BEYOND WORDS:
Persuasive Narratives and Multimodal Discourse

INTERNATIONAL SCIENTIFIC CONFERENCE PROGRAMME

24–25 October 2024

Vilnius University Kaunas Faculty

Thursday 24th October

9:00–10:00	**Registration (foyer)** (Muitinės str. 12, Kaunas)		
10:00–10:15	**J. Jablonskis room** (Muitinės str. 12, Kaunas) **Welcome** **Institutional greetings:** Dean of the Faculty Assoc. Prof. Dr. Giedrius Romeika, Organizing Committee **Conference opening**		
10:15–11:15	**Plenary speaker** Charles Forceville, Assoc. Prof. (University of Amsterdam) **On developing Multimodal Metaphor Theory into Multimodal Trope Theory**		
11:15–11:45	**Coffee break (foyer)**		
11:15–11:45	**Poster presentations (foyer)** **Loreta Huber** (*Kaunas Faculty, Vilnius University, Lithuania*)**, Justas Baranauskas** (*Vrije Universiteit Amsterdam*), **Rita Baranauskiene** (*Kaunas Faculty, Vilnius University, Lithuania*) *Conceptual Metaphors of Anger and Happiness in Comics and Films* **Jūratė Čirūnaitė** (*Lithuanian University of Health Sciences*) *XVIII amžiaus LDK žydų asmenvardžiai* **Junghye Baik** (*Sahmyook University in Seoul, Korea*) *From Locative to the Heart of Discourse: the multifunctionality of Korean Eti Where* **Charles Ononiwu** (*University of Jyväskylä*) *Multimodal Representations of the 2023 Nigerian General Election in Online Cartoons*		
	Parallel session #1		
	J. Jablonskis room	**V. Žulys room**	**M. Biržiška room**
	Cultural Narratives in Political and Historical Discourse *(Chair: Dr. Artur Świątek)*	**Multimodal Discourse in Advertising and Commercial Communication** *(Chair: Dr. Eglė Gabrėnaitė)*	**Persuasion, Metaphor and Cognitive Linguistics** *(Chair: Dr. Saulutė Juzelėnienė)*
11:45–12:15	**Artur Świątek** (*University of the National Education Commission, Poland*) *Hate Speech in Polish Political Discourse*	**Rasa Dobržinskienė** (*Mykolo Romerio universitetas, Lithuania*) *Lingvistiniai ir vizualiniai neurorinkodaros motyvai lietuviškų prekės ženklų*	*Henrique Dores* (*Sofia University St. Kliment Ohridski*) *Conceptual Metaphor and Pragmatic Aspects in Bolsonaro's Inauguration Speech*
12:15–12:45	**Alina Dochu** (*McMaster University, Canada*) *Revitalisation of the Crimean Tatar Language* *(Online presentation)*	**Eglė Gabrėnaitė & Viltė Nausėdaitė** (*Vilnius University, Lithuania*) *Įtraukties retorikos raiška lietuviškoje socialinėje reklamoje*	**Yibekal Abate & Derib Ado** (*Addis Ababa University, Ethiopia*) *Analyzing k'ɨne (pun) in the Amharic Azɨmari Lyrics*
12:45–13:15	**Liudmyla Hryzhak** (*University of Liverpool, UK; Yuriy Fedkovych Chernivtsi National University, Ukraine*) *The Conceptual Meaning of Creature in the Corpus of Victorian Novels: A Cognitive Semantics Approach* *(Online presentation)*	**Dovilė Vengalienė & Živilė Nemickienė** (*Vilnius University, Lithuania*) *Narratives and Personification in Modern Advertising: a trend analysis*	**Mohamed Saki** (*University of Western Brittany, Brest, France*) *A Multimodal Analysis of a Persuasive Collective Narrative: a case study of the opposition to the US supreme court overruling of Roe V. Wade in June 2022* *(Online presentation)*
13:15–14:45	**LUNCH (self-organised)**		
14:45–15:45	**J. Jablonskis room** **Plenary speaker** Sophia Diamantopoulou, Assoc. Prof. (IOE – Culture, Communication & Media, University College London) **Gesture and movement as embodied meaning making: a multimodal social semiotic approach**		

