

XIV

SUSANNE HÜBNER SEMINAR: LINGUISTICS AND PERSUASIVE COMMUNICATION

A Homage to Prof. Carmen Olivares Rivera

November 14th-17th 2007

Department of English and German Philology
University of Zaragoza (Spain)

**XIV SUSANNE HÜBNER SEMINAR:
LINGUISTICS AND PERSUASIVE
COMMUNICATION**

A Homage to Prof. Carmen Olivares Rivera

Programme and Paper Abstracts

ZARAGOZA, November 14th-17th 2007

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Carmen Olivares Rivera

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FOREWORD

HOMENAJE A LA DOCTORA CARMEN OLIVARES RIVERA

Aunque siempre ha estado en nuestra memoria y, de alguna manera, en la trastienda de las sucesivas ediciones del Seminario Internacional Susanne Hübner, queremos en esta ocasión explicitar nuestro homenaje a la Doctora Carmen Olivares que ha venido siendo simultáneamente maestra, amiga y alma mater de este encuentro internacional.

El comité organizador de esta XIV edición quiere expresar su profundo agradecimiento a quien hizo posible esta iniciativa. Porque fue la Doctora Olivares quien puso en marcha este encuentro internacional desde su cátedra de Lingüística Inglesa de la Universidad de Zaragoza. A veces nos ha referido que el motivo no fue otro que el de su profunda admiración a las cualidades intelectuales y pedagógicas de Susanne Hübner, profesora de alemán del Departamento, a la que le unía una amistad entrañable.

Más allá del respeto y el elogio académicos de los que se hizo acreedora hasta su jubilación, Carmen ha sido el referente profesional y personal de varias generaciones de lingüistas. Desde la dirección del Departamento de Filología Inglesa y Alemana, cargo que ocupó en sucesivas ocasiones, supo impulsar y animar los trabajos de muchos alumnos que, en la actualidad, son profesores en distintas universidades. Afirma estar orgullosa de haber contribuido a la formación de los primeros grupos de inglés para Fines Específicos.

También pudo y supo contribuir a situar a la de Zaragoza en el mapa de referencia de las Universidades europeas desde su responsabilidad de Adjunta al Rector para las Relaciones Internacionales. Desde ese cargo empezó a divulgar el programa Erasmus y el programa europeo de créditos.

Y ante todo y sobre todo, la doctora Olivares es y será siempre «Carmen» para quienes hemos tenido la fortuna de trabajar con ella. Su talante, su desbordante humanidad, han sido, tal vez, la mejor escuela profesional y personal. Desde el cariño y la amistad, queremos que esta edición del Seminario Internacional Susanne Hübner le devuelva al menos una parte de lo mucho que le debemos.

A HOMAGE TO PROF. CARMEN OLIVARES RIVERA

Although she has always been in our thoughts and, to a great extent, at the backstage of the Susanne Hübner Seminar, it is our honour to use this year's Seminar as the occasion to pay explicit homage to professor Carmen Olivares. She has always been our mentor, our friend, and the alma mater of this international meeting.

The 14th edition organizing committee wants to express their deep gratitude to the person who made the Seminar series possible. Because it was Professor Olivares that propitiated the first meeting of SHS from her chair in linguistics at the Department of English and German in the University of Zaragoza. She has often reminded us that her initiative was motivated by a profound admiration for Susanne Hübner's intellectual and pedagogical qualities. Susanne Hübner was a colleague lecturer in German at our Department —the Department of English and German— and a very dear friend to Professor Olivares, as we all know.

Beyond the academic credit and praise that she obviously enjoyed till the day of her retirement, Carmen has been a professional referent and a personal «mirror» for generations of linguists to look at. From her Senior chair position in our department, and as Department head, a responsibility she accepted on several occasions, she encouraged and motivated many of her students to evolve and endure in their linguistic research. A few of them are currently in hold of positions of responsibility in Universities all over Spain and abroad.

Professor Olivares states that she is proud to have contributed to the creation of the first groups of research in English for Specific Purposes in Spain. She also participated in the process of putting Zaragoza in the «map» of top European universities through her remarkable work as «Adjunta» to the Rector's Office of International Relations. As part of her achievements in office, her communication actions to open the Erasmus Programme to the public while implementing the European Credit System, must be acknowledged and made explicit mention of.

But above this all, Professor Carmen Olivares is, and will always be, «Carmen», for all of us who have been fortunate enough to work with her. Her overwhelming humanity and charisma, as well as her sure mind in all that concerned English and the study of language, have probably been the best source of personal and professional inspiration for many.

From our feelings of love and friendship, we would like the present edition of the Susanne Hübner Linguistics Seminar to become a privileged means to pay homage to Carmen and give her back a little of all that we owe her.

CONFERENCE ORGANIZATION

Departamento de Filología Inglesa y Alemana,
Universidad de Zaragoza

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Professor Alan Davies (University of Edinburgh, UK)

Professor Christophe Den Tandt (Université Libre de Bruxelles,
Belgium)

Professor Francisco Fernández (University of Valencia, Spain)

Dr. José Ángel García Landa (University of Zaragoza, Spain)

Professor John Joseph (University of Edinburgh, UK)

Professor Karlfried Knapp (University of Erfurt, Germany)

Professor John Pier (University of Tours, France)

Dr. Purificación Ribes (University of Valencia, Spain)

Professor Michael Toolan (University of Birmingham, UK)

Carol Weston, author and New York City journalist

GENERAL INFORMATION

Seminar venue: (Campus Plaza San Francisco).

