. *Project MUSE*. DOI: <https://doi.org/10.1353/nar.2021.0014>.
- Laler Theodor & Martin Sundby. 2022. Att göra många till en – om populismens logik. *Rhetorica Scandinavica* (81): 65-82
- Reiter, Gry Inger 2019. Defining populist rhetoric: An investigation of Donald Trumps electoral campaign 2016. *Rhetorica Scandinavica* (79): 78–93.

PANEL // MANIFESTETS TRANSFORMATIONER

I *Provocations of the Modern* (1999) viser Lyon, hvordan manifestet blev en paradoksalt og paradoksalt vigtig tekst i moderniteten: Manifestets radikale provokationer fra marginerne udfordrede vestens politiske, økonomiske og kunstneriske normer samtidig med, at det bekræftede og understøttede just de ideer om det universelle subjekt og en borgerlig offentlighed, som moderniteten hvilede på. Nu, mere 30 år senere, hvor digitalisering, platformisering og globalisering har kompliceret grundlaget for modernitetens forestillinger om subjektivitet og offentlighed, ser manifestet overraskende nok ud til at trives bedre end nogensinde. Vi sætter os i dette panel for at undersøge retoriske aspekter af aktuelle manifeste med et dobbelt blik, som retter sig dels mod genrens transformationer over tid, dels mod dens nuværende (evt. forandrede) evner til at transformere dele af sin samtid. Der sker i dialog med eksisterende retorisk teori om manifeste (Farrell 1993; Harsin 2005; Heilman 2014) og i dialog med nylige bud på manifesters forandrede former og funktioner (Ahmed 2017; Junker 2023). Opmærksomheden rettes mere specifikt mod højreekstreme manifeste, mod manifestskrivning som inventionsproces og mod det politiske manifest i aktuel dansk sammenhæng.

Key Words: Manifest, Genre, Digital offentlighed, Retorisk kritik, Aktionsforskning

Daniel Nikolaj Madsen (KU): ”Højreekstreme terrormanifeste: forlængelse og fornyelse af manifesttraditionen”

Med udgangspunkt i subgenren højreekstreme terrormanifeste, undersøger jeg et aspekt af, hvordan manifestgenren tager form i dag. Fornyelsen foregår i en

vekselvirkning mellem genrens konventionelle form og formål og en ny globaliseret og digitaliseret medievirkelighed i et forandret politisk landskab. Disse manifeste er stadig offentlige henvendelser, men de bruger en anti-politisk ”party of one”-appel (Puchner, 2005). I terrormanifesterne er forsøget på at mobilisere til politisk handling igennem en borgerlig offentlighed erstattet af en udelukkende negerende ambition; det nuværende samfunds totale kollaps (Loadenthal, 2002). Revitaliseringen indebærer indlejrede genrer fra den digitale verden, der grundlæggende reorganiserer manifestets form (Auken, 2023). Memes, FAQ-afsnit og gearhead-manualer blander sig med manifestets traditionelle indlejrede genrer på nye og uforudsigelige måder.

Tilsammen danner de konturerne af en digital genreøkologi, der i tæt dialog med andre manifeste og kanoniserede teoretiske positioner fra det yderste højre potentielt set skaber grobunden for den næste generation af masseskyderier (Freadman, 2002; Spinuzzi & Zachry, 2000; Ware, 2020). Genreøkologien kan kortlægges ved at følge de *uptakes* som manifesterne benytter sig af. Men manifesterne peger ikke kun bagud; manifestafsenderne forsøger også selv via innovative strategier at sikre, at manifesterne samles op af andre.

Fænomenet med højreekstreme terrormanifeste er internationalt, og forårets dom i en terrorsag fra Holbæk har bragt problematikken urovækkende tæt på. I denne sag blev en 16-årig dreng bl.a. kendt skyldig i terrorfremmende virksomhed gennem sin aktivitet i terrororganisationen Feuerkrieg Division (Skovmose, 2023).

Med afsæt i retoriske genrestudier og Freadmanns uptake-begreb vil dette paper bidrage med et indblik i kontemporære højreekstreme terrormanifeste og deres relation til den klassiske manifestgenre (Miller, 1984;

Freadman, 2002). Bidraget baserer sig på de præliminære undersøgelser i ph.d.-projektet *økofascistiske manifestationer*, hvor jeg undersøger de højreekstreme terrormanifester fra et genreperspektiv med særligt fokus på natursyn, naturmetaforer og økofascistisk tænkning.

Kira Skovbo Moser (AU): ”Manifestskrivning som holdningsskabende proces”

Manifestets allestedsnærværelse har gjort det til en flittigt studeret tekst, undersøgt på tværs af et væld af geografiske, kulturelle og faglige områder de seneste 40 år (Yanoshevsky, 2009). De mange studier danner et facetteret og fragmenteret billede af manifestet som en kontrær tekst, der ikke let lader sig genre-ficere. Det er sigende, at mange af de eksisterende studier anskuer manifestet som en handlende tekst, fx stiller Heilman ”manifesto as imposition” over for ”manifesto as opposition” (Heilman, 2014), mens Ariel beskriver ”How to do things with ’manifesto’” (Ariel, 2021, 8).

Hvad de tidligere undersøgelser også har til fælles, er, at de studerer manifestet som *tekst*, gennem den del af den retoriske faglighed, der handler om kritik. I modsætning hertil fokuserer jeg i dette paper på manifestet som menings- eller holdningsskabende *proces*, altså som en del af eller en motor for retorisk produktion, og som en skrivehandling, man kan udføre. Arbejdet lægger sig i forlængelse af Fahs’ pædagogiske eksempler på, hvordan det at skrive og undervise i manifestskrivning er ”a transformational pedagogical practice” (Fahs, 2019, 37).

Empirien for dette paper stammer fra et samarbejde med MidtVest PigeKor og Den Jyske Sangskole, hvor jeg ved hjælp af aktionsforskning (Matthiesen, 2020) undersøger, hvordan manifestskrivning kan bidrage til deres eksperimenterende kunstprojekt *Det Vi Mener*. Projektet forsøger at udvikle en ny kunstnerisk praksis, og det

undersøger, hvad der sker, når pigekoret, der normalt fremfører andres ord og musik, får mulighed for at synge deres egne ord og kompositioner. Når pigerne skal skrive sammen, så skriver og forhandler de deres fælles holdninger, som til sidst omsættes til korarrangementer med hjælp fra en korleder og en komponist. Manifestskrivning udgør dermed pigernes mulighedsrum for at formulere deres egne holdninger i med eller mod en institutionel kontekst.

Stefan Iversen (AU): ”Aktuel dansk manifestpolitik mellem intersektionalitet og kunstig intelligens”

En af de vigtigste funktioner for det moderne manifest har været, at det manifesterer en alternativ identitet; dets polemiske form fremskriver eller konstituerer (Charland 1987) en subjektposition, typisk et mindre fællesskabs ”vi”, som indtil da har været usynlig, men som i og med manifestet konfronterer det etablerede. Prototypen var ”Det kommunistiske manifest”, som ifølge Puchner netop forsøgte at “forge out of the disenfranchised workers a coherent class”. (Puchner 2013, xiii–xiv). For Lyon (1999) er det 19. og det 20. århundredes manifest paradoksalt og uløseligt forbundne til modernitetens ideer om det autonome subjekt, som de i en og samme bevægelse udfordrer og bekræfter. Dette paper tager udgangspunkt i den antagelse, at selv om tiden er løbet fra modernitetens idealforestillinger om stabile subjekter i herredømmefrie, offentlige samtaler, så udgør manifestet fortsat et privilegeret prisme for brydninger mellem et samfunds ideer om subjektivitet, politisk gruppering og offentlighed. Ud fra dette udgangspunkt nærlæser jeg to aktuelle forsøg med politiske manifeste, som begge indgår i en dansk sammenhæng. Den første case stammer fra partiet Frie Grønnes opstartsfase i 2020 og består af en prosatekst med titlen ”VEJEN TIL FRIE GRØNNE” (publiceret online,

ikke længere tilgængeligt). Den anden case er en digital performance fra 2022, lavet af Det Syntetiske Parti, der beskriver sig selv som en ”AI-drevet antipolitisk partisammenslutning”. Casen har form af en multimodal tekst, delt via YouTube

(<https://www.youtube.com/watch?v=fRTDtfYGn5w&t=33s>). Sammenstillingen af de to ganske forskellige cases leder til overvejelser over, hvad aktuelle manifester siger om konstitueringer af politiske identiteter og vice versa i en post-postmoderne offentlighed, som er præget af intersektionalitet, identitetspolitik, digitale platforme og kunstig intelligens.

Paneldeltagere

Daniel Nikolaj Madsen, ph.d.-studerende ved Institut for Nordiske Studier og Sprogvidenskab, Københavns Universitet (dama@hum.ku.dk).

Kira Skovbo Moser, ph.d.-studerende ved Afdeling for Litteraturhistorie og Retorik, IKK, Aarhus Universitet (kiramoser@cc.au.dk).

Stefan Iversen (Chair), lektor ved Afdeling for Nordiske Studier og Oplevelsesøkonomi, IKK, Aarhus Universitet (norsi@cc.au.dk).

Referencer

Ariel, N. (2021). Language games with ‘Manifesto’. *Culture, Theory and Critique*, 1–11.

Auken, S. (2023). *Genre i litteratur og samfund*. Forlaget Spring.

Charland, M. (1987). "Constitutive rhetoric: The case of the people Québécois." *Quarterly Journal of Speech*, 73(2): 133-150.

Fahs, B. (2019). Writing with Blood: The Transformative Pedagogy of Teaching Students to Write Manifestos. *Radical Teacher*, 115, 33–38. Education Research Complete.

Farrell, Thomas B.. 1993. "Manifesting Perspectives: Rhetoric in the Movements of Modern Art." *Rhetorical Movements: Essays in Honor of Leland M. Griffin*, red. David Zarefsky, Evanston, IL: Northwestern University Press.

Harsin, Jayson. 2005. "Avant-garde Art/argument, Spectacular Art/argument: The Challenge to the Challenge of Avant-Garde Argument." *Critical Problems in Argumentation*, red. C. Willard, Washington, DC: National Communication Association, 136–43.

Freadman, A. (2002). "Chapter 2: Uptake." *Rhetoric & ideology of Genre*, 39-53.

Heilman, E. (2014). Manifestos in Postrevolutionary Mexico: Opposition, Imposition, and the *Comprimido Estridentista*. *Rhetoric & Public Affairs* 17(1), 1-33.

Junker, C. (2023). "Claiming class: The manifesto between categorical disruption and stabilization." *Culture, Theory and Critique*, DOI: 10.1080/14735784.2023.2214860

Loadenthal, M. (2022). "Feral fascists and deep green guerrillas: infrastructural attack and accelerationist terror." *Critical Studies on Terrorism*, 15:1, 169-208.

Lyon, Janet. (1999). *Manifestoes: provocations of the modern*. Cornell University Press, Ithaca, N.Y.

Matthiesen, C. (2020). Aktionsforskning. I S. Iversen, M. Bengtsson, & K. M. Berg (Red.), *Retorik og metode* (s. 237–258). Samfundslitteratur.

Miller, C. (1984). Genre as Social Action. *Quarterly Journal of Speech* 70(2):151-167.

Puchner, M. (2005). *Poetry of the Revolution: Marx, Manifestos, and the Avant-Gardes*. Princeton University Press.

Puchner, M. (2013). "Introduction." *Origins of the Form, Pre-1900. Vol. 1 of The Manifesto in Literature*, edited by Thomas Riggs, xiii–xvii. Detroit: St. James Press.

Skovmose, J. (2023). Teenager idømt flere års fængsel i terrorsag. Lokaliseret d.24.01.2024 på <https://www.tv2east.dk/holbaek/teenager-idoemt-flere-aars-faengsel-i-terrorsag>

Spinuzzi, C., & Zachry, M. (2000). Genre Ecologies: An Open-system Approach to Understanding and Constructing Documentation. *Journal of Computer Documentation*, 24(3), 169-181.

Ware, J. (2020). Testament to Murder: The Violent Far-Right's Increasing Use of Terrorist Manifestos. ICCT Policy Brief.

Yanoshevsky, G. (2009). Three decades of writing on manifesto: The making of a genre. *Poetics today*, 30(2), 257–286.

Roundtable

ROUNDTABLE:

**FEMINIST RHETORIC AND
DIGITAL/TECHNOLOGICAL TRANSITION**

The predominant scholarly voices around the digital and technological changes to rhetorical inquiry have not been feminist. This roundtable takes up and asks audience members, in the broadest sense: what is it that feminist rhetorical scholarship can bring to the teaching and theorizing of rhetoric at this key shifting moment whereby digital communication and technological changes are shaping everyday interactions? How does power transition seamlessly into digital and technological spaces in ways that feminist rhetorical tools can identify and redress?

As a cross-institutional collaboration, this roundtable features five rhetoric scholars who address applied feminist rhetoric. Panelists briefly explain how a feminist approach allows them to see possibilities and limitations to communicative action within various contexts of digital and technological transitions. Each panel member will end with a series of questions that the audience might take up or extend as part of the larger panel discussion. Thus, participants who attend this roundtable should expect to engage in conversation about the ways that feminist rhetorical inquiry is not only productive but necessary for understanding contemporary and unfolding digital/technological communication advancements and their impact on gendered power relationships. Attendees will be invited to contribute to the discussion by describing their own strategies for applying feminist rhetorical theory; such strategies are becoming more and more important as technologies increasingly mediate our

communication with one another.

Panel participants also hope that audience members will be willing to share their own feminist research projects including topics and methods.

Key words: feminist rhetoric; power; applied rhetoric

Individual contributions:

1. Grounding the conversation, discussant one begins by broadly defining the scholarly and political goals of feminist rhetorical inquiry. Using the example of the Malala Yousafzai pro- girl's education moment, Discussant one explores how digital communication has played a role in defining and promoting an apolitical feminism that is divorced from structures of power and at times upholds oppressive systems even as communication strategies appear to promote women, diversity, and empowerment. Looking at digital communication alternatives, Discussant one turns to the rhetorical power of the Las Tesis "the Rapist is You" movement to raise questions about the feminist power of social media.
2. Feminist rhetorical theory has traditionally been concerned with representing minority voices that have been left out of dominant conversations. Discussant two brings a feminist lens to investigate whose voices are heard in university debates around AI and whose are not visible. Discussant two then explores how a feminist rhetorical approach can help faculty and students navigate AI in different disciplinary contexts.
3. Feminist rhetorical inquiring commits itself to exposing power distribution. Translating feminist rhetorical criticism into digital texts, as Discussant 3 prompts her rhetoric students to do through video

remix assignments, creates space for productive critique and disruption. With such projects, students take up opportunities to express their situated knowledges (Haraway) and feminist killjoy (Ahmed) identities in ways that may not be possible—or as dynamic—when they compose with analog assignments. And by deliberately teaching transition from analog to digital rhetorical practice, Discussant 3 prompts her students to notice why and how modes matter.

4. Discussant four explores how disabled activists use digital media to respond to exclusion and oppression in research and public discourse about complex chronic diseases such Long Covid and myalgic encephalomyelitis (ME) that disproportionately affect women. This case study highlights the importance of intersectional and transnational feminist approaches for attending to the ways that power shapes scientific and medical research, infuses policy and funding decisions, and affects access to diagnosis, treatment, and support.
5. From feminist point of view, speaker five explores the relationship of disaster, vulnerabilities and technologies and argues that technology can empower disaster responders and aid in disaster response processes by moving beyond the inherent biases. Presenting case study of feminist disaster response and use of technology in 3 different countries, the speaker argues for equipping disaster responders with feminist technological practices.

Contact info:

Name	Place of employment	Email address
Abby Dubisar	Iowa State University, Iowa, USA	dubisar@iastate.edu
Rebecca Dingo	University of Massachusetts, Amherst, USA	rdingo@umass.edu
Rachel Riedner	George Washington University, Washington DC, USA	rach@gwu.edu
Jennifer Nish	Michigan Technological University, USA	jmnish@mtu.edu
Sweta Baniya	Virginia Tech University, USA	baniya@vt.edu

Præsentationer//Papers

Agnieszka Szurek: Local NGOs narratives in a digital space

Agnieszka Szurek
agnieszka.szurek@uw.edu.pl
Institute of Applied Polish Studies
University of Warsaw

Keywords: Community based organization (CBO), narrative analysis, local rhetoric

Community-based organizations are defined as grassroots-level initiatives, non-profit, non-governmental, or charitable organizations that represent community needs and work to assist them. They are also referred to as place-based organizations (Molden et al., 2017). However, these place-based organizations are increasingly utilizing digital platforms. They construct their narratives through websites and social media, bridging the gap between local and global contexts by leveraging global tools to achieve local objectives and to effect change in physical spaces. Such organizations must skillfully navigate between various demands from local communities, authorities, larger NGOs, and constraints imposed by digital platforms (Kamler 2011).

This paper will examine three CBOs from a suburban community near Warsaw, Poland, employing narrative theories, rhetoric, and observational analysis to explore how these organizations shape their narratives in digital media. Conclusions will highlight a gap in the available training and support for such CBOs regarding communication strategies. Current training programs are tailored more toward larger NGOs or businesses, whereas operating at the intersection of

digital and physical realms on a local scale demands different methodologies.

Kamler, E. (2011). NGO Narratives in the Global Public Sphere. *International Journal of Diversity in Organizations, Communities, and Nations*, 11(2), 75-86. DOI:10.18848/1447-9532/CGP/v11i02/38993

Molden, O., Abrams, J., Davis, E. J., & Moseley, C. (2017). Beyond localism: The micropolitics of local legitimacy in a community-based organization. *Journal of Rural Studies*, 50, 60-69.

Alexander Stagnell: Övertygande som ett hot mot demokratin?

Kontaktinformation: Alexander Stagnell, Södertörns högskola/Université libre de Bruxelles,
alexander.stagnell@sh.se

3-5 Nyckelord: Teknologier, Övertygande, Demokrati

Övertygande - att påverka attityder, övertygelser och beteenden - är en grundläggande demokratisk praktik. Dock har denna praktik alltid aktualiserat svåra teoretiska och etiska frågor i demokratier, inte minst när det gäller vår förmåga att skilja mellan välvilliga och illvilliga (t.ex. propaganda, manipulation) former av övertalning. I dag har den tekniska utvecklingen och den pågående digitaliseringen av samhället förändrat dessa frågor i grunden. Medan vi under början av 2010-talet trodde att internetdrivna demokratiörelser, liksom de under den arabiska våren eller Occupy-rörelsen, erbjöd en försmak av hur denna potential skulle förverkligas, har denna offentliga diskurs nu förvandlats till sin motsats. Det verkar i dag snarare som om tekniken under det senaste decenniet har fört oss närmare slutet på den moderna liberala demokratin i stället för i riktning mot dess guldålder. Och samtidigt som modern forskning om övertalning inom både naturvetenskap och humaniora i stor utsträckning är knuten till teoretiska, metodologiska och etiska uppfattningar om övertalning som i slutändan går tillbaka till klassisk retorik, kämpar lagstiftare och regeringstjänstemän för att anpassa sig till den snabba utvecklingen av övertygande teknik. För att förstå vår samtida situation kommer det här att presenteras en studie om detta samtida "övertygandets problem" inom såväl kulturen som vetenskapen och hur detta problem förändras i mötet med tekniken.

Amanda Adam: Navigating the Digital Abyss: Rhetorical Analysis of Teen Tech Films in the Evolving Media Landscape

Name: Amanda Adam

Place of Employment: University of Ghent – Faculty:
Psychology and Educational Sciences – Department:
Educational Sciences – Research Group: Culture &
Education (Under supervision of Professor Kris
Rutten)

Email address: Amanda.adam@ugent.be

Keywords: Aesthetic Innovations in Teen Films,
Teen Tech Media Narratives, Rhetorical Analysis,
Representation of (online) Youth Culture

Throughout history, the development of film and the evolution of youth culture have coincided, and continually impacted each other (Driscoll, 2011, p. 5). Consequently, scholars like Driscoll and Wood have critiqued (historical) teen films as sociocultural artifacts more interested in commercial success than aesthetic innovation (2011, p. 5; 2003, p. 311). Yet, the genre's recent expressions in independent or author-driven cinema, reveal new possibilities for understanding the aesthetic and narrative concerns of teen films (Smith, 2017, p. 2; Sonnenberg-Schrank, 2020, p. 6). This study delves into the current representation of youth culture in teen films, with a focus on its aesthetic innovations, specifically those due to youth culture's partial submergence in social media. Shary's exploration of the "Teen tech film" (2005) becomes a focal point, revealing how digital media platforms are incorporated in teen films and are rhetorically shaping narratives around generational gaps in media literacy. Both the backdrop of a changed media ecology and the growing critical

acknowledgement of teen films' aesthetic innovations and audience engagement prompt a reconsideration of the genre's aesthetic significance in the contemporary context. With a specific focus on teen tech media narratives like *Home* (Troch, 2016), *Sonne* (Ayub, 2022) and *We Are Fire* (Guadarrama, 2023), this paper employs rhetorical analysis to unravel the affect of digital media on teen audiences. By examining how these media narratives portray the intersection of teens and technology, we seek to understand the rhetorical strategies employed and their implications for audience perceptions and identification, media literacy, and the evolving aesthetic innovations of the 'teen film'.

References

Ayub, K. (Director). (2022). *Sonne* [Film]. Ulrich Seidl Film Produktion GmbH.

Blakesley, D. (2003). *The Terministic Screen: Rhetorical Perspectives on Film*. Southern Illinois University.

Troch, F. (Director). (2016). *Home* [Film]. Prime Time & Versus Production.

Vázquez Guadarrama, K. (Writer & Director). (2023). *We Are Fire* [TV series episode]. In Abdalla, S., Dyekjær, S. & J. Goldman (Executive Producers), *Draw For Change!* Clin d'oeil Films.

Driver, S. & N. Coulter. (2018). Introduction: Open-Ended and Curious Explorations of Youth Mediations and Affective Relations. In Driver, S. & N. Coulter (Eds.), *Youth Mediations and Affective Relations* (pp. 1-14). Palgrave Macmillan.

Shary, T. (2002). *Generation Multiplex: The Image of Youth in Contemporary American Cinema*. University of Texas Press.

Shary, T. (2005). *Teen Movies: American Youth on Screen*. Wallflower.

Smith, F. (2017). *Rethinking the Hollywood Teen Movie : Gender, Genre and Identity*. Edinburgh University Press.

Sonnenberg-Schrank, B. (2020). *Actor-Network Theory at the Movies: Reassembling the Contemporary American Teen Film With Latour*. Palgrave Macmillan.

Anders Eriksson: Alexander Dugins digitala apokalyptik: Rysk propaganda mellan ortodox nationalism och högerextrem antiglobalism

Anders Eriksson
Lunds universitet

Den ryske propagandisten Alexander Dugins ”The Great Awakening vs the Great Reset” är en krigsförklaring mot liberalismen och den västerländska demokratin. Han har kallats världens farligaste filosof eftersom hans ideologi har stort genomslag i det ryska samhällets ledande kretsar. Ideologin är en kombination av rysk-ortodox tro och nationalism genom att förhärliga Ryssland som den makt som står emot djävulens härjningar på jorden. I texten presenterar han en apokalyptisk vision av striden mellan ”globalisterna” och ”anti-globalisterna”, där de förra står för hela den västerländska civilisationen och de senare för de krafter som under Rysslands ledning fått upp ögonen för det onda som väst representerar. Den engelska texten vänder sig medvetet till högerextrema krafter i hela världen och inkluderar både Donald Trump och Alex Jones i de krafter som vänder sig mot globalisterna under den amerikanske presidenten Biden. Texten är svår att få tag på i tryck, närmast censurerad, och sprids oftast i digitalt format. Den är ett intressant exempel på transition från Ryssland till USA.

På Amazon.se marknadsförs boken i apokalyptiska ordalag.

“The stage is set for a showdown of truly apocalyptic proportions, pitting the forces of righteous anger, those who want to preserve traditions and the true richness of human diversity, against the Antichrist and

his Soros-backed minions of insidious degeneracy and evil, who want to erase all bonds and communities - down to the human race itself.”

Anders Sigrell: Debatt, argumentation och progymnasmata

Lunds Universitet
Anders.sigrell@kom.lu.se

Keywords: debatt, progymnasmata, argumentation, karaktärisering, ethopoeia

Progymnasmataövningarna har på senare tid uppmärksammats allt mer, i forskning såväl som i retorikundervisning på flera nivåer. I våra retorikutbildningar undervisar vi bl.a. i argumentation generellt och debatt specifikt. I det här föredraget vill jag slå ett slag för hur övningarna Berättelse, Kria, Vederläggning & Bekräftelse samt Karaktärisering (ethopoeia) kan utgöra ett värdefullt bidrag till vår undervisning angående argumentation generellt och debatt specifikt, såväl praktiskt-didaktiskt som retorikteoretiskt. Särskilt Karaktäriseringens potentiella roll i sammanhanget kommer att uppmärksammas.

Bakken, Jonas (2019). "The integration of rhetoric into existing school subjects". *Utbildning & Demokrati*, vol 28, no 2, 93–108. Theme: Rhetorical education and the democratic mission of the school.

Baxter, Natalie Sue (2008). *The Progymnasmata: New/Old Ways to Teach Reading, Writing, and Thinking in Secondary Schools*. Theses and Dissertations. 1523, Brigham Young University.

Brännström, Maria & Sigrell, Anders (2022). "Rhetoric and the high school mission for democracy". *Scandinavian Journal of Pedgogical Research*.

Bäckström, Linnéa och Carnert, Petra, (2016)
”Talängslan – en fråga om karaktär(isering):
Aktionsforskning i två gymnasieklasser med fokus vid
talängslan, retorik, progression och ökat
självförtroende inom talekonsten ”. Lunds universitet.

Eriksson, A. (2020). Writing and teaching a
contemporary progymnasmata textbook. In P. Chiron,
& B. Sans (Eds.), *Les Progymnasmata en pratique, de
l'Antiquité à nos jours: = practicing the
Progymnasmata, from ancient times to present days*
(Vol. 27, pp. 341- 355). (Etudes de Littérature
Ancienne ; Vol. 27). Editions Rue d'Ulm.

Fleming, J. David (2003). ”The Very Idea of a
Progymnasmata”. *Rhetoric Review* 22 (2): pp. 105–
120.

Flink, Elia (2023). ”En plats för topos.
Retorikövningen Kria och elevens sakprosaskrivande”.
Umeå universitet.

Gibson, Craig A. (2014). “Better living through prose
composition? Moral and compositional pedagogy in
ancient Greek and Roman progymnasmata”.
Rhetorica: A Journal of the History of Rhetoric, 32(1),
1–30.

Hellspong, Lennart (2000). ”Berättelser i
argumentation: om en narrativ retorik”. *Rhetorica
Scandinavica*, nr 16, s. 26-33.

Landqvist, Mats (2014). ”Debatt i demokratins tjänst”.
I: *Retorisk kritik*, Fisher, Mehrens & Viklund (red.).
Retorikförlaget.

Pålsson, Felix (2022). "How to analyze identification in storytelling? A discussion on the second persona in storytelling from a Burkean perspective". Lunds universitet.

Sigrell, Anders (2008). "Retorikens etik – och progymnasmata" I: Texter om svenska med didaktisk inriktning. Femte nationella konferensen i svenska med didaktisk inriktning. Maria Lindgren et al (red.). Växjö University Press, s. 200-220.

Andreas Rovio: Computer games and rhetoric – designed agency and social meaning-making

Contact details:

Andreas Rovio

PhD Student in Rhetoric, Department of Literature and Rhetoric, Uppsala University

andreas.rovio@littvet.uu.se

Keywords: games, agency, multimodality, doxa, rhetoric

A significant part of our digital society's media world is made up of games. From mobile games like *Angry Birds* to online multiplayer games such as *Fortnite*, they are one of the most common leisure activities of our time and one of the largest cultural industries in the world.¹ With their multimodality – where the linguistic dimension exists together with images and sound – and due to the fact that action and interaction is central to games, one might ask what tools and concepts the rhetorical tradition has to analyse them.

My paper consists of two parts. The first presents an overview of previous research on rhetoric and computer games. A particular focus is on the ways the research draws upon the rhetorical tradition: To what extent are traditional concepts and ideas fruitful? How can rhetoric contribute to a better understanding of games? And in what ways do games pose a productive challenge to rhetorical theory?

¹ Rovio Entertainment, *Angry Birds*, Rovio Entertainment 2009, iOS; Epic Games, *Fortnite*, Epic Games 2017; Stefan Brambilla Hall, "How Covid-19 is taking gaming and esports to the next level", *World Economic Forum* 15/5 2020, <https://www.weforum.org/agenda/2020/05/covid-19-taking-gaming-and-esports-next-level/> (2024-01-25).

In the second part I present my PhD-project. It aims to investigate games as a medium, how we through them establish, negotiate, and enact understandings of ourselves, others and the world. Taking a rhetorical perspective on games means that I will develop critical vocabulary which can be used to investigate the expressional and agency-forming force that they possess. The idea that games are *dynamic sympoietic systems* will be introduced, and I will touch upon how the concepts of *medium* and *doxa* might be drawn upon in order to further our understanding of how games – in the interplay between representation and designed agency – structure and restructure our conceptions of society and ourselves.