15:45–16:00	Coffee break (foyer)	
15:45–16:00	Poster presentations (foyer) Loreta Huber (*Kaunas Faculty, Vilnius University, Lithuania*), Justas Baranauskas (*Vrije Universiteit Amsterdam*), Rita Baranauskiene (*Kaunas Faculty, Vilnius University, Lithuania*) *Conceptual Metaphors of Anger and Happiness in Comics and Films* Jūratė Čirūnaitė (*Lithuanian University of Health Sciences*) *XVIII amžiaus LDK žydų asmenvardžiai* Junghye Baik (*Sahmyook University in Seoul, Korea*) *From Locative to the Heart of Discourse: The Multifunctionality of Korean Eti Where* Charles Ononiwu (*University of Jyväskylä*) *Multimodal Representations of the 2023 Nigerian General Election in Online Cartoons*	
	Parallel session #2	
	J. Jablonskis room	M. Biržiška room
	Online and Social Media Discourses (Chair: Dr. Prof. Loreta Huber)	**Cognitive and Emotional Language in Literature, Film and Popular Culture** (Chair: Dr. Łukasz Zarzycki)
16:00–16:30	Mladen Popovič & Vladan Pavlović (*University of Niš, Serbia*) *A Republican, a QAnon Supporter and a Far-Right Militant walk into a bar…: multimodal image-schematic analysis of US Left-wing webcomics* (Online presentation)	Brigita Brasienė (*Vilnius University, Lithuania*) *Navigating Multimodality in Dubbing: Verbal and Verbal-Visual Puns in Lithuanian-Dubbed Film "Onward"*
16:30–17:00	Laura Martinkutė (*Vilnius University, Lithuania*) *„Mados keičiasi, o stilius amžinas.“ (Yves Saint Laurent). Mados realybės šou žanro prieinamumas auditorijai su regos negalia* (Online presentation)	Robertas Kudirka & Eglė Navickaitė (*Vilnius University, Lithuania*) *Distopijos naujakalbė D. Mitchello romano „Debesų atlasas" vertime*
17:00–17:30	Bianca Alecu (*University of Bucharest, Romania*) *Greentext Narratives on the Romanian Reddit: an emerging discursive template?* (Online presentation)	Łukasz Zarzycki (*University of the National Education Commission in Cracow, Poland*) *The Effects of Profane Polish Language upon Persuasive Communication: an experimental study*
17:30–18.00	Garima Sukhwal (*National Institute of Technology, Warangal, India*) *Decoding Brand Persuasion: how multimodal ads mediates critical digital literacy* (Online presentation)	Eriola Qafzezi (*Fan S. Noli University, Albania*) *Untapping the Bell Jar: a corpus-based exploration of emotional and cognitive verbs in Sylvia Plath's The Bell Jar*
18:00–18:30	Coffee break (foyer)	
18:00–18:30	Poster presentations (foyer) Loreta Huber (*Kaunas Faculty, Vilnius University, Lithuania*), Justas Baranauskas (*Vrije Universiteit Amsterdam*), Rita Baranauskiene (*Kaunas Faculty, Vilnius University, Lithuania*) *Conceptual Metaphors of Anger and Happiness in Comics and Films* Jūratė Čirūnaitė (*Lithuanian University of Health Sciences*) *XVIII amžiaus LDK žydų asmenvardžiai* Junghye Baik (*Sahmyook University in Seoul, Korea*) *From Locative to the Heart of Discourse: the multifunctionality of Korean Eti Where* Charles Ononiwu (*University of Jyväskylä*) *Multimodal Representations of the 2023 Nigerian General Election in Online Cartoons*	
18:15–20.15	Welcome reception (Žalčio menė / Snake Ornament Hall) (Muitinės str. 12, Kaunas)	

