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Plenary Sessions

Discourse analysis meets rhetorical argumentation theory

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Scholars who study real-life communication should know about each other across disciplines. For example, discourse analysts and rhetoricians ought to learn from each other's work. Both will benefit from it. Discourse analysts have in recent years looked toward argumentation studies. I will argue that they should connect with scholars who work in rhetorical argumentation theory. As an exponent of rhetorical argumentation theory, I will present views and insights from that discipline that I believe are important for discourse analysts to know about.

Activist and militant argumentation in the democratic sphere

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This paper is a preliminary attempt to explore the nature of militant/activist discourse emanating from civil society in the democratic sphere. This discourse is defined as an argumentative modality that crosses discursive genres and answers the needs of collective action in the service of a cause. After a short lexicographical overview of the terms militant and activist in French and English, I adopt an enunciative perspective to show how enunciation is in itself an act of intervention in the public sphere and the construction of a collective subject. I then provide a discursive and argumentative analysis to highlight a characteristic of militant/activist discourse: it builds up a pattern of reasoning closed in on itself through a double process of saturation and erasure. Saturation is achieved through indexation to a stereotyped ideological interdiscourse and a procedure of repetition. Erasure refers to the elimination of various contextual elements that threaten the

argumentative scheme. It arouses, however, a critical question: reconstituting the missing elements boils down to bringing in the counterarguments of the opponent. Does then the analyst's interpretation turn him into an actor rather than an observer of the public sphere? The trap in which the researcher is caught might be characteristic of the militant/activist's discourse. This preliminary analysis opens the way to the exploration of an important question: to what extent does the proliferation of an argumentative modality that short-circuits debate and replaces deliberation with action run the risk of undermining deliberative democracy?

The pragmatics and argumentation interface

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A majority of contemporary approaches to argumentation theory, across the board, have paid attention to pragmatic research – although to various extents. Approaches such as pragma-dialectics (van Eemeren & Grootendorst, 2004), or Bermejo Luque's Linguistic Normative Model of Argumentation (2011), for instance, heavily rely on speech act theory in their very definition of arguing as a speech act, while other paradigms, such as the normative pragmatic approach (see, among others, Jacobs, 1989; Kauffeld, 1998; Kauffeld & Goodwin, 2022), Walton's pragmatic view on fallacies and dialectics (Walton, 1995, 1998) as well as many others, typically resort to pragmatic concepts found in speech act theory (Austin, 1962; Searle, 1969) or in Grice's framework (Grice, 1989) to characterise features of argumentative discourse. The reach of pragmatic research has also extended to the rhetorical tradition of argumentation theory, with the work of Tindale on audience reception (Tindale, 1992, 2015) and Ilie's pragma-rhetorical approach to political discourse (Ilie, 2018) being cases in point. Such a fruitful development of the pragmatics and argumentation interface has naturally resulted, in recent years, in several publications showcasing the breadth of research that has been conducted at this interface (see e.g., Boogaart et al., 2021; Hinton, 2021; Lewiński et al., 2023; Oswald, 2022).

The first part of this talk will provide an overview of the main directions that have been explored at the interface of pragmatics and argumentation theory for the past 50 years, by highlighting points of convergence, theoretical integrations, as well as the directionality of the transfer between argumentation and pragmatics. Indeed, even if most of the work at this interface has seen researchers resort to pragmatics to tackle argumentation-theoretic research questions, there are a few studies which have explored the opposite direction, reflecting on the ways in which argumentation theory may contribute to pragmatics.

The second part of the talk will consider very recent developments in argumentation theory that have been made possible by the dialogue between pragmatics and argumentation. Research methods in experimental pragmatics are now starting to

be picked up by argumentation scholars who seek empirical evidence for research questions that have been discussed in the field for some time, yet in the absence of empirical validation. To illustrate the latter, I will discuss examples regarding the persuasiveness of reformulation and the *ethotic* advantages of using insinuation in personal attacks to illustrate the current trend and reflect on the kind of developments we can expect to witness in the coming years

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Thematic panel 1

The environment in different themes - enunciative, textual and discursive approaches

Abstract: In this thematic panel, we focus on the environment in four themes: (1) fake news concerning the floods in Rio Grande do Sul; (2) the issue of migrants or environmental refugees and their discursive (non) manifestations; and (3) forest deforestation in the biome identified as MATOPIBA, as well as the Caatinga area of Rio Grande do Norte. The above-mentioned themes are dealt with in the light of a plural theoretical framework, which allows argumentation to be approached from a linguistic perspective, in line with various theories, including the Rabatelian pragmaenunciative and discursive theories of point of view. Also Macagno's Argumentation Theory (2010), as well as argumentative orientation and sequence (Adam, 2011) and argumentative modalities (Amossy, 2008, 2017). The methodological approach is qualitative and interpretivist in nature. We emphasise that the analysis of the fake news data points to semantically opposite results, two rhetorical movements (delegitimisation and legitimisation) present in interactions on Instagram. With regard to environmental migrants or refugees, the analysis of the jurisprudential text selected as a case study indicates that the lack of a stabilised definition for the term 'environmental migrant' in international conventions could compromise the legal security of citizens. Finally, the results of the analysis on forest deforestation point to the linguistic organisation of the speakers' point of view through the process of referencing, of predication, based on official data. Argumentative modalities of the polemical, co-construction and negotiated types predominated.

Keywords: Argumentation; Migrants or environmental refugees; Forest deforestation; Fake News; Soil contamination.

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Fake News about the floods in Rio Grande do Sul: controversy, interaction and argumentation in an Instagram post

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Abstract: Based on the assumption that all discourse is ideological and argumentatively marked, this work intends to reflect on public discourse in clippings of statements made by users of the social network Instagram in comments on a post containing fake news about the floods in Rio Grande do Sul, Brazil, in the year 2024. From a theoretical point of view, we anchor ourselves in the discussion promoted by Amossy (2017) regarding the disqualification of the other, as a constituent element of the polemical argumentative modality, combining it with the notion developed by Lima (2024) on digital interaction. The theoretical framework of this research is completed by authors such as Amossy (2018, 2020), Cavalcante et al (2020) and Adam (2011). Methodologically, we delimited the corpus of analysis to statements made by users of the social network Instagram in a post containing fake news about the floods in Rio Grande do Sul, observing the linguistic actions of disqualifying the other in the processes of digital interaction and verifying how such actions act argumentatively as a discourse guided by its antecedents, acting on the perception of the interlocutors and categorising the world. The analysis of the data points to semantically opposite results, i.e. two rhetorical movements (delegitimation and legitimation) in the argumentative processes present in digital interaction: i) the enunciators disqualify the other in order to delegitimize the fake news; ii) the enunciators take up other fake news in order to legitimize the false discourse being broadcast. In conclusion, we believe that this work contributes to understanding the textuality/discursiveness of the polemical argumentative modality, based on the formal elements that structure the comments analysed.

Keywords: Fake News; Argumentation; Digital interaction; Text; Discourse.

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Migrants or environmental refugees and their discursive (non)manifestations: a 'humanitarian tragedy' already foretold

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Abstract: Recent data from the World Bank indicates that approximately 216 million people will be forced to migrate due to environmental issues resulting from climate change. In Brazil, more specifically, in May 2024, due to the floods in Rio Grande do Sul, the Civil Defence said that more than 615,000 people had to leave their homes because of the calamity in the state. These figures emphasise the importance of the issue of environmental migration at a global and local level. However, what can be observed in normative terms, in Public International Law, is the near absence of legal instruments that provide a clear definition of these migrants, with their specificities, which can lead to inconsistent decisions in international courts. Starting from this introductory framework, this work, which follows a multidimensional and transdisciplinary perspective of discursive studies, aims to show: (1) how the 1951 Geneva Convention relating to the Status of Refugees discursively represents the term 'refugee', defining it; (2) the inadequacy of this definition to characterise what can be called an 'environmental migrant'; (3) how the absence of a definitive stabilisation for the term can compromise the legal security of individuals. In order to achieve the proposed objectives, this contribution will follow the theoretical precepts developed by Textual Linguistics and Discourse Analysis, Adam (2011) and Maingueneau (2004), respectively, combined with theoretical contributions from other areas of Linguistics, such as Argumentation Theory, Macagno (2010). In addition, we will use contributions from the legal field - Gil (2020). From a methodological point of view, we will present an exploratory, documentary-based study of a New Zealand case law decision (the TEITIOTA case against the Chief Executive of the Ministry of Business, Innovation and Employment). The analysis of the jurisprudential text selected as a case study indicates that the lack of a stabilised definition for the term 'environmental migrant' in international conventions may compromise the legal certainty of citizens - Pinto (2022).