¹ Rovio Entertainment, *Angry Birds*, Rovio Entertainment 2009, iOS; Epic Games, *Fortnite*, Epic Games 2017; Stefan Brambilla Hall, "How Covid-19 is taking gaming and esports to the next level", *World Economic Forum* 15/5 2020, <https://www.weforum.org/agenda/2020/05/covid-19-taking-gaming-and-esports-next-level/> (2024-01-25).

Anne Dehlie Glædesdahl: Eksemplet ChatGPT: Hvad kan retorisk didaktik lære os om skrivning og stemme?

Anne Dehlie Glædesdahl

Stipendiat i retorik ved Universitetet i Oslo

Annedgl@uio.no

Keywords: *Voice*, Skriftlighed, Retorisk didaktik,
ChatGPT

Digitale værktøjer og AI-skriveteknologier som eksempelvis ChatGPT vinder i stigende grad indpas i en moderne skrivepraksis ikke mindst i skolesammenhæng. Denne virkelighed stiller nye krav til, hvordan vi forstår og konceptualiserer centrale begreber relateret til skrivning og skriftlighed: herunder *hvem* der skriver (identitet, autoritet, afsender- og modtager-roller), og *hvordan* der skrives (in-ventio-processer, materialitet og dialog).

Et begreb, der står stærkt i dette spændingsfelt mellem skrivning og subjekt, er begrebet *stemme*, som i en årrække har været meget omdiskuteret og fortsat behandles af retorikere i såvel teori som praksis (Mussack, 2022). I Danmark er begrebet for nylig kommet på dagsordenen i forbindelse med den seneste gymnasireform, som bl.a. medførte, at begrebet nu optræder i læreplanen for faget dansk, til trods for at der ikke er præcedens for at undervise i stemme som et eksplicit læremål i den skandinaviske skolemodel. Ikke desto mindre findes begrebet anvendt som et abstrakt begreb for (demokratisk) dannelse (Krogh, 2012). I mit afhandlingsprojekt undersøger jeg, hvordan danske og norske lærere forstår, fortolker og operationaliserer begrebet stemme i deres egen undervisning, og jeg diskuterer, hvordan

retorikteoretiske perspektiver kan hjælpe os med at forstå stemmebegrebets udfordringer og muligheder.

Til trods for at begrebet associeres med retorisk skrivning og skrivepædagogik særligt i en amerikansk tradition (Bowden, 1995; Elbow, 1994), er det uklart i hvilken udstrækning dette fokus på *voice in writing* baserer sig på klassiske begreber i den retoriske didaktik. I dette indlæg præsenterer jeg således mit arbejde med at forstå eller rekonstruere en retorisk praksis omkring arbejdet med skrivning og stemme motiveret af aktuelle diskussioner om kunstig intelligens. Præsentationen tager udgangspunkt i en diskussion af det forholdsvis ukendte begreb *color*, som bl.a. anvendes hos Cicero og Quintilian i betydningen af den farvning eller tone, en retor kan anlægge i sin tekst.

Bowden, D. (1995). The rise of a metaphor: "Voice"; in composition pedagogy. *Rhetoric review*, 14(1), 173-188. <https://doi.org/10.1080/07350199509389058>

Elbow, P. (1994). Introduction. In P. Elbow (Ed.), *Landmark Essays on Voice and Writing*. Hermagoras Press.

Krogh, E. (2012). Literacy og stemme - et spændingsfelt i modersmålsfaglig skrivning. In S. Ongstad (Ed.), *Nordisk morsmålsdidaktik. Forskning, felt og fag*. (pp. 260-289). Novus.

Mussack, B. (2022). Epideictic Metaphor: Uncovering Values and Celebrating Dissonance Through a Reframing of Voice. *Rhetoric review*, 41(4), 266-280. <https://doi.org/10.1080/07350198.2022.2109399>

**Ashley Hay: Gifted Performances: Posthuman
Relationality in Non-Playable Character (NPC)
Livestreams on TikTok**

Contact: Ashley Hay Pennsylvania State University
agh5357@psu.edu

Keywords: digital performance, rhetorical agency,
TikTok, algorithms, posthumanism

On TikTok, a new type of content creator has emerged, who livestreams their performance of a “non-playable character,” or NPC, for in-stream financial reward from their viewers. The NPC arises from video game discourse, referring to in-game characters who have finite dialogue and action options in response to the player’s choices. On TikTok, NPC performers rotate through a finite set of scripts directly responsive to emoji-based “gifts,” which correspond to various dollar amounts through the livestream platform.

Situating the NPC livestreaming trend against a backdrop of digital content creation, gifting culture online, and posthuman rhetorical agency, this essay investigates how the NPC livestream represents an onto-formative performance of relationality between influencer, viewer, and code. In this essay, I focus on three relationships. First, I suggest the relationship between performer and viewer is characterized through rolling livestream gifts and comments that depend, paradoxically, on a mutual recognition of human ontology. Second, in the relationship between performer and code, hashtag-based algorithmic folklore indicates that the NPC performer constructs itself as a figure not just subject to code, but also as a creator of code. Third, I argue that the relationship between viewer and code is the most contested in this

performance, visible in viewers' frustrated attempts at re-asserting their technocorporeal ontology.

In these livestreams, boundaries between speaker, audience, and stage blur, and the functioning of rhetorical agency is obscured through technological mediation and epistemic inaccess to cognition that underwrites the performance. Structurally, viewers are rendered impotent even as they are sold a rhetorical narrative of supreme control from the platform and performer both. By critically attending to these hidden, subverted power relationships, I argue that this ephemeral form of content creation carries implications for our parasocial relationships online, conceptualization of rhetorical agency, and formation of algorithmic personhood.

Assimakis Tseronis: Environment memes and counter-memes: tracing the rhetorical and argumentative potential of multimodal circulating texts

Assimakis Tseronis
Örebro Universitet
assimakis.tseronis@oru.se

Keywords: Internet memes, rhetorical situation, topoi, multimodality, environmental communication

Communication in social media can be described as multimodal, networked, and anonymous. This is a great departure from the communication situation on which classical rhetoric's canon is based, where an identifiable speaker or author addresses an identifiable audience. Internet memes are one of the genres of digital communication that brings some challenges and opportunities for rhetorical studies. Memes acquire meaning not simply through their form and complex interplay of image-text relations, but also through the intertextual associations with their source(s), and through the practice of viewing, sharing and embedding them in concrete rhetorical situations (Huntington, 2016). While memes have been largely studied as a form of online joke that helps build group identity, their role in influencing viewers' opinions on issues regarding politics, the environment or health, among others, is also acknowledged (Gearhart et al., 2020; Jones et al., 2022; Ross and Rivers, 2019). Shifman (2014) identifies three interrelated functions of memes, namely: a) as forms of persuasion or political advocacy, b) as grassroots action, and c) as modes of expression and public discussion. In this paper, I study a selection of memes produced by both environment activists and climate skeptics to explore

the boundaries among these functions. To do that, I look not only at the multimodal composition of the meme as such but also at the transformation and circulation processes that characterize them. What are the semiotic properties of memes that allow for making arguments rather than comments? How can the transformations and intertextual associations that underlie their production be understood as conveying stance rather than affect? What can their circulation in the virtual public sphere tell us about their contribution to advocacy? In answering these questions, I discuss what rhetoric and its collaboration with other research areas such as multimodality studies, pragmatics, and media can contribute.

References:

Gearhart, S., Zhang, B., Perlmutter, D. D., & Lazić, G. (2020). Exploring Political Communication and Visual Intertextuality through Meme Wars. In: S. Josephson, J. Kelly, & K. Smith (eds.), *Handbook of Visual Communication: Theory, Methods, and Media* (pp.367-379). London: Routledge.

Huntington, H. E. (2016). Pepper spray cop and the American dream: Using synecdoche and metaphor to unlock internet memes' visual political rhetoric. *Communication Studies*, 67(1), 77-93.

Jones, M., Beveridge, A., Garrison, J. R., Greene, A., & MacDonald, H. (2022). Tracking Memes in the Wild: Visual Rhetoric and Image Circulation in Environmental Communication. *Frontiers in Communication*, 7, 883278.

Ross, A. S., & Rivers, D. J. (2019). Internet memes, media frames, and the conflicting logics of climate

change discourse. *Environmental communication*,
13(7), 975-994.

Shifman, L. (2013). *Memes in digital culture*. MIT
press.

Brooke Hubsch: Cameras in the classroom: New modes of accountability and appeals to jurisdiction in school board conflicts over Critical Race Theory

Contact information:

Brooke Hubsch, The Pennsylvania State University,
bms6044@psu.edu

Keywords:

surveillance, education, accountability, jurisdiction, CRT

On June 9th, 2021, Nevada Family Alliance founder Karen England released a statement demanding Washoe County School District outfit teachers with body cameras to keep “radical politics,” namely regarding Critical Race Theory, out of the classroom. England’s statement and the eight-hour period of public comment in which England, parents, and concerned community members living within the school district voiced their opinions on a proposed committee to oversee “Social Justice” curriculum raise pressing questions about how new modes of educational surveillance are shaping contemporary controversies over the place of race, gender, and sexual identity within US schools.

In this essay, I examine how participants in the aforementioned board meeting in Washoe County School District advocate for digital modes of surveillance (including the use of body cameras, Zoom classes, and extensive Freedom of Information Act (FOIA) requests) to monitor curriculum and authorize greater parental control over education. Building from rhetorical scholarship on accountability in education, I analyze debates over educational curriculum that contrast new digital approaches to enforcing jurisdiction with older accountability

metrics such as standardized tests and graduation rates. In their calls for digital modes of accountability, these discourses seek to permeate the boundaries of the classroom, giving parents and community members unprecedented access to the curricular lives of students. By analyzing arguments within the WCSD board meeting as appeals for redistributing jurisdiction, I argue that the calls for digital surveillance through body cameras simultaneously authorize the need for greater parental authority in schools by presenting teachers as dangerous and untrustworthy while providing the mechanism through which that authority can be enforced. Further, understanding how these modes of access create opportunities for communities to police conversations in the classroom contributes a broader conversation on how developments in digital technology change the grounds of ongoing political controversies.

Caddie Alford: Digital Rhetoric and the Question of Shifting Paradigms

Name: Caddie Alford (she/her)

Place of employment: Virginia Commonwealth

University, VA, USA Email address:

kalford@vcu.edu

Keywords

Rhetorical Situation, Rhetorical Ecologies,
Technoliberalism, Paradigm, Repair

A rise in fascism, extremism, and AI-generated fraudulent content all signals that rhetoric is in disrepair from ubiquitous digitality. Rhetoric's previous goals of consensus and identification now seem difficult: discourse now forms in corporate platforms and socializing is delimited by proprietary algorithms. Rhetoric wants an audience, but now that audience includes an omniscient surveillance. The rhetor must find available means of persuasion, but now those means are preprogrammed. In this transition, what is the framework for digital rhetoric?

In this presentation, I will respond by constructing a paradigm for when and how rhetoric works in the aftermath of digitality. Building on the influential rhetorical situation debate from 1968-2005, I will reframe what rhetoric entails from where we landed: Jenny Edbauer's influential claim that rhetoric emerges infected by circulating viral intensities, which revised the paradigm of rhetoric from persuasion to infection and prepared us for the heyday of social media.¹

Recently, however, there are widespread calls for a return to logical argument and targeted appeals. In 2019, Jenny Odell yearns in (neo)Bitzerian, "What if

we spent less time shouting into the void [...]—and more time talking in rooms to those for whom our words are intended?”ⁱⁱ In 2023, Kate Lindsay identified a decrease in social media engagement because of “opinion fatigue.”ⁱⁱⁱ Overall, we are awash with “rhetorical decay,” Holly Fulton-Babicke’s term for tactics that derail *both* persuasion and infection.^{iv}

The trends of rhetorical theory make it hard to imagine that a rhetoric-of-logos ever existed. Even so, I wonder if the contagion model still serves contemporary rhetorics. Examining such phenomena as conspiracy silos and the growing desire for ‘private’ communication channels, I will suggest that a productive paradigm for rhetoric could be repair, or a collective pursuit of defying what Damien Pfister and Misti Yang would call Big Tech’s “technoliberal” logics.^v

ⁱ Jenny Edbauer, “Unframing Models of Public Distribution: From Rhetorical Situation to Rhetorical Ecologies,” *Rhetoric Society Quarterly* 35, no. 4 (2005): 14.

ⁱⁱ Jenny Odell, *How to Do Nothing: Resisting the Attention Economy* (New York: Penguin, 2019), 176.

ⁱⁱⁱ Kate Lindsay, “Is it Time to Embrace ‘Opinion Fatigue’?,” *Bustle* (2023). Accessed September 14 2023.

^{iv} Holly Fulton-Babicke, “Impediments to Productive Argument: Rhetorical Decay,” *Rhetoric Society Quarterly* 51, no. 4 (2021): 272-92.

^v Damien Smith Pfister and Misti Yang, “Five Theses on Technoliberalism and the Networked Public Sphere,” *Communication and the Public* 3, no. 1 (2018).

Carsten Madsen: Forbindelser mellem logos og sag. Den analoge retoriks “kontinuistiske fordom”

Carsten Madsen , lektor, dr.phil., retcm@cc.au.dk
Center for Retorik, Institut for Sprog og
Kommunikation, Aarhus Universitet

Nøgleord: *Derrida, differentiering, sprog, krop, medier, analog retorik og ontologi*

Med udgangspunkt i et underordnet og et overordnet problem fokuserer dette paper på, hvor- dan *sprog, krop* og *medier* fungerer som virkemidler i fremstillingen af en retorisk sag. Det før- ste, underordnede problem vedrører sammenhængen mellem sprog og virkelighed, sådan som Ernst Cassirer rejser det i “Die Sprache und der Aufbau der Gegenstandswelt”. Det andet, over- ordnede problem vedrører forståelsen af betydningsdannelse som en diskontinuert differentie- ringsproces, sådan som Jacques Derrida overvejer det, bl.a. i *De la grammatologie*.

På den baggrund stiller dette paper følgende spørgsmål: *Hvordan synes den klassiske, ana- loge retorik traditionelt at have fungeret ud fra en “kontinuistisk fordom” og i et homogent rum?* Denne fordom forstås som en uerkendt forestilling om, at der i den analoge retorik, især forstået som talekunst, finder en glidende eller trinløs overgang sted fra *logos* til det retoriske sagsforhold (cf. Aristoteles’ *ta pragmata*), hvor kroppe og medier involveret i kommunikationsprocessen fungerer som neutrale relæer uden væsentlig indflydelse på sagens status. Denne fordom hævdes at ligge til grund for en gængs opfattelse af den retoriske sag som et *givet* faktum med betydning for, hvordan aktører i den retoriske proces typisk forholder sig deliberativt til den.

Under henvisning til Derrida, og som en udfordring til den klassiske retoriks ontologi (cf. Aristoteles), gøres det gældende, at der ikke kan eksistere en ren og umiddelbar erfaring af det kontinuerte, af det nære eller af absolut nærhed, at der aldrig er noget umiddelbart givet, og at en hvilken som helst retorisk sag bliver konstitueret gennem en kompleks differentieringsproces. Samtidig gøres det gældende, at digital retorik, moderne informationsteknologi og nymaterialisme for så vidt ikke bidrager med afgørende nye erkendelser vedrørende hverken klassisk eller moderne retorik, men blot giver os et nyt vokabular til beskrivelsen og analysen af relationerne mellem sprog, krop og medier. I den forbindelse henvises der til André Leroi-Gourhans klassiske antropologiske forståelse af sammenhængen mellem sprog, menneske og teknologi.

Til slut opridses en generel forståelse af retorik som et kropsligt og teknologisk medieret sprog, der altid allerede indgår i differentieringsprocesser i et komplekst og mangfoldigt rum.

Cecilia Aare: Reportagets regi iscensätter reporterroller med ärenden

Cecilia Aare, lektor i journalistik vid Södertörns högskola, cecilia.aare@sh.se
+46-705582187

Nyckelord: Reportage, berättande journalistik, narrativa resurser, persona

Ett journalistiskt reportage (genren berättande journalistik) kan uppfattas som "regisserad verklighet". Innehållet är hämtat från verkligheten medan formen är summan av en rad val som reportern gör för att ladda sitt reportage med budskap. Från text till text av samma reporter kan regin skifta, beroende på vilka narrativa resurser som utnyttjas och med vilka avsikter. Modellen utvecklades i min doktorsavhandling (Aare, 2021) och bygger på begreppet *implicit författare* hos Booth (1983) och Chatman (1978) samt på massmedieretorikern Bengt Nermans idé om den journalistiska texten som ett drama (1973). En annan inspirationskälla är Kenneth Burkes *dramatism* (1969). Av dessa fyra teoretiker framhåller Chatman och Burke att den ansvariga agenten ska förstås som en strukturerande egenskap inbyggd i texten. Jag har valt att personifiera den till en *regissör* med tanken att det rör sig om ett redskap som den verkliga reportern kan använda för att föra fram budskap. Regissören kan bland annat spela ut två instanser i berättelsen mot varandra eller få dem att samarbeta: berättarrösten och de agerande karaktärerna (Cohn, 1983) och parallellt utnyttja ett växelspel mellan framställningsformerna *showing* och *telling* (Booth, 1983).

Vid en konferenspresentation vill jag demonstrera hur regissören kan iscensätta olika typer av

reporterroll i form av en *persona* och utifrån vad som är reporterens ärende (Isager, 2006). Med hjälp av narratologi och stilanalys avser jag att demonstrera hur detta kan ske där reportern uppträder som ”läsarens ställföreträdare” med ärendet att införliva läsaren i en ”folkhemsgemenskap” (Alving, 1951), uppträder som orädd granskare med ärendet att avslöja missförhållanden (Guillou, 1979), uppträder som sagoberättare med ärendet att bedriva opinionsbildning (Zaremba, 2006) och uppträder som någon som tvivlar på sitt uppdrag och sin journalistiska förmåga med ärendet att framstå som ödmjuk och därigenom vinna läsarens förtroende (Særtre, 2006, se även Bech-Karlsen, 2016, och Steensen, 2013, som undersökt denna berättarstrategi.)

Referenser

Aare, Cecilia (2021). *Reportaget som berättelse: En narratologisk undersökning av reportagegenren*, diss. Stockholms universitet.

Alving, Barbro (1951). Reportageserien ”Bang i Norrland”, *Dagens Nyheter*, 28.10–30.11.

Bech-Karlsen, Jo (2016). *Fra allvitende till flerstemmig: Norsk dokumentarlitteratur i et historisk og sammenlinkende perspektiv*, Oslo: Scandinavian Academic Press.

Booth, Wayne C. (1983). *The Rhetoric of Fiction* (1961), Chicago: The University of Chicago Press.

Burke, Kenneth, (1969). *A Grammar of Motives* (1945), Berkeley: Californian University of California Press.

Chatman, Seymour (1978). *Story and Discourse: Narrative Structure in Fiction and Film*, Ithaca, New York: Cornell University Press.

Cohn, Dorrit (1983). *Transparent Minds: Narrative Modes for Presenting Consciousness in Fiction* (1978), 2 rev. uppl., New Jersey: Princeton University Press.

Guillou, Jan (1979). *Reporter*, Stockholm: Oktoberförlaget.

Isager, Christine (2006). *Skribenter der skaber sig: Günter Wallraff og Hunter S. Thompson som mønstre for retorisk handlekraft i den spektakulære personlige reportage*, diss. Københavns universitet.

Nerman, Bengt (1973). *Massmedieretorik*, Stockholm: Awe/Gebers,

Steensen, Steen, (2013). "The Return of the 'Humble I': The Bookseller of Kabul and Contemporary Norwegian Literary Journalism," *Literary Journalism Studies* 5 (1), s. 61–80.

Sætre, Simen (2006). *Hugo: Een biografi*, Oslo: J. M. Stenersens Forlag.

Zaremba, Maciej (2006). *Den polske rørmokaren och andra berättelser från Sverige*, Stockholm: Norstedts.

Charlotte Hidle: Laksebaroner, naturverdi og fellesskap Digital sporing argumenter i innføringen av «lakseskatt» i Norge

Charlotte Hidle, Institutt for medier og kommunikasjon, Universitetet i Oslo

Charlotte.hidle@media.uio.no

Key words: Digital retorikk, fjernlesning, policyanalyse, politisk retorikk Politiske

prosesser er i dag komplekse, dokumenttunge og gjennomgående digitale. Saker forhandles gjennom et utall dokumenter fra politikk, byråkrati, medier og offentlig debatt. Den politiske forhandlingen er en retorisk kamp der aktører fra politikk, næring, forvaltning og sivilsamfunnet kjemper for å gjøre sine perspektiv gjeldende, og dermed sette rammene for hvilke løsninger som er mulige og naturlige. Den store mengden tekster gjør det vanskelig å få et helhetlig grep om prosessene gjennom kvalitative retoriske analyser. Dette paperet kombinerer retorisk tekstanalyse med kvantitativ digital korpusanalyse for å favne en større bredde av tekster og dokumenter i studiet av politiske prosesser.

Debatten rundt innføringen av grunnrenteskatt for norsk lakseoppdrett, ofte kalt «lakseskatt», har gjennom flere år vært stormfull. På den ene siden står de som ønsker høyere skattelegging av de nye laksemilliardærene og de som ønsker strengere regulering av laksenæringens natur- og miljøpåvirkning. På den andre står en oppdrettsnæring med enorme ressurser for politisk påvirkning og lokalsamfunnene som nyter godt av næringens vekst og suksess. Det har ført til en kamp om hvilke hensyn som skal veie tyngst i den politiske prosessen:

omfordeling av fellesskapets verdier, miljøregulering eller arbeidsplasser i distriktet?

Prosessen omfatter policydokumenter, offentlige utredninger, høringer, stortingsdebatter, mediestormer og polemiske taler fra politikere på lakselobbyens lønningsliste. Gjennom digital sporing av argumenter søker denne analysen å avdekke hvilke perspektiv som vinner frem over tid. Analysen trekker på inspirasjon fra *retorisk policyanalyse* (Rasmussen & Just, 2020) og *rhetorical political analysis* (Finlayson, 2007), men utvides med digitale metoder for studiet av politiske prosesser i samarbeid med DH-Lab ved Nasjonalbiblioteket i Oslo (Helland, 2019; Majdik, 2019; Ridolfo & Hart- Davidson, 2015).

Finlayson, A. (2007). From Beliefs to Arguments: Interpretive Methodology and Rhetorical Political Analysis. *British journal of politics & international relations*, 9(4), 545-563. doi:10.1111/j.1467-856X.2007.00269.x

Helland, F. (2019). *Rasismens retorikk : studier i norsk offentlighet*. Oslo: Pax forlag A/S. Majdik, Z. P. (2019). A Computational Approach to Assessing Rhetorical Effectiveness: Agentic

Framing of Climate Change in the Congressional Record, 1994–2016. *Technical*

Communication Quarterly, 28(3), 207-222.

doi:10.1080/10572252.2019.1601774 Rasmussen, R.

K., & Just, S. N. (2020). Retorisk policyanalyse -- Studiet af politiske dokumenter som

proces og produkt. In M. Bengtsson, K. M. Berg, & S. Iversen (Eds.), *Retorik og metode* (pp.

71-91). Frederiksberg: Samfundslitteratur.

Ridolfo, J., & Hart-Davidson, W. (2015). *Rhetoric and the digital humanities*. Chicago, Ill: University of Chicago Press.

Christian Kock: A Copenhagen School of Argumentation Studies—and How It Might Be Defined

Christian Kock
Emeritus Professor of Rhetoric, Dept. of
Communication, University of Copenhagen
kock@hum.ku.dk

Keywords:

Argumentation
Rhetorical approach
Practical reasoning
Validity

In 2023, “Windsor Studies in Argumentation” published the volume *Rhetorical Argumentation: The Copenhagen School*, edited by Marcus Lantz and myself. The idea of making such a volume was mine, and so was the idea that its contents might represent a school—which is in fact very debatable. However, I wanted to identify a distinctively rhetorical approach to argumentation and suggest that Copenhagen has been home to it. The idea of a “school” should also mean to suggest certain differences from the two “schools” that have spearheaded argumentation studies for the last 40 years: Informal Logic and Pragma-dialectics.

Some of the positions that should distinguish a rhetorical approach to argumentation from these schools (and from most current work in argumentation studies) are:

Rhetoricians should work for the cultivation and improvement of argumentation in society, politics and education and are central to that effort.

Rhetoricians should insist that the primary site of argumentation is societal debate, persuasion and

decision-making. Hence the domain of argumentation is not just discussion of what is true, but also of what to do—practical, not just epistemic reasoning.

This entails a pluralistic rather than monistic view of relevance and validity in argumentation: when the issue is what to do, there will as a rule be several relevant (and hence valid) considerations that may compete and contradict each other. The degree of relative relevance and weight accorded to each of these considerations legitimately allows for subjective variance.

We must abandon certain assumptions that often underlie approaches to argumentation theories built on philosophical premises. Among them are: 1) Validity in an argument means that its conclusion is entailed by it. 2) Argumentation theory should determine in an objective manner which instances of argumentation are valid.

Reference:

Christian Kock and Marcus Lantz (eds.), *Rhetorical Argumentation: The Copenhagen School*. Windsor Studies in Argumentation, 13. Windsor, ON, 2023.

Available online at

<https://windsor.scholarsportal.info/omp/index.php/wsi/catalog/book/240>.

Christine Ochs-Naderer: The Medium is the Memory: Digital Transformations in the Rhetoric of Grief, Loss, and Memorialization

Christine Ochs-Naderer, University of Cincinnati
(Cincinnati, Ohio, USA). ochsnace@mail.uc.edu

Keywords: grief, memorialization, digital media, rhetoric

My research explores how digital media has transformed the way people memorialize loved ones and express communal and individual grief. I first analyze the history of traditional, “analog” memorialization practices across cultures—including funeral rituals, obituaries, gravesite memorials—to situate digital memorialization within a broader historical and cultural context. Then, building on the work of scholars including Scott H. Church, who has conducted textual analysis of Facebook memorials as a genre, I analyze the ways digital memorializations differ rhetorically from earlier public expressions of grief and loss. I plan to conduct both textual analysis of digital media as well as qualitative interviews with writers who have participated in digital forms of memorialization, to deeper understand the writing process and motivation behind digital expressions of loss.

Additionally, I have a particular interest in the work of scholars like Renee Blocker Turner and Sarah D. Staufer, who have explored the concept of “disenfranchised grief”—the emotional and social consequences that occur when people are unable to share expressions of loss. This disenfranchisement can happen due to a lack of access to platforms of memorialization, stigma surrounding the manner of a loved one’s death, economic inequality, and more. My

research seeks to determine how digital platforms offer opportunities for democratizing memorialization and expressions of loss, providing opportunities to mitigate the consequences of disenfranchised grief.

Collin Bjork: Criminal Judgments: True Crime Podcasting and Online Public Discourse

Contact Info: Dr Collin Bjork, Massey University (Aotearoa New Zealand), c.bjork@massey.ac.nz

Keywords: rhetorical judgment, podcasting, online discourse, sonic rhetoric, true crime

Abstract:

Judgment has long been a central concept in rhetorical studies (Arthos, 2011; Kennerly, 2010; Hariman, 2003; Warnick, 1989; Faigley, 1989). Yet rhetorical theories of judgment have not been sufficiently updated to account for the unique context of online discourse (Lawson, 2022). Among the many sites of online discourse, true crime podcasting stands out because it raises questions—such as “What makes a criminal?” and “What does justice look like?”—that strike at the heart of how societies judge their fellow citizens and the socio-political structures that bind them together. This presentation investigates how true crime podcasting illuminates new developments in the ways that rhetorical judgment functions online.

This presentation asks: how do listening publics come to judgments about the criminals portrayed in true crime podcasts? And what happens when public judgments about these criminals remain divided or conflict with the judgments of the podcasters? To answer these questions, the speaker uses rhetorical analysis to examine the “the social nature of judgment” (Arthos, 2017) in a variety of digital discourses about key true crime podcasts that have played an outsized role in online public discourse.

The analysis begins by investigating the polarized public discourses about the first three seasons of *Serial*, each of which offers a different depiction of the U.S. criminal justice system. The digital discourses studied in this presentation include blog posts, Reddit threads, and reviews on online media outlets. For context, these findings are then juxtaposed with public discourses surrounding the wrongful conviction narrative of Curtis Flowers (*In the Dark Season 2*) and the incarceration stories of *Ear Hustle*, a podcast produced by prisoners in California. Mapping the mechanisms (digital, sonic, social, infrastructural) that structure these public discourses about true crime podcasts is essential to better understanding the ways that listening publics form judgments in digital environments.

Daria Evangelista: “Translated with AI”: how does DeepL influence the translation of rhetorical phenomena?