Facultad de Derecho: Aula Magna and Sala de Juntas

Edificio de Geológicas: Salón de Actos (only Wednesday afternoon, session 2)

The University campus (Plaza San Francisco) is within walking distance of the city centre (20 minutes).

Registration: Conference desk at the main entrance hall, Facultad de Derecho

Scientific events: Plenary lectures and papers

Coffee break: There are cafeterias in the Facultad de Derecho, Facultad de Filosofía y Letras, Facultad de Ciencias and the Edificio Interfacultades.

Urban bus service: There is an efficient bus service between the city centre and the campus.

Certificates: Certificates of attendance and of participation will be available on Friday 16 Nov.

Publishing houses: There will be an exhibition of recent publications in the Facultad de Derecho.

PROGRAMME

SEMINAR SCHEDULE

14-17 Nov 2007

Wed, 14 November

09.00: Registration.

11.00: Official Opening.

11.30: Opening Lecture (Aula Magna, Facultad de Derecho): Francisco Fernández, «English Lexicology & Lexicography Today: The heritage of 20th century linguistics».

13.00: Wine Reception, Facultad de Derecho 16.30-18.30: paper presentations (Facultad de Derecho / Edificio de Geológicas)

18.30-19.00: Coffee break.

19.00-20.30: Plenary Lecture: Marina Bondi, «Abstract writing: self-representation and self-promotion in academic discourse».

Thurs., 15 November

09.30-11.00: Plenary lecture: Michael Toolan, «How does literary language move us?».

11.00-11.30: Coffee break.

11.30-12.30. Paper presentations.

12.45: Plenary lecture: Purificación Ribes, «Nineteenth-Century Burlesque: Rhetorical Strategies».

16.00: Plenary lecture: Karlfried Knapp.
(Title pending confirmation).

17.30: Visit to the Aljafería Palace and other famous sights of Zaragoza.

21.30: Seminar Dinner.

Friday 16th November

09.30-11.00: Plenary lecture: Carol Weston, «Finding your voice».

11.00-11.30: Coffee break.

11.30-12.30: Paper presentations.

12.45: Plenary lecture: Alan Davies, «Defining the native speaker: being and doing».

16.30-18.30: paper presentations.

18.30-19.00: Coffee break.

19.00-20.30: Plenary lecture: John Joseph, «Incitement».

Saturday 17th November

09.30-11.00: Paper presentations.

11.00-11.30: Coffee break.

11.30-12.30: Paper presentations.

12.30-12.45: Break.

12.45: Closing Session. Plenary lecture: Christophe Den Tandt, «Dialogical Realism in Contemporary Anglo-American Fiction, Television, and Film».

PLENARY LECTURES

(all to be held in **AULA MAGNA**, *Facultad de Derecho*)

Prof. Francisco FERNÁNDEZ (University of Valencia-Spain),
«English Lexicology & Lexicography Today: The Heritage of 20th-century Linguistics» (Presenter: Marta Conejero) Wed 14, 11.30

Prof. Marina BONDI (University of Modena, Italy),
«Abstract Writing: Self-representation and Self-promotion in Academic Discourse» (Presenter: Tim Bozman) Wed 14, 19.00

Prof. Michael TOOLAN (University of Birmingham-UK),
«How Does Literary Language Move Us?» (Presenter: Beatriz Penas)
Thurs 15, 9.30 AM

Dr. Purificación RIBES (University of Valencia, Spain),
«Nineteenth-Century Burlesque: Rhetorical Strategies» (Presenter: Javier Sánchez) Thurs 15, 12.45

Prof. Dr. Karlfried KNAPP (University of Erfurt, Germany).
Title pending confirmation (Presenter: Celia Florén) Thurs. 15, 16.00

Carol WESTON (author and journalist, New York City),
«Finding Your Voice» (Presenter: Micaela Muñoz) Friday 16, 9.30 AM

Prof. Alan DAVIES (Professor emeritus at the University of Edinburgh, UK),
«Defining the Native speaker: Being and Doing» (Presenter: Carmen Olivares) Friday 16, 12.45

Prof. John JOSEPH (University of Edinburgh-UK),
«Incitement» (Presenter: Mercedes Jaime) Friday 16, 19.00

Prof. Christopher DEN TANDT (Université Libre de Bruxelles, Belgium),
«Dialogical Realism in Contemporary Anglo-American Fiction, Television, and Film» (Presenter: Marta Conejero) Sat 17, 12.45

PAPER PRESENTATIONS

Wednesday 14th November

AULA MAGNA, *Edificio de Geológicas*

(presenter: Isabel Corona)

- 16.30 Isabel GORRIS YAGÜE, «La comunicación persuasiva y la instrumentalización política»
- 17.00 Vincent COPPOLA and Odile CAMUS, «The Role of the Marking of the Argumentativity in the Processing of a Persuasive Message: An illustration in the public health communication field»
- 17.30 Luisa Paz RODRÍGUEZ SUÁREZ, «El orden persuasivo del discurso»
- 18.00 Lorena PÉREZ HERNANDEZ & M^a Sandra PEÑA CERVEL, «Description of Predicates and External Constraints in the Lexical Constructional Model»

AULA MAGNA, *Facultad de Derecho*

(presenter: Ana Artigas)