Keywords: Environmental migrants; Refugees; Legal certainty.

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Deforestation in Brasil

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Abstract: The aim of this work is to analyse the issue of forest deforestation in the biome identified as MATOPIBA, a border area between the states of Maranhão, Tocantins, Piauí and Bahia, thus bringing together states in the Northeast and North, as well as in the area of the Caatinga potiguar, i.e. in the state of Rio Grande do Norte. To this end, we analysed a corpus made up of official documents and texts published in the media, focusing on the issue. The data expresses the voices of authorities at various levels (federal, state and municipal) in the face of a public controversy that, on the one hand, highlights the people who profit from deforestation and, on the other, the victims. The theoretical anchoring is made up of various authors, including Adam (2011), with regard to the argumentative sequence, whose model offers room for counter-argumentation. We also considered studies by Amossy (2008, 2014) on argumentative modalities and public polemics. Rabatel (2016, 2017, 2021a, 2021b, 2024), Rodrigues (2022), regarding the point of view from a linguistic perspective, in line with Rabatel's pragmaenunciative and discursive theory, its related notions (speaker, enunciator, syncretism, source and support of POS, ontology of sources, enunciative postures, types of POS and argumentation). The methodology adopted was qualitative and interpretivist in nature, as well as the inductive method. The results point to the linguistic organisation of the point of view of the speakers and the first enunciating speakers through the process of referencing, of predication about the corpora analysed. The occurrence of syncretism was identified, i.e. situations in which the speaker is also the enunciator. Finally, the argumentative modalities of the polemical, co-construction and negotiated types predominated.

Keywords: Forest deforestation; Argumentation; Point of view.

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Communication session 01

Public figures crying in speeches: the (false) rhetoric of tears

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Abstract: Although crying is more commonly associated with the private than the public sphere, it is not uncommon to witness public figures, both male and female, shedding tears during a speech. Such moments captivate the *media* and social networks. Fundamentally, ordinary people feel moved and gratified when the powerful descend from their pedestal and, even if only briefly, appear more human and relatable. Conversely, the powerful understand that displaying vulnerability in front of an audience and softening their hearts with tears can help them influence the audience, gain their favor, and enhance their own *ethos*. However, the tears shed during such moments are often not a genuine and positive emotional expression. Instead, as part of a ritualized display occurring in a moment of perceived vulnerability, they serve as a rhetorical strategy of manipulation. In a session strongly linked to Aristotelian *ethos* and *pathos*, focusing on the non-verbal aspects of argumentation, rhetorical manipulation, and the polysemy of crying, we aim to examine contemporary cases of national and international public figures who have cried during speeches. In these cases, the tears appear to be a means of restoring a damaged *ethos* and exploiting the audience's emotions (*pathos*), ultimately revealing themselves as nothing more than a manipulative rhetorical strategy.

Keywords: Crying in public; Emotional tears; *Ethos* and *pathos*; Pathetic argument; Argumentation and manipulation; Speech and tears; “Crocodile tears”.

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Mitigation strategies as an argumentative resource

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Abstract: In certain interactions, dialogic exchanges do not solely aim to convey information and experiences but primarily serve specific intentions. These intentions often involve achieving something or mitigating a negative effect on the interlocutor. In this sense, we understand the argumentative process as a linguistic process that acts upon the other (Koch 2002; Aquino and Dioguardi 2008; Charaudeau, 2016) and as a necessity of social life. Attenuation strategies function to minimize the illocutionary force of a speech act in order to achieve something physical or simply to preserve the speaker's image, which may be at risk due to something said. Therefore, linguistic attenuation is an argumentative and negotiation activity, according to Albelda et al. (2014). This work is part of a project on attenuation, within the scope of ES.POR.ATENUACIÓN (Spanish. Portuguese. Attenuation). This project is a methodological proposal that establishes common theoretical foundations for the analysis and contrastive study of pragmatic attenuation in corpora from different Spanish-speaking regions. The general goal of the project is to study attenuation strategies in Spanish and Portuguese. Thus, this study aims to offer some considerations on attenuation strategies as an argumentative and negotiation activity. To carry out this work, we used surveys from the NURC/SP Project as the primary corpus and a database on attenuation strategies in everyday situations as complementary corpus.

Keywords: Attenuation; Argumentation; Face; (Im)politeness.

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The Critical Function of Argumentation

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Abstract: The perspective developed in this presentation associates argumentation with the critical function of language. It appears as a site for questioning and as a way of dealing with the problematic nature of issues, based on the assumption that

an argumentative issue has at least two possible answers. In this sense, argumentation fosters critical thinking in a transversal manner and is fundamental from an educational perspective. However, for the exercise of the critical function of language to be fruitful and productive, it must be carried out within the framework of an argumentative image of thought that embodies the idea of reasonableness and points towards a coexistential dimension. Thus, in addition to explaining the importance of the critical function of argumentation, the main characteristics of an argumentative image of thought are presented, an image capable of dealing with the diversity of cultures that always shape ways of thinking and arguing.

Keywords: Argumentation; Criticism; Argumentative image of thought; Education; Culture.

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Communication Session 02

Fake News and Argumentation: Strategies and Effects of Meaning

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Abstract: Digital information and communication tools have been facilitating the production and wide circulation of fake news, often causing damage, some of which is irreversible. Verifying information that circulates on the internet to correct it and disseminate correct data are the objectives of fact-checking agencies such as Lupa, Fato ou Fake, Comprova, Aos Fatos, and Boatos.org. From these agencies' websites, some fake news items were selected to identify and analyze the discursive strategies used in argumentative construction and the function of these strategies in constructing an effect of truth that lends coherence to the supposedly newsworthy production. The analysis is supported by theoretical assumptions from: i) sociocognitive and interactional text studies (Beaugrande, 1997; Koch, 2004; Bentes, 2023); ii) studies on fake news understood as intentionally false and potentially misleading news texts (Alcott & Gentzow, 2017; Bucci, 2019; Faustino, 2023; Gonçalves-Segundo, 2021; Leurquin & Leurquin, 2021; Wardle & Derakhshan, 2018); iii) studies of argumentation, particularly discursive studies related to rhetoric, which address strategies to make others believe in what is reported, either by constructing an ethos of journalistic and/or scientific truth or through an emotional discourse capable of impacting the target of the fake news (Cabral, 2020; Charaudeau, 2005 and 2010; Amossy, 2018 and 2014; Plantin, 2011). The aim is to establish some categories that may serve as textual and discursive foundations for constructing a more ethical and sustained informational literacy. (Faustino, 2023).

Keywords: Text/discourse; Fake news; Argumentation; Discursive strategies; Effects of meaning.