Daria Evangelista
University of Basel, Seminar für Italianistik
Maiengasse 51, 4056 Basel, Switzerland
daria.evangelista@unibas.ch

Keywords

DeepL; translation; rhetoric; figures of speech; context

Abstract

DeepL is one of the most used AI-powered language translation programs. One of its novelties is its capacity of creating translations that take context into consideration in order to choose the linguistic expressions that are most suitable in the broader context. As a result, compared to statistical machine translation programs, DeepL is often said to be able to better catch the gist and nuances of the original text. But how do DeepL neural networks treat rhetorical content? And to what extent are they able to render rhetorical phenomena, which contain a quantity of implicit information (cf. De Oliveira/Oswald 2023)?

This paper explores the ways in which different rhetorical phenomena contained in various text types are translated. Using a qualitative, corpus-based methodology and relying on the conceptual tools of translation theory (cf. e.g. Bassnett 2014; Prandi 2015), rhetoric (cf. e.g. Prandi 2023) and text linguistics (cf. e.g. Ferrari/Lala/Zampese 2021), it interrogates i) how DeepL captures the subtleties of some rhetorical and cognitive devices, such as

metaphor or metonymy, or the style and register set by some figures of construction, such as anaphora or anastrophe; ii) if and how discourse context and text type seem to play a role in the program's choices of equivalents.

The analysis of the translation of rhetorical phenomena is conducted on a small bilingual (English and Italian) pilot corpus, which reunites excerpts containing rhetorical traits coming from four different text types: prescriptive texts, informative texts, argumentative texts and narrative texts. The choice of these text types is justified by their different degree of interpretive constraint (cf. Sabatini 1999), and their consequent different aptitude to contain rhetorical phenomena.

References

Bassnett, Susan (2014), *Translation Studies*, Routledge, London/New York.

De Oliveira Fernandes, Daniel/Oswald, Steve (2023), "On the Rhetorical Effectiveness of Implicit Meaning – A Pragmatic Approach", *Languages* 8.

Ferrari, Angela/Lala, Letizia/Zampese, Luciano (2021), *Le strutture del testo scritto. Teoria e esercizi*, Carocci, Rome.

Karabayeva, Irina S./Kalizhanova, Anna N. (2024), "Evaluating Machine Translation of Literature through Rhetorical Analysis", *Journal of Translation and Language Studies*.

Krüger, Ralph (2020), "Explicitation in Neural Machine Translation", *Across Languages and Cultures* 21(2), 195-216.

Krüger, Ralph (2022), “Contextual Meaning in Neural Machine Translation”, in: Kornacki, Michaił/ Massey, Gary (eds.), *Contextuality in Translation and Interpreting*, Lang, Berlin, 179–202.

Miola, Emanuele/Ramat, Paolo (2015, a cura di), *Language across Languages, New Perspectives on Translation*, Cambridge Scholars Publishing, Cambridge.

Prandi, Michele (2015), “Translating metaphors”, in: Miola, Emanuele/Ramat, Paolo (2015, a cura di), *Language across Languages, New Perspectives on Translation*, Cambridge Scholars Publishing, Cambridge.

Prandi, Michele (2023), *Retorica. Una disciplina da rifondare*, Il Mulino, Bologna.

Sabatini, Francesco (1999), «“Rigidità-esplicitzza” vs “elasticità-implicitzza”: possibili parametri massimi per una tipologia dei testi», in *Linguistica testuale comparativa*, In memoriam Maria-Elisabeth Conte. Atti del Congresso interannuale della Società di Linguistica Italiana, a c. di G. Skytte e F. Sabatini, Museum Tusulanum Press, Copenhagen, 141-172.

Scarpa, Federica (2008), *La traduzione specializzata. Un approccio didattico professionale*, Hoepli, Milano.

David Erland Isaksen: Med «the Mars Messiah» til den røde planet: Romretorikken til Elon Musk og organisasjonskulturen ved SpaceX

David Erland Isaksen, Universitetet i Sørøst-Norge
david.e.isaksen@usn.no

Nøkkelord: kenneth burke, elon musk, romretorikk
Green, Li & Nohria, (2009) hevder at retorisk teori og metode kan hjelpe oss å se hvordan organisasjoner blir formet, etablert og institusjonalisert gjennom eksplisitte og implisitte argumenter, og hvordan eksplisitt kritikk eller sammenligning med alternative argumenter kan deinstitutionalisere eller bryte opp disse organisasjonene. Kenneth Burke hevder at en stat eller organisasjon består like mye av symbolske handlinger og symbol-ledede hensikter som av materielle ressurser. Hver organisasjon har sin egen retoriske arkitektur (LAPE 263).

Organisasjoner fungerer som argumenter og er derfor tilbøyelige til å følge den retoriske livssyklusen argumenter har: En ad hoc-organisasjon som løser problemet den ble skapt for å løse opphører. I *A Rhetoric of Motives* beskriver Burke hvordan det er mulig å holde på spenningen og drivkraften til overbevisning ved å utsette eller forpurre dens fullførelse, gjerne ved å sette et mål som ikke kan oppnås lett eller kanskje ikke i det hele tatt. Det er retorisk diskurs som et mål i seg selv, som en drivkraft, og dette beskriver et avgjørende retorisk grep som organisasjoner benytter seg av for å opprettholde seg utover en viss retorisk situasjon.

Jeg studerte en slik organisasjon, Manhattan-prosjektet (der forskere arbeidet på spreng for å lage den første atombomben), i doktoravhandlingen min. I dag er SpaceX en organisasjon som har mye av den samme drivkraften og mange likhetstegn med Manhattan-prosjektet. Under ledelse av karismatiske

og eksentriske Elon Musk har selskapet et mål om å etablere en menneskekoloni på Mars for å beskytte menneskeheten mot utryddelse dersom Jorden blir rammet av en katastrofe. Musk blir beskrevet av sine ansatte som en general som leder en hær. Jeg har brukt Burkes indekseringsmetode på noen av de viktigste talene og tekstene fra SpaceX og vil presentere strukturen på det implisitte argumentet som opprettholder selskapet og overbeviser ansatte til dyst tross utbrenthet og overanstrengelse.

Kilder

Burke, K. (1969). *A Rhetoric of Motives*. University of California Press. (Opprinnelig utgitt 1950)

Burke, K. (2010). Linguistic Approach to Problems of Education IP. M. Smudde (Red.), *Humanistic Critique of Education. Teaching and Learning as Symbolic Action* (s. 3-41). Parlor Press. (Opprinnelig utgitt 1955).

Green, Sandy Edward, Yuan Li, and Nitin Nohria. “Suspended in Self-Spun Webs of Significance: A Rhetorical Model of Institutionalization and Institutionally Embedded Agency.” *Academy of Management Journal* 52, no. 1 (February 2009): 11–36.

**David Erland Isaksen: Når bestemor går til strid:
Astrid Lindgrens «Pomperipossa i Monismanien»,
Topoi og kvinnelig retorikk**

Universitetet i Sørøst-Norge
david.e.isaksen@usn.no

Nøkkelord: kvinnelig retorikk, astrid lindgren, topoi

Kan vi snakke om en egen “kvinnelig retorikk” eller “kjønnet retorikk” uten å ty til en slags forenklet essensialisme (Berg 2013, s.111)? I min presentasjon vil jeg argumentere for «kvinnelig retorikk» sett som et historisk og samfunnsmessig fenomen som handler om de retoriske virkemidlene kvinner fant eller utviklet basert på rollene de hadde i samfunnet til enhver tid, og hvordan de brukte disse virkemidlene til å bekrefte eller overvinne de begrensningene sosiale konvensjoner hadde satt rundt dem. I innledningen til *Available Means: An Anthology of Women’s Rhetorics* skriver Joy Ritchie og Kate Ronald: “One of the most important exigencies for women has been to refute . . . depictions of womanhood” (xxv). Men samtidig så viser denne boken at et effektivt virkemiddel i kvinnelig retorikk er nettopp det å inneha og bekrefte sosialt aksepterte roller for kvinner. Dette kan beskrives som “de kvinnelige topoi.” Et topos er ofte en kjent figur eller stereotype som er dypt grunnfestet i publikummets kultur og kvinner har blitt plassert i visse kategorier i samfunnet, som kan gi dem både makt og maktesløshet. Fordi samfunnene i den nevnte antologien har vært så tydelig inndelt basert på kjønn så finner og anvender kvinnene som eier og bruker disse rollene visse retoriske strategier som bare kvinner kunne anvende effektivt.

Et moderne eksempel er Astrid Lindgrens «Pomperipossa i Monismanien» som i stor grad førte

til Sosialdemokratenes valgnerlag i 1976. Jeg argumenterer at Lindgrens rolle som «bestemor» var avgjørende for effekten hennes retorikk hadde på svenske velgere. Hun former debatten med finansminister Sträng slik at ethvert retorisk utspill fra hans side får ham til å virke enda mer som en mektig mann som angriper en stakkars gammel kone, og det ender med at den stakkars gamle kona vinner.

Kilder

- Berg Løkken, H. (2013). *Kjønnen retorikk? En diskusjon av teori og en analyse av (eventuelle) kjønnede trekk ved den verbale og ikke-verbale kommunikasjonen i fire offentlige taler*. Masteroppgave. Universitetet i Oslo.
- Glenn, Cheryl. (1997). *Rhetoric Retold: Regendering the Tradition from Antiquity Through the Renaissance*. Carbondale, IL: Southern Illinois UP.
- Logan, Shirley Wilson. (1999) *"We Are Coming:" The Persuasive Discourse of Nineteenth-Century Black Women*. Carbondale, IL. Southern Illinois UP.
- Ritchie, J., K. Ronald, Eds (2001). *Available Means: An Anthology Of Women'S Rhetoric(s)* (1st ed.). University of Pittsburg Press.
- Törnqvist, Lena and Suzanne Öhmann-Sundèn. (2007). *Ingen liten lort: Astrid Lindgren som opinionsbildare*. Stockholm: Rabèn & Sjögren Bokforlag.

Dorthea Roe, Jens E. Kjeldsen & Ragnhild Mølster: The constitution of individual rhetorical agency in a health risk situation: How a single influencer is putting AMR on the agenda in Norway

Dorthea Roe, Jens E. Kjeldsen, Ragnhild Mølster

dorthea.roe@uib.no

jens.kjeldsen@uib.no

ragnhild.molster@uib.no

Department of Information Science and Media Studies, University of Bergen

Which rhetorical agency can an individual exercise in a health risk situation? The Scandinavian authorities' communicative handling of the COVID-19 pandemic was characterized by rhetorical teamwork by political leadership and health authorities. Now, a new health risk threatens: Antibiotic resistance (AMR) is a creeping crisis (Born, Ekengren & Rhinard, 2021) that is estimated to lead to 10 million deaths per year (Lu et al., 2020) by 2050. In some parts of the world AMR is already a full-blown crisis (Overton K, et al., 2021). Despite this major health risk, Norwegian politicians and health authorities enact very limited communicative effort to address the crisis. Instead, an individual journalist and influencer, Ingeborg Senneset, almost singlehandedly puts the issue on the agenda. Thus, our paper examines the question: What is the rhetorical agency of an individual opinion leader in a health risk situation such as the creeping crisis of antibiotic resistance?

We answer this through several methods. Through research interviews with Senneset, we uncover how

she experiences and explain her influence and agency. Through rhetorical criticism of newspaper articles and social media posts we explore how she enacts her rhetorical agency. Through rhetorical reception studies of selected interactions and responses on social media to her utterances, we gauge the reception of the utterances.

We suggest that her rhetorical agency on the AMR-crisis is created through a combination of institutional and personal qualities. As reporter in a newspaper and former nurse, she enacts institutional ethos. As a non-expert and influencer with many followers, she simultaneously enacts personal authenticity and credibility. By combining these two forms of ethos, she creates a new form of expertise. Rhetorically this is partly done by “re-packaging” the information from the scientists and health authorities and communicating it in a personal, plain, and social media friendly language.

Keywords: rhetorical agency, health communication, social media, opinion leaders, ethos.

References

Boin, Arjen, Magnus Ekenngren and Mark Rhinard. 2021. *Understanding the Creeping Crisis*. In. Cam: Springer Nature.

Lu, Jiahui, Anita Sheldenkar and May Oo Lwin. 2020. *A Decade of Antimicrobial Resistance Research in Social Science Fields: A Scientometric Review*. *Antimicrobial Resistance and Infection Controls*. BMC 2020. 9:178 <https://doi.org/10.1186/s13756-020-00834-2>

Overton K. Fortune N, Broom A, et al. 2021. *Waves of Attention: Patterns and Themes of International*

Antimicrobial Resistance Reports, 1945-2020. BMJ
Global Health 2021. ;6:e006909. doi:10.1136/bmjgh-
2021-006909

Eigil Hole Lønning: The rhetoric and enactment of a teacher education reform

Contact information: Eigil Hole Lønning, Western Norway University of Applied Science, ehlo@hvl.no

Keywords: reform, education, enactment, teacher, politics

In 2014, the Norwegian government launched *The teacher promotion* (Lærerløftet, 2014), which was implemented in 2017. Core changes included enhanced academization, increased subject specialization and the introduction of 5-year master's degrees for all teachers. Rhetoric is a "(...) key mode through which the federal government is exerting influence" (Cohen-Vogel & Hunt, 2007, p. 140), as political actors frequently use language and imagery to "(...) direct the public's attention to issues they deem important and shape the public's understanding of how these issues should be thought about and addressed by political actors (Orphan et al., 2020). In Norwegian education reforms, we see that rhetorical processes are active in regulating public perception of the problem or situation that needs to be addressed, the role and status of actors that are subjected to reform, or the perception of the past, present and preferred future of an education system, to name a few examples (Trippestad, 2017). Political actors seek to influence both a general public, as well as the specific groups of subjects that are affected by a reform. But what happens if the reform rhetoric is not persuasive or if it is not able to create an effective doxological image of the reform's need or urgency? What happens if, for instance, political rhetoric constructs an image of a situation that has strong contradictions with the perceptions of the reform subjects and their lived

lives? Do they not have to comply with the content of a reform, regardless of how effectively and persuasively it is communicated? In this paper, I want to look at how *The teacher promotion* of 2017 was communicated rhetorically, how it was perceived by the subjects of the reform, and discuss the role rhetoric plays during a reform when political decisions are to be *enacted* into professional practice (Ball et al., 2012).

Ball, S. J., Maguire, M., & Braun, A. (2012). *How schools do policy: Policy enactments in secondary schools*. Routledge.

Cohen-Vogel, L., & Hunt, H. (2007). Governing quality in teacher education: Deconstructing federal text and talk. *American Journal of Education*, 114(1), 137-163.

Lærerløftet. (2014). *Lærerløftet*. Departementenes sikkerhets- og serviceorganisasjon. Retrieved from <https://www.regjeringen.no>

Orphan, C. M., Gildersleeve, R. E., & Mills, A. P. (2020). State of rhetoric: Neoliberal discourses for education in state of the state addresses and gubernatorial press releases. *Journal of education policy*, 35(3), 394-420.

Trippestad, T. A. (2017). The visionary position: Critical factors of utopian social engineering in education reforms. *The struggle for teacher education. International perspectives on governance and reforms*, 17-38.

Eirik Vatnøy: Tekstlig medborgerskap og digitalisering

Eirik Vatnøy

Institutt for lingvistiske og nordiske studier,

Universitetet i Oslo

eirik.vatnoy@iln.uio.no

Nøkkelord: Medborgerskap, demokrati, tekst, tekstkultur

De raske omstillingene som preger det moderne informasjons- og mediesamfunnet, krever stadig nye måter å forstå hva det vil si å være en medborger. Som svar på dette har vi de siste tiåret sett flere forsøk på å fange særlig de diskursive og performative sidene av medborgerskap, som ‘rhetorical citizenship’, ‘mediated citizenship’, ‘literary citizenship’, og ‘cultural citizenship’. Som det seneste tilskuddet til dette teoretiske landskapet, introduserer vi her ‘tekstlig medborgerskap’ (‘textual citizenship’). Med dette retter vi oppmerksomheten mot de tekstlige praksisene som omgir og former medborgerskap innen forskjellige samfunnsdomener, som rettsvesenet, forvaltningen, utdanningssektoren, nyhetsmediene, kunsten og litteraturen, og politikken. Ved å tilnærme oss disse samfunnsdomenene som forskjellige tekstkulturer belyser vi hvordan de til sammen former komplekse opplevelser av medborgerskap, og hvordan endrede vilkår for tekstproduksjon innen spesifikke deler av samfunnet virker inn på medborgerskap i stort. Historisk sett har tekstkultur og styresett være tett forbundet, noe som er særlig tydelig i perioder av radikal forandring, som i det attiske demokratiet, 1100- og 1200-tallets statsformasjoner, Reformasjonen, og 1700- og 1800-tallets grunnlovsrevolusjoner. Noe som er like tydelig, er at

vi i dag synes å stå midt i en slik periode av store tekstkulturelle endringer.

I denne presentasjonen argumenteres det for hvordan en teori om 'tekstlig medborgerskap' kan hjelpe oss å forstå endringer i medborgerskap og demokratisk kultur som følger av digital og teknologisk transisjon. Det legges særlig vekt på forholdet mellom 'tekstlig' og 'retorisk' medborgerskap, og hvordan 'tekstlig medborgerskap' bør forstås som en naturlig forlengelse av det viktige arbeidet med 'retorisk medborgerskap' som har blitt gjort ved Københavns Universitet de seneste tiårene.

Ellen Jonsson: Det politiska folket – folkbegreppet i svensk politisk retorik från 1880-tal till 2020-tal

Ellen Jonsson, Doktorand i retorik
Institutionen för litteraturvetenskap och retorik,
Uppsala universitet ellen.jonsson@littvet.uu.se

Nyckelord: politisk retorik, begreppshistoria,
kollektiva identiteter

Begreppet ”folk” har visat sig ha stor politisk och retorisk potential. Det är på en gång vagt och rikt på betydelse både vardagligt och värdeladdat och låter sig därför lånas till vitt skilda politiska och ideologiska projekt. När den svenska socialdemokratiska statsministern Per Albin Hansson höll sitt berömda folkhemstal 1928 var det folk han såg framför sig förmodligen inte detsamma som det arbetande folk agitatorn August Palm talat till i början av 1900-talet eller det ”verklighetens folk” som Kristdemokraternas partiledare Göran Hägglund appellerade till i sitt Almedalstal flera decennier senare.

I mitt pågående doktorandprojekt undersöker jag hur begreppet ”folk” använts i svensk politisk retorik under perioden 1880-tal – 2020-tal. Fokus ligger dels på de längre historiska linjerna – hur folkbegreppet använts och möjligen förändrats över tid – och dels på hur begreppet ”folk” fungerar retoriskt som ett led i att skapa kollektiva identiteter. I min presentation kommer jag utgå från tre betydelser av folkbegreppet: den nationella-etniska, den sociala och den demokratiska-konstitutionella. Med utgångspunkt i dessa tre betydelser visar jag hur ”folket” omformulerats för att svara mot olika tidsperioder och politiska situationer, samtidigt som det historiska arv folkbegreppet bär på fortsätter finnas närvarande och

påverkar vilken laddning av begreppet som blir möjlig.

Erik Bengtson, Fredrik Wahlberg & Jon Viklund:

What if we don't use digital tools and expertise to answer pre-formulated questions, but rather to find the questions we didn't know we should ask?

Erik Bengtson (PhD in rhetoric), senior lecturer at Södertörn University and researcher at Uppsala University. (erik.bengtson@littvet.uu.se)

Jon Viklund (PhD in Literature), associate professor at the Department of Literature and Rhetoric at Uppsala University (jon.viklund@littvet.uu.se)

Fredrik Wahlberg (PhD in Computerized Image Processing), senior lecturer of Computational Linguistics at Uppsala University (fredrik.wahlberg@lingfil.uu.se)

Keywords (3-5): interdisciplinary collaboration, machine learning, rhetorical criticism, mixed methods, distant reading

A common approach to digital humanities is scholars from the humanities utilizing tools, constructed by computer scientists, to ask questions to a material. A typical case is distant reading, where someone may for example want to track how words that cluster around a specific term change over time or vary between different types of material.

The basic logic is that humanities scholars provide the questions while technology, and technological expertise, is used to answer them. An appeal with this approach is that it provides the prestige of quantitative

methods to scholarly domains, such as rhetorical criticism, where qualitative hermeneutics has reigned.

In this paper, we propose a different route. We suggest that rhetorical critics and computer scientists work together – in an abductive and explorative process. Consequently, we do not propose to use off-the-shelf software to answer pre-given questions, but joint efforts to find questions worth asking.

This approach is particularly valuable when working with machine learning to extract information from vector space models or to represent language use statistically. All machine-learning methods have in common that research questions must be translated into mathematics, and then translated back for a scholarly interpretation, leading to an inevitable loss in the two phases of translation. Although these technologies may yield interesting results, their non-transparent nature can make it challenging to support convincingly that a given answer provides a well-founded interpretation of the social world. However, when we use such tools to find research questions, and interesting material, the hierarchy between quantitative and qualitative methods is turned upside down. Technology helps us to find research questions and hypotheses, while qualitative hermeneutics provides answers and verifications.

This argument on method is illustrated by a study of Swedish parliamentary debate from 1993 to 2024.

**Erik Bengtson, Jon Viklund & Fredrik Wahlberg:
Political visions? Exploring a mixed method
approach**

Erik Bengtson (PhD in rhetoric), senior lecturer at Södertörn University and researcher at Uppsala University (erik.bengtson@littvet.uu.se)

Jon Viklund (PhD in Literature), associate professor at the Department of Literature and Rhetoric at Uppsala University (jon.viklund@littvet.uu.se)

Fredrik Wahlberg (PhD in Computerized Image Processing), senior lecturer of Computational Linguistics at Uppsala University (fredrik.wahlberg@lingfil.uu.se)

Keywords (3-5): political rhetoric, rhetorical visions, mixed methods, parliamentary debate

What is the role of visions in political language and how do these expressions shape the rhetoric of the Swedish political parties? Digital methods are called for when the material to be examined is so large that it can hardly be studied through the traditional qualitative research methods of the humanities; they are also justified when the questions to be answered can be reduced to quantifiable data. Another related reason for using digital methods is that the subject requires a more exploratory approach, based on hypotheses and theoretical explanations that need to be tested and revised in relation to a large body of empirical material. We believe that the question of the role of visionary expressions in politics benefits from such a mixed method approach, a collaboration

between computer science and rhetorical criticism, distant and close reading. Based on the Swedish Parliament's dataset of speeches (1993–2024) and party programs, we explore different data mining approaches – both of-the-shelf software and custom developed approaches – to achieve a greater understanding of visions in political language.

Ewa Modrzejewska: “An easy-to-understand overview of a topic” – how argues the infographic

Ewa Modrzejewska, University of Warsaw, Poland

e.modrzejewska@uw.edu.pl

Keywords: multimodal argumentation, infographics, data visualization, audience studies, multiliteracies

According to a definition provided by a company that “communicate[s] complex ideas through visuals visual content”: “an infographic is a collection of imagery, data visualizations like pie charts and bar graphs, and minimal text that gives an easy-to-understand overview of a topic (Nediger, 2023).” Infographics are also “multimodal ensembles that tightly integrate different means of expression” (Bateman et al., 2017, p. 279) and work together to create a persuasive argument.

It requires a set of skills to be read and understood. As a ubiquitous digital practice, it is crucial to provide insights into how the audience reconstructs the reasoning in this rhetorical genre.

The approach adopted is exploratory research, where a survey is conducted.

The paper draws from various sources on multimodal argumentation (Bateman, 2008; Groarke, 2015; Groarke et al., 2016; Kjeldsen, 2015, 2018b; Macagno & Botelho Wakim Souza Pinto, 2021; Pflaeging & Stöckl, 2021; Tseronis & Forceville, 2017) and combines them with the output published by dataviz practitioners (e.g., Nussbaumer Knaflic, 2015) to design the study and present the relevant results of the experiment.

The study will use an explorative research approach by running a survey where respondents will be asked to assess a set of real-case and slightly doctored infographics (originally sourced from the European Union) and to reconstruct the potential argumentation. The subsets will include versions with visual (e.g., spatial) and verbal clues either added, removed, or changed.

This study aims to assess how well the respondent can comprehend communication goals conveyed through verbal, visual, and foremost numerical means. The outcome should provide support for the hypothesis that even minor changes in any communication mode can lead to variations in the reconstructed argumentation. The paper will discuss the various skills required for a proper understanding of multimodal resources. It will cover the topics of rhetorical pedagogy in multimodal formats and the adaptation of classical rhetorical concepts to digital contexts. Furthermore, the paper will contribute to the rhetorical audience studies (Kjeldsen, 2018a).

References

Bateman, J. (2008). The Rhetorical Organisation of Multimodal Documents. In J. A. Bateman (Ed.), *Multimodality and Genre: A Foundation for the Systematic Analysis of Multimodal Documents* (pp. 143–176). Palgrave Macmillan UK.

https://doi.org/10.1057/9780230582323_4

Bateman, J., Wildfeuer, J., & Hiippala, T. (2017). Diagrams and infographics. In J. Bateman, J. Wildfeuer, & T. Hiippala, *Multimodality. Foundations, Research and Analysis – A Problem-*

Oriented Introduction (pp. 279–294). De Gruyter Mouton. <https://doi.org/10.1515/9783110479898-012>

Groarke, L. (2015). Going Multimodal: What is a Mode of Arguing and Why Does it Matter? *Argumentation*, 29(2), 133–155. <https://doi.org/10.1007/s10503-014-9336-0>

Groarke, L., Palczewski, C. H., & Godden, D. (2016). Navigating the Visual Turn in Argument. *Argumentation and Advocacy*, 52(4), 217–235. <https://doi.org/10.1080/00028533.2016.11821871>

Kjeldsen, J. E. (2015). The Study of Visual and Multimodal Argumentation. *Argumentation*, 29(2), 115–132. <https://doi.org/10.1007/s10503-015-9348-4>

Kjeldsen, J. E. (Ed.). (2018a). *Rhetorical Audience Studies and Reception of Rhetoric*. Springer International Publishing. <https://doi.org/10.1007/978-3-319-61618-6>

Kjeldsen, J. E. (2018b). Visual rhetorical argumentation. *Semiotica*, 2018(220), 69–94. <https://doi.org/10.1515/sem-2015-0136>

Macagno, F., & Botelho Wakim Souza Pinto, R. (2021). Reconstructing Multimodal Arguments in Advertisements: Combining Pragmatics and Argumentation Theory. *Argumentation*, 35(1), 141–176. <https://doi.org/10.1007/s10503-020-09525-z>

Nediger, M. (2023, October 13). What is an Infographic? Examples, Templates, Design Tips. *Vennengage*. <https://venngage.com/blog/what-is-an-infographic/>

Pflaeging, J., & Stöckl, H. (2021). The rhetoric of multimodal communication. *Visual Communication*,

20(3), 319–326.

<https://doi.org/10.1177/14703572211010200>

Tseronis, A., & Forceville, C. (Eds.). (2017).

Multimodal argumentation and rhetoric in media genres. John Benjamins Publishing Company.

Frederik Appel Olsen: “The Motorist is a Great Person. A Humanitarian Hero.” Snarky Post Fascism as a Rhetoric of Violent Sentiment Towards Climate Protesters in Social Media Replies and Comments.

Frederik Appel Olsen, ph.d.

frederik@appel.dk

Keywords: Hateful rhetoric, civil disobedience, climate activism, quick violence

Abstract: As the sense of urgency of the climate and ecological crisis fosters ever-more tangible intensities throughout society and nature (Hawhee, 2023), it is not only climate activists who take up more drastic strategies – the vehement push-back to such activists, from state-actors as well as private citizens, is on the rise too. Although no climate activists have been killed in the Nordic region as of yet, almost 2.000 have been murdered worldwide between 2012 and 2022, showing that the backlash that activists experience is real and sometimes fatal (Global Witness, 2023). This paper presents a preliminary investigation into the rhetorical dynamics of fantasies and advocacy of violence against climate activists who pursue disruptive non-violent strategies such as blocking of roads and other infrastructure. It looks at the digitally mediated circulation of YouTube videos of motorists threatening and attacking civil disobedient climate protesters and users’ responses to these. Specifically, I focus on users condoning or advocating violence towards activists and present three topoi of “climate hate”: Reversal of victimhood, fantasies about one’s own capability of violence, and hero-worship of perpetrators. Such glorification of violence runs parallel to the slow violence of

environmental and climate destruction perpetuated against people mainly in the global south (Nixon, 2011), but mirrors it in reverse by reveling in “quick” gratification, such as in the futurist/fascist trope of a speeding vehicle running down a weak human body (Malm and the Zetkin Collective, 2021).

References:

Global Witness (2023, September 13): ”PRESS RELEASE: Almost 2,000 land and environmental defenders killed between 2012 and 2022 for protecting the planet”, <https://www.globalwitness.org/en/press-releases/almost-2000-land-and-environmental-defenders-killed-between-2012-and-2022-protecting-planet/>

Hawhee, Debra (2023): *A Sense of Urgency: How the Climate Crisis Is Changing Rhetoric*, University of Chicago Press.