- 16.30. Pilar GONZÁLEZ VERA «Translation of Cultural References in *Notes from a Big Country*»
- 17.00 Vicente RAGA ROSALENY, «Richard Rorty on Irony in Democracy»
- 17.30 Karen DUNCAN BARLOW, «Passive Voice and Detective Genre: 'Narrative Ease' and 'Genre Requirement' in Whodunits»
- 18.00 Davide Mazzi «'What is particularly significant for the purpose of this paper is that...!': A Cross-disciplinary Study of Lexical and Phraseological Tools for Claiming Significance in Academic Discourse»

Thursday 15th November

SALA DE JUNTAS, *Facultad de Derecho*

(presenter: Fernando Repullés)

- 11.30 Antonio GARCÍA GÓMEZ, «Emotional Outburst or Public Service? The Persuasiveness of Talkshow Interaction»
- 12.00 M^a Carmen LÓPEZ SÁENZ, «La aplicación de la retórica al consenso social. H.-G. Gadamer»

AULA MAGNA, Facultad de Derecho

(presenter: M^a Ángeles Ruiz Moneva)

- 11.30 Marta DAHLGREN, «Inferring in Poetry: An exercise in translation and pragmatics»
- 12.00 María José LUZÓN MARCO, «The Function of Evaluative Lexical Units in Academic Weblogs»

Friday 16th November

SALA DE JUNTAS, Facultad de Derecho

(Presenter: Carmina Buesa)

- 11.30 Laura MARTÍNEZ ESCUDERO, «The Metadiscourse Functions of Evaluative Lexis in Law Research Articles»
- 12.00 M^a Mercedes JAIME SISÓ, «Please, Read Me: The Scientist's Strategy to Persuade Prospective Readers»

(Presenter: M^a Dolores Romero)

- 16.30 Alon LISCHINSKY: «Examples as Persuasive Argument in Popular Management Literature»
- 17.00 Cristina VALDÉS, «Persuasion and Cross-cultural Communication in Translated Advertisements»
- 17.30 Carmen VALERO GARCÉS, «Persuasion, Literature and Translation: Can Scatological Language or Swearwords Fulfil a Persuasive Function? Are they Translatable»
- 18.00 Vincent TAO-HSUN CHANG, «Emotions, Poetic Effects, and Pragmatic Inference in Advertising Language»

AULA MAGNA, Facultad de Derecho

(Presenter: M^a José Rodríguez-Maimón)

- 11.30 María PÉREZ, «Leading Articles in English and Spanish: Rhetorical Structure and Persuasive Communication»
- 12.00 Andrea PÉREZ ARDUÑA, «The Persuasive Function of Intertextuality in Martin Luther King's Memorial Speech 'I Have a Dream'»

(Presenter: M^a Carmen Pérez-Llantada):

- 17.00 Andrea Francesco BILOTTO, «From Promoting to Persuading: A Socio-linguistic Investigation into On-line Tourism»
- 17.30 Pilar BUIL GAZOL, «Persuasion in Internal Communication»
- 18.00 M^a Rosario ARTIGA LEÓN, «Negotiating Meanings with Audiences: Epistemicity as a Persuasive Resource in University Settings»

Saturday 17th November

AULA MAGNA, *Facultad de Derecho*

(presenter: Ignacio Vázquez)

- 09.30 Rafael RIGOL VERDEJO & Jesús ANDRÉS CORTÉS, «Conceptual and Communication Analysis of Metaphorical Expressions in E.S.P. areas: Civil and Agriculture Engineerings»
- 10.00 Pilar Cristina MARTÍN HIGARZA, «Persuasive Language: Non-verbal Aspects of the Characterization of the Male Seducer in Various European Novels of the Nineteenth Century»
- 10.30 Azucena PENAS IBÁÑEZ. «Del significado conceptual al significado intencional en la argumentación persuasiva»

(presenter: Micaela Muñoz)

- 11.30 María ROX BARASOAIN, «The Difficulties Embodied in the Translation of Earthy Phrases Related to Rural Life in the Films of Pedro Almodóvar»
- 12.00 Javier MUÑOZ-BASOLS, «From Persuasion to Laughter: The Idiosyncrasies of Translating Sound»

PAPER ABSTRACTS

María Rosario ARTIGA LEÓN

Negotiating Meanings with Audiences: Epistemicity as a Persuasive Resource in University Settings

The aim of this corpus-based research is to enquire into the way academic speakers use epistemic lexical verbs (ELVs, cf. Hyland, 1998) as persuasion devices in MICASE lecturing speech (Simpson et al., 1999). As literature contends, in oracy ELVs are part of stance markers and are crucial rhetorical features that lecturers insert to persuade audiences of the veracity of their arguments. This paper studies frequency and functional variation of ELVs depending on lecturers' academic position: senior faculty vs. junior faculty. Preliminary results and context-sensitive observations of the corpus indicate that experienced teachers present information in a more assertive fashion leaving little room for personal stance. By contrast, junior academic instructors appear to be more persuasive and exhibit a more profuse use of ELVs in their argumentation when persuading students of their claims. Accordingly, inexperience can account for a recurrent insertion of stand markers and other persuasion devices in North American lectures.



Andrea Francesco BILOTTO (Università della Calabria, Italy)

From Promoting to Persuading: A Sociolinguistic Investigation Into On-line Tourism

The study deals with on-line travel advertising in English and investigates tools and techniques applied to on-line tourism in order to make the «product» more interesting to a possible clientele. More specifically, it analyses the combination of visual information and text with the purpose of identifying a profile of words and images that create a language of persuasion. The corpus, consisting of a set of on-line brochures which have been selected as representative of the genre frequently encountered on internet, helps identify the properties of the language of tourism and examine the employed techniques ranging from verbal and visual to a combination of both (Dann, 1996).