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Discourse and Post-Truths in Action: The Media Device in the (De)construction of Fact or Fake

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Abstract: The media as an institution for producing and circulating discourses presents visibility on events, in the emergence of news with the status of fake news, in a connected, digital, and technological society. Thus, the objective of this work is to problematize the discursiveness operated in the construction of truths, as fact or fake, discussing post-truth as a site of dispute in the construction of meanings that validate or invalidate the saying in media discourses. The theoretical basis is Discourse Analysis, in conjunction with Foucauldian discursive studies, through qualitative research, using the archeogenealogical method, based on works by Foucault (1999, 2008, 2010) and authors who discuss post-truth and the media, such as Arendt (2014), Curcino, Sargentine, Piovezani (2021), and Chartier (2021). We will use as a corpus media discourses that aim to verify what is fact or fake in the multiplicity of information circulating on social networks. The results emphasize that the construction of truth is always marked by regularities that signal the perspective of science or an authorized subject to verify what is true or not. In addition, the media appears at the intersection of the production of fake news but also as a legitimizer of truth, through resources that intersect technology, language, and society. The argumentative bias of the research highlights the construction of meanings that are in the order of discourse, which manage what can be said through argumentation that indicates facts or fakes, with the media being responsible both for the incidence of this circulation, via social networks and other platforms, and for operating in the deconstruction of fake news. There are control strategies as an instance of power that produces the truth of facts, focusing on the news as a place to make visible and say what is true or not, within the evidence of the media spectacle.

Keywords: Discourse; Post-truth; Media; Fact or Fake.

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Reading practices in Higher Education: scientific culture as a tool to combat misinformation

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Abstract: This study, situated within the theoretical-methodological framework of French Discourse Analysis (henceforth, DA), particularly drawing on the reflections of Michel Pêcheux, and the New Literacy Studies (Street), in interface with Education, aims to reflect on reading and writing practices in Higher Education and how they impact the fight against misinformation. This effort is related to the “challenges involved in promoting and improving quality education (at various levels),” in alignment with the Sustainable Development Goals (SDGs) of the United Nations' 2030 Agenda, with a focus on SDG 4 (“Quality Education”). Using as discursive material the texts produced in this context, we seek to describe the reading pathways of university students during their process of textual-discursive production. Thus, considering educational practices in scientific culture and policies of resistance to misinformation, we examine how these individuals identify or do not identify with scientific discourse as a basis for trusting information. To this end, we are analyzing written texts produced by university students in two different production contexts: Brazil and France. The corpus consists of 115 texts developed by students from UNESP/IBILCE (São Paulo State University, Brazil) and the University of Lille (Lille, France). Based on these texts, this analysis seeks to reflect

on the academic training of university students, future teachers, as well as to understand potential tools to combat misinformation. Initial results show that formal and structural aspects present in the academic-scientific genre serve as guiding elements for these individuals to build trust in information.

Keywords: Discourse Analysis; Reading; University Student; Scientific Education; Misinformation.

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Thematic panel 2

Textuality and argumentative strategies in the digital environment

Abstract: In Textual Linguistics, many key concepts, such as the notion of text - a complex language phenomenon approached in different ways - are not consensual. Human interactions have been transformed by technologies and, along with them, texts. Native digital texts (cf. Paveau, 2021), which emerge in the digital environment, raise a number of concerns because they integrate different elements and resources made possible by the internet and its various platforms and applications. It is necessary to investigate the fundamental question of enunciation, since new ways of proposing oneself as a subject, establishing deixis and allocating and engaging interlocutors - and, consequently, interacting - make us rethink the relationship between enunciation and text, as suggested by Ciulla, Cortez, Pinto and Silva (2024). One problem involved is that of the unity and limits of the text, since in most digital interactions, such as blogs and social networks, several speakers can interact, extending, commenting on and altering a single text. In this way, many explanations about coherence and other factors of pre-digital textuality lose their force. Related to these issues is the importance of investigating argumentation strategies and the construction of points of view. This field is fertile for discoveries about ways of interacting and positioning oneself, especially those provided by digital, whose environments are likened to a fighting arena (Bousfield; Locher, 2008). In this panel, we propose to discuss enunciative issues, textuality and argumentation in texts, in the light of the transformations that texts produced in the digital environment have brought about and which make us rethink the text object. Our research is being carried out within the Protexoto group, which is dedicated to developing a theoretical-methodological approach to Brazilian textual linguistics (Cavalcante et al., 2022).

Keywords: Argumentativity; Digital native texts; Enunciative framework; Manipulation.

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Textual analysis - fundamental concepts and analysis methodology

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Abstract: Text is commonly defined on the basis of various elements, such as 1) discourse; 2) cognitive processes; 3) coherence and textuality factors; 4) linguistic, immediate and socio-historical context; 5) genre; 6) interaction in the communicative situation; 7) intertextuality and 8) the inseparability of reading. Although we recognise the importance of all these factors in explaining aspects of the text and carrying out specific analyses, we believe that none of them, in isolation, provides sufficient criteria to define what a text is. Each factor alone does not answer how it is possible to consider such different events as a cake recipe, a comment on a social network and a scientific treatise under the same heading of text. Furthermore, combining these factors to understand the 'whole' of the text requires an alignment of assumptions that is neither transparent nor immediate. In the Protexto/CNPq group, inspired by Adam (2008, p.40), we are looking for a programme to describe all human and non-human discursive productions. In Cavalcante et al. (2022), 20 years of the group's research are brought together, highlighting some of the formulations on the main concepts and applications related to textual functioning.

Continuing this study, our aim is to delve deeper into some of these concepts, especially those that can lead to the definition and delimitation of the text, towards a more precise textual analysis methodology, focusing on: a) the enunciative dimension: deixis and the enunciative framework, including illocutionary effects; b) the referencing process, observing how the objects of discourse are referred to by the interlocutors; c) modes of organisation, which make it possible to (re)construct the purposes of narrating, arguing, describing, explaining, and approaching discursive genres and d) argumentative bias built into the texts. This reflection aims to deepen understanding of textual issues, serving as support for proposals for teaching and assessing reading and textual production.

Keywords: Textual analysis; Enunciative framework; Referencing; Argumentative construction.

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Disinformation and manipulation in a digital context: strategies and meanings

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Abstract: This work has two objectives, which are defined as follows: 1) to discuss the notions of disinformation and manipulation situated in digital culture, considering that the novelty lies in the way these phenomena are constituted and amplified on the Internet, as well as in the forms of verification and checking that are also favoured by online resources; 2) to analyse the manipulative strategies used by their producers to promote deception in texts that contain disinformation and are evaluated by checking agencies. The theoretical basis of this work includes the following assumptions: i) the text is an interactionally constructed unit of meaning (Cavalcante et al 2022); ii) disinformation is intentionally produced to be false and potentially misleading (Alcott; Gentzow 2017) and , to this end, makes use of 'manipulative speech acts' (Charaudeau, 2022); iii) disinformation and manipulation in the digital ecosystem (Paveau, 2021) have linguistic and digital environment characteristics that make up the singularity of the enunciative framework (Cavalcante, Brito and Martins, in press). For the intended analysis, texts were selected from social networks that contain disinformation, as pointed out by fact-checking agencies. The results of the analysis indicate that there are many manipulation strategies at the service of disinformation which, intentionally produced by human agents with the help of artificial intelligence, gains repercussions and impacts our social life.

Keywords: Text; Digital context; Disinformation; Manipulation; Meanings.

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Thesis and point of view: when notions meet

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Abstract: The Brazilian Textual Linguistics (hereafter TL) practised by the Protexoto Group (UFC/CNPq), in a movement of ‘focused interdisciplinarity’, in the terms of Charaudeau (2013), brings to its scope of analysis other theoretical contributions, from argumentative and enunciative approaches, but resizes concepts within the scope of its presuppositions in order to guarantee a coherent application of its analytical criteria. Two of these concepts are the notions of thesis and point of view (hereafter POS), which are used to explain how the argumentative dimension and, more specifically, point of view are established in the text (Amossy, 2017, 2018). The notion of thesis originates in argumentation studies (Toulmin, 2022 [1958]; Walton, 2012 [1989]; Plantin, 2016) and can be defined as propositions stated as foregone conclusions for which there must be reasons to justify them and, moreover, as an answer to a given argumentative question. The notion of point of view we are using is that of Alain Rabatel (2019, 2016), within the scope of his interactional-enunciative theory of Points of View, for whom the POS is any utterance that predicates information about any object of discourse or, as Cavalcante et al. (2022) explain, is a semiotised perspectivisation of referents in a text. In this paper, we will first discuss the notions of thesis and point of view, with the aim of differentiating them, and then we will try to explain analytically why, in textual analysis, every thesis is a point of view, which implies an intersection of the notions, but not every point of view is a thesis (Oliveira and Cavalcante, 2024). The first results, the fruit of a doctoral thesis in progress, indicate that the articulation of these theoretical notions in the context of the text can contribute to a clearer differentiation between the notions of dimension and argumentative viewpoint.

