

WEDNESDAY, APRIL 23rd 2014**18.00 REGISTRATION AND RECEPTION****THURSDAY, APRIL 24th 2014****9.00 WELCOME****9.30 KEYNOTE ADDRESS**

F. H. van Eemeren:

*In 'Tackling Argumentative Reality: A Case in Point'***10.30 – 11.00 COFFEE****11.00 – 13.30 Argumentation Theory**

(Chair: G. Varošanec-Škarić & L. Groarke)

11.00 M. D. Baumtrog: *The Limits of the Dialogue on Practical Reasoning*D. Mohammed: *What shall we do about ...*11.20 *Europe? Practical Arguments in European Parliamentary Debates*11.40 F. Zenker: *Evaluating Probabilistic Versions of Denying the Antecedent*12.00 M. Lewinski: *Multy-party Deliberation as a Polylogue: Between Rhetoric and Dialectic*12.20 F. Macagno: *Reconstructing Metaphorical Meaning*12.40 J. H.M. Wagemans: *Beyond deductivism. About the Relation between the Classical Theory of Syllogistic and that of Topics (topoi, loci)*13.00 B. Stanić: *Political Criticism as (Rhetorical) Measure in Describing Journalistic Field's Relation to Political Field in (Post)Transition***13.30 – 15.00 LUNCH BREAK****15.00 – 17.00 Parallel sessions****15.00 – 17.00 Argumentation Theory & Rhetoric in Media**
(Chair: D. Mohammed & F. H. van Eemeren)15.00 B. Žarnić, G. Bašić: *Normativity in Communication*15.20 L. Bermejo-Luque: *Argumentative and Non-argumentative Rhetorical Devices in Political Discourse*15.40 B. Garssen: *European Parliamentary Debate as an Argumentative Activity Type*16.00 S. A. Zollo: *The Underwear Rule: a Comparative Analysis of the Verbal and Visual Rhetorical Strategies in the Council of Europe's and the NSPCC's Campaign against Child Sexual Abuse*16.20 J. C. De Jong, A.W. M. Koetsenruijter: *From HBO's The Newsroom back to Aristotle: A Rhetorical Perspective on Journalism*16.40 L.A. Lovrić: *The Ad Misericordiam in Media***15.00 – 17.00 Rhetoric in Religion and Education**

(Chair: A. Dimiskovska & J. E. Kjeldsen)

15.00 Z. Literáty: *From New Hermeneutic through New Rhetoric to New Homiletic*15.20 I. Petrović: *Panegyric Elements of XXI Homily On the Statues of John Chrysostom*15.40 Z. Literáty: *Protestant Preaching as New Paradigm in the 16th Century: The Impact of Humanistic Rhetoric on Protestant Preaching*16.00 F. Egglezou: *Learning Communication Skills in the Greek Toastmasters Club: the Influence and Implications of Ancient Rhetorical Educational Principles*16.20 Ž. Rački, Ž. Šijačić: *Qualities of a Good Speaker and an Ideal Teacher*16.40 M. Wackers, J. de Jong, B. Andeweg: *Recapitulation as an Effective Rhetorical Strategy: an Experiment into the Effect of the Summary on Information Retention in Educational Presentations***17.00 – 17.30 COFFEE****17.30 – 19.30 Rhetoric in Political Discourse**

(Chair: F. Egglezou & D. Nikolić)

17.30 J. Szczepańska-Włoch: *Novel or Conventional? Metaphor in the Language of Politicians*17.50 R. S. Iltis: *Style, Argument and Rhetorical Effectiveness: George W. Bush on Iraq*18.10 A. Runjić-Stoilova: *Tropes as Rhetorical Devices in Croatian Parliamentary Debate*18.30 A. Kampka: *Word and Image – Rhetorical Weapon of Politician's Wife*18.50 J. Poropat Darrer, E. Pletikos Olof: *Inaugural Speeches of Croatian Presidents: What Contributes to the Ceremonial Aura?*19.10 D. Tomić, A. Vančura: *Rhetoric of Croatian Trade Unions***19.30 – 20.30 DINNER****20.30 BOOK PRESENTATION****FRIDAY, APRIL 25th 2014****9.00 KEYNOTE ADDRESS**

J. E. Kjeldsen:

*The Real Rhetorical Audience***10.00 – 10.40 Rhetoric of Scientific Discourse**

(Chair: A. Runjić-Stoilova & D. Horga)