The data collected are analysed taking into consideration three essential components of communication: the sender, the receiver and the context. With reference to these three components, three functions of language are investigated: expressive which refers to the sender's feelings and beliefs, conative which refers to the attempt to influence the addressee's behaviour, and referential in relation with the cognitive context and meaning of the message.

The study gives FL teachers and students a greater understanding of the language of tourism and gives insights on how tourist promoters take advantage of customers' psychological «push» factors and of the promotional «pull» factors described in the brochures in order to convince potential holidaymakers to purchase the product.



Pilar BUIL GAZOL (Universitat Internacional de Catalunya)

Persuasion in Internal Communication

When defining their communication strategy, the majority of organizations first differentiate between external and internal audiences. Internal audiences are those persons who make up the company, basically, the employees, according to experts in corporative communication. Internal communication constitutes a very important area of corporative communication since it allows for unity, participation and identification with the institutional project, and, in short, makes it possible for the company to successfully complete its mission. The confluence of a series of factors in the last several years has caused organizations to pay special attention to internal communication. While the aim of contemporary discourse continues to be persuasion, the forms and methods of persuasion in internal communication have varied greatly: choice of arguments, presentation, etc. The appearance of new technologies has had much to do with this change, without neglecting persuasive effectiveness.



Vincent COPPOLA & Odile CAMUS (University of Rouen, France)

The Role of the Marking of the Argumentativity in the Processing of a Persuasive Message: An Illustration in the Public Health Communication Field

Our study is inspired by the main propositions of pragmatic linguistics according to which the reception of a message consists in deducing the «speaker's meaning» (Sperber & Wilson, 1986) and the «co-construction of the meaning» cannot be elaborated independently from the communication contract (Bromberg, 2004).

We hypothesized that the presence in a persuasive message of linguistic markers referring to the «argumentative orientation» (Anscombe & Ducrot, 1976) will generate inferences centred on the illocutory aims and that these will be matched with a less «systematic information processing» of the message (Petty & Cacioppo, 1986).

Results are discussed within the framework of studies regarding the role of the media in the perception of health risk (Kitzinger, 1999) and critical studies in media information (Charaudeau, 2005). We also conclude with thoughts on the notion of «peripheral cues» as defined in dual process theories of persuasion and with some advice on the way to formulate preventive messages so that they are more thoughtfully elaborated.



Marta DAHLGREN (Universidade de Vigo)

Inferring in Poetry: An Exercise in Translation and Pragmatics

In the translation of poetry, where the choice between the achievement of equivalence in meaning and the achievement of equivalence in form has to be made when approaching each and every poem, pragmatics can lend a helping hand. The pragmatic notions of inference and implicature are used in order to determine whether translators have maintained the originals' effects or what has been called «the spirit» of the poem or «poetic essence». Translatability is not a matter of a poem being possible or impossible to translate, but to which degree this can be done successfully. Two main tendencies can be seen: there are translators who produce translations that are supposed to be poems in their own right, with a ten-

dency to appropriating the poem and translating with greater freedom, and there are also translators who limit their efforts to word-for-word paraphrases. The literary term «connotation» is in this paper compared to the linguistic term «implicature» and translations of poems by John Donne and Emily Dickinson are analysed in order to show the usefulness of pragmatics tools both in translating and in the appraisal of translated literary works.



Karen Joan DUNCAN BARLOW (Universidade de Vigo)

Passive Voice and Detective Genre: «Narrative Ease» and »Genre Requirement» in Whodunits

When analysing the relationship between language and literature, Fowler (1977) pointed out that different surface structures produce different impressions on the reader. The so-called detective novel is probably the best literary genre to prove Fowler's case. In whodunits, i.e. detective novels, most of the story is based on finding the murderer/murderess in other words, find the agent. This paper presents instances from the detective novels, relating them to the passive voice and certain narrative features to be found in detective genre works. «Narrative ease» is proposed as an expression to explain how the use of the passive allows for an easier reading, since it enables the omission of irrelevant or unnecessary elements. The expression «genre requirements» refers to the fact that, if, from a narrative point of view the murderer/murderess is—or ought to be—unknown, it follows that much of the detective novel will be written in the passive.



Dr. Antonio GARCÍA GÓMEZ (Universidad de Alcalá de Henares)

Emotional Outburst or Public Service?: The Persuasiveness of Talkshow Interaction

Although social scientists, journalists, and TV presenters have made great efforts to justify the relevance and importance of the audience discussion programmes, these programmes have been commonly labelled as «trash television». Among the most frequent criticisms in the literature are

the accusations that these programmes turn serious matters into sensationalist spectacle and indulge emotional outbursts while pretending to offer some kind of public service. The point of departure for the present paper is that a linguistic analysis of conflict talk in an institutional context may throw further light on the insights offered by these programmes. More precisely, the present paper argues that conflict talk in an institutional context can build normative legitimacy by exemplifying values and moral obligations – as can be seen in the topics and guests selected for each programme. All in all, this study suggests that conflict talk is not only used as an ideological vehicle for attitude change, but that it also exerts a powerful socially cohesive force on the audience.