Friday 25th October

10:00–10:30	**J. Jablonskis room** **Plenary speaker** **Odeta Žukauskienė,** Senior scientist of the Lithuanian Culture Research Institute, Assoc. Prof. (Vilnius Academy of Arts Kaunas Faculty) **Human Engagement with the Nonhuman World: New Forms of Creation and Communication**		
10:30–10:45	**Coffee break (foyer)**		
	Parallel session #3		
	J. Jablonskis room	**V. Žulys room**	**M. Biržiška room**
	Media Discourse and Persuasion in Socio-political Contexts *(Chair: Dr. Larysa Makaruk)*	**Multimodal Narratives and Interactive Media** *(Chair: Dr. Victoria Yefymenko)*	**Media Representation, Ethics, and Persuasion in Public Discourse** *(Chair: Dr. Skirmantė Šarkauskienė)*
10:45–11:15	**Larysa Makaruk & Nataliya Kashchyshyn** (*National University, Ukraine; Ivan Franko National University of Lviv, Ukraine*) *Multimodal Stylistic Devices as Powerful Tools to Present a True Picture of the War* Lesya Ukrainka Volyn	**Victoria Yefymenko** (*Taras Shevchenko National University of Kyiv, Ukraine*) *Multimodality of Interactive Digital Narratives: the case of Florence and Inanimate Alice*	**Skirmantė Šarkauskienė & Saulė Juzelėnienė** (*Vilnius University, Lithuania*) *Exploring Multimodal Stories of Inclusion in Commercials*
11:15–11:45	**Jelena Kirejeva** (*Kaunas University of Technology, Lithuania*) *The Conceptualisation of Hatred and Disgust in Multimodal Discourse (the Case of Russia-Ukraine War)*	**Raymond Echitchi** (*University of Liege, Belgium*) *Deciphering Multimodal Metaphor Through Metonymy. A Study of Southern Cameroonian Separatist Discourse*	**Elena Mattei** (*Ca' Foscari University of Venice, Italy*) *Persuasion Through Systematic Appeals to the Romantic Pristine in Instagram tourism discourse* (Online presentation)
11:45–12:15	**Alona Shyba** (*Vytautas Magnus University, Lithuania*) *Linguistic adaptation of Ukrainian war refugees: a case study of language use in Lithuania*	**Zuzanna Bogucka** (*Jan Kochanowski University, Poland*) *What are the Similarities Between Copypasta and Urban Legend?*	**Rania Al-Sabbagh** (*University of Sharjah, UAE*) *Hitting the Balance: eliciting empathy while maintaining ethics in charity campaigns*
12.15–12.45	**Svitlana Shurma** (*Tomas Bata University in Zlín, Czech Republic*) *Impersonalization in Photos Accompanying the Reports on Violence in Press*	**Martina Podboj & Aistė Vitkūnė-Bajorinienė** (*University of Rijeka, Croatia; Vilnius University, Lithuania*) *The Ghost Haunting Europe: online headlines in Croatian and Lithuanian news media*	**Dozandri Mendoza** (*University of California, Santa Barbara, USA*) *Enregistered Choreographies at the Kiki: the embodied semiotics of cunt on the Puerto Rican vogue performance floor.* (Online presentation)
12.45–13.15	**Skirmantė Šarkauskienė, Saulė Juzelėnienė, Rita Baranauskienė, Skirmantė Biržietienė, Eglė Gabrėnaitė, Jurgita Kerevičienė** (*Vilnius University, Lithuania*) *Presentation of the book: Approaches to Multimodality: Rhetoric and Stylistics in Public Discourse*		
13:15–13:30	**Conference close coffee (foyer) and farewells**		
13.30–15.00	**Lunch (self-organized)**		
15:00–17:00	**Cultural event (Guided Excursion to Kaunas Old Town)**		