Malm, Andreas and the Zetkin Collective (2021): *White Masks, Black Fuel: On the Danger of Fossil Fascism*, Verso Books.

Nixon, Rob (2011): *Slow Violence and the Environmentalism of the Poor*, Harvard University Press.

Fredrik Söderquist: Dominating the Stage: Kamala Harris' Strategic Use of Debate Format and Non-verbal Techniques to Overcome Donald Trump in the Presidential Debate

Contact Information:

Fredrik Söderquist
Södertörns högskola
fredrik.soderquist@sh.se

Keywords:

Political debates, non-verbal communication,
dominance techniques, Kamala Harris, Donald Trump

This paper explores Kamala Harris' successful rhetorical strategies during the presidential debate against Donald Trump. Specifically, the analysis focuses on her adept use of the debate format and non-verbal dominance techniques to establish authority and control. Harris employed strategic body language, facial expressions, and vocal tone to assert her presence, subtly undermining Trump's attempts at verbal domination. Her non-verbal communication played a crucial role in influencing audience perception, allowing her to project confidence, calm, and competence, even during moments of direct confrontation. By examining key moments in the debate where Harris leveraged non-verbal cues, this study demonstrates how she reframed the traditional power dynamics typically observed in political debates. In doing so, Harris not only gained an upper hand over Trump but also showcased the significant role of non-verbal strategies in political discourse. This research highlights how non-verbal elements are integral to rhetorical effectiveness, especially in high-stakes political environments, challenging the notion that verbal arguments alone determine debate success.

References:

- Azhar, F. (2024) 'The role of nonverbal communication in enhancing effective leadership in organizational contexts', *Journal of Organizational Leadership*, 29(2), pp. 113-128.
- Bohra, S. and Shukla, N. (2024) 'Harmony in gestures: The psychological influence of well-being on corporate nonverbal communication', *Corporate Communication Review*, 17(1), pp. 45-61.
- Carney, D. R. (2020) 'The nonverbal expression of power, status, and dominance', *Annual Review of Psychology*, 71, pp. 679-701. DOI: 10.1146/annurev-psych-010419-050712.
- Dunbar, N. E. and Burgoon, J. K. (2014) 'Measuring nonverbal dominance', *Journal of Nonverbal Behavior*, 38(3), pp. 195-214. DOI: 10.1007/s10919-014-0189-8.
- Furnham, A., et al. (2016) 'Non-verbal presence: How changing your behaviour can increase your ratings for persuasion, leadership and confidence', *Journal of Applied Social Psychology*, 46(3), pp. 174-182.
- Guyer, J. J., Briñol, P. and Petty, R. E. (2019) 'Nonverbal behavior of persuasive sources: A multiple process analysis', *Journal of Personality and Social Psychology*, 116(3), pp. 435-455.
- Krueger, J. (2024) 'Command a presence: Leadership through nonverbal communication', *Leadership Quarterly*, 35(1), pp. 92-108. DOI: 10.1016/j.leaqua.2023.07.004.
- Mast, M. S. and Cousin, G. (2013) 'Power, dominance, and persuasion', *Social and*

Personality Psychology Compass, 7(6), pp.
431-441. DOI: 10.1111/spc3.12037.

Frida Hviid Broberg: #RageForGaza: Affective Deflation and the Rhetorical Stagnation of Danish pro-Palestinian Protests

University of Copenhagen fhb@hum.ku.dk

Keywords: affect, activism, social movements

In January 2024, a broad coalition of Copenhagen-based Palestine solidarity organizations called for a ‘week of rage’ with several demonstrations and other acts of protest planned for each weekday to mark “100 days of genocide in Gaza” and put pressure on the Danish government to call for a ceasefire (Stop Annekteringen af Palæstina, 2024). The organizers launched the hashtag #rageforgaza, but already before Monday in the announced ‘week of rage’, Instagram blocked the hashtag. Except for two critical articles in the newspaper Berlingske (Ingvarsdén, 2024; Tidemann & Nielsen, 2024), the ‘week of rage’ received no media coverage in Danish media, reflecting a general tendency to ignore or distort pro-Palestinian protests. Further, it reflects a tendency on social media where content about Palestine is systemically censored (Human Rights Watch, 2023). Whereas much literature on affect emphasizes how affectively laden objects are prone to be put in rhetorical circulation and, as a result of this circulation, accumulate affective energy and enable rhetorical agency (Ahmed, 2004; Chaput, 2010; Rand, 2008), the ‘week of rage’ is interesting as it represents a case of rhetorical stagnation (rather than rhetorical circulation) and what I propose to call *affective deflation*. Analyzing the scarce media coverage of the Danish pro-Palestinian protests since October 7th, I show how anger, hate, and fear *stick* to the protestors in different but related ways (Ahmed, 2014): ‘Their’ anger and hatred become the source of ‘our’ fear. I

point to a *slide of metonymy* (Ibid.) between the figures of ‘the pro-Palestinian protestor’ and ‘the terrorist’ (Puar, 2017), and show how the protests are framed as a threat to national security which serves as a reason for rhetorical exclusion (Berg & Christiansen, 2010) on social media as well as in mainstream media.

References

Ahmed, S. (2004). Affective Economies. *Social Text*, 22(2), 117–139.

Ahmed, S. (2014). *The cultural politics of emotion* (Second edition). Edinburgh University Press.

Berg, K. M., & Christiansen, T. J. (2010). Retorisk eksklusion: Festen i Hyskenstræde som retorisk handling. *Rhetorica Scandinavica*, 54, 7–28.

Chaput, C. (2010). Rhetorical Circulation in Late Capitalism: Neoliberalism and the Overdetermination of Affective Energy. *Philosophy & Rhetoric*, 43(1), 1–25. <https://doi.org/10.1353/par.0.0047>

Human Rights Watch. (2023). *Meta’s Broken Promises: Systemic Censorship of Palestine Content on Instagram and Facebook*. https://www.hrw.org/sites/default/files/media_2023/12/ip_meta1223%20web.pdf

Ingvardsen, J. (2024, January 19). *Folketingets formand ser på hændelsen med »alvor«: Ukendte personer kastede palæstinensisk flag ud fra Christiansborgs tårn*. Berlingske.dk. <https://www.berlingske.dk/content/item/1770480>

Puar, J. K. (2017). *Terrorist Assemblages: Homonationalism in Queer Times*. Duke University Press.

Rand, E. J. (2008). An Inflammatory Fag and a Queer Form: Larry Kramer, Polemics, and Rhetorical Agency. *Quarterly Journal of Speech*, 94(3), 297–319.
<https://doi.org/10.1080/00335630802210377>

Stop Annekteringen af Palæstina. (2024, January 14). *Updated calendar for Week of Rage* [Facebook].

[https://www.facebook.com/stopannekteringenafpalaestina/posts/777089917797988/?paipv=0&eav=AfZw77FFesqYV - 9VBwQyE2Z6N4MgJ5OfHQP6Pma_MphxDhyAivB4l0YT2Jf537GVYNI&_rdr](https://www.facebook.com/stopannekteringenafpalaestina/posts/777089917797988/?paipv=0&eav=AfZw77FFesqYV-9VBwQyE2Z6N4MgJ5OfHQP6Pma_MphxDhyAivB4l0YT2Jf537GVYNI&_rdr)

Tidemann, D., & Nielsen, J. B. (2024, January 18). *Medierne fik én over nakken, da demonstranter trodsede minusgraderne til »rage week« for Palæstina – selv var de svære at få i tale*. Berlingske.dk.
<https://www.berlingske.dk/content/item/1770356>

Hanne Roer: Tillid som topos i dansk politisk debat i anden halvdel af det 19. århundrede med udgangspunkt i Sally B. Salomons satiriske tale.

Hanne Roer, KU, roer@hum.ku.dk

Tillid var et centralt begreb i politiske debatter i de tidligste år af det danske demokrati, allerede fra slutningen af 1840'erne. Den grundlovgivende forsamling, nedsat i 1848, bestod af ministre fra regeringen, folkevalgte medlemmer eller medlemmer udpeget af kongen. Tidens polemiske skrifter og aviser vidner om konflikter om udvalgets sammensætning og arbejde. Et eksempel er en fiktiv tale, "Ministeriets ubekjendte Aabningstale fra 23. oktober", af Sally B. Salomon (1815-86), der efter et ophold i Paris havde lært om socialisme. Han tilhørte gruppen af "pariserhåndværkere" der var blandt de hårdeste kritikere af dem, der forsøgte at begrænse den demokratiske udvikling.

Salomon hæver i sin stærkt satiriske tale, publiceret i hans egen avis, *Nyeste Postefterretninger*, at den grundlovgivende forsamling misinformerer befolkningen. Dermed nedbryder medlemmerne den tillid, som er nødvendig for at opbygge nye demokratiske institutioner. Salomon forsøger at transformere et socialt fænomen i demokratisk retning: fra den gamle tids autoritære tillid til et politisk, magtkritisk begreb (Bourdieu 1980 + 1986, Barber 1986, Putnam 1995, Seligman 1997, Thinggaard Svendsen 2012, Gurak 2018, Johansen 2019). I mit paper vil jeg analysere Salomons tillidstopik og relatere den til andre stemmer i samtiden (Lehmann, Grundtvig). Formålet er at vise at denne topik – som stadig dominerer dansk politisk debat – opstod meget tidligt. En anden pointe vil være at "fake news" ikke er et nyt fænomen, og at der findes politisk

konstruktive udgaver af fænomenet. Afsluttende vil jeg diskutere mulighederne for at skrive dansk retorikhistorie i en digital tid, hvor opbygning af tekstkorpora gør det muligt foretage indholdsanalyser af centrale begreber som netop tillid.

Iben Brinch: Mennesket i maskinen – kreativitet som etosdimensjon

Kontaktinformasjon: Iben Brinch;
Iben.Brinch@usn.no; Universitetet i Sørøst-Norge

Nøkkelord: Etos, kreativitet, estetikk, senmodernitet, AI/kunstig intelligens

Aristoteles fremla tre dimensjoner av etos: Den sunne fornuften (*phronesis*) og moralske karakteren (*areté*) som taleren uttrykte i kraft av talen samt den velviljen (*eunoia*) som han viste publikum. For omtrent to årtier siden begynte blant andre den norske retorikkforskeren Anders Johansen å ta til orde for en fjerde dimensjon, nemlig autentisitet (Johansen, 2002). I dette paperet stilles spørsmålet om ikke det er en femte dimensjon ved etos, nemlig *kreativitet*. Den femte etosdimensjonen skiller ut kreativitet som det estetiske og nyskapende, lekende og utforskende ved retorisk praksis. Det tas til orde for at det i en senmoderne kontekst preget av selvfremstilling og visuell kommunikasjon kan tilføre klarhet i undersøkelser av etos hvis kreativitet spaltes ut som en egen dimensjon. Paperet bygger på den tyske kultursosiologen Andreas Reckwitz og hans diagnostisering av senmoderniteten som en tid preget av det singulære (2020) hvilende på «oppfinnelsen av kreativitet» som en bærende samfunnsverdi (2017). Sporet Reckwitz har lagt ut fører oss genealogisk tilbake til romantikken og etableringen av kunstneren og vektlegging av det nye og det estetiske. Jeg vil med dette paperet imidlertid kaste lys over nåtiden og ut i fremtiden: Med kunstig intelligens blir det uklart hvordan vi forstår og verdsetter kreativitet hos en retor i og med at vi ikke lenger kan stole på at kreativiteten kan si noe særskilt om retors handlekraft eller

tilskrives dennes karakter. Likevel vil kreativitet som den femte etosdimensjonen *nettopp* gi oss anledning til å identifisere det som skiller det menneskelige fra maskinen: Vi vil få øye på skaperkraft, nytenkning og kulturell dybdekunnskap om relasjonen mellom form og innhold.

Jacob Greene: Writing Paradigms: On the Murky Rhetorical Affordances of Generative AI

Jacob Greene, Assistant Professor
Department of English (Writing, Rhetorics, and
Literacies area) Arizona State University
jwgreen5@asu.edu

Keywords: Affordances; Generative AI; Pedagogy

Scholars across rhetorical studies continue to investigate the implications of text- and image-generation technologies (Hart-Davidson 2018; Byrd 2023). Consistent across these disciplinary conversations is the conviction that generative artificial intelligence is reshaping the contours and boundaries of what it means to write, argue, and persuade within this rapidly emerging paradigm of human-machinic rhetoric. And while it is clear that generative AI will have a profound impact on our communication practices moving forward, what is not clear are the specific rhetorical affordances emerging alongside AI.

An affordance is the perceived properties of a given medium or technology, or how it is uniquely optimized for particular rhetorical purposes (e.g. websites facilitate user interactivity, podcasts facilitate oral storytelling). Understanding a technology's affordances allows communicators to better isolate and manipulate those properties of the technology that they see suitable for their rhetorical goals. Through my experiences teaching with AI in various pedagogical contexts, it has become apparent that the rhetorical affordances of text-generation are murky for many writers as they struggle to connect the tool's

technical capacities to their individual rhetorical goals.

The major reason I cite for this disconnect is that writers are unable to adequately discern the rhetorical possibilities (affordances) of generative AI across the various stages of the writing processes. I outline these difficulties by drawing on student data from three undergraduate and graduate-level writing and rhetoric courses. However, as I demonstrate in this presentation, “murkiness” can actually be a useful framework for investigating the ethical and rhetorical dimensions of a writing technology by positioning it as a site of critique and reflection. As such, this presentation forwards a working definition of “murky affordances” as a generative term for grappling with the social and rhetorical dimensions of emerging media.

References

Byrd, Antonio. “Where We Are: AI and Writing.” *Composition Studies*, vol. 51, no. 1, 2023, pp. 135-42.

Hart-Davidson, Bill. “Writing with Robots and Other Curiosities of the Age of Machine Rhetorics.” *The Routledge Handbook of Digital Writing and Rhetoric*, edited by Jonathan Alexander and Jacqueline Rhodes, 1 edition, Routledge, 2018, pp. 248–55.

Jaime Salvador-Grande: An Echoic Approach to Visual and Multimodal Irony

Jaime Salvador-Grande (University of Granada)
jaimosalvador@ugr.es

Keywords: Echoic Theory, Multimodality, Pretense Theory, Rhetoric, Visual Irony

Despite the current extensive literature on verbal irony, its visual and multimodal counterparts remain relatively understudied. To date, the most significant approaches to visual and multimodal irony have applied the echoic (Scott, 2004) and the pretense theories of verbal irony (Currie, 2011) to the analysis of pictures.

According to Scott (2004, p. 38), visual irony requires the presence of an incongruity either within two elements in an image or between an image and reality. In contrast, Currie is more careful with the labelling of a picture as ironic. While he contends that some of Scott's examples of visual irony can truly be regarded as "communicatively ironic" in the way that verbal irony is, most of them should be reconsidered as depictions of ironic situations (Currie, 2011, p. 155). In this way, the latter can only be interpreted as communicatively ironic if they can be seen as pretending to adopt a defective point of view and thereby expressing a critical view towards it (p. 152). This paper demonstrates that the echoic theory, in its current version (Wilson & Sperber, 2012) can still be held accountable for Currie's distinction, despite the limitations of Scott's analysis. Through a detailed revision of visual irony in digital contexts, it will be asserted that pictures can only be communicatively ironic when the photographer/producer's attributive intent can be detected in the visual utterance. This

proposal can be justified by arguing that the ironist's main purpose to dissociate from a point of view is because a real person/collective has entertained or may entertain it. This aspect is beyond the scope of pretense theory, but it can be easily integrated into an echoic approach through the notion of attribution, enriching the interpretative potential for visual and multimodal utterances (Tseronis & Forceville, 2017).

References:

- Currie, G. (2011). The Irony in Pictures. *The British Journal of Aesthetics*, 51(2), 149-167.
- Scott, B. (2004). Picturing Irony: The Subversive Power of Photography. *Visual Communication*, 3(1), 31-59.
- Tseronis, A., & Forceville, C. (2017). Arguing Against Corporate Claims Visually and Multimodally: The Genre of Subvertisements. *Multimodal Communication*, 6(2), 143-157.
- Wilson, D., & Sperber, D. (2012). Explaining Irony. In D. Wilson, & D. Sperber (Eds.), *Meaning and Relevance* (pp. 123-145). Cambridge University Press.

Janja Žmavc: Rhetorical function of *exordium* in EU educational policy documents about digitalisation

Assoc. prof. Janja Žmavc Phd
Educational Research Institute
Slovenia
janja.zmavc@pei.si

Key words: educational uses of technology (EdTech), policy documents, rhetorical analysis

Digitalisation has become a central concern in education policy across Europe, with the EU and national policymakers vigorously promoting the use of digital technologies to enhance learning outcomes. Consequently, policy discourses about educational uses of technology (i.e., EdTech) usually lack critical reflection with one-dimensional and enthusiastic representations of technology as pivotal for educational aims and goals, such as inclusive education, democratic citizenship, sustainable development, transformative education, etc. They are also far from being neutral and objective, conveying the interests and agendas of certain social groups that often leave no alternate outcomes (Selwyn, 2015; Nemorin et al., 2023).

In the presentation, we will address Edtech from a rhetorical perspective, focusing on persuasive strategies used in *the exordium* of three EU policy frameworks for digital competence (“FFDC for citizens”, “FFDC for educators”, “FFDC for digitally-competent educational organisations”). The policy framework is a specific type of document intended for a specific audience (field experts, policymakers, organisational leaders), which usually contains a set of

procedures or goals that can be used as a support for *the social problem-issue* (e.g., the lack of digitally competent citizens, educators, organisations). Its main content (i.e., the problem) has already been agreed upon, however, the question remains whether the intended audience will accept and implement *the solution* that the policy framework is proposing as normative and non-negotiable (i. e., the set of procedures. From this perspective, introductory parts of the document become relevant places for making the audience well-disposed toward the issue, thus carrying a significant persuasive role. Combining classical conceptions of exordium (Aristotle, Cicero, Quintilian) with methods of linguistic pragmatic analysis (Verschueren, 2010), we will examine the role of introductory text in the selected documents as well as identify the main rhetorical strategies used for making the audience well-disposed, receptive and attentive towards the issue.

References:

Aristotle. *Art of Rhetoric*. Translated by J. H. Freese. Loeb Classical Library 193. Cambridge, MA: Harvard University Press, 1926.

Cicero. *On Invention. The Best Kind of Orator. Topics*. Translated by H. M. Hubbell. Loeb Classical Library 386. Cambridge, MA: Harvard University Press, 1949.

Nemorin, S., Vlachidis, A., Ayerakwa, H. M., & Panagiotis A. (2023). AI hyped? A horizon scan of discourse on artificial intelligence in education (AIED) and development, *Learning, Media and Technology*, 48(1), 38–51.

Quintilian. *The Orator's Education, Volume II: Books 3-5*. Edited and translated by Donald A. Russell. Loeb Classical Library 125. Cambridge, MA: Harvard University Press, 2002.

Selwyn, N., (2015). Minding our language: why education and technology is full of bullshit ... and what might be done about it, *Learning, Media and Technology*, 41(1), 1–7.

Verschueren, J. (2010). *Ideology in Language Use*. Cambridge University Press.

Žmavc, J., & Bezlaj, L. Z (2023). The discourse of educational uses of digital technology: a critical analysis of the EU educational policy documents. *ADDA: Approaches to digital discourse analysis 4 : Klagenfurt, Universität Klagenfurt, 12-14 October 2023* [Klagenfurt: Universität Klagenfurt], pp. 64–65. <https://conference2.aau.at/event/164/book-of-abstracts.pdf#page=71>.

Janne Krogh-Bjørnerud: Lyttingens rolle i demokratiske deliberasjoner

Navn: Janne Krogh-Bjørnerud

Ansettelsessted: Institutt for lingvistiske og nordiske studier, Universitetet i Oslo (vit.ass og masterstudent)

Epostadresse: jannekd@student.iln.uio.no

Nøkkelord: Deliberativt demokrati, nærdemokrati, demokratisk dialog, retorisk lytting, demokratiske innovasjoner

Interessen for demokratiske innovasjoner som borgerråd og dialogkonferanser er økende, på lokalt, nasjonalt og globalt nivå. I Norge har nærdemokratiske ordninger, som Drammen kommunes nærutvalg, blitt implementert for å tjene som plattform for deltakelse og engasjement blant befolkningen på et lokalt nivå. Ordningen har vært gjenstand for heftig debatt helt siden etableringen i 2020. Flere utvalgsmedlemmer har trukket seg fra nærutvalgene i protest, fordi de opplever at de ikke blir lyttet til.

Mine undersøkelser har ført til funn som indikerer at nærutvalgene i Drammen kommune først og fremst er et svar på en krevende kommunesammenslåing med mål om å gi innbyggerne i de forskjellige kommunedelene en følelse av å bli sett og hørt i politiske prosesser. Det er imidlertid problematisk at ordningen ikke lever opp til sine idealer i praksis, noe som har ført til avmakt og politisk apati; det stikk motsatte av hva deliberative borgerråd har som intensjon å motvirke i demokratiet. I verste fall oppleves nærutvalgene for borgerne kun som en skinnprosess - som en form for demokrativasking.

Den moderne retorikkvitenskapen er ofte fokusert mot kunsten å snakke eller overbevise hverandre, men er ikke like sterkt orientert mot lyttepraksiser, selv om dette er en nødvendig komponent for at overbevisning skal være effektiv. Studiet av retoriske lyttepraksiser kan berike retorikken ved å gi den en mer dialogisk og demokratisk karakter, i motsetning til en ensidig orientering mot masseoverbevisning gjennom monologiske taler. Jeg foreslår at et økt fokus på lyttingens rolle i demokratiske deliberasjoner kan si oss noe om det moderne demokratiets tilstand; hvilke begrensninger det har, og hvilke muligheter demokratiske innovasjoner åpner for. Vi må studere hvordan retorisk lytting foregår på individnivå, men også bruke det som et begrep for å forstå hvordan deler av det politiske systemet interagerer med hverandre.

Jeffrey Rice: Facebook Poetics

University of Kentucky

j.rice@uky.edu

Keywords:

Networks, Facebook, Toxic, Poetics, Rhetoric

A major transition of the digital is a lack of transition. Movement from idea to idea, moment to moment, platform to platform feels seamless digitally (clicks, likes, posts, links), but often is not seamless because of conflict, disputes, lack of cohesion, past trauma, and aggression. These points, too, mark digital transitions or lack of transitions within networked spaces. Discourse stumbles or falters for a variety of reasons. In the most dominant of all digital networked spaces, social media, exists toxicity as a faltering transition. Toxic could mean political toxicity, but I work from a broader notion of toxic as neither negative nor positive, but rather a reflection of the conflicted ways digital discourse transitions within and across spaces. In this presentation, the transition is not just the traditional “toxicity” often associated with an app such as Twitter but a more common and banal type of toxicity that precedes the digital and is common in dating apps, Tik Toks, online posts, and more importantly, Facebook groups. In this presentation, I discuss the role of toxic networks within the social media space of Facebook groups. These networks form a digital discourse I call, following Jeffery Walker’s work on rhetoric and antiquity, “Facebook Poetics.” In particular, I focus on a subset of specific Facebook groups typically associated with individuals past the age of 50 who are divorced, single, or dating. These groups can be, as Bruno Latour noted, traced and described in order to

better make visible the invisible toxic networks which produce a toxic poetics for a specific affinity group transitioning from real life to digital spaces. Doing this tracing allows greater insight into the ways topoi, past behaviors, ideological positions, and other aggregated affects and beliefs carry over as difficult transitions into digital spaces and act as a type of digital poetics.

Jens Kjeldsen: The creation of artificial ethos: The character of AI-debaters and the bodyless and situationless argumentation from a point of nowhere

Jens Kjeldsen (Jens.Kjeldsen@uib.no)

University of Bergen, Norway

Jens.kjeldsen@uib.no

Keywords: Ethos, AI, LLM, non-verbal, credibility, trustworthiness,

In rhetorical communication, speakers can create credibility and trust through mentions of personal experiences and credentials. However, what happens when the spoken comes from a non-human agent that cannot experience in the same way as humans? What can large language models (LLM) and artificial intelligence teach us about the ethos of experience and body? In this presentation I explore machinic ethos-appeals in deliberative debates through theoretical considerations and two case studies. In the case studies I analyze how ethos is constructed by the debate system Project Debater (from IBM) and ChatGPT chatbots. I demonstrate how these two non-human entities constitute appeals to ethos during debates, and argue that the debating AI are prone to a phronetic ethos, appealing through general arguments and facts. This ethos is connected to the situationless situation of debating AI, because they do not have a firm point of character, from where they see, feel, and think about the world. Instead, these AI debate from a position of nowhere. Simultaneously, in an algorithmic attempt to take a position of authenticity, debating chatbots may use strategies of animating the inanimate.

Jens E. Kjeldsen: How and why do we change our minds in everyday life? Evidence and persuasion – or events and experiences?

Jens E. Kjeldsen
Department of Information Science and Media
Studies, University of Bergen
Jens.kjeldsen@uib.no

Keywords: Attitude change, persuasion, opinion, persuasion, reasoning

A well-functioning democracy requires that people change their minds. Without this ability, women would not have the right to vote, same sex marriage would not have been made into law, and Denmark would not have been a member of the EU. Most citizens use to think differently about these issues than they do today. Still, we know very little about the which influences that makes people change their minds in everyday life, and – more importantly – *how* such a process of change comes about.

Social psychological experiments have given us general rules of persuasion, but qualitative, empirical studies of the opinion change in everyday life are scarce. Thus, we have limited insight into the rational and emotional processes that makes people change their minds. What counts as evidence in everyday life? Which role do arguments play in contrast to personal relations and ethos? Are people persuaded to change, or does change rather follow personal experiences?

This paper examines how people rhetorically work through their opinions, when moving from one conviction to another. The presentation is based on research interviews with ordinary people who have changed their minds on substantial issues. It demonstrates how arguments and evidence, which did

not initially influence the informants toward change, was given new meaning and strength, when colored by the rhetorical epistemologies of events, stories, and ethos. The interview material have revealed six phases of rhetorical working through towards change of opinion. These are the phases of: 1. Pre-reflexivity; 2. Conviction; 3. Doubt and opening; 4. Confusion and acknowledgement; 5. Exploration; 6. Realization and new conviction.

**Jeremy David Johnson: Dashes, Dots, and Lines:
“Ground Truth” and the Construction of Borders
in Networked Mapping**

Dr. Jeremy David Johnson

University of Denver, USA

jeremy.johnson@du.edu

Keywords: Mapping, geopolitics, algorithms,
networked rhetoric

Google and other companies have created mapping systems that attempt to capture the truth and reality of the world through data collection and algorithmic filtering. The phrase “ground truth” has been taken up to describe this enterprise of capturing the world through pervasive data collection. As tech companies seek to capture the ground truth of the world, they become entangled in geopolitical struggles, particularly regarding borders. Recently, renewed conversations have brought Google Maps’ localization and personalization practices to light, focusing on how the system changes its depiction of some national borders depending on a user’s physical location. This practice is especially controversial in the context of conflict, particularly in Ukraine and Gaza, where how borders are displayed is an important sociopolitical decision unable to be captured by the “objective” measures of “ground truth.” This paper considers these recent debates over localized and personalized representations of borders, theorizing the re-orientation of geopolitical power relations that is occurring as multinational corporations control and commodify networked map data. The paper studies how disputed borders get represented in different areas and how citizens, including journalists and bloggers, respond to the border representations of Google Maps. In networked mapping, data collection, contextual interpretation, and algorithmic filtering are all

rhetorical processes that shape the world through physical movement and symbolic interaction. By considering geolocative media and networked politics through personalized maps, this paper offers critique of the world-making power of companies like Google, Facebook, and Amazon, arguing that the geopolitical role of multinational corporations manifests in the control of data. This paper thus extends the rich literatures concerning algorithmic power, geospatial technologies, and geopolitical rhetoric, arguing that supposedly “neutral” and “objective” digital technologies are always-already rhetorical, political, and powerful actors in physical spaces.

References

- Branch, J. (2011). Mapping the Sovereign State: Technology, Authority, and Systemic Change. *International Organization*, 65(1), 1–36.
- Bucher, T. (2018). *If...then: Algorithmic power and politics*. Oxford University Press.
- Couldry, N., & Mejias, U. A. (2019). *The costs of connection: How data is colonizing human life and appropriating it for capitalism*. Stanford University Press.
- Davisson, A. (2011). Beyond the Borders of Red and Blue States: Google Maps as a Site of Rhetorical Invention in the 2008 Presidential Election. *Rhetoric & Public Affairs*, 14(1), 101–123.
- Ernst, W. (2018). Tracing Tempor(e)alities in the Age of Media Mobility. *Media Theory*, 2(1), 164–180.
- Farman, J. (2010). Mapping the digital empire: Google Earth and the process of postmodern cartography. *New Media & Society*, 12(6), 869–888.
- Leszczynski, A. (2015). Spatial media/ation. *Progress in Human Geography*, 39(6), 729–751.

McQuire, S. (2016). *Geomedia, networked cities and the politics of public space*. Polity.

