



Departamento de Filologías Extranjeras y sus Lingüísticas



# INTERNATIONAL CONFERENCE ON LANGUAGE AND EMOTION

Madrid, 23-25 November 2016

emo|fundett

Rooms A & B - Facultad de Derecho, c/ Obispo Trejo s/n,  
Salón de Actos - Facultad de CC Políticas, c/Obispo Trejo 2,  
28040 Madrid

WEDNESDAY 23rd November 2016													
08.30-09.30	<b>Registration</b> (Rooms A & B Hall – Facultad de Derecho UNED)												
09.30-10.00	<b>OPENING SESSION</b> (Room A)												
10.00-10.30	<b>'Remembering Geoff Thompson, late member of EMO-FUNDETT', by J. Lachlan Mackenzie</b> - (Room A)												
	<table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="width: 50%; background-color: #d9ead3;">Panel 1 (Room A) <b>Emotion and Humor</b> Chair: Laura Alba-Juez</th> <th style="width: 50%; background-color: #d9ead3;">Panel 2 (Room B) <b>Comparative studies on Emotion</b> Chair: Elena Martínez Caro</th> </tr> </thead> <tbody> <tr> <td style="vertical-align: top;"> <table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="text-align: center;">10.30-11.00</td> <td>Salvatore Attardo (Texas A&amp;M University-Commerce, USA): 'Humor and Mirth'</td> </tr> <tr> <td style="text-align: center;">11.00-11.30</td> <td>David Ferrer-Revull (Universidad Nacional de Educación a Distancia): 'Nothing to fear: humorous US presidential discourse and the reversal of negative emotions'</td> </tr> </table></td></tr></tbody> </table>	Panel 1 (Room A) <b>Emotion and Humor</b> Chair: Laura Alba-Juez	Panel 2 (Room B) <b>Comparative studies on Emotion</b> Chair: Elena Martínez Caro	<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="text-align: center;">10.30-11.00</td> <td>Salvatore Attardo (Texas A&amp;M University-Commerce, USA): 'Humor and Mirth'</td> </tr> <tr> <td style="text-align: center;">11.00-11.30</td> <td>David Ferrer-Revull (Universidad Nacional de Educación a Distancia): 'Nothing to fear: humorous US presidential discourse and the reversal of negative emotions'</td> </tr> </table>	10.30-11.00	Salvatore Attardo (Texas A&M University-Commerce, USA): 'Humor and Mirth'	11.00-11.30	David Ferrer-Revull (Universidad Nacional de Educación a Distancia): 'Nothing to fear: humorous US presidential discourse and the reversal of negative emotions'	<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td colspan="2">Augusto Soares da Silva (Universidade Católica Portuguesa, Braga) &amp; Heliana Mello (Universidade Federal de Minas Gerais, Brazil): 'The cultural conceptualization of emotions across national language varieties: love in European and Brazilian Portuguese'</td> </tr> <tr> <td colspan="2">Marlies Whitehouse (Zurich University of Applied Sciences, Switzerland): 'Translating emotions: the interplay between cultural background and the language of emotions. A German-Japanese example.'</td> </tr> </table>	Augusto Soares da Silva (Universidade Católica Portuguesa, Braga) & Heliana Mello (Universidade Federal de Minas Gerais, Brazil): 'The cultural conceptualization of emotions across national language varieties: love in European and Brazilian Portuguese'		Marlies Whitehouse (Zurich University of Applied Sciences, Switzerland): 'Translating emotions: the interplay between cultural background and the language of emotions. A German-Japanese example.'	
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| 11.30-12.00 | COFFEE BREAK |
| 12.00-13.00 | **PLENARY 1** (Room A)  **'Laterality in language, emotion, and the body'**  **AD FOOLEN, Radboud Universiteit, Nijmegen**   Chair: Laura Alba-Juez |

