



Influence, Manipulation & Seduction



Interdisciplinary Perspectives on Persuasive Language

November 19–20, 2026

Tampere University, Finland

CONFERENCE PROGRAM

✉ **Contact:**

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<https://tinyurl.com/persuasion2026>

Thursday, November 19

From 8:30	Registration
9:00-9:15	Conference opening
9:15-10:15	Keynote 1 Charlotte Taylor (University of Sussex)
10:15-10:30	Coffee break
10:30-12:00	Full paper session 1: Environmental Discourses Daria Evangelista (University of Amsterdam) Corina Andone (University of Amsterdam) <i>An Alternative Path to Manipulation: Awareness-Raising as a Function of Argumentation in Climate Crisis Discourse</i> Maria Cristina Paganoni (Università degli Studi di Milano) Julia Mary Scilabra (Universidad Complutense de Madrid) <i>From Tourist to Steward: Website and Instagram Persuasion in Nordic Regenerative Tourism</i> Laura Ascone (CNRS) <i>Claiming the Truth About Climate Change: Enunciative Strategies of Influence and Manipulation in Telegram "Re-Information" Channels</i>
12:00-13:00	Lunch break
13:00-14:30	Full paper session 2: Gender & Persuasion Eva Trieb (University of Vienna) Johann Wolfgang Unger (Lancaster University) <i>Seduction by Proxy: Multimodal Persuasion and the Calibration of Desire in Spicy BookTok</i> Dominika Beneš Kováčová (Masaryk University) <i>'Where's Your F*cking Fight?!': The Performance of Face-Threatening Speech Acts by Manosphere Influencers</i> Benjamin Nangle (KU Leuven) <i>Gendered Narratives and Reactionary Newsjacking in Far-Right Communication</i>
14:30-15:00	Coffee break
15:00-16:30	Full paper sessions 3: The Dark Side of Persuasion Amy Brown (Aston Institute for Forensic Linguistics) <i>When Persuasion Becomes Coercion: Linguistic Strategies of Manipulation in Stalking Discourse</i> Dawn Archer (Manchester Metropolitan University) <i>Does Notoriety Make Some Influencers Immune to "Cancel Culture"?</i> Damien Lenoir (Université de Pau et des Pays de l'Adour (UPPA); ALTER)

	<i>Modal Auxiliaries as Tools of Persuasion: Interlocutive Strategies in US Anti-Vaccine Discourses</i>
16:30-16:45	Coffee break
16:45-17:45	Keynote 2 Massimiliano Demata (University of Catania)
17:45-18:00	Break
18:00-20:00	Lightning talks & poster reception

Friday, November 20

From 8:30	Registration
9:00-10:30	Full paper session 4: Religion & Politics Theresa Neumaier (TU Dortmund University) <i>Persuasive Language in Discourse of Exorcism and Deliverance</i> Ursula Lutzky (Wirtschaftsuniversität Wien) <i>"Fast, Transparent, and Trustworthy": How UK Financial Institutions Are Tempting Customers Into Debt</i> Frazer Heritage (Manchester Metropolitan University) <i>From Headlines to Hansard: The Discursive Legitimation of Transphobic Hate Groups and Their Evaluation in Parliamentary Discourse</i>
10:30-11:00	Coffee break
11:00-12:00	Keynote 3 Katarina Pettersson (University of Helsinki)
12:00-13:00	Lunch break
13:00-14:30	Full paper session 5: Influencers Maria Cristina Aiezza (Università di Napoli "L'Orientale") <i>"It's Not You, It's Your Programme": The Discourse of Fitness Coaching Promotion on Social Media</i> Hanna Limatius (University of Helsinki) <i>Eyeshadow and Equality: Social and Political Messaging in Beauty and Fashion Influencers' Instagram Posts</i> Letizia Paglialunga (University of Turin) Angela Zottola (University of Turin) <i>Called to Feminism: Influence, Intimacy and Digital Activism on Instagram</i>
14:30-14:45	Coffee break
14:45-16:15	Full paper session 6: Persuasion & AI Barbara Gabriella Renzi (CIEE; Uninettuno)