M^a Pilar GONZÁLEZ VERA (University of Zaragoza)

Translation of Cultural References in Notes from a Big Country

The aim of this paper is to analyse the only translation into Spanish of Bill Bryson's best seller *Notes from a Big Country*, published by Black Swan in 1999. The fact that the publishing house (Ediciones Península–Altair viajes, 2002) launches it as a travel book, while Black Swan concentrates on readers looking for amusement, is a significant factor for the analysis of the translation.

One of the main issues dealt with will be whether to adapt or impose the model of the source culture on the host one. Besides that, it will illustrate the strategies adopted by the translator on facing the problems arising from cultural references. With all this, I will try to show how linguistic practices and cultural models are brought together throughout the process of translation.



Isabel GORRIS YAGÜE (Università degli Studi di Modena e Reggio Emilia, Italy)

La comunicación persuasiva y la instrumentalización política

Quienes como yo han tenido ocasión de trabajar o trabajan analizando el mensaje, en particular el publicitario, consideramos que la persuasión es el leimotiv en publicidad. De hecho, en cualquier definición sobre publicidad

resulta casi imposible no utilizar el término persuasión. Una en particular de entre todas es la que define la publicidad como «forma de comunicación pagada e impersonal realizada por un patrocinador identificado en la que se presentan ideas, bienes o servicios con el fin de persuadir, informar o aumentar las ventas» (1) y que llevará a su autor, Luis Bassat, a afirmar más tarde que «la publicidad atractiva es, en consecuencia, más persuasiva».

Por esta razón estamos acostumbrados a encontrar estereotipos por doquier, y creemos, quizás de forma injustificada, que cualquier receptor atento es capaz de descifrar hasta el más persuasivo de los mensajes. Sin embargo, no es así, no siempre realizamos una lectura racional, y todos acabamos por dejarnos seducir por la publicidad, independientemente de si para ello se ha utilizado la vía racional o la vía emotiva como distinguía Joan Ferrés. En cualquier caso, no entraré en disquisiciones teóricas, ni tampoco me centraré en publicidad, que por otra parte es un tema apasionante, sino que les propondré algunos ejemplos de reflexión sobre la cuestión de la comunicación persuasiva no con fines lucrativos, como en aquel caso, sino con fines políticos.

(1) *El libro rojo de la publicidad* de Luis Bassat. Ed Plaza y Janés. Barcelona, 2002



María Mercedes JAIME SISÓ (University of Zaragoza)

Please, Read Me: The Scientist's Strategy to Persuade Prospective Readers

Despite their crucial role in attracting the reader's attention, previous research has not clarified what is standard and good practice in building research article titles in different disciplines. By analysing the titles of 8000 scientific research articles published in the last 25 years, we have observed that they have progressively acquired a new role in certain fields, aimed at persuading the reader by providing more specific information, which in the past only appeared in the main body of the article and/or its abstract, including the anticipation of results obtained in the research. We suggest an explanation for this evolution and the reasons why it has not affected all disciplines. The wide corpus was carefully selected following the advice of scientific researchers from multiple university departments. Factors such as position of the journals in their corresponding impact list

and multidisciplinary or specific profile of the publication have been considered. The study mainly focuses on certain areas of biomedical sciences where this phenomenon is more clearly detected. The analysis includes a description of the linguistic characteristics of conclusive titles. Instruction on the use of journalistic strategies is advisable for non-native writers and readers of biomedical research articles in high-ranked publications.



Alon LISCHINSKY (U Pompeu Fabra)

Examples as Persuasive Argument in Popular Management Literature

In this paper we take the use of examples as a means to explore the processes of persuasion and consensus construction involved in the legitimation of popular management knowledge. Examples, as concrete instances or events used to substantiate a wider argument, have been variedly regarded in different research traditions. Classical logic and rhetoric have considered them an inferior form of argument, useful for pedagogic or public debate but inadequate for higher forms of thought. This spirit still permeates much psychological research on communication, where the great persuasive import of examples has been contrasted with more scientific and formal resources for argumentation.

For authors holding these positions, the concrete and particular nature of examples makes them cognitively inferior to explicit statements of general rules. However, discursive, sociological and philosophical research on the nature of scientific knowledge has shown that implicit forms of not fully developed knowledge are an integral part of scientific expertise. Examples may thus be more central to disciplinary forms of knowledge than the normative views seem to allow.

In this spirit, we explore the use of examples in a hotly contested field, that of popular discourse on business and management. The profusion of examples in this kind of writing has been often noted, and almost as often criticised. We seek to explore more fully how these examples are deployed, examining the discursive devices that mark examples within the development of the text, and their function as rhetorical moves. We show that examples may bear different relations to more general arguments, and that this relation is crucial in the constitution of a disciplinary ethos.

M^a Carmen LÓPEZ SÁENZ (UNED, Madrid)

La aplicación de la retórica al consenso social. H.-G. Gadamer

En este trabajo analizamos la recuperación que H.-G. Gadamer hace de la retórica del humanismo, entendiéndola no tanto como arte de hablar bien, sino como enunciación de una verdad del *sensus communis* o sentido que proporciona cohesión a la comunidad y crea consenso dando razones. Contextualizada en la concepción práctica de la sabiduría y en la *phrónesis*, que guían la argumentación, la retórica deja de concebirse como una técnica de manipulación y adquiere relevancia para la comunicación dialógica, que es la meta perseguida por el giro lingüístico de la filosofía hermenéutica. Se suma así a la crítica habermasiana de la razón formalizada, ajena a los valores, que ha colonizado a la razón comunicativa del mundo de la vida. No obstante, Habermas ha objetado que el diálogo y la retórica corren el peligro de convertirse en poderes coactivos que sólo proporcionan una pseudo-comunicación.