		Panel 2 (Room B) <b>Comparative studies on Emotion (cont'ed)</b> Chair: Elena Martínez Caro
13.00-13.30	(Room A) <b>Book presentation: <i>Pragmatics: Cognition, Context and Culture</i></b> by Laura Alba-Juez and J. Lachlan Mackenzie	Valentin Shindler (Rupprecht-Karls-Universität Heidelberg, Germany): 'Verbal aggression and impoliteness in Russian and English literary discourse: status of the problem and research directions'
13.30-14.00	RAFFLE	Montserrat Martínez Vázquez (Universidad Pablo de Olavide): 'The lexicalization of emotional release in English and Spanish'
14.00-15.30	LUNCH BREAK	
15.30-16.30	<b>PLENARY 2 (Room A)</b> <b>'The phatic Internet. Networked feelings and emotions across the propositional/non-propositional and the intentional/unintentional board'</b> <b>FRANCISCO YUS, University of Alicante</b> Chair: Laura Alba-Juez	
	Panel 3 (Room A) <b>Emotion in different texts and contexts</b> Chair: Carmen Sancho Guinda / Ana María Ducasse	Panel A (Room B) <b>Persuasion in the world of politics and economy</b> Chair: Mercedes Díez Prados
16.30-17.00	Ruth Breeze (Universidad de Navarra): 'Tired of nice people? Deregulating emotions in politics'	<del>Regina Gutiérrez Pérez (Universidad Pablo de Olavide): 'A corpus-based comparison of English and Spanish metaphors in political and economic discourse'</del>
17.00-17.30	Carmen Sancho Guinda (Universidad Politécnica de Madrid): 'Promoemotional science? Emotion and intersemiosis in graphical abstracts' *	Marlies Whitehouse (Zurich University of Applied Sciences, Switzerland): 'Financial analysts' recommendations as telltale sign of persuasion drivers in the financial markets'
17.30-18.00	Marina Pappa (Ionian University, Greece): 'The political discourse of Flora Tristan: struggle for workers and women'	Raquel Sánchez Ruiz & Isabel López Cirugeda (Universidad de Castilla-La Mancha): 'Controlling the masses: Persuasion through language in political discourse. The case of the Divergent Series'
18.00-18.30	Dieter Stein (Heinrich-Heine University, Germany) & Victoria Guillén-Nieto (University of Alicante): 'Emotion and offence in law'	Liane Stroebel (RWTH, Aachen, Germany): 'Emotions: Effective persuasive devices in political discourse (France, Spain, and the U.S.)'
18.30-19.00	Begoña Bellés-Fortuño (Universitat Jaume I, Castelló) 'Empathic communication in health services contexts: Patients' placebo?'	María Ángeles Orts Llopis (Universidad de Murcia): 'A bilingual, bicultural approach to appraisal and persuasion in law: tracing affect, judgment, appreciation and interaction in English and Spanish legal op-eds'
	Panel 4 (Room A) <b>Stance/Appraisal/Evaluation and Emotion</b> Chair: Aurelia Carranza Márquez	
19.00-19.30	Miguel-Ángel Benítez-Castro (Universidad de Zaragoza) & Encarnación Hidalgo-Tenorio (Universidad de Granada): 'Appraising Attitude: On how corpus analysis and emotion-based research can contribute to a more refined version of Martin & White's AFFECT and JUDGEMENT subsystems'	Laura Hidalgo Downing (Universidad Autónoma de Madrid) & Blanca Kraljevic Mujic (Universidad Rey Juan Carlos): 'Repetition and recontextualisation as persuasive strategies in multimodal TV food commercials: a critical perspective'