Johan Farkas: The Rhetorical Construction of Factchecking as a Democratic Practice

Department of Communication

University of Copenhagen

jfa@hum.ku.dk

Keywords: factchecking journalism, democracy, Europe, metajournalistic discourse

Factchecking journalism is a growing profession across contemporary liberal democracies (Amazeen, 2020; Graves & Amazeen, 2019), with both major tech companies and policymakers increasing funding for factchecking institutions in recent years (European Commission, 2023; Facebook, 2022). Both scholars and journalists often describe factchecking as “a professional reform movement” (Graves, 2018, p. 615) trying to rethink and strengthen “democratic institutions, including the press” (Amazeen, 2020, p. 106). Some scholars, however, have questioned the democratic potential of factchecking (Andersen & Sørensen, 2020).

This paper seeks to contribute to the emergent field of factchecking research by exploring how European factchecking journalists rhetorically construct their own professional practice and its role in potentially strengthening democratic debate and decision-making. Drawing on 10 qualitative interviews with factcheckers from across Europe – spanning Estonia, Germany, Hungary, Norway, Poland, Spain, and Sweden – the study analyses similarities and tensions in how factcheckers rhetorically present their line of work and its democratic function. Theoretically, the study draws on the concept of *metajournalistic discourse*, defined as “public talk that seeks to define what journalism is and how it ought to work” (Carlson, 2020, p. 377). Initial findings show that factcheckers differ in their rhetoric on the democratic

potential of their professional practice, with factcheckers in Eastern Europe being far less optimistic than their Northern European counterparts in their presentation of the democratic function of factchecking. Similarly, factcheckers across Europe differ in their views on the relationship between factchecking and other forms journalism, with some viewing their work as being part of established journalism and others constructing their professional identity around a sense of antagonism towards the journalistic establishment.

References:

Amazeen, M. A. (2020). Journalistic interventions: The structural factors affecting the global emergence of fact-checking. *Journalism*, 21(1), 95–111.
<https://doi.org/10.1177/1464884917730217>

Andersen, J., & S e, S. O. (2020). Communicative actions we live by: The problem with fact-checking, tagging or flagging fake news – the case of Facebook. *European Journal of Communication*, 35(2), 126–139.
<https://doi.org/10.1177/0267323119894489>

Carlson, M. (2020). Fake news as an informational moral panic: The symbolic deviancy of social media during the 2016 US presidential election. *Information, Communication & Society*, 23(3), 374–388.
<https://doi.org/10.1080/1369118X.2018.1505934>

European Commission. (2023, October 19). *New call for proposals supports EU fact-checkers in debunking disinformation*. <https://digital-strategy.ec.europa.eu/en/news/new-call-proposals-supports-eu-fact-checkers-debunking-disinformation#:~:text=The%20Commission%20has%20published%20a,in%20identifying%20and%20deb>

unking%20disinformation.&text=To%20create%20a
%20safer%20and,to%20the%20fight%20against%20d
isinformation.

Facebook. (2022). *Where We Have Factchecking*.
Facebook.Com.

<https://www.facebook.com/formedia/mjp/programs/third-party-fact-checking/partner-map>

Graves, L. (2018). Boundaries Not Drawn: Mapping the institutional roots of the global fact-checking movement. *Journalism Studies*, 19(5), 613–631.
<https://doi.org/10.1080/1461670X.2016.1196602>

Graves, L., & Amazeen, M. A. (2019). Fact-Checking as Idea and Practice in Journalism. In *Oxford Research Encyclopedia of Communication*. Oxford University Press.

<https://doi.org/10.1093/acrefore/9780190228613.013.808>

Johan Laurits Tønnesson: Topoi, Modellesere og retorisk medborgerskap på nav.no

Johan Laurits Tønnesson, Institutt for lingvistiske og nordiske studier, Det humanistiske fakultet, Universitetet i Oslo, johan.tonnesson@iln.uio.no

Nøkkelord: Klarspråk, Modellesere, Topoi, Retorisk medborgerskap

Velferdsstaten blir stadig mer digital, i den forstand at medborgerne i økende grad er henvist til internettet når de skal søke opplysning hos og kommunisere med byråkratiet. «Klarspråk» – det at både byråkrater og innbyggere kan finne, forstå og bruke offentlige tekster på internett – er blitt et tverrpolitisk mål. Også stimulering av retorisk handlekraft og retorisk medborgerskap hos innbyggerne trekkes ofte fram som et mål. I innlegget vil jeg presentere en analyse av et lite utsnitt av potensiell nettkommunikasjon hos den norske Arbeids- og velferdsforvaltninga, NAV, på nav.no.

Et brennbart tema i norsk velferdspolitik de siste årene har vært «arbeidslinja», forstått som en politikk for å få flest mulig i arbeid og færrest mulig på trygd. Særlig oppmerksomhet har vært rettet mot ytelser overfor innbyggere med sykdom eller skade som gjør dem helt eller delvis arbeidsuføre. I analysen vil jeg undersøke dette temaet gjennom å følge ulike mulige leseveier med nettsiden «Arbeid/Kan bare jobbe noe på grunn av langvarig sykdom eller skade» som startpunkt. Videre vil jeg intervju medlemmer av det teamet i NAV som har utviklet nettsiden «Arbeid». Her vil jeg legge særlig vekt på deres bruk av brukerundersøkelser. Jeg vil dessuten stille en rekke relevante spørsmål og oppfølgingsspørsmål til NAVs chatbot og analysere «korrespondansen». Tre

forsknings spørsmål vil styre analysen og diskusjonen:
Hvilke toposgrupper og enkelttopoi kan identifiseres?
Hvilke Modellforfattere og Modellesere konstrueres? I
hvilken grad legger nettsiden til rette for retorisk
medborgerskap?

Utvalgt litteratur:

Egset, S. (2022). *Design med ord. Ei innføring i innholdsdesign og UX-skriving*. Fagbokforlaget.

Nord, A. C.N. Höög, og J. Tønnesson (2015).
“Klarspråk och klarspråksarbete – ett tema i tiden.”
Sakprosa vol. 7, no. 2, 2015, pp. 1–8,
<https://doi.org/10.5617/sakprosa.1284>

Seljeseth, I. (2013). *Gratulerer, vi har avslått søknaden din om arbeidsavklaringspenger! – En studie av klarspråkarbeidet i NAV april til juli 2012*. Universitetet i Oslo, Masteroppgave,
<https://www.duo.uio.no/handle/10852/38496>

Seljeseth, I. (2021). *Klart språk og retorisk medborgerskap*. Phd-avhandling, Universitetet i Oslo.

Tønnesson, J. (2007). Cooperation and Conflict Between Authorial Voices and Model Readers Through Rhetorical Topoi in Historical Discourse. I Fløttum, Kjersti (Red.), *Language and Discipline Perspectives on Academic Discourse*. Cambridge Scholars Publishing. s. 129–148.

Tønnesson, J. og M. Lund, (2017). Kongens tale ved hagefesten. I Bakken, Jonas & Oxfeldt, Elisabeth (Red.), *Åpne dører mot verden. Norske ungdommers møte med fortellinger om skyld og privilegier*. Universitetsforlaget, s. 32–46. doi: [10.18261/9788215030227-2017-03](https://doi.org/10.18261/9788215030227-2017-03). [Her

diskuteres potensialet i hhv. retorisk publikumsteori
og Ecos begrep Modelleser.]

Tønnesson, J. (2021) «Ti teser om klarspråk».
Michael, vol. 18, hefte 20.

<https://www.michaeljournal.no/journal/1000/26>

Johanna Couvée: Critical mental health literacy on social media: a rhetorical analysis of meaning-making in the digital public sphere

Place of employment: University of Ghent, research group Culture and Education Email address: Johanna.couvee@ugent.be

Keywords: mental health, social media, critical mental health literacy, rhetorical cluster analysis

Mental disorders are acknowledged as the primary causes of disability globally. Insufficient mental health literacy, i.e. poor understanding of mental health problems, has been recognized as a factor contributing to stigma and people's reluctance to seek help. Digital image, stories and discourses about mental health that circulate in public space (e.g. through social media) are exceedingly influential as resources of information in shaping the public's mental health literacy (Happer & Philo, 2013). Although the primary aim of social media accounts on mental health may not be to enhance this literacy or encourage help-seeking, they often play a role in normalizing discussions about mental health. Moreover, new forums of participation and user-generated content arise in digital and social media environments. Audiences become 'prosumes': they consume but also circulate and produce mental health knowledge (e.g. by sharing or reacting to online media reports on mental health) (Fergie et al., 2016). Thus far, knowledge about how digital and social media may reshape understanding on mental health remains sparse (Holland, 2017). Research on mental health rhetoric (Reynolds, 2018, Foss, 2018) examines how the public creates understanding of certain concepts through the use of specific language. Besides, critical viewpoints on MHL place mental health in a social

and community context, and move beyond a biogenetic conception of mental health to include societal factors (Thirlwall & Whitelaw, 2020). In this study, we conduct a rhetorical cluster analysis of Instagram and Tiktok-accounts by mental health professionals or activists with over 15,000 followers, that link mental health to social determinants. We aim to understand what new and critical meaning-making occurs on social media, how audiences engage with this content and thereby potentially become prosumers who build critical mental health literacy.

References

Fergie, G. et al. (2016). Social media as a space for support: young adults' perspectives on producing and consuming user-generated content about diabetes and mental health. *Social Science & Medicine*, 170, 46-54.

Foss, S.K. (2018). *Rhetorical Criticism. Exploration & Practice*. Illinois: Waveland Press.

Holland, K. (2017). Digital media and models of biocommunicability in health journalism: Insights from the production and reception of mental health news. *Australian Journalism Review*, 39, 67-77.

Happer, C., & Philo, G. (2013). The role of the media in the construction of public belief and social change. *Journal of Social and Political Psychology*, 1(1), 321-336.

Reynolds, J. F. (2018). A Short History of Mental Health Rhetoric Research (MHRR). *Rhetoric of Health & Medicine* 1(1),1-18.

Thirlwall, C. & Whitelaw, S. (2020). Utilising community engagement approaches to influence

public mental health policy in a rural setting. *Journal of Public Mental Health*, 19(2): 169-178.

Jonathan Mathiasson: The use of dissociation in an organizational change – a case study of an office in transition to become activity-based.

Co-author Ulrika Florin, Associate Professor on Information Design

Co-author Karolina Uggla, Senior lecturer in Information Design

University: Mälardalen University, Sweden

Contact: jonatan.mathiasson@mdu.se

Key words: dissociation, argumentation, organization

This contribution shares preliminary results from an ongoing case study, within the research project TheoO (The extended Office), focusing on the use of dissociation as a rhetorical strategy.

The case study investigates rhetorical resources and strategies used when a Stockholm City district administration in Skärholmen moves from a traditional cell-office to an activity-based workplace (ABW). In conducted interviews with the change and transfer facilitating staff members, they describe the change process and how they dealt with resistant attitudes amongst the other employees.

The term dissociation of concepts has been defined as the act of dividing a concept that the auditorium usually understands as an entity, as basis for further argumentation (Perelman & Olbrechts-Tyteca, 1969). Through the argumentative technique of dissociation, a speaker might be able to define a situation or a state of affairs in a light that benefits the speaker, rules out

further arguments (van Rees, 2007) or legitimize particular beliefs and behaviors (Ritivoy, 2008).

In the studied case in Stockholm, the facilitators divided the implementation process into two categories: *a) the new ways of working*, and *b) the new physical office*. The intention of the division was likely to share workload and tasks between the facilitators. However, the facilitators also seem to have found the division to be useful in dealing with resistance, in line with the technique of dissociation. By for instance limiting discussions and workshops to either be about the new *ways of working* or the new *physical office*, they were able to bypass critique that regarded the incompatibility of the two categories.

This conference contribution further elaborates on case study from the perspective of dissociation and on the strengths and weaknesses of the used technique. Finally, it suggests how dissociation could be a tool for similar research or critique of the discourse on technological developments.

References

Perelman, C., & Olbrechts-Tyteca, L. (1969). *The new rhetoric: A treatise on argumentation* (1st ed.). University of Notre Dame Press.

Ritivoi, A (2008). The Dissociation of Concepts in Context: An Analytic Template for Assessing Its Role in Actual Situations. *Argumentation and Advocacy*. 44 (4), 185- 197.

van Rees, M. A. (2007). Dialectical and rhetorical effects of dissociation. In Hansen, H. V., Tindale, C. W., Blair, J. A., Johnson, R. H., Godden, D. M. (Eds.). *Dissensus and the search for common ground*, CD-ROM, pp 1-12. Windsor, ON: OSSA

John Jones: Artificial Intelligence and Rhetorical Invention

The Ohio State University, Ohio, USA
jones.6181@osu.edu

Keywords:

Artificial Intelligence, writing software, rhetorical invention

The well-publicized release of artificial intelligence content creation tools, such as Dall-E (for images) and Chat-GPT (for text), has been met with skepticism and even alarm by many academic and creative workers who are concerned with the questions these tools prompt about authorship and creativity—what rhetorical scholars would call invention.

Computer-aided invention tools like AI, however, are not new to rhetorical production. In the early days of personal computing, college and secondary educators in the United States participated in a robust culture of software development, producing a range of writing programs, from word processors and note-taking tools to programs designed to assist writers at the inventional stage of their writing process. These invention programs, which LeBlanc has called “intelligent computer-aided composition (ICAC)” (1993, p. 83), would provide writers with ideas for developing their texts. While many of these tools used traditional rhetorical heuristics like Aristotle's *topoi* and Burke's pentad (LeBlanc, 1993, p. 6) for this purpose, others borrowed ideas and techniques from then-current research in artificial intelligence. For example, Burns's *Thoughtline* (1987) was developed in conjunction with an AI researcher using LISP, a software language designed for artificial intelligence applications.

This talk places current discussions of AI authorship in the context of debates about the ethics and effectiveness of inventional procedures in rhetorical practice (Brown, 2014, pp. 496–497), focusing on the early reception of ICAC software and how it can inform current reactions to AI invention tools.

Brown, J. J., Jr. (2014). The Machine that Therefore I Am. *Philosophy & Rhetoric*, 47(4), 494– 514.

Burns, D. (1987). *Thoughtline*.

LeBlanc, P. J. (1993). *Writing Teachers Writing Software: Creating Our Place in the Electronic Age*. NCTE.

Jon Martin Larsen & Janne Bromseth: Tracing A Rhetoric Of Silence: Unpacking rhetorical communication of Older Non-Heterosexual Adults with Health Care and Social Service Needs

Jon Martin Larsen
Kristiania University College
jonmartin.larsen@kristiania.no

Janne Bromseth
Inland School of Business and Social Sciences
Eastern Norway Research Institute
janne.bromseth@inn.no

Keywords: #aging #municipalities #rhetorical silence #non-heterosexual #LGBTQ+

Nordic aging policy framework, and similar policies elsewhere in the world, aiming at early engagement and prevention of health and social challenges as well as meeting future needs. We draw on new data from a qualitative study of the health care experiences and needs of older non-heterosexual people in their local environments to understand non-heterosexuals perspectives on their service needs across systems of formal care. We find a high degree of unrest of *not* being met with constructive motives, attitudes or knowledge about minority lives, minority health challenges and social issues. This leads to a rhetorical communication crisis where a creation of dialogue between older adults and their municipalities are challenging. In worst case, lack of trust in municipality staff and a heteronormative framework of care and services are a direct cause for the non-heterosexual's silence and closedness towards their municipalities leading to lack of needed care.

In our research, we find a deliberate and tactical *rhetorical silence* (Glenn & Radcliffe, 2011) from the older non-heterosexuals. Drawing on in-depth interviews, we are exploring this rhetoric of silence, where they, following their risk perception, decide that they have more to gain with silence and secrecy than openness in meeting public officials for example. We decode signals meant to encourage a dialogue with actors surrounding older non-heterosexuals and find that future interventions can be made towards inclusion of older non-heterosexual adults by developing a rhetoric of listening and inclusive language in the public sector. Also, as many of our informants reject all information from municipalities, digital or otherwise, we discuss the role of technology and digital tools based on our interviews, recent literature and discussions with municipal health leaders.

**Joni Wallin Lämsä: The Rhetoric of Holocaust
Archives**

Doctoral Student in Rhetoric

Department of Communication and Media

Lund University

joni.wallin_lamsa@kom.lu.se

Keywords: Listening, Holocaust, Rhetorical
Witnessing, Archive

In recent years, archives have increasingly figured as objects of rhetorical research. As “sites of rhetorical power” (Charles E. Morris), archives regulate our access to the past and determine the stories that can be told about historical events and the people who lived through them. The relationship between archives and power is especially pertinent in Holocaust research. On the one hand, the archival material here is vast and varied; on the other hand, the voices of the victims of the Holocaust are often known only through the annals of the very agent of terror, the Nazi bureaucratic state, that ultimately silenced them. In my talk, which builds on ongoing research, I discuss a biographical work by statistician Espen Söbye, *Kathe, alltid vaert i Norge* (2003). Here, the author details his archival encounter with a few words penned in an administrative form by a young Jewish girl who was eventually deported to Auschwitz from Nazi occupied Norway in 1942. I focus on how Söbye revives the voice of Kathe through the figure of *prosopopoeia*, and how the rhetorical use of listening underlies this strategy. Thereby, I explore a way of listening to the “murmur from the archives” (Wolfgang Ernst) of the Holocaust that aims to give voice to the victims of mass atrocity by a particular form of rhetorical witnessing.

Karl Ekeman: On Negative Empty Signifiers and the Formation of the Alt-Right in 2016

Uppsala University, Department of Literature and Rhetoric

Karl.ekeman@littvet.uu.se

Keywords: Laclau, Alt-Right, post-politics, populism, post-foundationalism

In this paper, I will present the results of my dissertation on the formation of the Alt-Right as a political identity. The thesis examined the politico-rhetorical dynamics around the 2016 US election through the lens of the Alt-Right as a signifier in broader struggles to shape the political space of representation. Employing Ernesto Laclau's post-foundationalist theory of populism, it challenged the view that the Alt-Right was an extension of a radical right-wing movement or ideology. Instead, the thesis demonstrates how the signifier rose to prominence due to its political and rhetorical utility for both its proponents and opponents, eventually leading to a political formation expanding beyond the far-right milieu in which the name was originally coined.

The study posed the question: How was the Alt-Right symbolically formed in 2016, and how can it inform our understanding of present conditions of populism? It analyzed the elements eventually articulated as Alt-Right, including far-right "metapolitical" endeavors, online subcultures of irony, trolling, and provocation, and "Gamergate," eventually articulated as a right-wing backlash against progressivism. Quantitative analyses of the term on Twitter/X informed the study of how these different elements were articulated as an Alt-Right political identity.

The analysis of the Alt-Right's formation indicates an undertheorized consequence of Laclau's theory of empty signifiers. In 2016, "Alt-Right" became a counter-hegemonic empty signifier not primarily through counter-hegemonic processes but rather due to the discursive efforts of the hegemonic political axis. The conclusion hence discusses how this inversion aligns with post-politics, premised as a prevailing logic of political legitimization, and how this form of legitimization inadvertently sustained the far-right movements depicted as a systemic threat. The concluding discussion details how and in what way it may continue to do so, thus also indicating present conditions of populism as a political chasm between mythical fullness and negativity.

Kinga J. Rogowska & Marcin Będkowski:

Corpus rhetoric as a means of quantitative analysis of persuasive discourses. The case study of competitive debates

Kinga J. Rogowska
University of Warsaw
kj.rogowska2@uw.edu.pl

Marcin Będkowski
University of Warsaw
mbedkowski@uw.edu.pl

Keywords: competitive debates, speech genres, corpus rhetoric, argumentation, systemic means of persuasion

Corpus-based research is becoming increasingly significant in different areas of study, including but not limited to linguistics, sociology, literary, and communication studies. Developing and investigating corpora of highly argumentative texts can help establish a new approach for rhetorical scholars to analyze big sets of artifacts by combining quantitative and qualitative research to uncover a broad spectrum of phenomena coupled with the chosen genres.

Our contribution to the advancement of corpus rhetoric is a richly annotated corpus of competitive debates that helped describe a competitive debate as a rhetorical genre through the particular use of argumentation and other rhetorical devices. The corpus consists of more than 30 competitive debates featuring advanced and novice speakers, annotated on three levels of complexity. The first level of annotation (suprasentential) contains information and metadata about speakers, their roles, and selected speech genres. The second (sentential) level encompasses illocutionary structures and

argumentation types. The third (subsential) level focuses on lexical units such as inference indicators (e.g., “therefore,” “because”) and the so-called systemic (linguistic) means of persuasion (phrases serving different purposes, e.g., assuring, guarding, discounting, evaluating).

The corpus offers insights into the persuasive strategies that may depend on the debate format, the speech genre, the speaker’s role, and other crucial variables influencing how the debater constructs their speech. It also made it possible to compare those results with the recommendations from handbooks on debating to see if debaters follow them or choose different devices to reach their goal and win the debate. This case study also underscores the versatility of corpus-based methods in rhetorical analysis.

Kjell Lars Berge: Forvaltningsretorikken i den norske statens satsning på digitalisering av offentlig sektor

Professor Kjell Lars Berge, Institutt for lingvistiske og nordiske studier, Universitet i Oslo

k.l.berge@iln.uio.no

Nøkkelord: *forvaltningsretorikk, digitalisering av offentlig sektor, klarspråk*

Norsk statlig forvaltning har gjennom flere år blitt gjenstand for en gjennomgripende digitalisering. Det er nå lovpålagt at kommunikasjonen mellom forvaltningen og medborgerne (omtalt som «brukere») skal gå via digitale plattformer. For å legge til rette for relevante forståelser blant medborgerne om hvilke rettigheter samfunnet tilbyr og hvilke plikter de også har på disse plattformene, har det norske Stortinget og regjeringen lansert prosjektet «Klart språk i staten», også kalt «klarspråk». Definisjonen på klarspråk er den følgende «Klarspråk er kommunikasjon med så tydelig ordlyd, struktur og utforming at leserne i målgruppen finner informasjonen de trenger, forstår den og kan bruke den.»

I foredraget skal jeg forstå arbeidet med digitalisering av offentlig forvaltning og lanseringen av klarspråkprosjekt i lys av det jeg vil kalle en «forvaltningsretorikk». Hva slags retoriske strategier utvikles når medborgerne primært orienteres digitalt om viktige offentlige tjenester? Jeg skal i presentasjonen legge særlig vekt på utdanningsbyråkratiets digitale strategier der kommunene (i Norge kalt «skoleeier»), skoler, skoleledere, lærere, foresatte og elever blir orientert om viktige kunnskapspolitiske valg og målsettinger. Hvordan er denne forvaltningsretorikken konstruert,

og hvilke demokratiske utfordringer representerer for denne digitaliserte samhandlingen mellom landets forvaltning og medborgerne?

Presentasjonen inngår som et bidrag til forskningsprosjektet «Voicing Democracy/Demokratiets tekstkulturer» ved Universitetet i Oslo.

Referanser

Berge, Kjell Lars. 2023. Hvor er makten i teksten? I Berge, Meyer & Trippestad. *Maktens tekster* (ss. 24-41). Gyldendal akademisk. Oslo

Digital agenda for Norge. IKT for en enklere hverdag og økt produktivitet, Stortingsmelding 27 (2015–2016).

Møller, Peter. 2010. Diskursiv konstruksjon av framtid. Scenarier i offentlige utredninger som retorisk praksis. Hovedoppgave. Universitetet i Oslo.

Seljeseth, Ida. 2020. Klart språk og retorisk medborgerskap. Doktorhandling. Universitetet i Oslo.

Klara Härgestam: Exploring the impact of digital topographical representations on the relationship to a physical place

Contact information: Klara Härgestam, PhD candidate
Örebro University, klara.hargestam@oru.se

Keywords: Spatiality, Forest, Digital places,
Temporality, Participatory

This paper presents preliminary findings from my phd-project on understanding the Swedish forest debate through fieldwork among landowners, forestry workers, and forest protectors.¹ Here I focus on interactions between people and digital representation of the forest, in the forest.

During fieldwork in the forest, participants used their smartphones to explain things using topographical representations, or to take photos of indicator species. This digital presens raises both temporal and spatial questions. Taking a photo, tagging location and time, sending it to a national database – that action has rhetorical implications. The stamp defines the place as highly ecologically valuable. But it also says that this place is fragile. In this tension the participant becomes a spokesperson for that forest. The place is also conserved in a database which could be used in decisions about forestry actions. When a changing place is represented by a row in a database, frozen in time – what implications does that have on the debate? Who benefit from such a change of temporality?²

Standing in a forest, showing me maps of that forest where leaves are highlighted instead of spruces, or where trees are colour coded by age, creates a sense of abundant control and knowledge. Everything one needs to know to decide forestry actions are in those

digital representations it seems. However, my participants job is to go out and be physically present to make decisions. So what are the limits of the digital representations? What is he able to see, only when physically present, and why is that important for decision making? In thinking through such questions I build from theories of place as ecologies³ rather than places as discursive elements⁴.

¹ Bruhn Villadsen, "Scandinavian emerging scholars and their Ph.D. projects – an overview ," *Res Rhetorica* 10, no. 4 (2024).

² Samantha Senda-Cook et al., "Engaging complex temporalities in environmental rhetoric," *Frontiers in Communication* 8 (2023), <https://doi.org/10.3389/fcomm.2023.1176887>.

Collin Bjork and Frida Buhre, "Resisting Temporal Regimes, Imagining Just Temporalities," *Rhetoric Society Quarterly* 51, no. 3 (2021), <https://doi.org/10.1080/02773945.2021.1918503>, <https://dx.doi.org/10.1080/02773945.2021.1918503>.

³ Peter N Goggin, *Environmental Rhetoric and Ecologies of Place* (Routledge, 2013). Josuha Trey Barnett, *Mourning the anthropocene* (2023).

⁴ Ron Scollon, Suzie Wong Scollon, *Discourses in place – Language in the Material World* (Routledge, 2003)

Bibliography

Barnett, Josuha Trey. *Mourning the Anthropocene*. 2023.

Bjork, Collin, and Frida Buhre. "Resisting Temporal Regimes, Imagining Just Temporalities." *Rhetoric Society Quarterly* 51, no. 3 (2021): 177-81. <https://doi.org/10.1080/02773945.2021.1918503>.

Goggin, Peter N. *Environmental Rhetoric and Ecologies of Place*. Routledge, 2013.

Scollon, Ron, Suzie Wong Scollon. *Discourses in Place – Language in the Material World*. Routledge, 2003.

Senda-Cook, Samantha, Danielle Endres, Stacey K. Sowards, and Bridie McGreavy. "Engaging Complex Temporalities in Environmental Rhetoric." *Frontiers in Communication* 8 (2023).

<https://doi.org/10.3389/fcomm.2023.1176887>.

Villadsen, Bruhn. "Scandinavian Emerging Scholars and their Ph.D. Projects – an Overview." *Res Rhetorica* 10, no. 4 (2024): 140-75.

Kris Rutten: Identification and Division through Cultural Heritage: A Rhetorical Analysis of the Pedagogical Project of the Flemish Canon

Kris Rutten – Kris.Rutten@UGent.be

Ghent University – Department of Educational Studies

Keywords: cultural heritage, nationalist canon, rhetorical criticism, pedagogy.

Many European countries - such as Denmark - have been issuing a cultural canon with the instrumental policy aim of generating collective and nationalist identifications. In 2019, the Flemish Government commissioned the development of a “Flemish Canon” in its government declaration, the aim of which was summarized as follows: “To improve the understanding of identity by the younger generation, we propose to build a Flemish canon, a list of anchoring points in our Flemish culture and history, that typify Flanders as a European nation and that our *pupils in school and newcomers in integration courses* have to know” (italics added). It was furthermore stated that “[a] shared society is only possible when our younger generations realize where *we* come from” (italics added).

During 2023 the “idea” of such a Flemish Canon was materialized and institutionalized into several cultural expressions: a historical documentary of 10 episodes on the Flemish national Broadcast hosted by a popular television figure, a website and a book consisting of 60 anchoring points exemplifying Flemish culture and identity and a virtual museum which is currently under construction.

In this paper, I will develop a critical rhetorical analysis of a selection of these cultural expressions to explore the pedagogical project that is offered by the

Flemish Canon. What forms of identification and division are provided considering that it is primarily aimed at “pupils in school” and “newcomers in integration courses”? What does it tell us about who is already knowledgeable about Flemish culture and identity and who is not? Who is the “we” in the shared society that is being called for?

Kristian Bjørkdahl: Er problemet med demokratiet at det opptar for mange kvelder?