María José LUZÓN MARCO (Universidad de Zaragoza)

The Function of Evaluative Lexical Units in Academic Weblogs

The present study is aimed at analysing the function of evaluative lexical units in academic weblogs. For this purpose, we adopt Hunston and Thompson's (2000: 5) definition of evaluation as «the expression of the speaker or writer's attitude or stance towards, a viewpoint on, or feelings about the entities or propositions that he or she is talking about». The study is based on the exploration of a corpus of weblog postings taken from 10 different academic blogs. The purpose of this paper is to identify lexical units related to the four parameters of evaluation identified by Hunston and Thompson (good-bad, certainty, expectedness, and importance) and to determine how these evaluative units contribute to the communicative purpose of academic weblogs.



Pilar Cristina MARTÍN HIGARZA (University of Zaragoza)

Persuasive Language: Non-verbal Aspects of the Characterization of the Male Seducer in Various European Novels of the Nineteenth Century

This work examines the importance of non-verbal communication in the emblematical character of the male seducer in the 19th-century European novel. It will be seen that a large part of the persuasive powers of the male seducer as a character is based on his command of the non-verbal repertoire: paralanguage and kinesics, as well as other extra-verbal elements. These characteristics may be generated independently of or simultaneously with speech, and may be employed alone or with other like signals, thus forming a complex of expressive behavioural components of high communicative value. Similarly, we will demonstrate the way in which these aspects provide authors with a powerful creative tool that forms part of their characterization technique. In order to do this, we will follow the research model proposed by the widely respected specialist in non-verbal communication, Fernando Poyatos. The model offers multiple possibilities for text analysis through definition of a basic three-fold structure to human communication – language, paralanguage and kinesics. The representation of these structural elements enables convincing authenticity to be conveyed in literary texts.



Laura MARTÍNEZ ESCUDERO (Universidad de Zaragoza)

The Metadiscourse Functions of Evaluative Lexis in Law Research Articles

The prolific presence of evaluative lexis in law research articles not only involves building up a convincing self-promotional tenor, which helps to establish an interactional relationship based on either an equal or a hierarchical affiliation with the intended reader, but also to underpin the existence of possible generic borders among law sub-disciplines. Following the theoretical framework of metadiscourse (Hyland, 2001, 2002, 2005) this paper has a double-fold purpose: (i) to interpret the significant presence of evaluative lexis in law research articles and (ii) to identify genre-based (Swales, 1990, 2004, Askehave & Swales, 2001) and context-sensitive preferences (Berkenkotter & Huckin, 1995, Hewings, 2001) for the recurrence of evaluative lexis in this specific type of texts, thus highlighting the role of rhetoric in creating the dialogic mode typical of legal discourse.

Davide MAZZI (University of Modena and Reggio Emilia, Modena, Italy)
«What is particularly significant for the purpose of this paper is that...»: A Cross-disciplinary Study of Lexical and Phraseological Tools for Claiming Significance in Academic Discourse

Recent research on academic discourse develops from a cross-linguistic (Cortes 2006) or a cross-disciplinary perspective (Bondi 2005). This paper carries out an analysis of a specific aspect of argumentative discourse within two disciplines, i.e. history and economics. Laying emphasis on the importance of one's claims appears to be a key argumentative technique (Perelman and Olbrechts-Tyteca 1958). In the light of this, the paper provides a concordance-based analysis of the most frequent lexical-adjectives like important and adverbials such as *particularly*- and phraseological tools- *it is * to* and *what is *-used* in two corpora of economics and history research articles respectively, in order to claim significance. Findings indicate that in spite of a number of common points (cf. the frequency of clusters like *it is important to note*), the disciplines tend to display a preference for some of the tools analysed (cf. *what is ** for history) over others.



Javier MUÑOZ-BASOLS (University of Oxford)
From Persuasion to Laughter: The Idiosyncrasies of Translating Sound

In Chinese tradition there is a clear distinction between *yiyi* (the translation of meaning) and *yinyi* (the translation of sound) (Li 2007: 45). (1) Even though both of these Chinese words sound similar, and in fact they are related not only phonologically, but also lexically, they allow us to think extensively about concepts that play very different roles within the formation of a word and its transfer from one language to another.

Since meaning is not the only crucial component of language, but sound is as well, this distinctive notion, which is not exclusive of the Chinese language, is operative in many instances, such as selecting a name, choosing a title for a book, launching a new product, and it is especially relevant when translating a word or a concept. Not being aware of the phonological implications that the chosen words may carry into the target language may significantly affect the main objective of a translation.

In this paper, I will examine the interrelationship between sound and meaning through historical, anecdotic and well-documented examples where sound has had a major impact on the transfer of meaning. For this purpose, I will look at instances that have not been successful at reaching the target reader, listener, or consumer, due to lack of attention paid to the phonological component, and have humorously become a good way to illustrate the relevance and interdependence of sound in the semantics of a text.

- (1) Li, Chris Wen-Chao. «Foreign Names into Native Tongues: How to Transfer Sound between Languages - Transliteration, Phonological Translation, Nativization, and Implications for Translation Theory.» *Target* 19:1 (2007): 45-68.