19.30-20.00	Tatiana Larina (Peoples' Friendship University of Russia) & Douglas Mark Ponton (University of Catania, Italy): 'The article review genre: an intercultural perspective on stance, emotion and politeness'	Miguel Fuster-Márquez & Carmen Gregori-Signes (Universitat de València): 'Should you ... A phraseological approach to the interpretation of customers' needs and wishes in hotel websites'
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THURSDAY 24th November 2016			
09.30-10.30	<b>PLENARY 3 (Room A)</b> <b>'Revisiting swear/taboo words – with focus on their use in US televisual narratives'</b> <b>MONIKA BEDNAREK, University of Sydney</b> Chair: Laura Alba-Juez		
	Panel 5 (Salón de Actos) <b>Emotion 'en español'</b> Chair: Carmen Maíz Arévalo	Panel 6 (Room A) <b>Emotion and para/extra-linguistic features</b> Chair: Carmen Santamaría	Panel B (Room B) <b>Persuasion and audience</b> Chair: Mercedes Díez Prados
10.30-11.00	Silvia Kaul de Marlangeon (Universidad Nacional de Río Cuarto, Argentina): 'Tipos de descortesía verbal y emociones'	Aurelia Carranza Márquez & Victoria Marrero Aguiar (Universidad Nacional de Educación a Distancia): 'Emotion in second language assessment: oral skills'	Julia Valeiras Jurado & Noelia Ruiz Madrid (Universitat Jaume I, Castelló): 'Multimodal discourse analysis of persuasion in conference presentations: the enactment of characters'
11.00-11.30	Concepción Rico Albert (Universität Kassel, Germany): 'La distribución de las emociones en la fraseología del español peninsular: Un intento de clasificación desde una perspectiva cognitiva e interdisciplinar'	Lucy Pickering (Texas A&M University-Commerce, USA): 'Prosody and affective emotional responses'	Joaquín Primo-Pacheco (Universitat de València): 'Narrate, appraise and persuade: The interplay between fiction, evaluation and persuasion'
11.30-12.00	COFFEE BREAK		
12.00-13.00	<b>PLENARY 4 (Salón de Actos)</b> <b>'Emotions in Spanish Phraseology. A Crosslinguistic Approach from English'</b> <b>RUTH BREEZE &amp; MANUEL CASADO-VELARDE, University of Navarra</b> Chair: Laura Alba-Juez		
	Panel 5 (Salón de Actos) <b>Emotion 'en español' (cont'd)</b> Chair: Carmen Maíz Arévalo	Panel 7 (Room A) <b>Emotion in the Media</b> Chair: Francisco Yus	TBC
13.00-13.30	Dámaso Izquierdo Alegría & Ramón González Ruiz (Universidad de Navarra): 'Compromiso, modalidad epistémica y evidencialidad: metalenguaje y semantismo de los modalizadores de opinión'	Aurelia Carranza Márquez (Universidad Nacional de Educación a Distancia): 'When the emotion is not mine: the media and the use of emotion in the projection of stance'	Carmen Santamaría (Universidad de Alcalá): 'Parenthood and emotions in v/blogs'

	Panel 8 (Salón de Actos) <b>Narration/Storytelling and Emotions</b> Chair: Victoria Marrero		Panel B (Room B) <b>Persuasion and audience (cont'd)</b> Chair: Mercedes Díez Prados
13.30-14.00	Eva Estebas-Vilaplana & Marina Sanfilippo (Universidad Nacional de Educación a Distancia): 'Prosodic and gestural expressions in storytelling: a cross-linguistic study'	Julia Lavid López & Lara Moratón Gutiérrez (Universidad Complutense de Madrid): 'Interpersonal discourse markers and generic variation in journalistic texts: a contrastive annotation study'	Miguel F. Ruiz Garrido (Universitat Jaume I, Castelló): 'Calling audience's attention: the case of nursing conference presentations'
14.00-15.30	LUNCH BREAK		
15.30-16.30	<b>PLENARY 5</b> (Salón de Actos) <b>'Mixed Emotions: Mining Emotions in Big Data'</b> <b>IAN WOOD, National University of Ireland, Galway</b> Chair: J. Lachlan Mackenzie		
		Panel 7 (Room A) <b>Emotion in the Media (cont'd)</b> Chair: Francisco Yus	Panel C (Room B) <b>Persuasion in different texts and contexts</b> Chair: Mercedes Díez/ Rosa Muñoz
16.30-17.00	<b>Eye Tracking Workshop</b> <b>Paulina Burczynska, SMI</b>  Chair: Laura Alba-Juez	Daniel Perrin, Mathias Fürer, Aleksandra Gnach (Zurich University of Applied Sciences, Switzerland), Margherita Luciani (University of Lugano, Switzerland) & Marta Zampa (Zurich University of Applied Sciences, Switzerland): "voilàààààà wow!" – Verbalizing emotions in collaborative newswriting'	Patricia Bou-Franch & Sergio Maruenda-Bataller (Universitat de València): 'Persuasion at work in journalistic Facebook: the discursive construction of newsworthiness'
17.00-17.30		Juana I. Marín Arrese (Universidad Complutense de Madrid): 'Emotion and Representation in Agony Aunt columns'	María José García Vizcaíno (Montclair State University, USA): 'Sentimiento atlético: emoción y persuasión entran en juego'
17.30-18.00		Luisa Chierichetti (Università degli Studi di Bergamo, Italy): 'El discurso amoroso en la ficción audiovisual: la serie televisiva <i>Lex</i> (2008)'	Marta Carretero (Universidad Complutense de Madrid): 'Persuasion, (un)desirability and evidentiality: the case of four English adverbs of strong perception'
18.00-18.30			Panel 9 (Room A) <b>Interdisciplinary Studies on Emotion</b> Chair: David Ferrer
		Renata Sarmiento-Henrique (Universidad Nacional de Educación a Distancia), Marta Giménez-Dasí (Universidad de Valencia), Laura Quintanilla Cobián & Patricia Recio Saboya (Universidad Nacional de Educación a Distancia): 'El lenguaje como mediador en la relación de la comprensión emocional (CE) y la teoría de la	Nina-Maria Fronhofer (University of Augsburg, Germany): 'My anger was justified SURELY? Markers of epistemic (un-)certainty in English and German Emotion Events'