Keywords: Textual Linguistics; Argumentation; Thesis; Point of view.

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The rhetorical-argumentative nature of irony in technotexts

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Abstract: Irony is seen here as a peculiar linguistic phenomenon whose implications are decisive for the construction of meaning in texts. Having been the object of philosophical, rhetorical, literary, semantic and pragmatic perspectives, this phenomenon is apprehended from a textual approach (Cavalcante et al, 2022), which aims to understand its rhetorical-argumentative character (Perelman; Olbrechts-Tyteca, 1996; Amossy, 2018). It is based on the proposition that the occurrence of irony can only be adequately analysed considering the text and the broader context in which it occurs (Cavalcante; Brito; Faria, 2023; Hutcheon, 2000), and that its use implies an argumentative strategy triggered by the speaker, taking into account the intended action and the interlocutor he intends to reach. With this

in mind, this paper analyses how irony works in Instagram and X posts (collected in the first half of 2024) to demonstrate that contextual aspects (which include not only linguistic but also technological resources) are fundamental to the construction of an ironic meaning, perceived not only through the multisemiotic materiality of the texts in which it occurs, but mainly through the activation of textualisation strategies such as intertextuality and referencing.

Keywords: Irony; Tecnotexts; Argumentative strategies; Intertextuality; Referencing

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Communication Session 03

The presidential inaugural speech and its textual configurations: between tradition and singularity

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Abstract: The *presidential inaugural speech* is a communicative event of a political nature that follows certain rituals and has specific characteristics depending on the political actors involved and various social and historical-cultural issues. This text genre is therefore a relevant object of analysis to be studied, both as a linguistic study

object and as an empirical object representing specific historical-cultural moments (Pita & Pinto, 2017). Following a top-down methodology of analysis, this work proposes a contrastive study of this genre for the Brazilian context, in two texts: Getúlio Vargas's inaugural speech (1930) and Juscelino Kubitschek's inaugural speech (1956). This work aims to compare the textual configurations of thematic and compositional aspects of both texts, showing their generic and specific aspects, and relating the latter occurrences to the historical periods in which the texts were produced. The research follows the theoretical proposals of the discursive traditions, Coseriu (1977), Kabatek & Coseriu (2023), and the sociodiscursive interactionism, Bronckart (2019), as well as Voloshinov's (2017) dialogical analysis of discourse, in accordance with the proposed study and respective textual categories of analysis. The analyses carried out reveal that both texts show similarities mainly in compositional structure, attesting to their belonging to a certain discursive tradition or affiliation to a particular architext. Moreover, there are specificities or singularities textually identified concerning the thematic issues involved.

Keywords: Textual genre; Presidential inaugural speech; Discursive traditions; Sociodiscursive Interactionism; Dialogical Analysis of Discourse.

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**Lies and Truths: Strategies of Mutual Accusations on Twitter (X)
Between Fernando Haddad and Jair Bolsonaro in the 2018
Presidential Election**

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Abstract: A hallmark of the "post-truth era," mutual accusations of disinformation, false statements, and the use of fake news have become recurrent strategies in electoral campaigns on social media, aiming to strengthen identification and credibility effects between candidates and voters (Temmerman et al., 2019; Chmielewski, 2022). In this context, we conducted an investigation on a corpus consisting of posts made on the social media Twitter (currently known as X) by the profiles @Haddad_Fernando and @jairbolsonaro during the Brazilian presidential campaign of 2018, with the aim of identifying and analyzing strategies of constructing the opposition between the SELF and the OTHER, to build credibility for oneself and discredit the opponent. Based on the analytical framework proposed by Reisigl and Wodak (2017), we sought theoretical support in assumptions from Text Linguistics (Adam, 1997, 2001), Rhetoric (Perelman & Olbrechts-Tyteca, 2002), Othering and Grammar of Identity (Pinto, 2015; Baumann & Gingrich, 2004), multimodality (Jewitt, 2009; Bezemer & Jewitt, 2010), and Discursive Ethos (van Dijk, 2017; Maingueneau, 2002, 2008; Amossy, 2005). The corpus collection used the advanced search engine on the social network to list posts from the aforementioned profiles between October 8 and 27, 2018, containing words referring to the opposition between truth/lie. The results show predominantly multimodal posts, in which verbal texts vary in textual sequences exposing actions by the candidate or the opponent. Properties attributed to the objects of discourse mark semantic polarities of positive qualification of the SELF and negative qualification of the OTHER, often using strategies such as self-praise and/or insult to the opponent, exploring multimodality in manipulated images and videos. References are made to 'facts' as premises to support statements, but these generally remain in the realm of "supposed" or "possible," according to the classification by Perelman & Olbrechts-Tyteca (2002).

Keywords: Discourse Analysis; Electoral Campaign; Social Networks; Self-Image.

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"May I interrupt you? No, you cannot": Tensions, Conflicts, and Turn-Taking in the 2024 Portuguese Legislative Election Debates

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Abstract: The electoral debate is a polemical argumentative discourse (Marques, 2005), which aims to present and oppose the political projects of candidates (or parties) running for an election. Despite being a genre oriented towards deepening disagreement between opponents, verbal confrontation and the attempt to discredit the adversary follow rules, to preserve the speaker's face and construct a positive image before the public and potential voters (Charaudeau, 2011; Marques, 2013, 2020). Thus, we intend to describe the management of turns of speech in the electoral debate, based on the assumption that interruptions and overlaps can function as strategies to influence the debate at a thematic level, in the taking and maintenance of turns, and in discrediting the opponent (Marques, 2017). Based on the theoretical-methodological principles of Discourse Analysis (Coulthard, 2004; Charaudeau, 2005, 2011, 2017) and Conversation Analysis (Sacks, Schegloff & Sacks, 1974; Schegloff, 2000; Kerbrat-Orecchioni, 2006), we analyzed phenomena such as interruptions, overlaps, politeness (and impoliteness) strategies (Brown & Levinson, 1987), strategies for the exposure and protection of face (Goffman, 1955) in political debates of the 2024 Portuguese Legislative Election. Of the twenty-eight debates held, we restricted our corpus to six debates involving the parties: Democratic Alliance, Socialist Party, Chega, and Left Bloc. Preliminary analyses indicate that interruptions present different dynamics depending on the role of each speaker in the debate. In the case of the moderator, this strategy is used to manage the conflict, end the candidates' speech, or ensure they answer the question asked. In the case of the candidates, interruptions not only allow the speaker to take the turn but can also interfere with the opponent's line of thought, force them to defend against an attack, or even redirect their argumentation.

Keywords: Political Discourse; 2024 Portuguese Legislative Elections; Discourse Analysis; Conversation Analysis.