	<i>From Black Box to Personalised Tutor: The Persuasive Functions of AI Metaphors in Public and Educational Discourse</i> Silje Susanne Alvestad (Norwegian Defence University College; University of Oslo) Nele Pöldvere (Lund University) <i>Persuasion Across Borders: Insights from the Fakespeak-Barents Observer Collaboration</i> Thomas C. Messerli (University of Basel) <i>Persuading the Other: Directives in Human-AI Interaction</i>
16:15-16:30	Coffee break
16:30-18:00	Full paper session 7: Culinary Persuasion Martina Irsara (Free University of Bozen-Bolzano) <i>More than a Menu: Values as Persuasive Resources on Michelin Chefs' Websites</i> Justina Urbonaitė (Vilnius University) <i>"It's Like Having a Huge Car Battery to Run on Versus a Little AAA Battery": Metaphor as an Implicit Argumentative Resource in YouTube Nutrition Discourse</i> Mariya Hristova (Bielefeld University) <i>Metaphor and Persuasion in Wine Advertising</i>
18:00-18:15	Conference closing
19:00-21:00	Conference dinner

List of Lightning Talk Presenters (alphabetical order)

Olga Andreevskikh (Tampere Universities)

"It's As If You Can't Go a Day Without Making Life Worse for Women in Russia": Discursive Resistance Against Anti-Gender Politics in Contemporary Russophone Media

Caroline Willum Bech (Syddansk Universitet; University of Southern Denmark)

Influencing Young Danes' Nicotine Use by Fostering Open Dialogues: A Digital Conversational Card Game

Lucrezia Davitti (University of Florence)

Persuasive Implicitness in Italian Political Rallies: A Multimodal Perspective

Svetlana Filon (Tampere Universities)

Persuasive Discursive Practices on BlueSky and X

Jana Hallová (Masaryk University)

"Grok, Is This True?": Examination of AI-Driven Disinformation and Chatbot Manipulation on Twitter (X)

Katherine Ireland (University of Georgia)

User Agreements: A Corpus-Based Analysis of Digital Platforms Terms of Use

Isabella Martini (University of Florence)

Persuading Public Opinion. A corpus-assisted discourse analysis of the Midwives Act Campaign in Edwardian Letters to the Editor

Jana Pelclová (Masaryk University)

A Multimodal Conceptualization of Voice in Advertising Discourse

Ruben Peralta-Rivera (Universidad Autonoma de Baja California)

Pedro Fernández-Ruíz (Universidad Autonoma de Baja California)

Pause Behavior and Discourse-Marker Variation in Publicly Scrutinized Discourse

Hanna Rautajoki (Tampere University)

Political Poetics as a Means of Persuasive Opinion Formation

Konstantin Sulimenko (Charles University in Prague)

Persuasion by Style: Detecting Anti-Establishment Media through SVM-Based Grammatical Classification

Isabelle Suremann (Zurich University of Applied Sciences)

Fake News, Cancel Culture, and the Limits of the Sayable: Towards a Theory of Discourse on Discourse

Sonja Tastula (Tampere University)

Machine-Made Persuasion: A Genre-Based Approach to AI-Generated Cover Letters

Lea Johanna Wagner (Saarland University)

A Linguistic Analysis of Declarations of War from the Early Modern Period to the Modern Era

Julia Wnuk-Lipińska (Independent Researcher)

Click, Imagine, Experience: Persuasion and Ethical Ambiguity in Digital Tourism Campaigns

Aleksandra Wytulany (University of Southern Denmark)

Voice vs. Text: How Vocal Warmth Shapes Perceived Credibility and Verification Behaviour in AI Interaction

Aikaterini Xerovasila (University of Amsterdam)

Persuasion through Institutional Identity Appeals

Poster

Aurora Tervahauta (University of Turku)

Debating Medical Identity and Authority in Early Modern English Polemical Texts