10.00 G. Varošanec-Škarić: *Scientific Rhetoric of Nikola Tesla*10.20 D. Nikolić, A. Grgić: *Do the Headlines of Croatian Scientific Publications Catch One's Eye?***10.40 – 11.10 COFFEE****11.10 – 13.30 Visual Rhetoric**

(Chair: J. Szczepańska-Włoch & S. Wein)

11.10 L. Groarke: *Beyond Words: Argument in the Digital Age*11.30 K. Lloyd: *Visual Rhetoric: Fact or Fiction?*11.50 E. Vine: *Picturing the Offender*12.10 M. D. Goggin: *Embroidering as Catharsis: Protesting One Stich at a Time for the Deaths and Disappearances in the "War on Drugs" in Mexico*12.30 G. Kišiček: *Reconstructing and Assessing Visual Arguments Based on Figurative Analogy*12.50 C. Pollaroli: *Multimodal Argumentation in Print Advertisements: the Case of The Economist*13.10 E. Buljubašić: *Rhetoric of Dalmatianness in Modern Klapa Music Videos***13.30 – 15.00 LUNCH BREAK**

15.00 – 16.20 History of Rhetoric

(Chair: G. Kišiček & J. H. Wagemans)

- 15.00 P. Aczél: *Central European Rhetoric: Hidden Voices of the Discipline*
- 15.20 P. Danler: *The Linguistic-Discursive Creation of the Speaker's Pathos for the Sake of Persuasion: A(nother) Key Aspect of Rhetoric and Argumentation*
- 15.40 H. J. Schild: *Translation of Classical Rhetoric into The Global Rhetoric of Media Manipulation*
- 16.00 M. Porrovecchio : *"Hounding" Baskerville: More Queries Regarding the Nature of Our Discourse(s)*

16.30 – 20.00 SIGHTSEEING (Bo1)

21.00 CONFERENCE DINNER

SATURDAY, APRIL 26th 2014

9.00 – 11.20 Rhetoric in Education & Argumentation and Law

(Chair: P. Aczél & F. Zenker)

- 9.00 M. Marušić: *Critical Trawling: A Case of Language Learning Strategies Adapting to Changing Communication Technologies*
- 9.20 S. Wein: *Planning for Legal and Religious Argumentation*
- 9.40 F. Puppo: *ICT in Trial and the Use of Rhetoric*
- 10.00 S. Tomasi: *Writing a Statement of Defense*
- 10.20 M. Manzin: *Rhetoric in the Training of Young Lawyers: a Model for Europe?*
- 10.40 A. Dimiskovska: *Logic as "General Jurisprudence": The Contribution of Contemporary Theories of Legal Argumentation to the Building of an Integrated Theory of Argument*

11.00 – 11.30 COFFEE

11.30 – 14.10 Rhetoric – Session in Croatian Language

(Chair: A. Vančura & B. Stanić)

- 11.30 D. Horga: *Starting an Answer to a Question ...*
- 11.50 D. Božić Lenard, N. Tanasić: *Linguistic and Extralinguistic Features of Political Speeches:*

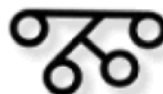
A Case Study of the Former Croatian Prime Minister Ivo Sanader

- 12.10 I. Klinčić, V. Rezo: *Eulogies in Northwestern Croatia*
- 12.30 I. Peša Matracki: *Rhetoric and Political Discourse of the Government of the Republic of Croatia (2011-2103)*
- 12.50 N. Borčić, I. Kanižaj, J. Škarica: *Conceptual Metaphor as Persuasive Rhetoric Strategy in Political Communication*
- 13.10 S: Bralić, M. Bilić: *Italian Political Speech Between Old and New*
- 13.30 J. Božanić: „Wild“ Sentence in the Rhetoric of Komiža's Facendas
- 13.50 J. Poropat Darrer, L. Mihaljević: *Speaking in the Public Sphere of Investor Relations*

14.15 CLOSING OF THE CONFERENCE



Faculty of Humanities and Social Sciences
University of Split



Faculty of Humanities and Social Sciences
University of Zagreb



Croatian Philological Association
Department of Phonetics

Faculty of Humanities and Social Sciences

University of Split

Faculty of Humanities and Social Sciences
University of Zagreb

Phonetic Section
Croatian Philological Association

**DAYS OF IVO ŠKARIĆ:
2nd INTERNATIONAL CONFERENCE
ON RHETORIC**

P R O G R A M



DAYS OF IVO ŠKARIĆ
INTERNATIONAL CONFERENCE ON RHETORIC

**Postira, Croatia
April 23rd – 26th 2014**

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