M^a Azucena PENAS IBÁÑEZ (Universidad Autónoma de Madrid)

Del significado conceptual al significado intencional en la argumentación persuasiva

A través de ejemplos extraídos de textos ingleses y americanos intentaremos mostrar cómo la argumentación persuasiva transforma el significado conceptual en significado intencional, mediante conceptos ad hoc, o conceptos contruidos pragmáticamente por el oyente en el proceso de la comprensión del enunciado. Siguiendo la propuesta de la teoría de la argumentación en la lengua, construiremos mapas o redes conceptuales con el fin de reconstruir cómo un enunciado condiciona la aparición de otros enunciados. Trabajaremos con el método ostensivo-inferencial, así como con los principios de cooperación y relevancia aplicados a los actos de habla ilocutivos y perlocutivos.



María PÉREZ (University of León)

Leading articles in English and Spanish: rhetorical structure and persuasive communication

This paper deals with a contrastive analysis of English and Spanish articles in important national newspapers. Comment articles are suitable for the purpose of discovering what the typical features of persuasive commu-

nication are. The study will focus mainly on, on the one hand, the formal resources available in each language to express the writer's stance, their distribution and frequency of use, and, on the other hand, the rhetorical structure of this particular text type.

The opinion pieces analysed in this paper have been extracted from a wider comparable corpus of English-Spanish texts. In other words, this paper is a sample of a major project I am working on. Therefore, the results and conclusions achieved so far cannot be more than partial and provisional, that is, open to amendments.



Andrea PÉREZ ARDUÑA (Universidad de Zaragoza)

The Persuasive Function of Intertextuality in Martin Luther King's Memorial Speech 'I Have a Dream'

A pervasive degree of explicit intertextual allusion can be the dominant strategy in the construction of a successfully persuasive text. Intertextuality is often a hidden source of persuasiveness. The authority of respected, well-established, canonical texts and authors bestows a measure of these qualities onto the allusive text. The reception of a text reliant on intertextuality for its persuasive effects is expectably positive, for allusion both relies on and designs its ideal readership. That is, the intertextual construction requires a reader able to recognize an allusion. For that ideal reader the tendency will be to accommodate to the form and content of the messages received from the authorised voices coming through an intertextual channel. In the case of 'I Have a Dream', Martin Luther King's audience/readership can hear, through King's voice, a polyphony of voices speaking from the Bible, from Shakespeare's plays, from Langston Hughes's poetry, from traditional songs and blues; they all speak to the listening audience/ reader through King's performance. That diversity of voices is met by a diverse audience made of men and women, black and white, high-brow and lowbrow, aware of some (or many) of the sources of King's words, an audience therefore more prone to be persuaded of the goodness of King's ideas and agenda.



Lorena PÉREZ HERNÁNDEZ (Universidad de La Rioja) & M^a Sandra PEÑA CERVEL
(Universidad Nacional de Educación a Distancia)

Description of Predicates and External Constraints in the Lexical Constructional Model

In this paper we make use of some theoretical tools of the Lexical Constructional Model in order to carry out an analysis of some motion verbs. The notion of lexical template, as described within the framework of Role and Reference Grammar (Van Valin, 2005), will help us to provide the syntactic, semantic, and pragmatic information of the different predicates under study. The metalanguage used for these lexical templates qualifies as appropriate for the description of the different constructional templates which will be identified. The way in which lexical templates fuse with constructional templates is coerced and such a combination explains the sub-categorical conversion undergone by some of the motion predicates analyzed in the present proposal. Cognitive Linguistics will not only prove useful because of its notion of construction (Goldberg, 1995, 2006) but also because of its description of both high-level and low-level metaphors and metonymies (Ruiz de Mendoza and Mairal, 2006, 2007), which will enable us to offer an account of the different external constraints which make it possible that our motion predicates take part in such patterns as the caused-motion construction.



Vicente RAGA ROSALENY (Universidad de Valencia)

Richard Rorty on Irony in Democracy

One of the most important defenders of neo-pragmatism is Richard Rorty with his re-description of truth as efficient and contingent. In Rorty's story, truth does not consist of a correspondence between world and reality.

In this sense, defending our political tradition would not be a matter of theoretical grounding. An alien tradition to metaphysics, the wisdom of the novel, would have been the most contributing factor to the political debates, and in this way, to the teaching of liberal ironists. However, instead of being considered as a critical criterion and condition for the possibility of progress, irony can become cynicism, a justification of the status quo.

By adopting a pragmatist view in reference to the ironist theory of Rorty, we will try to develop the consequences of his position, their effects, and evaluate whether he achieves his purposes with the tools he provides.



Rafael RIGOL VERDEJO and Jesús ANDRÉS CORTÉS (Universidad Politécnica de Madrid)

Conceptual and Communication Analysis of Metaphorical Expressions in ESP Areas: Civil and Agriculture Engineerings.

Despite the fact that metaphor has been traditionally associated with poetics or other literary genres, it has been considered lately as a relevant «device» in the teaching/learning process of English for specific purposes. In this sense, it is very relevant to provide the students with a useful tool to raise awareness of conceptual and contextual clues in order to improve their communicative strategies, not only in skills related to reading and translating but also in learning and retaining new vocabulary, and furthermore avoiding literalness. In this paper two different types of metaphorical examples have been chosen: on the one hand, complex nominal phrases taken from the area of agriculture engineering, and on the other, metaphorical transportation expressions within the field of civil engineering. The samples were obtained both from printed specialised magazines and electronic sources. Results show the importance of including this subject matter in university ESP programmes in order to achieve a more real, accurate and effective use of language among professionals.