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Communication Session 04

The Suffix "-inh(o,a)" in Creating Bonds of Empathy: Analysis of the Affective Dimension of Discourse in "História com Recadinho"

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Abstract: In European Portuguese, the suffix -inh(o,a) plays a central role in morphology, being one of the most frequent and traditionally associated with the

diminutive. Although commonly related to degree variation in nouns, this suffix can convey a variety of meanings, such as affection, disdain, and intensity (Rio-Torto, et al., 2013; Villalva, 2003). Thus, one of the objectives of this presentation is to highlight the importance of studying the suffix -inh(o,a) as a carrier of different semantic values, not limited to indicating smallness, within the context of teaching degree variation. Additionally, it is equally important for the approach to this suffix to occur within a linguistic context, promoting an effective understanding of its meanings and fostering (meta)linguistic reflection. It is also recognized that the diminutive is generally used as a stylistic tool, demonstrating to the reader that the writer places affective language in the foreground (Cintra & Cunha, 1984). In this regard, this presentation will analyze the literary work *História com Recadinho* by Luísa Dacosta (1986), within the scope of Discourse Pedagogy (Fonseca, 1992), to explore the meanings of the suffix and understand how it is mobilized, both in the discourse of the narrator and the characters, to persuade the reader. More specifically, in the aforementioned work, the reader encounters the birth of a new character, the “little witch” (*bruxinha*), who feels she doesn’t belong to the dark world of evil witches. Therefore, she embarks on a journey towards Earth, where she must find her place. The reader also embarks on this journey, where, through the affective dimension of the discourse—especially the use of the suffix -inh(o,a) (e.g., *bruxinha*, *vassourinha* [little broom], *cabecinha* [little head], and *capinha* [little cape])—they are persuaded that this little witch is, in fact, a “good witch” who seeks to help others, contrary to expectations, representing even a call for freedom and acceptance. This approach aims to provide a more informed and updated pedagogical practice, enriching both reading comprehension and the teaching of the suffix -inh(o,a), highlighting the role of this suffix in creating bonds of empathy.

Keywords: Portuguese language teaching; Suffix -inh(o,a); Semantic values; Affective discourse

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**Love and Power: Romantic Intrigues and Taste in Portuguese
Cordel Theater**

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Abstract: In 18th-century Portuguese popular theater, one perceives the construction of plays aimed at pleasing the audience's taste. However, during this period, a discursive arena emerges regarding the narrative construction of the plays, as most of the texts circulating in Lisbon's pages and stages at the time were translations or adaptations of foreign texts considered "classics." From this dispute, we inherit the narrative of the "winner," of the official culture, which diminishes and silences this popular side of Portuguese literary-theatrical production of the period. In this communication, we seek to shed light on this issue, aiming to value this branch of Portuguese theater within its context. To do so, we take as a point of reference the play *Tragédia de Dona Ignez de Castro* (1772), by an anonymous author, to understand how Portuguese theater "accommodates" the play *Reinar depois de morrer* (1641), by the Spanish Vélez de Guevara, to the taste of its audience. Comparing the two plays allows us to understand the changes made by the anonymous Portuguese author within their context, exploring themes related to the popular taste of the time and drawing on Bakhtin's thinking about official and unofficial culture and its markers to interpret the changes made. However, as this research is ongoing, we are still comfortable asserting that the Portuguese play concretizes a carnivalization of the Spanish work. Such changes have a direct impact on reading the Portuguese work, situating it in the field of popular theater, although it simulates erudite writing, according to the "official" forms of dramatic composition of the period. Finally, it is concluded that *Tragédia de Dona Ignez de Castro* belongs to what is called "bad taste" theater in the second half of the 18th century, especially due to the thematic treatment the work gives to the Portuguese national theme.

Keywords: Cordel Theater; Dialogic Analysis of Discourse; Official Culture; Non-Official Culture; Carnivalization.

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The Original Parasitism of Philosophical Discourse by Virtuality and Fictionality: Some Serious Symptoms

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Abstract: With our communication, parasitised by a parodic note by Jacques Derrida in *Limited Inc.* (“[...] to derive the seriousness of a philosophical discourse in a literary game”), we attempt to show how Deconstruction, as a thought of the *limit and* of philosophical discourse and of literary discourse, recalls the originary parasitism of philosophy by a certain *virtuality* or *fictionality* – taken seriously! This does not imply or mean, contrary to what the confusion and hostile fear of Habermas, some Habermasians and theorists of communication ethics have determined in the wake of Derrida’s “impossible dialogue” with Searle: 1. neither a “primacy of rhetoric” in Deconstruction; 2. nor a derivation of philosophy in literature or a reduction of philosophy to literature; 3. nor a simple confusion between philosophical discourse and literary discourse, between the “serious” and the “non-serious”, the “normal” and “parasitic” uses of language. It will therefore be necessary to finally understand (following the texts “*Limited Inc.*, a b c”, “White Mythology” and “Artefactualities”) that the originary contamination or structural parasitisation of philosophical discourse by the game of a certain *virtuality* or *fictionality*, which Deconstruction as an *idiom of philosophical thought* rightly gives us to think, marks the very limit of rhetoric and thematism, thus opening up, affecting and causing discourses to oscillate. At the same time, it will be crucial to understand that this thinking of the labile, oblique and shifting *limit* does not imply a concession to simplifications, obscurantisms or rhetorical differential games that would lose sight of the specific demands of both philosophical and literary discourse.

Keywords: Deconstruction; Philosophy; Literature; Thought; Limit.

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Thematic panel 3

Violence in public and private institutions

Abstract: This panel focuses on the theme of violence in public and private institutions. The papers are part of a Portuguese-Brazilian project which aims to describe, analyse and discuss violence from different perspectives. The project is based at a Portuguese university and a Brazilian university. The work focuses on Bill 1904/2024, nicknamed the ‘Rape Bill’, structural violence in institutions and

violence against women in the workplace. In this regard, we are interested in how structural violence is discursively materialised in texts produced in or from institutions, as well as how these discursively represented constructions reflect the power relations, domination and discrimination of the various social actors involved. Finally, we are also interested in the point of view underlying judgements and court decisions.

Keywords: Combating misogyny; Structural violence; Violence against women; Argumentation; Power.

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Point of view in court rulings on violence against women in the workplace - moral and/or sexual harassment

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Abstract: The aim of this study is to describe, analyse and interpret the point of view (POS) in judicial decisions on violence against women in the workplace, both with regard to the materialisation of the problem in situations of syncretism between moral and sexual harassment, and in the occurrence of one of these types of harassment. To do this, I collected the corpora from the Bank of Sentences and Decisions using the Protocol for Judgements with a Gender Perspective of the National Council of Justice (CNJ) of Brazil (<https://www.cnj.jus.br/programas-e-aco-es/protocolo-para-julgamento-com-perspectiva-de-genero/>). I also considered Decree No. 4.377 of 13 September 2002 and other normative acts on the issue. The theoretical framework consists of approaches to point of view (POS) in linguistics, with regard to the perspective postulated by Rabatel (2016, 2017, 2021a, 2021b, 2024) and studies by researchers who align with his theoretical framework, including Rodrigues (2021, 2022). In this direction, the Rabatelian pragma-

enunciative and discursive theory and its related notions (speaker, enunciator, syncretism, source and support of POS, ontology of sources, enunciative postures and argumentation). With regard to violence, I drew on Moïse et al. (2008), as well as Plantin (2011, 2016) and Rodrigues (2021, 2022). The methodology adopted was qualitative and interpretivist in nature, as well as the inductive method. The results show court decisions that recognise the complainants' complaints, condemning the parties complained against to pay the complainants the amounts set out in the grounds, as established by the law in force.

Keywords: Violence against women; Sexual harassment at work; Moral harassment at work.

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Verbal violence and misogyny: the sexist discourse in the so-called ‘estupro PL’

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Abstract: Based on the assumption that all discourse is ideological and argumentatively marked, and considering with Adam (2011) that every utterance has an argumentative value, this paper aims to analyse the marks of misogyny present in the discourse of Bill 1904/2024, nicknamed the ‘Rape Bill’. In Brazil, voluntary termination of pregnancy is permitted in cases of life-threatening pregnancy, rape and anencephalic foetuses. The bill invalidates these permissions by criminalising abortion after 22 weeks of pregnancy in any scenario. In order to achieve our objective, we intend to analyse the linguistic marks present in the text of the Rape Bill, which constitute a blatant case of verbal violence and misogyny, metaphorised as a defence of life. The corpus analysed is Bill 1904/20023, nicknamed the Rape Bill, proposed by federal deputy Sóstenes Cavalcante, of the Liberal Party, Brazil's extreme right-wing party. From a theoretical point of view, we drew mainly on Amossy (2018, 2020), Cavalcante et al (2020), Adam (2011) and Chapanski (2020). The results show that in the text analysed, there is a very present sexist and misogynist discourse, which must be combated, as well as any hate speech, because it places women in a situation of serious social vulnerability.