		mente (TM): una propuesta basada en un modelo de ecuaciones estructurales'	
	<b>Panel 8 (Salón de Actos)</b> <b>Narration/Storytelling and Emotions (cont'd)</b> Chair: Victoria Marrero Aguiar		
18.30-19.00	Isabel Alonso Belmonte (Universidad Autónoma de Madrid): 'Despite my Fears: the multimodal representation of emotion in digital storytelling'	Soledad Valle (Universidad de Deusto): 'Mujer, madre sola y víctima de violencia machista. Emociones desde un enfoque interseccional'	J. Lachlan Mackenzie (VU Amsterdam, The Netherlands): 'The syntax of an emotional expletive in English'
19.00-19.30	María Dolores Porto (Universidad de Alcalá) & Manuela Romano (Universidad Autónoma de Madrid): 'A Mixed Viewpoint and Blending Approach to Traumatic Emotional Discourse'	Clara Molina (Universidad Autónoma de Madrid): 'Obvious? Language, emotion and identity'	Angela Downing & Elena Martínez Caro (Universidad Complutense de Madrid): 'Gosh and other related interjections in present-day English'

21.00

CONFERENCE DINNER  
(Restaurante Sal Gorda)

FRIDAY 25th November 2016			
	Panel 11 (Salón de Actos) <b>Emotion on the web (CMC)</b> Chair: Francisco Yus	Panel 12 (Room A) <b>Emotion and Language/Learning/Education</b> Chair: Antonio García Gómez	Panel D (Room B) <b>Business Persuasion</b> Chair: Mercedes Díez Prados
09.30-10.00	Ana M. Fernández Vallejo (Universidad de Navarra): 'Las emociones en el Twitter corporativo: el éxito de lo microblogs de Acciona e Iberdrola'	Mercedes Querol-Julián & Blanca Arteaga-Martínez (Universidad Internacional de La Rioja): 'Interaction in live-virtual classes: development of creative and critical skills from teachers' emotional multimodal discourse'	Ana M. Cestero (Universidad de Alcalá): 'La comunicación no verbal en el discurso persuasivo empresarial'
10.00-10.30	Maria Lluïsa Gea Valor (Universitat de València): "'She's got right under my skin": Emotion in fiction bestsellers' blurbs'	Rosa M <sup>a</sup> Jiménez Catalán (Universidad de la Rioja): 'EFL learners' first word responses to the emotion prompt "SAD" in a lexical availability task'	Roberto-Carlos Álvarez-Delgado & José-Santiago Fernández-Vázquez (Universidad de Alcalá): 'Construyendo una comunicación persuasiva: La interacción entre argumentos racionales y apelaciones emotivas en el discurso emprendedor'
10.30-11.30	<b>PLENARY 6 (Salón de Actos)</b> <b>'Léxico, emoción y relato en la retórica del discurso persuasivo'</b> <b>JAVIER DE SANTIAGO GUERVÓS, Universidad de Salamanca</b> Chair: Mercedes Díez Prados		
11.30-12.00	COFFEE BREAK		