Luisa Paz RODRÍGUEZ SUÁREZ (Universidad de Zaragoza)

El orden persuasivo del discurso

Desde la hermenéutica de la existencia de Heidegger –que supone una crítica a la concepción tradicional del lenguaje– se propone un modo de comprender el «orden persuasivo» del discurso como instancia constituyente de la memoria y sus implicaciones ontológicas en el lenguaje, el conocimiento y la comunicación.

María ROX BARASOAIN (University of Zaragoza)

The Difficulties Embodied in the Translation of Earthy Phrases Related to Rural Life in the Films of Pedro Almodóvar

Almodóvar, one of the most popular Spanish film directors of our time, was born in Calzada de Calatrava, province of Ciudad Real. Bored by the rural lifestyle, he decided to move to Madrid. However, he has never denied his rural origins which he constantly reflects in his filmography by means of characters mostly played by Doña Paquita (his mother) and Chus Lampreave. The characters played by these two women embody wisdom, give solace to those who have problems, and their interventions are full of earthy phrases.

The translation of such phrases implies serious difficulties for the audiovisual translator. The achievement of the equivalent effect is usually impossible because of the non-existence of an equivalent register in English, and the difficulty of reflecting it in the subtitles. On balance, the translations usually convey the original message but are unable to produce the same effect as the ST. The register is completely lost, together with all trace of humor. Some subtitles display incongruities, as if the translators were not aware of the real meaning of the expression. Others exhibit cultural non-equivalents that preserve the film's cultural identity and enrich the target culture.

In this paper, I explore the difficulties involved in translating some of the rural language that Almodóvar includes in his films. Most of them reflect the impossibility of preserving the humorous message encapsulated in the source culture, as translators have for the most part subscribed to the norms that originate in the target culture to which Almodóvar's films are addressed.



Vincent TAO-HSUN CHANG (National Chengchi University, Taipei, Taiwan)

Emotions, Poetic Effects, and Pragmatic Inference in Advertising Language

If we regard a sentence like «Colourless green ideas sleep furiously» as a semantic anomaly (Chomsky 1957) or syntactic deviance solely from a linguistic structural viewpoint, the discussions within the scope of seman-

tics would fail to catch the panorama of linguistic facts and shall be unable to engage in multifaceted communication of various contexts. This is not merely inappropriate for the explanatory power concerning form and function in language use, but also epistemologically unconvincing for elaborating implicit meaning in discourse. Figures of speech in this regard play an indispensable role in human cognition and communication, and the ramifications of verbal arts are quite prominent in advertising and media discourse in their own right.

This paper thus explores emotions and poeticity in media communication under relevance-theoretic account (Sperber & Wilson 1986/1995, Noveck & Sperber 2006, Forceville 2005) by looking into contemporary Chinese advertising language. The rhetorical strategies of syntactic parallelism and repetition of name and metaphor are artfully manipulated through literary styles in the ads to attract the audience's attention, to initiate cognitive poetic effects (Blakemore 1992, Pilkington 1992) and advertising literariness, and to perform diverse communicative functions. Placing quite little emphasis on target commodity, the ads invite/encourage an active/imaginative audience to consume the texts and infer a wide array of weak implicatures involving feelings, attitudes, emotions and impressions along these lines, fairly invisibly persuade them to recognise the significant inter-/cultural values.



Cristina VALDÉS (University of Oviedo)

Persuasion and Cross-cultural Communication in Translated Advertisements

The text-based analysis of different campaigns and types of advertisements (television spots, magazine ads and online promotion) offer an interesting case of how persuasion is necessarily achieved in cross-cultural marketing campaigns by means of images, sounds and words. A discursive approach to the relationships between these verbal and non-verbal elements within different and multiple contexts illustrates the need to 'translate' and change not only words but also other elements such as brand names, pictures or the text's focus.

We will particularly pay attention to the role of pragmatics and reception of translated adverts, as factors such as the kind of receptor, their

expectations or the norms of the target culture have proved to be some of the most interesting issues on which persuasion is built.



Carmen VALERO GARCÉS (Universidad de Alcalá, Spain)

Persuasion, literature and translation: Can scatological language or swearwords fulfil a persuasive function? Are they translatable?

If 'persuade', according to the Oxford dictionary, means (1) «to cause somebody to do something by arguing or reasoning with him», (2) to cause somebody to believe something, to convince somebody», the use of scatological language or swearwords can fulfil- or help to fulfil- that function when the situation contains them or they are used in an adequate context. Many of these expressions correspond to stereotypes or prefabricated sentences that vary from one language to another and that resist being literally transferred. Assuming that this type of language can fulfil a persuasive function, this work aims, first of all, to analyze the distinct functions that scatological language, curses or swearwords can fulfil and see with what frequency and in which contexts they are persuasive elements and how they are translated. The examples will be taken from literary works and their translations.



SOCIAL PROGRAMME

- **Wine Reception** (Wednesday, November 14, 13.00): The wine reception will take place in the Facultad de Derecho.
- **Tour of Zaragoza** (Thursday, November 15, 17.30): The free guided tour of the city will include a visit to the Palace of the Aljafería. Please, let us know if you intend to join us on this tour.
- **Seminar dinner:** (Thursday, November 15, 21.30, Restaurante El Ver-rugón, calle Ramón y Cajal, 50): Those interested may register for the dinner on wednesday at the conference desk.

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