Keywords: Combating misogyny; Argumentation; Discourse.

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Institutional violence and its discursive manifestations: power relations in the public space

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Abstract: Institutions correspond to social forms and structures whose existence depends fundamentally on language (SEARLE, 1998). It is precisely through language, which is discursively instantiated, that beliefs, attitudes and stereotypes are perpetuated or updated according to the actors institutionally inserted, reflecting even a certain structural violence - Minayo (2006); Pinto (2022). Given the relevance of the issue within institutions, this contribution, centred on theoretical perspectives that highlight the importance of political, socio-cognitive-interactive and cultural aspects in the multi-semiotic and discursive semiotisation of texts, aims to show: (1) how structural violence is discursively materialised in texts produced in or from institutions; (2) how these discursively represented constructions reflect relations of power, domination and discrimination of the various social actors involved. In order to meet these objectives, a qualitative analysis of the texts will be carried out, following a descending methodology of analysis (BRONCKART, 1999). To this end, theoretical and analytical contributions from different perspectives will be used: Critical Discourse Analysis (VAN DIJK, 2022); Argumentation in Discourse (AMOSSY, 2017); Discourse Analysis (KRIEG-PLANQUE, 2012) and Dialogical Discourse Analysis (VOLOSHINÓV, 2017). As a case study, we will analyse a judgment from the Porto Court of Appeal, relating to case number 355/15.2 GAFLG.P1. Preliminary and exploratory studies show the relevance of derogatory lexical and verbal expressions, appreciative modalisations, intertextual echoes and arguments by analogy for the representation of power relations in the institution (the legal one, in this case), perpetuating structural violence. Despite the limitations of this study, certain clues can be inferred that could be verified in a larger corpus, in which institutional discourses from other spheres of communication could be contemplated.

Keywords: Structural violence; Institutional discourse; Language; Discourse analysis; Power.

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Communication Session 05

Discours et argumentation en politique: quand Patrice Talon se présente comme le sauveur providentiel

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Abstract: Cette communication a pour objet d'étude le discours politique dont une analyse des stratégies argumentatives du Président de la République du Bénin, Patrice Talon, sera faite pour porter un regard d'analyse critique sur comment celui-ci élabore ses arguments dans ses apparitions publiques. Il sera question d'analyse, objectivement, les deux discours d'investiture proférés par Talon, dont le premier fût celui de sa prise de pouvoir en 2016, et le second celui de son second mandat de cinq ans en 2021. Le choix des discours d'investiture se justifie par le fait que le Président Talon se présentait comme le sauveur providentiel d'un pays en proie au désordre et à l'anarchie institutionnelle et sociale. Ainsi donc, la communication se basera sur les références théoriques dont les auteurs appréhendent la langue sous l'aspect fonctionnel. Cela étant, il s'agit des références de l'analyse du discours politique de Le Bart (1998), Charaudeau (2011), de l'analyse du discours de Maingueneau (2021) ; et de l'argumentation de Amossy (2021) et Amossy et Koren (2010). Le paradigme interprétativiste, (Angrosino, 2009 ; Bortoni-Ricardo, 2011) s'avère le plus adapté pour notre analyse compte tenu des méthodes et du types d'analyse qu'il rend qualitativement possible. Comme résultats d'analyse, nous

espérons faire ressortir une organisation structurelle des discours en guise d'argumentation, une essentialisation de la personne de Talon à travers l'utilisation d'adjectifs valorisant de sa personne, un effacement pensé de tout ce que les anciens présidents ont fait, etc.

Mots-clés: Discours politique; Bénin; Talon; Argumentation.

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Communication Session 06

Argumentation and the Use of Artificial Intelligence in Text Production at University

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Abstract: This study focuses on comparative analysis and examination of argumentation from an argumentative dimension (Amossy, 2018) between texts produced at university by students and texts generated by artificial intelligence (AI) – specifically ChatGPT. The descriptive/interpretative research aims to identify how textual-level elements (Adam, 2020), such as enunciative components, can be observed in both types of production, as well as to observe these productions considering the notion of digital enunciation (Paveau, 2021). The corpus consisted of two academic abstracts: one generated by ChatGPT and the other produced by a student. Methodologically, we anchored our analysis in Moirand (2020) on the extension of corpora in a digital environment, addressing what the linguist calls a discursive instance. Additionally, the corpus analysis was based on Glück's (2024)

proposal regarding methodological procedures in a digital context. The study allowed an experiment regarding the particularities of text production between humans and AI. Results showed similar enunciative uses based on the same command prompt, particularly when observing indices of enunciative responsibility and viewpoint orientation in the produced summaries.

Keywords: Artificial Intelligence; Text Linguistics; Digital Discourse; Text Production.

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ChatGPT's Commentary on a Poem: Possibilities for Readers and Poems' Understanding

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Abstract: Several recent studies have highlighted the advantages and disadvantages of using ChatGPT in education across its various areas, with two aspects standing out. The first advantage relates to the use of AI for feedback on activities proposed in different subjects: this experience presents a significant margin of success,

provided it is supervised by teachers (Cavalcanti et al., 2021). The second relates to activities requiring argumentation or teaching argumentation: among the conclusions regarding this usage, for example, is the suggestion that arguments cannot be lengthy in formulation—in such cases, the accuracy of feedback would decrease (Wang et al., 2024). In Brazil, Gonçalves and Coitinho (2023) indicate that studies are still scarce, though advancing (Brait et al., 2023). Within this research framework, our work seeks, through prompts to ChatGPT for comments on a poem, to verify in these texts the resulting representations both of poems and readers. Each prompt requested commentary on and for a specific age group (ages 6 to 9, 11 to 13, 16 to 20, 25 to 30, and 40 to 50). It was also requested that ChatGPT formulate the comments as if they were from readers. Each of the generated comments indicates how AI represents the poem for these reader groups and what representation AI has of these groups. Results analyzed through categories derived from the works of Gonçalves-Segundo (2020) and Rabatel (2016) initially point, because of the commentary genre, to a response about the poem's content, although some issues such as playfulness emerge for the initial age groups without defining the produced text. The raised questions concern emulations of viewpoints and possible non-authorship (as formulated by Gallo, 2023).

Keywords: AI and Non-Authorship; Viewpoints and AI; Reader Representation.

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Rewriting Critical Reviews by ProFIS Students: Argumentative Focus

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Abstract: The Interdisciplinary Higher Education Program (ProFIS) at the State University of Campinas (Unicamp) is a sequential course aimed at students from public schools in Campinas, São Paulo. Upon completing the program, these students may select a university course without taking an entrance exam. Among the offered disciplines, there are two related to the writing of academic genres. The productions made by the students have been used to build ProCorp corpora, as well as for analysis, understanding, and description of how academic literacy skills are gradually appropriated. In this study, we focus on developing argumentative competence in writing and rewriting critical reviews. Rewriting can be a significant means of returning to one's text and "transforming it, whether in the lexicon, content, and message organization or form correction" (Teberosky, 2001, p. 23), as we understand that it also occurs in improving argumentative mechanisms selected compared to the first versions. This qualitative and exploratory research focuses on segments of ten critical reviews related to evaluation and appreciation/recommendation to analyze which "places" (Perelman and Olbrechts-Tyteca, [1958] 2002, Amossy, 2018) were selected by the students in their versions and to examine how they developed arguments to identify the progress made. We seek to link research on text-discourse and academic writing (Assis, Bailly, Corrêa, 2017, Bezerra, 2002, Carvalho, 2002, Marcuschi, 2008, Palumbo and Carnin, 2024,

Teberosky, 2001) with studies on argumentation (Amossy, 2018, Meyer, 2014, Perelman and Olbrechts-Tyteca, [1958] 2002). Analyses so far indicate that students have selected quality as a place in their writing versions and expanded the argumentation in rewrites.

Keywords: Argumentative Competence; Academic Literacy; Critical Review.