12.00-13.00	<b>PLENARY 7 (Salón de Actos)</b> <b>‘Persuasion and Emotion: Exploring face and facework in educational settings’</b> <b>BARRY PENNOCK, Universidad de Valencia</b> Chair: Mercedes Díez Prados		
		Panel 12 (Room A) <b>Emotion and Language-Learning/Education</b> Chair: Carmen Santamaría	Panel D (Room B) <b>Business Persuasion (cont’d)</b> Chair: Antonio García Gómez
13.00-13.30	<b>INVITED TALK (Salón de Actos):</b> <b>‘Emotional intelligence as a personal characteristic that affects communicative competence’</b> <b>JUAN-CARLOS PÉREZ-GONZÁLEZ, UNED</b>  Chair: Laura Alba-Juez	Tarmo Ahvenainen (Jyväskylä University, Finland): ‘Language-related face-loss concerns in spoken L2 student workshop communication’	Mercedes Díez Prados (Universidad de Alcalá): ‘Non- verbal communication in business discourse: the case of the elevator pitch’
13.30-14.00		Pilar Escabias Lloret (Universidad de Alicante): ‘The role of emotion and interpersonal features in multimodal lessons. Teaching in English and Spanish: A case study at the University of Alicante’	Lidia Taillefer (Universidad de Málaga): ‘Persuasive discourse: research from a sociolinguistic approach’
14.00-15.30	LUNCH BREAK		
15.30-16.30	<b>PLENARY 8 (Salón de Actos)</b> <b>‘How hard is it to recognise emotions in a native and in a foreign language?’</b> <b>JEAN MARC DEWAELE, Birkbeck College, London</b> Chair: Laura Alba-Juez		
	Panel 10 (Salón de Actos) <b>Emotion on the web (CMC) cont’d</b> Chair: Francisco Yus	Panel 12 (Room A) <b>Emotion and Language-Learning/Education (cont’d)</b> Chair: Salvatore Attardo/ Elena Martínez Caro	Panel D (Room B) <b>Business Persuasion (cont’d)</b> Chair: Mercedes Díez Prados
16.30-17.00	Alfonso Sánchez-Moya (Universidad Complutense de Madrid): ‘“It seems I passed it!!!!”: analysing cyberemotion in professional students’ digital discourses’	Elisa Pérez García & María Jesús Sánchez Manzano (Universidad de Salamanca): ‘Assessing EFL Learners’ Ability to Express Emotions Linguistically as a Means of Improving their Communication Skills and Cultural Literacy’	Antonio García Gómez (Universidad de Alcalá): ‘Gaining compliance in business discourse: Persuasion, negotiation and turn-taking strategies’
17.00-17.30	Eva Ogiermann (King’s College London): ‘Emotions in responses to (unjustified) negative online feedback’	Pia Resnik (University of Vienna): ‘Verbalising Emotions in English as a Second language and Its Relevance to Nowadays’ Multilingual World of Work’	Rosa Muñoz-Luna (Universidad de Málaga): ‘Argumentation in persuasive speech: linguistic elements for argumentative strength’
17.30-18.00	Elena Sergeevna Stepanova (Samara State Medical University, Russian Federation): ‘Use of emotive language in computer-mediated communication (on the example of English forums on plastic surgery)’	Claudia Zbenovich (Hadassah College Jerusalem, Israel): ‘Emotion Talk as an Argument in a University Setting’	Ana María Ducasse (RMIT, Melbourne): ‘Goal directed persuasive discourse: contrasting televised business pitches in Spanish and English’
18.00-18.30	<b>CLOSING SESSION (Salón de Actos)</b>		

‘MADRID DE LOS AUSTRIAS’ WALKING TOUR