Kristian Bjørkdahl

Universitetet i Oslo

kristian.bjorkdahl@iln.uio.no

Nøkkelord

Demokrati; Tid; Retorisk medborgerskap

I *Open Democracy* (2020) tar Hélène Landemore til orde for å revitalisere demokratiet, men hun insisterer, talende nok, på at dette må skje uten at man ytterligere belaster borgernes *tid*. Hennes visjoner for demokratiet er dermed ikke plaget av problemet Oscar Wilde tilskrev sosialismen, nemlig at den «opptar for mange kvelder». I denne presentasjonen tar jeg opp spørsmålet om demokratiets krav til borgernes tid: *I hvilken grad forutsetter og krever ulike demokratiforståelser at borgerne setter av tid til å opptre som borgere?* Selv om teoretisering om demokrati foregår i en rekke ulike fag – herunder også i retorikkfaget – har dette spørsmålet vært belyst bare i overraskende liten grad. I mange fremstillinger neglisjeres temaet helt og holdent.

Jeg tar til orde for at ambisjoner som «retorisk medborgerskap» er hule om vi ikke avklarer forventningene til borgernes tidsbruk, og jeg påstår at vi med fordel kan hente tilbake noe av det antikke Athens tilnærming til medborgerskap, nemlig forventningen om at demokratiet kan og må gjøre vesentlig krav på borgernes tid. I vår tid snakker man om såkalt *work-life balance*, og dette er symptomatisk: Vi deler livene våre i to, og *kun* to, sfærer – og dermed fordriver vi, fra våre forestillinger om hvordan tiden skal brukes, spørsmålet om hva

demokratiet krever av oss som borgere. Som sosiologen Chris Rojek hevder, er det i dag «i fritiden vi anses, og kulturelt representeres, å eksistere i en tilstand av frihet» (2010). I Athen, derimot, var det å engasjere seg i demokratiets tjeneste det samme som å være fri; det var det første og mest åpenbare tegnet på at man levde i en by av selvbestemmende borgere (Manville 1990; Meier 2012). Selv om denne ideen om medborgerskap ikke helt enkelt kan overføres til vår tid, mener jeg at moderne demokratier likevel kan la seg inspirere av den.

Referanser

- Landemore, Hélène, *Open Democracy: Reinventing Popular Rule for the Twenty-First Century* (Princeton University Press, 2020).
- Manville, Philip Brook, *The Origins of Citizenship in Ancient Athens* (Princeton University Press, 1990).
- Meier, Christian, *A Culture of Freedom: Ancient Greece & the Origins of Europe* (Oxford University Press, 2012).

**Lennart Hellspong & Lisa Källström:
TOLKANDE RETORIK**

Människor är tolkande varelser. Vi tillskriver världen omkring oss mening. Men vi tolkar inte bara en och en. Vi tolkar tillsammans. Samtidigt är all tolkning mångtydig. Vår frihet att tänka och handla består i att vi kan tolka på olika sätt. Det gör vi inte bara för oss själva. Vi förmedlar det också till andra. Det betyder att vår tolkning är retorisk, liksom att våra tolkningar i sin tur kan bli föremål för tolkning i den dialog som ständigt fortgår mellan oss. Retoriska tolkningar kan förekomma av olika slag, som t.ex. översättningar, adaptationer, illustrationer, explikationer. Men de har också gemensamma drag som beror på hur vi fungerar som tolkande och retoriska varelser. Liksom med all annan retorisk konst kan vi utveckla vår förmåga att tolka retorisk i ett kritiskt perspektiv. Det är bland annat en uppgift för skolan. Och det är en av förutsättningarna för ett demokratiskt medborgarskap. I föredraget belyser vi vad tolkande retorik innebär som ett retoriskt fält mellan retorik och hermeneutik och talar om dess kulturella och pedagogiska betydelse. i en tid av digital och teknologisk transition.

Linda Söderlindh & Waldemar Petermann: Actio ur ett digitalt perspektiv

Linda Söderlindh, lindasod@kth.se Kungliga Tekniska högskolan, Institutionen för Lärande, Avdelningen Språk och kommunikation; Örebro universitet

Waldemar Petermann, walde@kth.se Kungliga Tekniska högskolan, Institutionen för Lärande, Institutionen för Lärande, Avdelningen Språk och kommunikation; Lunds universitet

Nyckelord: digital, retorikundervisning, retorisk praktik, digitalt actio

När pandemin slog till 2020 och universitetsundervisningen flyttade till digitala miljöer såsom Zoom och Teams, medförde det givetvis också en ökning av digitala studentpresentationer. Den digitala miljön som retorisk situation¹ erbjuder andra *constraints* än traditionella situationer. Exempelvis finns yttre begränsningar (och möjligheter) i form av tekniska lösningar som talaren har större eller mindre möjlighet att hantera. Vidare kan talaren själv uppleva besvärande begränsningar i framförandet, t.ex. bristen på ögonkontakt, eller överdriven sådan och begränsningar i möjligheten att röra sig som vanligt. Även publikens uppmärksamhet kan påverkas, vid så kallad Zoomutmattning.²

På Kungliga Tekniska högskolan (KTH) i Stockholm kan ingenjörstudenter läsa valbara kurser i retorik. Studenterna läser primärt andra, tekniska ämnen och många hade sökt retorikkursen för att öva fysiskt för att t.ex. få hjälp med sin nervositet men tvingades nu att genomföra sina muntliga arbetsuppgifter via Zoom.

För retoriklärare och -studenter väckte den plötsliga övergången från analoga till digitala rum frågor kring hur traditionella retoriska praktiker kan förstås i det digitala formatet. Vi ser därför behovet av en utökad retorisk digital teori för beskrivning av och med exempel på hur den digitala retoriska praktiken, i synnerhet *actio*, kan förstås.

Med avstamp i Eymans definition av digital retorik som tillämpning av retorisk teori, analytiskt eller heuristiskt på digitala texter och framföranden,³ och med utgångspunkt i Gelangs teori om *actiokapitalet*,⁴ undersöker denna casestudie hur ingenjörstudenter vid KTH hanterar sina framföranden i det digitala formatet under perioden 2020 - 2021. Studien avgränsas till studenternas användning av de *actio*resurser de har till förfogande i ett talutrymme som begränsas av den digitala miljön. Vi frågar oss hur ingenjörstudenterna översätter retorisk praktik till den digitala miljön, beskriver de strategier som studenterna valt och diskuterar deras översättningar av det analoga formatet till det digitala. Slutligen ger vi ett förslag på en förklaringsmodell för digitalt anpassad *retorisk actio*.

¹ Bitzer, Lloyd F, "Functional Communication – A Situational Perspective" i White, Eugene (red.), *Rhetoric in Transition: Studies in Nature and Studies in Rhetoric*, University Park: Pennsylvania State U. P, 1980.

² Bailenson, Jeremy N., "Nonverbal Overload: A Theoretical Argument for the Causes of Zoom Fatigue", *Technology, mind, and behavior* 2:1 (2021), doi:10.1037/tmb0000030.

³ Eymann, Douglas, *Digital Rhetoric: Theory, Method, Practice*, Ann Arbor: University of Michigan Press, 2015.

⁴ *Actio* – Marie. Gelong, M, "Actio i teori och praktik. Om retorikens ickeverbala kommunikation" i Fischer, O, Mehrens, P & Viklund, J (red.), *Retorisk kritik. Teori och metod i retorisk analys*, Ödåkra: Retorikförlaget, 2014.

Linus Roos: Retorikkurs för juridikstudenter – En presentation av upplägg, genomförande, resultat och studentsynpunkter

Linus Roos

Universitetslektor i rättsvetenskap med inriktning mot rättsretorik

Juridicum, Örebro universitet

linus.roos@oru.se

Key Words:

Rättsretorik, tvärvetenskaplig retorik, tvärvetenskaplig undervisning

Rättsretorik är en valbar kurs för juridikstudenter på avancerad nivå och som gavs för första gången under vårterminen 2023 vid Örebro universitet. Kursen omfattade då 5 veckors heltidsstudier, men utökades till vårterminen 2024 till att omfatta 10 veckor. Utifrån retorisk teori, som anpassas för rättsliga områden och uppgifter, och genom praktiska övningar utvecklar kursen studentens förmåga till framställan och argumentation med en särskild inriktning mot moment relevanta för juristens yrkesroll, så som exempelvis förhandling och medling, att hålla förhör och att plädera inför domstol.

De studenter som hittills har läst kursen har gett den mycket goda omdömen. Av kursutvärderingen från vårterminen 2023, vilken besvarades av samtliga studenter som läste kursen (svarsfrekvens: 100%), framgick bland annat att:

- 71,4% av kursens studenter gav kursen 5 av 5 i helhetsbetyg. Övriga 28,6 % gav kursen 4 av 5.
- 100 % av kursens studenter satte omdömet 5 av 5 då de ombedes bedöma hur relevant kursens innehåll är för en jurists kommande karriär.

Under konferensen kommer jag att presentera denna kurs i detalj. Jag förklarar hur kursen är upplagd, hur olika kursmoment genomförs praktiskt samt kursens pedagogiska utgångspunkter och målsättningar. Presentationen är ämnad att demonstrera relevansen av retorikundervisning för juridikstudenter och att inspirera andra kollegor till att våga ge sig in i det rättsretoriska området.

Louise Schou Therkildsen: Historiepolitik og forsoningsprocesser: Nutidige konfrontationer med den europæiske koloniale arv

Kontaktinformation

Louise Schou Therkildsen

Centrum för Europaforskning (CERGU), Institutionen för litteratur, idéhistoria och religion, Göteborgs universitet.

louise.schou.therkildsen@lir.gu.se.

Nøgleord

Europæisk kolonialisme, afkolonisering, officielle undskyldninger, forsoningsprocesser.

Selvom langt de fleste europæiske kolonier blev selvstændige for mere end et halvt århundrede siden, er opgøret med kolonialismen og dens eftervirkninger langt fra et overstået kapitel i hverken det koloniserede eller koloniserende land og genstand for tiltagende både politisk og offentlig debat. Særligt de seneste 10 år har spørgsmålet om hvordan vi bedst muligt kan forsones med vores koloniale arv, i visse tilfælde nutid, og dens ofre foranlediget en række forskelligartede retoriske praktikker såsom sandheds- og forsoningskommissioner, statslige udredninger, officielle undskyldninger og forsoningsceremonier. Heri (re)konstrueres historie, erindringer, skyldsforhold og divergerende normative paradigmer, og i præsentationen undersøger jeg hvordan denne historiepolitik udfolder sig i Frankrigs, Nederlandenes og Danmarks forskellige tiltag til forsoning med henholdsvis Les Harkis (Algeriske soldater som kæmpede for Frankrig), Indonesiske frihedskæmpere og de grønlandske eksperimentbørn. På trods af forskellige koloniale kontekster og

afkoloniseringsforløb, har de tre landes tiltag det til fælles at de fokuserer på specifikke og afgrænsede hændelser som løftes ud af den koloniale kontekst og i stedet anses som singulære og, i en vis grad, ekstraordinære eksempler. I præsentationen viser jeg hvordan dette sker og diskuterer mulige implikationer for den offentlige og politiske debat.

Referencer

- Andersen, A. N. (2013). "We Have Reconquered the Islands": Figurations in Public Memories of Slavery and Colonialism in Denmark 1948–2012. *International Journal of Politics, Culture, and Society*, 26(1), 57–76.
- Andersen, Astrid N. *Ingen Undskyldning*. Copenhagen: Gyldendal, 2017.
- Brydon, Diana, Peter Forsgren, and Gunlög Fur. "What Reading for Concurrences Offers Postcolonial Studies". *Concurrent Imaginaries, Postcolonial Worlds: Toward Revised Histories*. Leiden, the Netherlands: Brill, 2017.
- Phillips, Kendall R., ed. *Framing Public Memory*. Tuscaloosa: University of Alabama Press, 2004.
- Phillips, Kendall R., and G. Mitchell Reyes, eds. *Global Memoryscapes. Contesting Remembrance in a Transnational Age*. Tuscaloosa: University of Alabama Press, 2011.
- Olick, J. K. (2007). *The Politics of Regret: On Collective Memory and Historical Responsibility*. Routledge.
- Villadsen, Lisa Storm & Jason Edwards, eds. *The Rhetoric of Official Apologies. Critical Essays*. Lanham, Maryland: Lexington Books. 2020.

Maciej Grzenkowicz: When standpoints and premises are not enough: breaking down the structure of multimodal arguments in digital environments

University of Groningen, Department of Theoretical Philosophy/Center for Language and Cognition
m.n.grzenkowicz@rug.nl

Keywords: multimodal argumentation, multimodal rhetorics, SFL, standpoint, premise.

With digital transition come more and more complex forms of multimodal argumentation and rhetoric that cannot be addressed with the use of classical models of analysis. Creative uses of various semiotic modes in such environments as TikTok, video games, or even simple visual memes trigger the need to revisit the basic structure of arguments, as the current terminology ceases to capture the subtle ways in which argumentation is produced. In this paper, I will propose a conceptual framework for the semiotic analysis of argumentation and rhetorics based on Systemic-Functional Linguistic approaches to multimodal analysis (see e.g. Bateman et al. 2017, Wildfeuer 2014). By breaking down the classical concepts of statement and supporting premise into three preconceptual, semiotic components: *object*, *support*, and *value*, I will provide a method of distinguishing and reconstructing persuasive communicative acts in otherwise ambiguous verbal and non-verbal artifacts. Furthermore, based on the pragma-dialectical definition of argumentation (Van Eemeren and Grootendorst 2010), I will draw the border between multimodal argumentation and multimodal rhetoric based on the level of

ostensiveness of specific multimodal resources.
Finally, I will present a sample analysis of real-life examples of digital multimodal argumentation using the proposed framework.

Malin Sandberg & Claes Ohlsson: ”Dessa ord väcker känslor av komfort och överlägsenhet”. En explorativ studie av chatbot-svar i en retorikkurs på grundnivå

Institutionen för svenska språket, Linnéuniversitetet,
Sverige

malin.sandberg@lnu.se, claes.ohlsson@lnu.se

Nyckelord: Chatbot, AI, retorikens grunder,
multimodal retorik

Få går oberörda av den pågående tekniska utvecklingen, där generativ AI har tillgängliggjorts för fler genom lanserandet av interaktiva chatbottar som ChatGPT och Copilot. Tekniken är ny och vi befinner oss bara i början av utvecklingen, men småskaliga studier pekar redan på omständigheter vi behöver hantera inom högre utbildning. Mavrodieva (2023) visar t.ex. chatbottars relativt goda förmåga att presentera grundläggande retorikkunskaper, och Christiansen m.fl. (2023) visar att en chatbot har förmåga att klara en examination genom klassisk hemtentamen. Dess förmåga att utföra just retoriska analyser tycks dock hittills vara oprövad.

Vår presentation handlar om vilken roll generativ AI kan ha och redan har i undervisningssammanhang för retorik i högre utbildning. Vi ställer frågor om hur väl virtuella assistenter eller chatbottar som exempelvis ChatGPT eller Copilot löser uppgifter som studenter möter från ett autentiskt kursexempel i retorik.

Studiens utgångspunkt är ett flertal systematiskt genererade exempel på hur en chatbot svarar på och resonerar om uppgifter som rör retoriska grundbegrepp och multimodal analys. Materialet som

prövas mot chatbotten är reklamannonser som tidigare har använts i den etablerade kursen Reklamens retorik som ges på grundnivå vid Linnéuniversitetet. Utifrån dessa svar diskuterar vi sedan hur generativ AI faktiskt fungerar som retoriker och vilka möjligheter men också gränser vi kan se för dess hantering av uppgiftsexemplen. Vårt resonemang handlar även om hur väl en chatbot kan bearbeta vad man kan kalla en retorisk helhetsbild utifrån mer detaljerade analyser och vad en sådan bearbetning medför för studenter och för lärare.

Slutligen är vi intresserade av att diskutera hur vi som lärare förmedlar och bedömer studenters kunskap och förmågor i den komplexitet som retorikens system erbjuder när verktyg för generativ AI verkar kunna hantera en del retoriska analyser minst lika bra som en människa.

Referenser

Christiansen, Mats, Normark, Lena & Leo Swenne, Christine (2023). Hur AI-verktyget ChatGPT klarar en hemtentamen i palliativ vård. *Högre utbildning*, nr. 2/13, s. 56–62.

Mavrodieva, Ivanka (2023). Linguistic and Rhetorical Features of Dialogue on Rhetorical Topics between a Human and Chatbot GPT. *Rhetoric and Communications*, nr. 56, s. 22–45.

Maria Dahlin: Samordna, inspirera och följa regler: kommunala och regionala tjänstepersoners agens i klimatomställningen

Maria Dahlin (maria.dahlin@sh.se)

Södertörns högskola

Nyckelord: Klimatomställning, agens, intermediärer, yrkesidentitet, ekolingvistik

Så som vi lever nu fungerar inte om vi ska kunna minska utsläppen av växthusgaser. För att klara det räcker det inte med fler och nya teknologiska lösningar, utan vi behöver ändra beteenden på flera olika nivåer i samhället, ja vi behöver rent av avstå från energislukande aktiviteter om vi ska ha en möjlighet att lyckas. Ansvaret ligger på såväl individen som på politiker och företag och det finns en hel del forskning om hur dessa aktörer arbetar med och argumenterar i frågan. En viktig aktörskategori är den offentliga sektorns tjänstepersoner på kommunal och regional nivå (Andersson & Gyberg 2023). De verkar som en sorts intermediärer mellan å ena sidan den politiska beslutsfattande nivån och å andra sidan medborgare, företag och organisationer. De har i uppgift att omsätta de mål som sätts på högre nivå och skapa förutsättningar för aktörer att göra sin del av klimatomställningen.

Jag undersöker hur tjänstepersoner inom kommuner och regioner uppfattar sin roll att bidra till hållbara samhällen, med särskild fokus på hur deras arbete och agens regleras av inre och externa villkor samt i vilken riktning gentemot andra aktörer agensen rör sig, med vilken verkan (Cooper 2011; Parag & Janda 2014; Kivimaa m.fl. 2019; Zohar m.fl. 2021). Syftet är att belysa hur agensen präglar aktörernas yrkesidentitet och hur denna i sin tur går i linje med

ett miljömässigt hållbart förhållningssätt (Stibbe 2021). Undersökningen baseras på fältmetod vid fem workshoppar med deltagare från Sverige och analysmodellen baseras på retorikvetenskap i kombination med teori från miljöförvaltningsfältet. Jämte att bidra till specifika kunskaper om kommunala och regionala tjänstepersoners yrkesidentitet avser undersökningen också att bidra till fördjupad och mer nyanserad förståelse av agensbegreppet som sådant genom den tvärvetenskapliga ansatsen.

Referenser

Andersson, M. & Gyberg, V. b. 2023. Sustaining business as usual or enabling transformation? A discourse analysis of climate change mitigation policy in Swedish municipalities. *Environmental Policy and Governance*, 2023: 1-13.

Cooper, M. M. 2011. Rhetorical Agency as Emergent and Enacted. *College Composition and Communication*, 62(3): 420-449.

Kivimaa, P., Boon, W., Hyysalo, S. & Klerkx, L. 2019. Towards a typology of intermediaries in sustainability transitions: A systematic review and a research agenda. *Research Policy* 48: 1062-1075.

Parag, Y. & Janda, K.B. 2014. More than filler: Middle actors and socio-technical change in the energy system from the “middle-out”. *Energy Research & Social Science* 3: 102-112.

Stibbe, A. *Ecolinguistics: language, ecology and the stories we live by*, 2nd ed. Abingdon: Routledge.

Zohar, T., Parag, Y. & Ayalon, O. 2023. Of agency, action, and influence: The middle-out mechanism for promoting a low carbon energy transition. *Energy Research & Social Science* 72 (2021) 101900.

Markus Gottschling & Salina Weber: Towards Rhetorical AI Literacy

Dr. Markus Gottschling
University of Tübingen
Center for Rhetorical Science Communication
Research on Artificial Intelligence (RHET AI)
markus.gottschling@uni-tuebingen.de

Salina Weber
University of Tübingen
Center for Rhetorical Science Communication
Research on Artificial Intelligence (RHET AI)
salina.weber@uni-tuebingen.de

Keywords: AI literacy, generative AI, human-machine interaction, rhetorical training

With the unstoppable rise of generative AI, acquiring AI literacy has become increasingly urgent (Casal-Otero et al. 2023). This seems especially true for academia and its researchers, administrators, and communicators (Schäfer 2023). Since generative AI can only imitate pre-existing texts or visuals (Shanahan 2023) and can best be described as producing “bullshit” (Frankfurt 2005), its use in communication can have both laudable and disastrous results (Mollick & Mollick 2023, Levine 2023). We believe that competence with text and image generators can be achieved through a rhetorical approach. Rhetoric, understood as a *techné* (Aristotle 2000, Schatzberg 2017), is generative and procedural (Bogost 2007, Jones & Hirsu 2017). When applying rhetoric to generative AI, it becomes evident that AI literacy must go beyond mere technological comprehension and include the deeper nuances of rhetoric. To master communication that is transfused with synthetically produced texts, established

rhetorical concepts can be adapted and refined through rhetorical training.

At RHET AI Center, we aim to train researchers and communicators as well as lay people through interactive workshops in rhetorical AI literacy. In our talk, we want to draw from the ideas, results, and evaluations of these workshops to discuss, how rhetorical concepts such as *doxa* (Amossy 2002), *topoi* (Bornscheuer 1976) or *imitatio auctorum* (Kaminski 1998) can help reach a bittersweet knowledge about the usability of these tools. With rhetorical AI literacy about, e.g., the necessary context for AI prompts or the effective design of human- machine interaction through mutual feedback, comes the realization that the results are always provisional and must be authenticated by humans to be truly communicative. Our talk will address these realizations and show, how, with preliminary and thorough rhetorical mental work, generative AI may be used competently in communication.

References:

Amossy, Ruth (2002). Introduction to the Study of Doxy. *Poetics Today* 23,3, 369-394

Aristotle (2000). *Téchnē Rhētoriké* [The “Art” of Rhetoric. Edited and translated by J. H. Freese].

Cambridge, MA: Harvard University Press.

Bogost, Ian (2007). *Persuasive Games. The Expressive Power of Videogames*. Cambridge, MA: MIT Press.

Bornscheuer, Lothar (1976). *Topik. Zur Struktur der gesellschaftlichen Einbildungskraft*. Frankfurt a.M.: Suhrkamp.

Brown, James J., Jr. (2014). The Machine That Therefore I Am. *Philosophy & Rhetoric* 47,4, 494–514. Casal-Otero, L., Catala, A., Fernández-Morante, C. et al. (2023). AI literacy in K-12: a systematic literature review. *IJ STEM Ed* 10,29.
<https://doi.org/10.1186/s40594-023-00418-7>

Jones, John / Hirsu, Lavinia. (ed.) (2019). *Rhetorical Machines. Writing, Code, and Computational Ethics*. Tuscaloosa, AL: Alabama University Press.

Kaminski, Nicola (1998) Imitatio auctorum. *Historisches Wörterbuch der Rhetorik*. Band 4 Hu-K. Ed. by Gert Ueding. Berlin: De Gruyter, 235–284.

Levine, Sam (2023). Vanderbilt apologizes for using ChatGPT in email on Michigan shooting (February 22, 2023). <https://www.theguardian.com/us-news/2023/feb/22/vanderbilt-chatgpt-ai-michigan-shooting-email>

Mollick, Ethan R. / Mollick, Lilach (2023). Assigning AI: Seven Approaches for Students, with Prompts (September 23, 2023).
<http://dx.doi.org/10.2139/ssrn.4475995>

Schäfer, Mike S. (2023). The Notorious GPT: science communication in the age of artificial intelligence. *JCOM* 22,2, Y02.
<https://doi.org/10.22323/2.22020402>

Schatzberg, Eric (2017). *Technology. Critical History of a Concept*. Chicago, IL/London: Chicago University Press.

Shanahan, Murray (2023). Talking About Large Language Models.
<https://doi.org/10.48550/arXiv.2212.03551>

Martin Fehr Therkildsen: Røst, Mino Ung og Glyptoteket; et case-studie af unge taleres oplevelse af retorisk selvtillid når de holder tale fra imponante scener

Martin Fehr Therkildsen martinfth@hum.ku.dk
Kandidat i retorik, Københavns Universitet Ekstern
lektor, Institut for Kommunikation, Københavns
Universitet

*Nøgleord: mundtlig retorik, handlekraft,
medborgerskab, retorisk selvtillid, rådgivning,
undervisning, arkitektur, minoriteter, ungdom,
billeder på sociale medier, publikum*

Gennem et case-studie af et samarbejde mellem talerskolen Røst, hvor jeg er projektleder, foreningen Mino Ung og Glyptoteket ønsker jeg at vise, hvordan unge uerfarne talere kan opnå en følelse af retorisk selvtillid, når de tager ordet fra imponante scener.

To gange har talerskolen Røst lavet et mundtlig retorik-forløb for unge etniske minoriteter i Danmark. Forløbet kulminerer ved en begivenhed på det over 100 år gamle kunstmuseum Glyptoteket i København. Ved denne begivenhed holder gruppen på 12-15 personer, de fleste uden erfaring med at tale offentligt, taler foran en forsamling bestående af venner, familier og interesserede museumsbesøgende.

Når de unge mennesker taler fra en scene, som de tidligere opfattede som utilgængelig, opnår de en følelse af vigtighed, relevans og, vil jeg mene, retorisk selvtillid. Det skaber desuden transformative billeder hos publikum, da de ser talere, der ellers ikke plejer at stå på denne type scener. Disse billeder indprenter sig i publikums bevidsthed og florerer desuden videre i et digitalt efterliv, hvor talerne med stolthed deler dem på sociale medier. Det kan være med til at cementere

det transformative potentiale i koblingen mellem
oprøvede talere og imponante scener.

Jeg bruger interviews med talere og publikum og
trækker på teorier fra den retoriske pædagogiske
tradition, som beskrevet af Øivind Andersen (2000),
retorisk agency som beskrevet hos Hoff-Clausen,
Isager og Villadsen (2015) og Sarah Ahmeds teori om
queer use (2019).

Ved at kombinere disse teorier undersøger jeg,
hvordan sted og rum både kan bruges som en måde at
give talerne en følelse af selvtillid og handlekraft og
som en måde at sende et signal til samfundet om,
hvem vi betragter som berettiget til at tale på ikoniske
steder og scener med stor kulturel og samfundsmæssig
betydning.

Martin Sundby: Populism som social handling: En retorisk undersökning av 4 oktober-rörelsens politiska strategi

Martin Sundby. Doktorand, Lunds universitet
martin.sundby@kom.lu.se

Nyckelord: *Populism, retorisk kritik, politiska ideologier* Dorthea Roe, Jens E. Kjeldsen, Ragnhild Mølster

I denna presentation har jag för avsikt att redogöra för huvuddragen i mitt avhandlingsarbete. Avhandlingens syfte är att undersöka vad det skulle kunna innebära att ur ett retoriskt perspektiv studera populism som social handling. I avhandlingen undersöks den politiska strategin i rörelsetexter från 1980-talets 4 oktober-protester som ett sätt att studera populism i relation till skapandet av politisk ideologi och politiskt engagemang, vilka särskilda utmaningar och möjligheter som politisk konflikt kan innebära, samt den språkliga och symboliska mobiliseringens roll i ett sådant arbete. En av de kontexter som gör ett sådant syfte angeläget är den befintliga diskussionen om populism inom retorikforskningen där frågor om relationen mellan populism, ideologi och kritik aktualiseras. Genom studiet av populism som social handling föreslår avhandlingen ett perspektiv bortom diskursetiska och diskursteoretiska paradigmen inom forskningen om populism. Genom det retoriska perspektivet som avhandlingen utarbetar föreslås en position där politiska dispyter betraktas som ett bland flera möjliga sätt att handla politiskt snarare än resultatet av en ontologisk nödvändighet betingad antagonism. I en vidare kontext kan fallstudien av 4 oktober-rörelsen bidra till den mer allmänna samhällsdebatten om populismens relation till demokratisk politik.

Mathias Schönberg Jørgensen: Attunements to the Strange: *The Sound Rhetoric of Climate Art*

MA/Cand.mag. i retorik

Abstract: Within the complex, multimodal forms of communication that characterize our time, art should not be neglected as rhetorical modality – especially when it deals with topics related to climate and other crises. From a critical rhetorical fieldwork in an artists' climate think tank during the festival *Time to Listen - The Ecological Crisis in Sound and Music* at the Berlin Art Academy, this contribution shows how climate-related sound art can function as sound rhetoric in the climate crisis. Sound can *witness*, in Hawhee's (2023) term, environmental changes in ways which, conveyed in artistic modalities, has affective impact on listeners that can attune them in novel ways to otherwise unknown natural life and phenomena, and describe difficultly comprehensible temporal aspects of climate crises. Furthermore, I show how sound art has potential to adjust affective investments from nature-romantic cultural imaginaries and anthropocentric relations to nature to, instead, scientific and political realities of human industries' impact on nature and climate. I propose sound art in particular as rhetorical modality and praxis that, as *ambient rhetoric* (Rickert 2013), can enter digital and analogue public spheres and promote an ecocentric cultural imperative.

Literature:

Hawhee, D. (2023). A sense of urgency: How the climate crisis is changing rhetoric. The University of Chicago Press. <https://doi.org/10.7208/chiicago/9780226826776.001.0001>

Rickert, T. J. (2013). *Ambient rhetoric: The attunements of rhetorical being*. University of Pittsburgh Press.