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The Teaching of Discourse and Oral Argumentation in the Context of Professional and Technological Education in the Brazilian Amazon: Analysis and Pedagogical Implications

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Abstract: This presentation discusses the results of research conducted with Portuguese Language (PL) teachers working in high school at a Federal Institute of Professional and Technological Education located in the Brazilian Legal Amazon. The aim of the investigation was to understand the pedagogical practices adopted, the challenges, and the possibilities involved in teaching orality and argumentation in PL, focusing on regional specificity and the learning needs of students. Understanding and improving the teaching practices of orality and argumentation in the educational process is essential for the training of critical and communicative professionals, preparing them for social life and for work. The Legal Amazon presents unique socioeconomic and cultural characteristics that influence the educational process. Investigating how these specificities affect the teaching and learning of PL is crucial for the formulation of suitable pedagogical approaches. Theories on discursive genres and argumentation (Mikhail Mikhailovich Bakhtin, Luiz Antônio Marcuschi, and Ingedore Grünfeld Villaça Koch), the approach of contemporary social literacies (Brian Street and Roxane Rojo), and the national curriculum guidelines for PL teaching in Brazil support this study. The research employed a qualitative case study approach, with a corpus consisting of the national and local curriculum matrices, excerpts from teacher interviews about patterns, gaps, challenges, and recurring themes in pedagogical practices and teacher perceptions. The results highlighted challenges in the adopted pedagogical practices. The textbook used prioritizes written genres at the expense of oral argumentative genres, which undermines students' sociocultural literacy and interaction. Without access to educational digital technologies, teachers and students adapt written content into spoken videos on their cell phones. This study provides insights for educators and policymakers. Enhancing PL education through teacher training that aligns with the cultural and linguistic diversity of the region is urgently needed. Such contexts require institutional support to promote students' critical literacy.

Keywords: Oral argumentative genre; Teaching; Professional and technological education.

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Thematic panel 4

Argumentation and discourse in online spaces of interaction

Abstract: The aim of this symposium is to bring together research on the functioning of argumentation in online interaction spaces from an integrative perspective that considers argumentation as a socio-semiotic practice that can be described and analyzed through its logical, rhetorical, and dialectical properties (Gonçalves-Segundo, 2023). Different digital platforms have created interactive spaces where specific modes of argumentation are consolidated—that is, characteristic ways of defending, questioning, and criticizing positions and reasons (Macagno, 2015; Marraud, 2020; Plantin, 2008), affiliating (Knight, 2010), building agreements and disagreements (Perelman; Olbrechts-Tyteca, 1996[1958]), establishing alliances for cooperation or conflict (Bruxelles; Kerbrat-Orecchioni, 2004), engaging audiences (Palmieri; Mazzali-Lurati, 2016), and combining modalities for textual production (Kjeldsen, 2018; Tseronis, 2018; Gonçalves-Segundo, 2021), either to legitimize certain conceptions of reality or to mobilize social action. In this symposium, several of these modes of argumentation will be discussed based on the analysis of interactions and productions published on digital platforms, such as YouTube, Reddit, and Instagram, or automatically generated by artificial intelligence, such as ChatGPT.

Keywords: Argumentation; Interaction; Digital platform.

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What do arguers do together? – exploring the case of the privatization of *Correios* on Instagram

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Abstract: On July 6, 2021, the Instagram profile of then-state representative Isa Penna (@isapenna) posted a statement about the proposed privatization of the Brazilian postal service (Correios), which was under debate in Brazil at that time. The representative’s team created a seven-slide carousel with 10 reasons to oppose the privatization of the state-owned company, as promoted by the Bolsonaro administration. The post garnered hundreds of comments and thousands of likes. In this process, we observed alliance dynamics among arguers (Bruxelles; Kerbrat-Orecchioni, 2004), who united locally to intervene in the public debate on the topic, either by increasing the plausibility of the positions they supported or by reducing the plausibility of alternative positions, as well as the acceptability and relevance of

the reasons provided to support those alternatives. Adopting an integrative perspective on argumentation, as advocated in Gonçalves-Segundo (2023), our goal in this presentation is to map and discuss the various joint actions undertaken by these local alliances of arguers to advance our understanding of modes of argumentation in polylogical argumentative situations (Lewiński; Aakhus, 2022) and their effects on (i) the construction of thesis plausibility, (ii) generating influence over others (Amossy, 2018) and modifying the cognitive environment (Tindale, 2017) of the debate, and (iii) managing opinion conflicts and shifting the burden of proof (Walton, 2001; Plantin, 2008)—fundamental aspects of the logical, rhetorical, and dialectical functioning of argumentation, respectively (Gonçalves-Segundo, 2023, 2024). Analyses conducted so far indicate that arguers collaborate to refine the reasons presented in support of the positions they align with, to co-construct an additive case in favor of a given position, to create chain counterarguments in response to what was posted, to ridicule both participants who defend alternative positions and their arguments, to build affiliation and thus signal ties to specific communities of preference, and to challenge the original poster.

Keywords: Argument; Polylogical argumentation; *Correios*.

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Constitution of Politicized Scientific Dissemination (PSD): Articulations between Argumentation and Explanation on YouTube

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Abstract: Digital platforms have triggered changes in communication forms, prompting language studies to examine both continuities and innovations in interactions enabled by the structures of digital environments. This is compounded by the emergence and spread of discourses that intensify debates across various fields, finding digital platforms to be a fertile ground. We argue that scientific dissemination is one of the practices influenced by these two factors. This research investigates a discursive practice we term Politicized Scientific Dissemination (PSD), understood as a response to challenges posed to institutionalized science. PSD integrates argumentation and explanation to promote a cognitive shift in the public debate surrounding politicized and polarized topics. Among the three defining axes of PSD—origin, constitution, and ideal—this paper focuses on its constitution, aiming to analyze the function and form of the articulation between explanation—typical of scientific dissemination (Giering, 2008; Motta-Roth & Marcuzzo, 2010)—and argumentation—arising from the politicization and, particularly, the polarization of topics in the public sphere. Theoretically, the study draws on the concept of argumentation as a socio-semiotic practice with logical, rhetorical, and dialectical properties (Gonçalves-Segundo, 2023), emphasizing argumentative questions (Plantin, 2008), argumentative schemes (Walton & Macagno, 2015; Gonçalves-Segundo, 2024), arguments (Gonçalves-Segundo, 2024), and agreement (Perelman & Olbrechts-Tyteca, 2006[1958]). Regarding explanation, the analysis is based on Unsworth (2001), Adam (2008), and Mayes (2010). To illustrate the discussion, we analyze the video “Vacina Covid: o que não te contaram sobre a terceira dose”, published on August 10, 2021, by the YouTube channel ‘Olá, Ciência’. The findings reveal a reversal of dominance between explanation and argumentation in PSD, where explanations serve to bridge knowledge gaps projected by the argumentator as necessary for understanding the relevance of premises. These premises are oriented toward supporting theses aligned with the perspectives of institutionalized science.

Keywords: Scientific Dissemination; YouTube; Argumentation; Explanation.

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How to make friends: alternative management in Reddit advice

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Abstract: We are living in a time when culture, as a way of life (Williams, 1989[1958]; Cervasco, 2003), has been revisited due to the inevitable and significant changes arising from the interaction between society and digital technology (Santaella, 2024), specifically the Web and computer-mediated relationships and interactions in the so-called “second age of the internet” (Santaella, 2024). In this context of digital culture, attributes such as the temporal entanglement of contemporary culture, which underlies a perspective that considers the non-linearity and/or synchronicity of interaction, and the acceleration of contemporary culture—an attribute essential for the stabilization of emerging forms of socialization—become relevant. These forms underwent significant changes in the mid-2000s with the emergence of platforms that enabled user interaction through centralized portals, namely social platforms like Reddit. As a digital relationship platform that aggregates topically centered communities, Reddit fosters a series of

discussions that pose challenges in terms of analyzing the functioning of interaction, which has become increasingly dynamic due to the flexibility resulting from the absence of spatial and temporal barriers, with particular interest in the polylogical dynamics of interaction (Lewiński, 2013; 2014; Aakhus; Lewiński, 2017). Our research focuses on the study of advice-seeking practices, drawing on the discussions by Walton (1998; 2019) and Gonçalves-Segundo (2023), as we understand advice-seeking as a subtype of information-seeking dialogue. In this presentation, our objective is to analyze the dynamics of presenting alternatives to address a problem of difficulty in establishing interpersonal relationships. For this, we will analyze a sequence of comments on a post regarding the desire to make new friends in the subreddit r/socialskills. Initial results indicate that the advisee considers certain solution alternatives by model (Perelman & Olbrechts-Tyteca, 2014[1958]), with reiteration of relevant information highlighting premises that construct the problem and that prompt the emergence of subordinate argumentative questions (Plantin, 2008).