Mats Landqvist: Performativitet i krigsretorik

Allvarliga situationer som kommuniceras till ett allmänheten, t.ex. att ett krig är förestående, aktualiserar frågor om hur medborgarna ska ta emot budskapet med bibehållet lugn och förtroende för samhällets förmåga att klara av situationen, men även vilka handlingar som kommunikationen påkallar. Dessa frågor relaterar till kommunikationens performativitet, mer specifikt dess perlokuta funktion, dvs. signaler om (förväntat) mottagande inom ramen för yttrandet eller den faktiska publika effekten. Dessa begrepp introducerades av Austin (Austin 1962), med efterföljande teoriutveckling inom språkfilosofi (Searle 1976, Sbisà 2013) och retorik (t.ex. Campbell 1973). Utöver perlokution ingår lokution (betydelse och referens) och illokution (avsikt) i en talhandlings performativitet.

Utgångspunkten för detta föredrag är de kriskrigsvarningar som svenska folket fick ta emot av Sveriges överbefälhavare och av civilförsvarsministern i januari 2024, under rikskonferensen Folk och försvar. Data hämtas från deras tal under konferensen och från sociala medier, bl.a. kommentarsfält på Facebook. Tillgången till explicita uttryck för medborgarnas reaktioner i dessa digitala medier skapar nya möjligheter till analys av performativitet, särskilt gällande de perlokutiva aspekterna, som kan vara svåra att fånga.

ÖBs och ministrarnas krigsbudskap blev föremål för debatt i politiska och kulturella expertkontexter, inte minst om de lobbyistiska avsikter som misstänktes ligga bakom (illokution). På sociala medier fördes en

diskussion om vilka konsekvenserna som väntade medborgarna och vilka åtgärder detta föranledde (perlokution). Genom ökad digitalisering av det offentliga samtalet ökar också tillgången till responser och explicita tolkningar av beslutsfattares yttalanden.

-Austin, J. L. *How to Do Things with Words*, Oxford: Oxford University Press, 1962.

-Campbell, Paul Newell. "A rhetorical view of locutionary, illocutionary, and perlocutionary acts." *Quarterly Journal of Speech* 59.3 (1973): 284-296.

-Sbisà, Marina. "Locution, illocution, perlocution." *Pragmatics of speech actions* (2013): 25-75.

-Searle, John R. "A classification of illocutionary acts1." *Language in society* 5.1 (1976): 1-23.

Mats Rosengren: Retorik som bricolage i AI:ns tidevarv

Mats Rosengren, Uppsala universitet

Mats.rosengren@littvet.uu.se

Keywords: Bricolage, copia, AI

Inom retoriken och den retoriska filosofin har begreppet bricolage länge varit föremål för undersökning och analys. (Derrida 1967; Rosengren 2010). Bricolage handlar om att kreativt utnyttja tillgängliga resurser för att bestämma det maximala bruksvärdet hos det som ges, samt att använda detta för specifika syften.

Den typiske retorikern har traditionellt sett en *copia*. Ibland högst konkret, i form av en bok – ett *florilegium* – som hen bär med sig, fylld av användbara, särskilt tänkvärda citat och allmänna platser, *commune loci*; frukterna av ett botaniserande i den retoriska traditionens metaforiska trädgårdar. Ibland mer abstrakt, i form av en allmän bekantskap med tidens klichéer, stående uttryck, språkvändningar, stilistiska ideal och tankevanor – kort sagt med dess *doxa*. Retorikerns *copia* är alltid och oundvikligen innesluten i en viss tradition, i en viss socialitet, i ett visst ögonblick i historien, genomsyrad av tidens fördomar och ideologier, som den – i kraft av att repetera, iterera, (också när avsikten är att kritisera) – vidareför och förstärker. Detta är det mänskliga bricolagets villkor – ständigt föränderliga och likväl förblivande genom århundradena. Detta leder till en idag pockande fråga: På vilket sätt – om något – skiljer sig det mänskliga och det av artificiella intelligenser utförda bricolandet åt?

I min presentation vill jag ställa begreppen *bricolage* och *copia* i relation till möjligheten att idag använda AI för att producera såväl övertygande retorik som ren propaganda. Är skillnaden mellan den mänskliga retorikern och den bricolerande AI:n med sin enorma copia verkligen så stor som vi kanske gärna vill tänka oss?

Referenser:

Jacques Derrida (1967). *L'écriture et la différence*,
Paris: Seuil

Mats Rosengren (2010). *De symboliska formernas
praktiker – Ernst Cassirers samtida tänkande*
Göteborg: Art Monitor Essä.

Matthew Salzano: On Training: Large Language Models, Rhetors, and Democratic Participation

Dr. Matthew Salzano

Stony Brook University (State University of New York, USA)

matthew.salzano@stonybrook.edu

Keywords: Artificial Intelligence, argumentation, Large Language Models, digital rhetoric, affect theory

Questions of training are central to both the development of rhetors and large language models (LLMs). Got a biased chatbot? Your bots need more diverse training. Got rising rhetorics of demagoguery and fascism? Your bot-rhetors need better deliberative training. This paper compares the two approaches to training to answer two questions: (1) How could the tradition of rhetorical training inform better training of LLMs, especially if/as they are deployed for persuasive purposes? LLM training is structured by the possibilities of the linguistic frameworks that enable Natural Language Processing. This section will draw, in part, on the collaborative framework the author will participate in developing at the [AlphaPersuade conference in February 2024](#). (2) Given the potential for persuasive uses of generative AI, and in our time of rising fascist rhetorics and demagoguery, will traditional rhetorical training be sufficient for contemporary democratic participation? Activist use of Twitter bots and generative AI tools may instruct us to take up a creative, affective and posthuman approach to rhetorical training and practice.

Merete Pettersen: Tillitsreform i offentlige virksomheter – oxymoron eller økt retorisk handlekraft?

Merete Pettersen, BA og MA i Retorikk og språklig kommunikasjon fra Universitetet i Oslo

frkmp2@gmail.com

Nøkkelord: digital forvaltning; tillit; retorisk handlekraft; retorisk medborgerskap

I Skandinavia er det igangsatt tillitsreformer i offentlige sektor for bedre balanse mellom myndighetskontroll og ansattes faglige autonomi. I den norske versjonen skal dette styrkes ved å gi de ansatte i førstelinjen «**tilliten, tiden og makten tilbake**». ¹ Reformen synes forankret i normer for demokrati og retorisk medborgerskap når det slås fast at «**Forventningene skal komme fra toppen, mens løsningene skal komme nedenfra**». Med denne reformen ser det altså ut til at den politiske viljen utfordrer både organisasjonskultur og tradisjonell forvaltningspraksis i styringskjeden. Hvordan kommer en slik endring til uttrykk i forvaltningens tekst- og skriftkultur, der funksjonell sakprosa og språkhandlingene direktiv, konstativ og klassifisering dominerer?

Én strategi er *digital fjernstyring*. I dette paperet gjør jeg en retorisk analyse av PowerPoint-dokumentet «Samtalepakke for ledere om tillitsreformen til bruk i egen enhet», fra Arbeids- og velferdsetaten (NAV). Dokumentet kan også lastes ned på nettsiden «Statens arbeidsgiverportal», under kategorien «**Statlige virksomheter - verktøy, maler og skjema**». Det uttalte formålet med samtalepakken er å «**engasjere medarbeiderne i hva tillitsreformen betyr for egen**

enhet og identifisere forbedringsområder», noe som også innebærer å kartlegge «smertepunktene ute i enhetene». Imidlertid forutsetter slike samtalene at ulike og kanskje motstridende forståelser av enhetenes «smertepunkter» artikuleres. Fungerer samtalepakken som et godt verktøy for retorisk handlekraft i så måte, og er dokumentet selv et uttrykk for tillit?

I min presentasjon viser jeg hvordan flerstemmighet, språkhandlinger og modaliteter framtrer som retoriske paradokser når reformens formål om retorisk myndiggjøring av førstelinjen legges til grunn. Analysen er del av en praksisorientert dokumentanalyse og retorisk kritikk av statlige forvaltningstekster som utøver makt i demokratiets tjeneste, og jeg undersøker om tekstene i seg selv legger til rette for ansattes retoriske handlekraft og retoriske medborgerskap når tillit i offentlige virksomheter er på dagsorden.

Mette Bengtsson & Mridula Mascarenhas: Fact-Checkers vs. Truthers: Implied Audience Constructions and Conceptions of Truth

Mette Bengtsson, University of Copenhagen
Mridula Mascarenhas, California State University

Keywords

Journalistic fact-checkers, truthers, implied audience, conception of truth, epistemology, banning and moderation practices.

Deliberating about facts is an essential part of public political debate, and worldwide, journalistic fact-checkers work to establish an epistemological common ground to qualify democratic conversation (Graves 2016; Graves and Amazeen 2019). However, journalistic fact-checkers do far from always succeed in convincing people to adhere to their fact-checks. Hence, the effectiveness (or the lack thereof) has become a distinct research area (Walter et al. 2019) with studies of the rhetorical strategies deployed in fact-checking messages (van Erkel et al. 2024) in relation to different audiences and group identities, e.g., revealing an ideological asymmetry in attitudes towards fact-checking (Lyons et al. 2020; Clemm von Hohenberg 2023) and even a backfire effect (Swire-Thompson, 2022).

In this paper, we analyze image memes produced by so-called ‘truthers’ as a reaction to fact-checkers and their practices. Our analyzed material consists of image memes from the public Facebook group “Facebook ‘Independent Fact-Checkers’ are a Joke” which currently consists of around 1,000 members. We analyze the implied audience in the image memes and argue that there are paradoxical parallels between these and the implied audience in the fact-checkers’

discourse, including 1) mobilizing like-minded people in a ‘community’ in opposition to an enemy, 2) using demonizing characteristics of this enemy (as ‘liar’ and similar ad hominem strategies), and 3) conceptualizing truths as universal which hinders the co-existence of legitimate arguments on both sides. We discuss how both sides end up in a performative contestation, obscuring epistemic reality. We argue that both truthers and fact-checkers partake in a co-creation of an antagonistic relationship by positioning themselves in a superior relation to the other, standing firm in knowing the truth, and that the current banning and moderation practices can be seen as concrete encounters of this positioning. Finally, we discuss alternative ways in which fact-checkers can communicate about facts as probabilistic and constituted in specific discursive and social contexts. Understanding facts this way might help change the relationship to a more agonistic one (Mouffe, 1999).

References

- Clemm von Hohenberg, B. (2023). Truth and Bias, Left and Right: Testing Ideological Asymmetries with a Realistic News Supply. *Public Opinion Quarterly*, 87(2), 267–292. <https://doi.org/10.1093/poq/nfad013>.
- Graves, L. (2016). *Deciding What’s True: The Rise of Political Fact-Checking in American Journalism*. New York: Columbia University Press. <https://doi.org/10.7312/grav17506>.
- Graves, L., and Amazeen, M. A. (2019). “Fact-Checking as Idea and Practice in Journalism.” In Oxford Research Encyclopedias, edited by J. Nussbaum. Oxford: Oxford University Press.

Lyons, B., Mérola, V., Reifler, J., & Stoeckel, F. (2020). How Politics Shape Views Toward Fact-Checking: Evidence from Six European Countries. *The International Journal of Press/Politics*, 25(3), 469-492. <https://doi.org/10.1177/1940161220921732>.

Mouffe, C. (1999). Deliberative Democracy or Agonistic Pluralism? *Social Research*, 66(3), 745–758. <http://www.jstor.org/stable/40971349>.

Swire-Thompson, B., Miklaucic, N., Wihbey, J. P., Lazer, D., & DeGutis, J. (2022). The backfire effect after correcting misinformation is strongly associated with reliability. *Journal of Experimental Psychology: General*, 151(7), 1655–1665. <https://doi.org/10.1037/xge0001131>.

van Erkel, P. F. A., van Aelst, P., de Vreese, C. H., Hopmann, D. N., Matthes, J., Stanyer, J., & Corbu, N. (2024). When are Fact-Checks Effective? An Experimental Study on the Inclusion of the Misinformation Source and the Source of Fact-Checks in 16 European Countries. *Mass Communication and Society*, 1–26. <https://doi.org/10.1080/15205436.2024.2321542>.

Walter, N., Cohen, J., Holbert, R. L., & Morag, Y. (2019). Fact-Checking: A Meta-Analysis of What Works and for Whom. *Political Communication*, 37(3), 350–375. <https://doi.org/10.1080/10584609.2019.1668894>.

Michael Hoppmann: Reasonable accusations in the digital sphere: The case of Rammstein

Dr. Michael Hoppmann Northeastern University
(Boston) m.hoppmann@northeastern.edu

Keywords: Rhetoric, Justice, Stasis, Social Media, Lindemann

Public accusations on social media are claims that a person has acted in an unacceptable way and deserves to be punished. Some of these accusations are legal and can be settled by courts, but most are instead based on moral, religious, or social norms and must be decided by committees or the court of public opinion. These extra-legal accusations lack most of the procedural safeguards that are commonplace in criminal courts, yet understanding their rhetorical structure is paramount for just solutions.

Public accusations have long served important social roles, but their relevance is expanding rapidly due to two recent developments: The increased focus of social justice activism on morally objectionable but legally permissible actions, and the development of social media as a breeding ground for potentially offensive behavior to be targeted and a platform to engage in public accusations and defense.

Pursuing moral and social accusations without the procedural burdens imposed by criminal trials enables easy convictions of the accused and rapid demands for non-legal punishment. While there are pragmatic benefits to this streamlined approach to accusation, it also carries two significant risks: Punishing the innocent and creating a conservative backlash against over-eager prosecutions (“counter cancel culture”).

Fighting this twofold risk requires sharpening the tools that rhetorical theory has long provided. In this paper I am using a modern stasis model to show how stasis analysis can help us cut through the false dilemma between criminalization or acceptance of offensive behavior on social media. The central case study focuses on the 2023 accusation of abuse of power for sexual exploitation against Till Lindemann, the vocalist of the band Rammstein. The stasis analysis of the Rammstein accusations will point to a way of using rhetorical theory as a civic tool for judging and engaging with online accusations in a just way.

Michael Lechuga & Atilla Hallsby: “Geocaching as Conspiracy: Discovery, Abstract Geographies, and the Settler Persona”

Authors:

Dr. Michael Lechuga, The University of New Mexico,
michaellechuga@unm.edu

Dr. Atilla Hallsby, The University of Minnesota, Twin
Cities, hall1039@umn.edu

Abstract: In this essay, we connect the practice of *geocaching* to settler colonialism’s conspiracy-driven narratives, most vividly illustrated by the insurrection at the United States Capitol on January 6, 2021. Geocaching is a cultural phenomenon that animates a particular settler colonial persona in relation to geographies (material and digital) that have been coded for abstract interaction. This abstraction—from knowing the world through interconnection to making the world knowable via a virtual mediation (often controlled by powerful industrialists, the military, or political extremists backed with dark money)—feeds the settler colonial project by offering up a low-tech form of augmented reality as an elite, digitally mediated scavenger hunt. The gamified logic of geocaching abets conspiracy-driven settler narratives because it couples hierarchical online discourse communities with the hunt for the cache—a curated, real-world encounter in which the intrepid, borderless “geocacher” is authorized to go wherever they must (e.g., the Qanon refrain, WWTG1WGA) to expose what they believe to be hidden in plain sight.

This claim bridges several old and new *topoi* of digital rhetoric: (1) psychoanalytic supplements to “procedural rhetoric” (Bogost) that seek to account for the ways that rule-based systems feed pathological

compulsions (e.g., Matheson), (2) the formation of white supremacist affiliations through algorithmically-mediated discourse communities (e.g., Woods and Hahner), and (3) emerging research on the gamification of far-right conspiracy cultures (e.g., Bortnick). By connecting this digital-rhetorical literature about contemporary conspiracy culture with theories of settler colonial rhetoric, we consider the organization of the geocaching narrative structure—or shape—that functions as generationally recurring proof of settler colonialism’s material insistence across space, time, and context. We suggest that an understanding of settler colonialism as a *komplex-assemblage* (Buchanan) to examine the dispersion of the geocaching rhizome as *shaping* the networked conspiracy logic encoded into two precursors to January 6, 2021: Cicada 3301 and its successor, QAnon.

Bogost, Ian. *Persuasive Games: The Expressive Power of Videogames*. (Cambridge: MIT Press, 2007).

Bortnick, Justin A. “Play and Misinformation: How America’s Conspiracy Culture Became Gamified,” *Games and Culture* (2023): 1-20 (online first)

Buchanan, Ian. “Assemblage Theory and Its Discontents,” *Deleuze Studies* 9:3 (2015): 382-92.

Matheson, Calum L. “Procedural Rhetoric Beyond Persuasion: First Strike and the Compulsion to Repeat,” *Games and Culture* 10:5 (2015): 463-480.

Woods, Heather S. and Leslie A. Hahner. *Make America Meme Again: The Rhetoric of the Alt-right*, (New York: Peter Lang, 2019).

Mika Hietanen: A Century of Neo-Aristotelian Rhetorical Criticism – Dried-Out Bones or Forever Young?

Assoc. Prof. Mika Hietanen, ThD, MA (Mr.)
Senior Lecturer in Rhetoric, Teacher of Excellence
mika.hietanen@kom.lu.se, +4646 222 8635
Department of Communication and Media, Lund
University

Keywords: Rhetorical criticism, neo-Aristotelian criticism, the traditional method

A century ago, rhetorical criticism was established with Wichelns' essay 'The Literary Criticism of Oratory' (1925) in which he distinguished rhetorical criticism from literary criticism. He suggested guidelines for analysis, which were further developed and broadly received with Thonssen and Baird's book *Speech Criticism* (1948). In the early 1970s, this so-called 'traditional method' fell out of favour. Although still presented as a method in traditional rhetorical textbooks such as Kuypers and Foss, in North America neo-Aristotelian rhetorical criticism is considered mostly as heritage. At the same time as scholars in the U.S. moved away from the method, classical rhetorical analysis was introduced in Scandinavia, where it still holds a central position. The *rhetorices partes* are used both for production and, reversed, for analysis, and dominate both all introductory courses on rhetoric in the Nordic countries and has been a method of choice for countless academic theses and other research. The *rhetorices partes* are also the basis for the courses on rhetoric in upper secondary schools. I revisit the points of critique against neo-Aristotelian rhetorical analysis and reflect on its continued use. In summary,

‘classical rhetorical criticism’ as understood in the Nordic countries is not equivalent with the tradition from Wichelns, Thonssen and Baird. As used in the Nordic countries, the family of methods emanating from classical rhetoric is still both constitutive for the discipline of Rhetoric and, correctly understood, even much more useful than Wichelns envisioned, in research both on its own and in combination with modern methods.

References

Foss, Sonja K. *Rhetorical Criticism. Exploration and Practice*. 5th ed. Long Grove, IL: Waveland Press, 2018.

Kuypers, Jim A. (Ed.). *Rhetorical criticism. Perspectives in action*. 3rd ed. Lanham, MD: Rowman & Littlefield, 2013.

Thonssen, Lester and A. Craig Baird. *Speech criticism. The development of standards for rhetorical appraisal*. New York, NY: Ronald Press Company, 1948.

Wichelns, Herbert A. ‘The Literary Criticism of Oratory.’ In *Methods of Rhetorical Criticism: A Twentieth-Century Perspective*, 40–73, edited by Bernard L. Brock and Robert L. Scott, 2nd ed., Detroit, MI: Wayne State University Press, 1980. Orig. Herbert A. Wichelns, ‘The Literary Criticism of Oratory.’ In *Studies in Rhetoric and Public Speaking in Honor of James A. Winans*, 181–216, edited by A. M. Drummond, New York, NY: Century, 1925.

Mikkeline Sofie Skjerning Thomsen: Veje til digitalt medborgerskab: demokratiser den digitale offentlige debat

Mikkeline Sofie Skjerning Thomsen, Analyse & Tal, mikkeline@ogtal.dk, 61607302

Keywords: *Digital methods, citizenship, digital public debate*

Den danske medborgerhusbevægelse har gennem Facebooks gruppeformat fået en digital renæssance: Hele 70% af danskerne forsamlles i tusindvis af borgerdrevne Facebookgrupper, der alle er etableret med udgangspunkt i “noget vi har til fælles”. Dette ’noget’ kan være forældreskab, landevejsscykling, at være ung med ADHD, lokal byudvikling i Helsingør eller jagten på den mest bæredygtige hverdag. Ligesom de historiske Danske forsamlingshuse, som engang var at finde i hver en lille landsby (Wøllekjær og Frandsen, 2014), indeholder nutidens digitale medborgerhuse både hverdagssnak, praktisk hjælp, videndeling, sjov, politisk debat og personlig støtte; en praksis for digitale fællesskaber som Maria Bakardjieva har døbt *mundane citizenship* (2012).

Gennem Facebooks gruppeformat har danskerne fået en ny infrastruktur til at få hinanden, men også medier og politikere i tale. De digitale medborgerhuse fungerer nemlig også som *training ground* (Dahlgren, 2006) for mere formel politisk deltagelse og som primær infrastruktur for protestbevægelser med titusindvis af medlemmer f.eks. Forældrebevægelsen #hvorerderenvoksen og TAAGF (Total afskaffelse af gensidig forsørgerpligt), der har været drivkræfterne bag borgerforslag og lovændringer.

De seneste seks år har vi i analysekooperativet Analyse & Tal undersøgt, hvad der udspiller sig, når borgerne bliver stillet en medlemsbaseret digital infrastruktur til rådighed og gennem den (til en vis grad) selv forvalter digital offentlig debat. Gennem brug af netnografi (Kozinets, 2011, 2014), nærlæsning, kunstig intelligens, spørgeskemaer og interviews har vi identificeret 10 træk ved de digitale medborgerhuse, der gør dem til gode fora for digitalt retorisk medborgerskab (Kock og Villadsen, 2017; Rønlev, 2011). Blandt andet deres medlemsbaserede (modsat følgerbaserede) digitale infrastruktur, det vernakulære ejerskab, et fundament i frivillighed, færre medlemmer og gruppernes talrigdom. Vores undersøgelser indikerer, at det bedste udgangspunkt for digital offentlig debat er at stille en medlemsbaseret digital infrastruktur til rådighed - og ellers lægge hovedansvaret i hænderne på borgerne.

Litteratur:

Analyse & Tal (2022), Danmarks Digitale Medborgerhuse. Link:

https://www.ogtal.dk/assets/files/Danmarks-Digitale-Medborgerhuse_compressed_2023-03-14-102118_vuig.pdf

Analyse & Tal (2024), Danmarks Digitale Frivillige (under udarbejdelse)

Bakardjieva, M. (2012). Mundane Citizenship: New Media and Civil Society in Bulgaria. *Europe-Asia Studies*, 64(8), 1356–1374.

<https://doi.org/10.1080/09668136.2012.712247>

Kock, C., & Villadsen, L. S. (2017). Rhetorical citizenship: Studying the discursive crafting and enactment of citizenship. *Citizenship Studies*, 21(5), 570–586.

<https://doi.org/10.1080/13621025.2017.1316360>

Kozinets, R. (2011). On Netnography: Initial Reflections of Consumer Research Investigations of Cyberculture. *Advances in Consumer Research*, 25.

Kozinets, R. (2014). *Netnographic Analysis: Understanding Culture through Social Media Data*.

Dahlgren, P. (2006). Doing citizenship: The cultural origins of civic agency in the public sphere. *European Journal of Cultural Studies*, 9(3), 267-286.

<https://doi.org/10.1177/1367549406066073>.

Rønlev, R. (2011). Towards a framework for studying Web-mediated rhetorical citizenship: From mapping concepts to asking questions.

https://curis.ku.dk/ws/files/42005055/Towards_a_framework.pdf

Wøllekær, J., & Frandsen, Johs. N. (2014).

Forsamlingshuse er dansk kulturarv: Status og historie. Syddansk Universitetsforlag.

Noah Roderick: “Put a finger down (autism edition)”: Community performance of epistemic legitimacy in autism self-diagnosis videos on TikTok

Noah Roderick

Associate professor/docent in Rhetoric Örebro
Universitet noah.roderick@oru.se

Key words: *TikTok, autism, genre, folk epistemology*

This presentation looks at the rhetorical construction of folk epistemologies on TikTok, with a particular focus on the communal creation of self-diagnostic criteria for autism within the *#actuallyautistic* community (a popular hashtag for diagnosis-related videos). The increasing circulation of autism self-diagnosis claims on apps like TikTok represent both a challenge to professional mental health communicators and a space for social identification for many young people (Alper et al. 2023). Ever since the popularity of TikTok among exploded during the Covid-19 pandemic, there has been a small but growing body of research into knowledge claims on the platform about physical and mental health (Aragon-Guevara et al, 2023; Bagdadi et al. 2023; McCashin & Murphy, 2022). Much of this work has focused on refereeing the veracity of health claims and finding ways of communicating more credible information on TikTok. The research in this presentation takes an agnostic stance on the veracity of claims and instead focuses on the means by which knowledge claims about autism self-diagnosis are communicated. The two main purposes of this study are 1) to discover which genres are preferred (in terms of engagement levels) when communicating autism

self-diagnosis information on TikTok, and 2) to discover which sources of epistemic legitimacy predominate among autism self-diagnosis videos with high engagement levels. Based upon two measures of engagement (comments and shares), a selection of autism self-diagnosis videos is analyzed for genre characteristics and for the source of epistemic legitimacy cited. Four genre types are taken from descriptions of popular modes of imitation on TikTok in Roderick (2023) and Zulli & Zulli (2022): narrative, POV/dramatized dialogue, reaction (*stitching & duetting*) and physical imitation. Sources of epistemic legitimacy may include references to personal experience, other TikTok creators, published academic research, the creator's own academic/clinical research, or claims taken from other media sources.

Bibliography

Alper, Meryl et al. TikTok as algorithmically mediated biographical illumination: Autism, self-discovery, and platformed diagnosis on #autismtiktok. *New Media & Society* 00(0) (2023): 1-19.

Aragon-Guevara, Diego et al. The research and accuracy of information on autism on TikTok. *Journal of Autism and Developmental Disorders* (2023): <https://doi.org/10.1007/s10803-023-06084-6>

Bagdadi, Jonathan et al. #Coronavirus on TikTok: User engagement with misinformation as a potential public threat to public health behavior. *JAMIA Open* 6(1) (2023): 1-5.

McCashin, Darragh and Colete M. Murphy. Using TikTok for public and youth mental health: a systematic review and content analysis. *Clinical Child Psychology and Psychiatry* 0(0) (2022): 1-28.

Roderick, Noah. Exigence at the dawn of recommendation media: Dramatizing salience in audio memes. *Rhetorical Society Quarterly* (2023): 1-15.

Zulli, Diana, and David James Zulli. Extending the internet meme: Conceptualizing technological mimesis and imitation publics on the TikTok platform. *New Media & Society* 24.8 (2022): 1872-1890.

Prins Marcus Valiant Lantz: Rhetoric of Hope and AG(I)ency

Prins Marcus Valiant Lantz (pmvl@ruc.dk)

Keywords: Artificial Intelligence, Hope, Pathos, Rhetorical Agency

Rhetoric deals with matters of public choice where deliberation can make a difference. As such, hope is inherent to rhetoric for “no one deliberates about hopeless things” (Aristotle, 1383a). Accordingly, hope is central to the rhetorical tradition. Cicero conceptualized it as antithetical to fear, Thomas Aquinas saw hope as irascible and good (whereas hate, e.g., is concupiscible and evil), and George Campbell viewed hope as capable of elevating the soul and stimulating to action. The 20th century, with its mass atrocities of war and of racial injustice, offers ample opportunity for studying appeals to hope as counterweights to the forces of destruction (as, e.g., the oratory of Churchill, Gandhi, and King). In the 21st century, however, the rhetorical power of hope has been questioned, notably in Greta Thunberg’s admonition for political leaders to abandon hope and panic like ‘our house is on fire’, and recently, technological developments within the area of artificial intelligence has re-ignited an almost religious rhetoric between drawing on hope (utopian) and fear (dystopian) of what a future society permeated by AI (and potentially artificial *general* intelligence (AGI)) will look like and how it affects human (i.e. rhetorical) agency.

Contemporary research on the sociology of emotion has abandoned simple positive-negative binaries of emotions in order to tease out the dynamics and temporality of interaction between different feelings

(Barbalet, 1998; Jasper, 2010). While this enables a reading of, for instance, Thunberg's appeal to fear as remaining within the realm of the rhetorical, scholars have underlined that hope and action are mutually constitutive (Kleres & Wettergren, 2017), indicating that an explicit rejection of hope is not the most persuasive rhetorical strategy.

Using the AI debate as an illustration, bringing together classical rhetoric and contemporary sociology, I develop a conceptual model of dynamic hope as a prerequisite of rhetorical agency and discuss its practical implications.

Rafał Kuś: Twitter/X as a Platform for the U.S. Presidential Rhetoric

Rafał Kuś, Ph.D., Jagiellonian University, rafal.kus@uj.edu.pl

Keywords: presidential rhetoric, social media, United States, politics, microblogging

The purpose of this paper is to analyze how communication in the new media impacts contemporary presidential rhetoric in the United States, using the example of the popular microblogging website X (formerly known as Twitter). In the tradition of Marshall McLuhan's "the medium is the message" paradigm, the analysis included in the paper aims to focus on how specific characteristics of a medium shape the strategies and techniques used by political operatives to achieve their goals.

Just like the emergence of radio and television as major media technologies, which thoroughly transformed the political communication playbook in the United States and were employed with no inconsiderable success by statesmen such as Franklin D. Roosevelt ("Fireside Chats") and Richard Nixon ("Checkers Speech"), among many others, the rise of the digital media could well prove to be a gamechanger in the domain of American politics for decades to come.

In my presentation I will focus on the cases of Twitter/X communications of the U.S. Presidents Barack Obama, Donald Trump, and Joe Biden. The main area of exploration in the paper includes the question of how the classic Aristotelian and Roman

tenets of rhetoric were adapted by the abovementioned political actors to the brave new circumstances of digital discourse in social media. The research methodology employed in this study includes both quantitative and qualitative techniques, with the use of the MAXQDA package.

Rebekka Lykke Ringgaard: Offentlige anklager på tværs af medier og platforme

Rebekka Lykke Ringgaard

School of Communication and Culture – Department of Comparative Literature and Rhetoric (til og med 18.05.2024)

Mail: rln@cc.au.dk
(rebekka.lykke.ringgaard@gmail.com)

Nøgleord: Anklage, Offentlig debat, Fortællinger, Normforhandling, Sociale medier

Anklager bliver fremsat, udviklet og cirkuleret overalt i den offentlige debat, og påstande om normbrud kan på ingen tid vokse til omfangsrige og mangefacetterede anklager. De seneste år har interessen for den offentlige anklage været stigende i skandinavisk retorikforskning, og temanummeret af *Rhetorica Scandinavica* "Kategori: Anklagens retorik" (2021) dannede ramme om vigtige teoretiske og analytiske nybrud, blandt andet hvad angår anklagen som genre (Bjerggaard Nielsen 2021), anklager og modanklager på digitale sociale medier (Elgesem & Felde 2021) og forholdet mellem den konkrete anklage og større kulturelle fortællinger (Hoff-Clausen 2021).

Mit paper lægger sig i forlængelse af disse indsigter og undersøger et aktuelt eksempel på, hvordan kollektive anklager mod en offentlig person på kort tid kan udvikle sig og spredes på tværs af traditionelle medier og sociale digitale platforme.

I januar 2024 skrev reddit-brugeren LittleMissUnperfect på gruppen [r/influencergossipDK](https://www.reddit.com/r/influencergossipDK/):

”Diez har jo for vane at smide om sig med intellektuelle tanker, men her er en del af Diez’ tekst, som hun har Google-oversat fra engelsk og redigeret en lille smule [...] Klippe-klistre andres tekster og uden at angive kilder? Av, av. Hun pynter sig med lånte fjer [...]”.

Anklagen om plagiat var rettet mod kulturskribenten og influenceren Katherine Diez, som gennem en årrække har anmeldt litteratur for flere danske mediehuse og via sin Instagram- profil. På få dage udviklede anklagen mod Diez sig i omfang og indhold, og den blev hurtigt forsidestof i store danske medier, ligesom anklagen rejste fra reddit og ud på andre digitale sociale medier. Dette paper følger anklagen mod Diez på tværs af platforme og undersøger, hvordan anklagen konstruerer en fortælling om normer, ugerninger og ansvar på en måde, som forbinder den konkrete anklage med en bredere kanoniseret fortælling.

Seyedeh Maryam Alavi Nia: Towards a Platform-Sensitive Understanding of Trust: Immigrants' Trust in Authorities during the COVID-19 Pandemic

Maryam Alavi Nia (Maryam.Nia@uib.no).
University of Bergen

Keywords: trust, ANT, affordances, Arab immigrants in Norway, Facebook

While the existing literature on trust seems to have exhausted all avenues of conceptualization, there is still a lack of attention to tailoring the category of trust to both the macro- and micro-contexts wherein interactions unfold. On social media platforms, where the co-construction of trust by networked audiences is largely conditioned by the architecture of the platform, attention should be steered to the specificities of the environment. Another caveat in the literature is its lack of engagement with the specifics of how certain groups of audiences use culturally-resonant semiotic resources afforded by the environment to negotiate emotions and attitudes towards the source/s of information as they weigh the trustworthiness of those sources. To tackle these issues, I employ a methodology grounded in a relational and multi-layered approach to affordances coupled with concepts from Actor Network Theory (ANT), including insights from Callon's (1986) interrelated moments of translation. As a case study in digital rhetoric, this project focuses on how digital environments like Facebook shape the responses of Arab immigrants in Norway to COVID-19-related messages in public groups, exploring how their perception, negotiation, and co-construction of trust are influenced by the digital landscape. It advocates

for a shift in focus towards the arenas where digitally-facilitated negotiations impacting trust occur, delving into the dynamic and rhetorical nature of trust.

Reference

Callon, M. (1986). Some elements of a sociology of translation: Domestication of the scallops and the fishermen of St Brieuc Bay. In *Power, action and belief: A new sociology of knowledge*, ed. M. Callon and J. Law, 196–233. London: Routledge & Kegan Paul.

Sidsel Helweg-Møller Øst Hansen: Et retorisk perspektiv på digital dannelse i grundskolen

Sidsel Helweg-Møller Øst Hansen, Københavns Universitet: hct777@hum.ku.dk

Nøgleord

digital dannelse, undervisning, imitatio, kairos, controversia

“Det kræver dannelse”, skrev digitaliseringsminister Marie Bjerre på LinkedIn i forbindelse med regeringens folkeskoleudspil i 2023. Ministeren skriver sig dermed ind i rækken af politikere og aktører (Baaring, 2023; Børns Vilkår 2019; EVA, 2017; Tesfaye, 2023), der ser digital dannelse som en nødvendig brik i børn og unges liv - ikke kun for børnenes egen skyld, men for samfundets.

Dette paper er motiveret af et ønske om at aktivere den retoriske fagtradition i en moderne kontekst og vise retorikkens potentiale i løsningen af aktuelle samfundsudfordringer - i dette tilfælde behovet for digital dannelse. Derfor undersøger paperet, hvordan retorik kan bidrage til at skabe et didaktisk grundlag for digital dannelse i grundskolen.

Både dannelse og undervisning har været vigtige omdrejningspunkter i retorikken siden antikken (Fleming, 1998; Matthiesen, 2015). Fra Isokrates, der betragter retorik som grundlæggende for samfundet, og hos hvem, at retoriske aktiviteter udøves med øje for fællesskabet (Isokrates, 1986). Over Vico, der understreger retorikkens vigtighed, fordi den gør os i stand til at udvikle vores tænkning i forhold til andre mennesker (Catana, 1996). Til i dag, hvor retorik også ses som en væsentlig del af at være aktiv medborger (Hauser, 2004). Det gør retorikken til et oplagt sted at

søge hen, når vi som samfund vil løfte komplekse dagsordener med fx undervisning.

I paperet argumenterer jeg for, at grundskolens undervisning i digital dannelse bør fokusere på at kultivere elevernes perception, dømmekraft og handlemåde (Kock, 2012) over for sociale, kulturelle og institutionelle vilkår i vores digitale samfund - med blik for de fællesskaber, som eleven påvirker og er betinget af (Hansen, 2019). Jeg udpeger tre begreber fra den retoriske fagtradition, som netop har potentiale til at opøve førnævnte egenskaber hos eleverne. Dertil viser jeg, hvordan disse begreber kan danne grundlag for udviklingen af et undervisningsforløb målrettet grundskolens mellemtrin.

Referencer

Baaring, S. (2/12-2023). *Folketingsmedlem: Digital dannelse skal på skoleskemaet nu*. Avisend danmark.dk. Lokaliseret d. 29. januar 2024 fra [Folketingsmedlem: Digital dannelse skal på skoleskemaet nu | avisend danmark.dk](#)

Bjerre, M (11/10-2023). Teknologiforståelse i Folkeskolen. LinkedIn. Lokaliseret d. 29. januar 2024 fra [Marie Bjerre på LinkedIn: Teknologiforståelse i Folkeskolen I dag har vi i regeringen... | 39 kommentarer](#)

Catana, L. (1996). *Vico og barokkens retorik*. Museum Tusulanums Forlag

Danmarks Evalueringsinstitut (2017). 12 tips til digital dannelse. Lokaliseret d. 29. januar 2024 fra [12 tips til digital dannelse | EVA](#)

Fleming, D. (1998). Rhetoric As A Course of Study. *College English*, 61 (2), 169-191. Hansen, S. (2019).

Dannet til et digitalt liv [upubliceret speciale].
Københavns Universitet.

Hauser, G. (2004). Teaching rhetoric: Or why rhetoric isn't just another kind of philosophy or literary criticism. *Rhetoric Society Quarterly*, 34 (3), 39-52.

Isokrates. (1986). *Fire taler* (T. Hastrup, overs.).
Museum Tusulanum. Kock, C. (2012). *Ordets Magt*.
Samfundslitteratur.

Matthiesen, C. (2015). (U)synlig læring og modeltekster – erfaringer med elevstyret imitatio i modersmålsundervisning. *Rhetorica Scandinavica*, 70, 51-73.

Medierådet for børn og unge. *Digital dannelse*.
Lokaliseret d. 29. januar 2024 fra [Digital dannelse | Medierådet \(medieraadet.dk\)](#)

Tesfaye, M. (11/11-2023). *Tesfaye svarer igen: Teknologiforståelse bliver obligatorisk for alle*.
Altinget. Lokaliseret d. 29. januar 2024 fra [Tesfaye svarer igen: Teknologiforståelse bliver obligatorisk for alle - Altinget: Digital](#)

Silvia Corradi: Digital evidence in the rhetorical apparatus: on the complementarity relationship between technical and atechneical *pisteis*

Silvia Corradi, Faculty of Law, University of Trento
Email: silvia.corradi@unitn.it

Key-words: technical *pistis* – atechneical *pistis* – rhetoric – digital evidence – technology

Abstract: The paper starts from the following question: how can digital evidence become part of the rhetorical apparatus? Is it possible to consider digital evidence as an atechneical *pistis* or is a *tertium genus* conceivable due to its particularities? The paper argues that, despite the particularities of digital evidence compared to classical evidence, it is possible to assimilate it to an atechneical *pistis*. In the light of this question, the paper problematises the Aristotelian distinction between technical and atechneical *pistis*, advancing the thesis that the atechneical *pistis* (a category that is considered suitable for encompassing digital evidence), requires a discursive structure emanating from technical *pisteis*. Digital evidence, which is hypothesised (in Aristotelian terms) to be an atechneical *pistis*, also fits into this context: that is, it needs to be included in a certain order of discourse in order to persuade the audience. To this end, the analysis will be structured as follows. In the first section, the theme of the writing will be introduced. In the second section, the distinction between technical and atechneical *pistis* in the rhetorical apparatus will be investigated, problematising the division. In the third section, the concept of “digital proof” will be introduced, suggesting the possibility of hypothesising a *tertium genus* of *pistis* (neither technical nor atechneical), in which digital evidence could be

included. This possibility will, however, be refuted and it will be argued instead that digital evidence is more properly placed in the atechanical *pistis*. In conclusion, in the fourth section, it will be argued that digital evidence, as an atechanical *pistis*, must, in order to be persuasive, be accompanied by the rhetorician's technical *pistis*.

Stefan Rimm: Från marginalia till digitala anteckningar. Retoriska och historiska perspektiv på anteckningspraktiker i skola och utbildning

Stefan Rimm

lektor i retorik vid Södertörns högskola

stefan.rimm@sh.se

Nyckelord: skriftspråklighet, didaktik, pedagogik, retorikhistoria, utbildningshistoria

I våra dagar möter elever och studenter alltmer av digitala läromedel, och de för i allt större utsträckning anteckningar i digital form. Övergången från papper och penna till tangentbord och skärm innebär att de lärande hanterar skriftspråket med en ny uppsättning verktyg: i stället för att göra anteckningar i skolboken gör eleven digitala kommentarer i ett digitalt dokument, med en materialitet som skiljer sig från den fysiska artefaktens.

Denna presentation behandlar hur en retorisk och utbildningshistorisk förståelse av skriftspråkliga praktiker erbjuder värdefulla perspektiv för att navigera i det pågående skiftet i riktning mot digitala anteckningspraktiker i utbildningssammanhang. Presentationen utgår från ett perspektiv på utbildning och lärande där elevers skriftspråkliga interaktioner med texter betraktas som i grunden retoriska praktiker, och där antecknandet ses som ett retoriskt meningsskapande som inbegriper såväl kunskap av olika slag som texters auktoritet och ytterst den lärandes identitet.

För att förstå dessa retoriska praktiker anläggs ett historiskt perspektiv. Precis som samhället nu i digitaliseringens tidevarv befinner sig i ett övergångsskede mellan olika former av skriftspråklighet har tidigare förskjutningar inom de

skriftspråkliga dimensionerna av utbildningskulturer inneburit nya förutsättningar och ny mening för elevers bruk av anteckningar, understrykningar och andra interaktioner med lärotexter. Ett betydelsefullt sammanhang för historiska jämförelser finns i det dynamiska förhållandet mellan handskriftsspråkighet och tryck i utbildningen under tidigmodern tid. Med utgångspunkt i bland annat användandet av marginalanteckningar i läroböcker från äldre tid diskuteras hur formerna för, och den retoriska betydelsen av, anteckningspraktiker varierar beroende på teknologi och utbildningskultur.

Utifrån sådana insikter kan vi både bättre didaktiskt hantera dagens övergång till digitala anteckningsformat – vare sig det rör sig om understrykningar och kommentarer i PDF-filer, anteckningar i mjukvara som OneNote eller något annat – och bättre förstå hur utbildningens skriftspråkliga praktiker retoriskt formar den som deltar i dem.

Theodor Lalér: A Symptom of a Flawed System; the Demagogic Figure in the *Federalist Papers*

Abstract for the NKRF9 at the University of
Copenhagen

Theodor Lalér, Uppsala universitet.

theodor.laler@littvet.uu.se

Keywords: Demagogy, Rhetorical History, Daniel Shays, Federalists, Political Virtues.

In this talk, I present preliminary reflections from a chapter of my dissertation on how the demagogic figure was employed and conceptualized in the writings of the federalists and their project of forming a more perfected Constitution for the United States in 1780's. Specifically, I will examine the portrayal of Daniel Shays, whose armed rebellion against the state government has often been said to constitute the external pressure that prompted the ratification of the new Constitution. Although the image of Shays as the leader of the rebellion has been questioned by contemporary scholarship, the portrayal of him in the newspapers and the *Federalist Papers* represents a radically modern vision of politics in which the demagogic figure turns from a "ethically flawed person" to a "symptom of a flawed system". By examining how the demagogic figure were rhetorically employed in the political struggle with the anti-federalists, I seek to highlight how their different political visions revolves around conflicting understandings of the role of political virtue for maintaining political stability. In doing so, I also seek to point out the exigence towards which the federalist conception and employment of the demagogic figure could be seen to respond, namely: how to best provide the most favorable conditions for the emerging market economy.

Truls Strand Offerdal: Tillitsbegrepet og politiske skandaler

Truls Strand Offerdal, Universitetet i Oslo, Institutt for lingvistik og nordiske studier.

t.s.offerdal@iln.uio.no

Nøkkelord: Tillit, troverdighet, etos, politiske skandaler

Årene 2023 og 2024 har gitt en unik inngang til studiet av politiske skandaler i Norge. Datadrevet journalistikk har drevet frem stadig nye avsløringer av politikere som har begått det befolkningen og pressen oppfatter som klanderverdige handlinger. Vi har sett skandaler rundt habilitet og oppnevning til ulike verv og jobber, skandaler som omfatter spekulasjon i aksjer og nå, i den siste runden, skandaler rundt plagiat og akademisk praksis under politikeres utdanning (Myrseth, 2023; Nilsen et al., 2023; NRK, 2024; Rytterager, 2024).

Felles for disse ulike skandalene er at de har blitt drevet frem av media og journalister (Tumber & Waisbord, 2004), og at de har åpnet samtaler om de bør føre til at politikerne fratrer sine verv. Sentralt i disse diskusjonene har man funnet ideen om tillit, både som noe politikerne er avhengig av å ha fra befolkningen, og noe som må eksistere mellom politikerne og deres ledere/parti.

Tillit har dermed blitt diskutert både som et abstrakt og generelt begrep, både i tråd med teorier om institusjonell tillit (Bjørnskov & Méon, 2013) og i sin mer relasjonelle form (Hardin, 1996; Rotter, 1980) – som noe som eksisterer for eksempel hos statsministeren til en minister i deres regjering. Innenfor retorikk kobles gjerne tillit, troverdighet og lignende beskrivelser av relasjonelle konsepter til etos og diskusjoner om rollen talerens karakter, iboende

eller konstruert gjennom talen, spiller i overbevisning (Baumlin & Meyer, 2018). I denne artikkelen undersøker jeg den mer eksplisitte funksjonen tillit har som retorisk figur under politiske skandaler, som en omstridt konstruksjon som angripes og styrkes. Motivasjonen er å gjennom denne undersøkelsen kunne si noe om hva slags forståelser av tillit som konstrueres i politisk skandaler, og hvordan disse legger premissene for den offentlige debatten rundt politikeres fremtid. Konkret undersøkes dette gjennom en retorisk nærlæsning (Iversen & Villadsen, 2020) av sentrale medietekster fra tre ulike politiske skandaler, hvor den involverte politikeren ikke har måttet fratre sin stilling: Kjerkhols plagiatsak, skandalen rundt Erna Solbergs manns aksjehandel og skandalen rundt Tonje Brennas habilitet.

Baumlin, J. S., & Meyer, C. A. (2018). Histories of Ethos: World Perspectives on Rhetoric. *Humanities*, 7(78), 1-26.

<https://doi.org/10.3390/h7030078>

Bjørnskov, C., & Méon, P.-G. (2013). Is trust the missing root of institutions, education, and development? *Public Choice*, 157(3/4), 641-669. <http://www.jstor.org/stable/24507631>

Hardin, R. (1996). Trustworthiness. *Ethics*, 107(1), 26-42.

Iversen, S., & Villadsen, L. S. (2020). Nærlæsning. In *Retorik og metode* (pp. 29-48). Samfundslitteratur.

Myrseth, S. H. (2023, 27.07.2023). Listhaug mener Brenna ikke svarer godt nok for seg. *NRK*. <https://www.nrk.no/norge/tonje-brenna-har-svart-pa-sporsmal-knyttet-til-habilitet-1.16463150>

- Nilsen, S., Brenna, J. G., & Ro, H. J. M. N., Asgeir Aaga. (2023, 24.09.2023). Sindre Finnes' aksjehandler. *VG*.
<https://www.vg.no/spesial/2023/finnes-transaksjoner/>
- NRK. (2024, 24.01.2024). Kjerkol - føler meg ikke som en jukser. *NRK*.
<https://www.nrk.no/nyheter/kjerkol - -foler-ikke-som-en-jukser-1.16730471>
- Rotter, J. B. (1980). Interpersonal trust, trustworthiness, and gullibility. *American psychologist*, 35(1), 1.
- Rytterager, K. (2024, 25.01.2024). Avslørte Borchs plagiat: «Jeg mistet tålmodigheten». *Aftenposten*
<https://www.aftenposten.no/meninger/debatt/i/pQzv3X/avsloerte-borchs-plagiat-jeg-mistet-taalmodigheten>
- Tumber, H., & Waisbord, S. R. (2004). Introduction: Political scandals and media across democracies, volume II. *American Behavioral Scientist*, 47(9), 1143-1152.

Turið Nolsøe, Frida Hviid Broberg & Frederik Appel Olsen:

Against Nordic Rhetoric: A Critical Response to Claims about Scandinavian Exceptionality

Frida Hviid Broberg, Københavns Universitet,
fhb@hum.ku.dk

Frederik Appel Olsen, frederik@appel.dk

Turið Nolsøe, turidnol@gmail.com

Keywords: Nordic rhetoric, American rhetoric, activist scholarship, regional rhetoric, Nordic exceptionalism

Disciplinary musings on the nature of rhetorical studies in the Nordic countries abound. Recent pieces on this subject have sought to draw up the distinction between European/Nordic rhetorical studies and the American ditto. It is argued that European rhetoric is level-headedly concerned with praxis and a universalist notion of citizenship, whereas US scholars abandon this foremost *telos* of rhetorical scholarship as it is “more theoretical and concerned with political engagement on behalf of groups considered disenfranchised or marginalized” (Kjeldsen, 2021, p. 111) and, overall, problematically infused with “activism, partisanship, and conceptions of the political” (Bjørkdahl, 2020, p. 130). Thus, such contributions laud ‘our’ rhetorical approach because we tend to eschew partisanship in order to further a constructive sense of citizenship where the political project of American scholars tend to be divisive and activist on behalf of some groups and not society as a whole. In this paper, we question the usefulness of such exceptionalist conceptions of European/Nordic

rhetoric and argue that it needlessly limits the discipline in this region. Our critique falls under three main categories: The problems of regionalism, the problems of out-of-hand rejection of ‘activism’ in academic rhetoric, and the problems of rejecting ‘theoretization’ and ‘complicated language’ in rhetorical scholarship.

Kjeldsen, J. E. (2021). Eager to Be in Touch with the World: The Practice and Study of Rhetoric in Scandinavia. *Southern Communication Journal*, 86(2), 107–118.

Bjørkdahl, K. (2020). Some Reflections on the Wideness of the Atlantic. In Mountford, Roxanne; Tell, Dave & Blakesley, David (Ed.), *Reinventing Rhetoric Scholarship: Fifty Years of the Rhetoric Society of America*. Parlor Press.

Valerie R. Renegar, Kirsti K. Cole & Stacey K. Sowards: Digital Collaboration: Modeling Writing and Editing Practices through Horizontal Mentoring

Valerie R. Renegar Southwestern University
valerie.renegar@gmail.com

Kirsti K. Cole, North Carolina State University
kkcole2@ncsu.edu

Stacey K. Sowards, The University of Texas at Austin
stacey.sowards@utexas.edu

Keywords

Digital tools Collaboration Horizontal Mentoring

We seek to address how digital and analog forms change by thinking through our process of collaboration on research and writing in rhetorical studies. Analog collaboration is a being-together or a divide-and-conquer model. We present a method to transcend these analog expectations and use digital tools as a collaborative technicity. While digitally enhanced collaboration is increasingly common, in a mentoring context, there needs to be more recognition of digital rhetoric practices. In our collaborative practice, “horizontal mentoring” (VanHaitsma and Ceraso 2017) has emerged as an innovative and effective rhetorical praxis through digital tools.

This presentation explores the collaborative process through the rhetorical practice of writing and editing. After several decades of successful collaboration with partners on various projects, we offer a digital and collaborative model of horizontal mentoring as a rhetorical praxis. As a praxis, our model is geared towards scholars and researchers because horizontal

mentoring requires vulnerability to function well. Vulnerability in mentoring relationships can feel safer among colleagues at similar career stages at different universities because it opens a discursive space beyond collegiality and friendship. Horizontal mentoring is strategic, supportive, and discursive, allowing for an expanded network of understanding beyond our daily institutional spaces. Similarly, our experience at various universities allows us to expand our mentoring relationship to pedagogy. A safe, digital space for collaboration among colleagues with a rich appreciation for one another, our students, and our various pedagogical approaches can create far better mentoring on teaching than the limited range of our various centers for teaching and learning.

Our co-authoring and co-editing highlight the relationship between how the digital and analog appear and impact research practices in ever-changing mixtures and forms from local to global contexts. Our digital tools allow us to blend collaboration, successfully enabling engaged research and robust horizontal mentoring relationships across the world.

Works Cited

Ribero, A. M., & Arellano, S. C. (2019). Advocating comadrismo: A feminist mentoring approach for Latinas in rhetoric and composition. *Peitho Journal*, 21(2), 334-356.

Moulder, M. A., & Bell, S. (2019). Collaborative Co-Mentoring: Building Horizontal Alliances through Faculty Development. *Journal of College Literacy & Learning*, 45.

VanHaitsma, P., & Ceraso, S. (2017). 'Making it in the academy through horizontal mentoring. *Peitho*:

Journal of the Coalition of Feminist Scholars in the
History of Rhetoric & Composition, 19(2), 210.

Ballif, M., Davis, D. D., & Mountford, R. (2010).
Women's Ways of Making it in Rhetoric and
Composition. Routledge.

Morris, J., Rule, H. J., & LaVecchia, C. M. (2020).
Writing groups as feminist practice. *Peitho Journal*,
22(3).

Olejnuk, M., & Messina, C. M. (2020). On the Front
Lines: Graduate Student Roles in Shaping Discourse
in Digital Spaces.

Wenting Zhao: Giving you sex advice as a big sister: rhetoric of empowerment and sisterhood in relationship influencers

Örebro University

wenting.zhao@oru.se

Keywords: digital rhetoric, topoi, endoxa, sexual health communication, Chinese womanhood

This presentation, as part of my PhD thesis on social media communications about women's sexual health, focuses on sexual health advice offered by relationship influencers on *The Red Book*, one of China's major social media platforms. It has been acknowledged both in China and internationally that people now largely seek out health-related information on social media. One concern is that leading sources are often self-styled experts, providing information that is either misleading or incorrect. These influencers, some with millions of followers, monetize through sponsorships and advertisements. In this presentation, I focus on video posts by young women influencers who act as sisters sharing personal experiences and advice about intimate relationships concerning women's sex and sexuality. Observations point out that on Chinese social media, international models regarding women's relationships and sexualities intersect with existing structures of knowledge, often rooted in more traditional values about womanhood defined through duty and obligation to the private domain of the family. In this presentation, I explore what kinds of culturally constructed knowledge about sexuality and sexual health for women are presented in the rhetorical practices of sister influencers and the type of framing strategies they employ. In particular, I use the concepts of endoxon and topos to study how

sexual health-related knowledge is constructed both verbally and visually in these posts, and how the tension between global and local values of sexuality and womanhood is managed.

**Zdravka Biočina & Ivona Škreblin Kirbiš:
What constitutes a good speaker in an online
educational setting?**

Zdravka Biočina, Zagreb school of economics and
management, zbiocina@zsem.hr

Ivona Škreblin Kirbiš, Zagreb school of economics
and management, ivona.skreblin@zsem.hr

Keywords: online presentation; speech performance
in a virtual environment; education

During the COVID-19 pandemic, online presentations emerged as a significant aspect of both academic and business realms. Presenting in a virtual environment will continue to be crucial even post-pandemic due to its various advantages such as flexibility, time and cost savings, and broader audience reach. However, numerous challenges persist. While technical expertise is essential, successful online presentations demand adaptability in content, speech delivery, and non-verbal communication to suit the virtual context. One of the biggest challenges according to the literature is divided attention of the audience in a virtual environment (Spanić, Mitrović and Jakšić, 2021). In an educational context, this challenge is linked to research on students' motivation (or lack thereof) for online classes and the limited interactivity in virtual classrooms (Croxtton, 2014; Spanić, Mitrović, and Jakšić, 2021). To explore what constitutes a good speaker in an online educational setting, a survey was conducted via Google Forms among lecturers experienced in online presentations. Preliminary results (Biočina, 2023) on a smaller sample of 50 participants helped shape the present study on 105 lecturers from different educational institutions from Croatia (elementary and high schools, university, and

lifelong learning institutions) with various years of experience in teaching and online presenting environment and from different fields of teaching. The results showed that self-assessed performance in online presentations correlated positively with experience in online presenting ($r = 0.51, p < 0.01$) and frequency of live online presentations ($r = 0.41, p < 0.01$), whereas this correlation was not significant for overall presenting experience and frequency of preparing video recordings without a live audience. Moreover, lecturers who encouraged audience discussion ($r = 0.40, p < 0.01$), interactivity between themselves and the audience ($r = 0.41, p < 0.01$), and interactivity between the audience and content ($r = 0.43, p < 0.01$) reported greater success in their online presentations. These findings suggest that success in online presenting hinges not only on technical proficiency or teaching experience but also on a distinct skillset honed through experience in online presentations.

References

- Biočina, Z. (2023). What makes a good speaker in a virtual environment? *Book of abstracts: 6th International conference on Rhetoric Dani Ive Škarića* (Biočina, Z.; Varošaneć-Škarić, G. (ed.)). Split: Redak d. o. o., 20-21.
- Croxtan, A. R. (2014). The Role of Interactivity in Student Satisfaction and Persistence in Online Learning. *MERLOT Journal of Online Learning and Teaching*, 10(2), 314-325.
- Spajić, J.; Mitrović, K.; Jakšić, A. (2021). Podsticanje interaktivnosti u onlajn nastavi. *XXVII Skup TRENDOVI RAZVOJA: "ON-LINE NASTAVA NA*

UNIVERZITETIMA”, Novi Sad, 15 - 18. 02. 2021.,
75-78.