Keywords: Advice; Polylogical argumentation; Reddit.

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Argumentative procedures in ChatGPT textual productions

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Abstract: According to Perelman and Olbrechts-Tyteca ([1958]2002), knowledge about the audience and its socio-cultural context is a prerequisite for any argumentation and forms the basis for developing discourse capable of producing effects such as communion, bringing participants closer regarding values, beliefs, representations, purposes, and motives. We understand that in a proposal that considers the intersubjective and interactive nature of argumentation, it is likely that strategies will be employed to achieve *captatio benevolentiae*. A play of relations—identity and difference, association and dissociation, community and exteriority, etc. (Mosca, 2013)—is established to negotiate the distance between participants (Meyer, 2014). Based on these premises, we question the argumentative procedures mobilized to construct an effect of communion in texts created by ChatGPT-4, whose production conditions have particularities, such as data processing and the lack of interactional context. We examine and compare ways of constructing references to achieve an effect of communion: (a) in a speech by Luiz Inácio da Silva given at the ABC Metalworkers' Union on the occasion of Moisés Selerges' inauguration; (b) in simulated speeches by Lula generated by ChatGPT-4, following prompts such as: "Create a speech by President Luiz Inácio Lula da Silva to be delivered during Moisés Selerges' inauguration as director of the ABC Metalworkers' Union." We base our analysis on research on text-discourse (Cesare, 2023; Koch, Morato, Bentes, 2005; Mondada and Dubois, 1995; Morato, 2016) and on studies of argumentation (Meyer, 2014; Perelman and Olbrechts-Tyteca, [1958]2002). In our partial analyses, we identify argumentative mechanisms related to communion in both Lula's speech and ChatGPT's productions, noting common features such as the use of terms like "friend," "comrade," and "workers."

Keywords: Argumentation; Textual-discursive production; Artificial Intelligence.

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Communication Session 07

Political Violence Against Women: Analysis of the Discursive Representation of the Feminine Through Linguistic Impoliteness Strategies in Comments on the Jornal Nacional's Instagram Profile

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Abstract: Political violence against women undermines Brazilian democracy and is marked by various forms, such as threats, interruptions, disqualifications, defamations, and harassment. Women's presence in this space is even more challenging due to a predominantly white, heterosexual, wealthy, and politically experienced male scenario, which hinders the entry and permanence of individuals who do not meet these imposing characteristics, hence the importance of discussing the difficulties women face in these spaces. Thus, this work aims to investigate how political violence against women occurs textually and discursively through linguistic impoliteness strategies in comments posted on the Jornal Nacional's Instagram profile during the 2022 presidential elections. The methodology of the work is qualitative, with an exploratory-descriptive approach, using authors such as Culpeper (1996, 2005, 2011), Seara and Santos (2019), Seara and Cabral (2020), Recuero (2017), Paveau (2022), Miguel (2018), Arendt (2004, 2022), Martins (2023), among others, to analyze and understand the data. We will analyze

comments referring to candidates who participated in the presidential debates, Simone Tebet and Soraya Thronicke, impolitely.

Keywords: Political Violence Against Women; Impoliteness; Critical Discourse Analysis.

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**Argumentation and Verbal Controversy on Mercadona's Clients
Facebook Page**

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Abstract: Over the years, the number of social media users has been increasing exponentially. This phenomenon, on the one hand, fosters connections, but, on the other hand, creates a space of "freedom," in which principles of politeness are frequently violated, under the belief that words are innocuous. Thus, opinion pages about products, companies, travel, and other topics proliferate, creating fertile ground for impolite interaction. In this work, we propose to qualitatively analyze a corpus of posts and comments on the Facebook page of Mercadona supermarket users, seeking to understand the discursive and argumentative defense and attack strategies mobilized in opinion texts from a discursive-pragmatic perspective—though other contributions will be mentioned when relevant. To pursue this goal, we will invoke the notion of ethos (Amossy, 1999), dialogism (Bakhtin, 1992; Maingueneau, 1983, 1984), politeness (Brown & Levinson, 1978, 1996; Lakoff, 1973; Leech, 1983), and verbal aggressiveness (Balanbrón Pazos, 2004; Bousfield, 2008; Culpeper, 2005). We will also use concepts of argumentation *ad hominem* and *ad personam*, following Charaudeau's (2017) proposal, expressive illocutionary acts (Norrick, 1978; Searle, 1969), and negotiation of meaning (Schegloff, 2007), in addition to the notion of implicitness (Duarte, 2005; Kerbrat-Orecchioni, 1986). We will also consider that verbal controversy is not generically intrinsic, viewing it as a discursive strategy that may arise in different genres. Preliminary analysis of the texts reveals evidence of verbal aggressiveness and other discursive strategies that intend to perpetuate dissent, revealing an emotional voice's predominance over the rational voice, as predicted by Charaudeau (2017). These characteristics make them similar to other instances of polemic interactions on divisive societal issues, though, in this particular case, focusing on topics like Kinder Bueno cake.

Keywords: (Im)politeness; Verbal Controversy; Argumentation; Discourse Analysis; Pragmatics.

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The Territory of Francisco Brennand: Art and Meaning Effects

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Abstract: Since September 2019, the Francisco Brennand Workshop has functioned as an atelier-museum, involving artistic practice and public access to the productions, with the proposal of "new listenings and knowledge." Considered by the artist as his "center of the world," the Workshop has been a territory of economic and social transformation for the surrounding area—Várzea, the second-largest neighborhood in Recife, PE. In this context, the Brennandian territory becomes a home, culture, art, food, and a place of experimentation, such that the "symbolic

productivity of heat is to calcine clay to fix the memory of the historical subject" (Herkenhoff, 2016, pp. 7-8), a memory that is a condition of what is sayable (Orlandi, 2012). Given Francisco Brennand's vast body of work and Pecheutian discourse analysis that allows us to consider the relationship between significant materialities linked to history through contradiction and incompleteness (Lagazzi, 2017) and their symbolic processes, we aim to understand how Brennandian sculpture means in a specific way of subjectivation/interpellation of the subject-artist, under certain material conditions. We take as a starting point the exhibition *Devolver a terra à pedra que era: 50 anos da Oficina Brennand*, which brought together 150 pieces (sculptures, paintings, drawings, photographs, videos, documents, sketches, blueprints, and other materials produced by Brennand or related to his work and the history of his workshop). In this approach, we analyze three sculptures titled *BODY*, specifically their meaning effects, considering the positions occupied and arguments that sustain them. In this line of reflection, Brennandian sculptural art can be thought of as a "political technology of language," as proposed by Lagazzi (2020).

Keywords: Discourse; Meaning; Art; Artist-Subject; Francisco Brennand.

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Asking, Answering, Arguing in Presidential April Celebration Discourses

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Abstract: Assuming that interrogative utterances can fulfill pragmatic values beyond that of simply asking a question, often functioning as indirect linguistic acts, in which what is said (locution) does not correspond to what is meant (illocution) (Searle, 1981), this study seeks to analyze a set of interrogatives performed in the context of political discourse, aiming to explore the argumentative functions of these constructions. The utterances were extracted from a corpus of commemorative presidential speeches for the 25th of April Revolution in Portugal, delivered between 1977 and 2023, during the terms of elected presidents. The interrogatives were evaluated from a qualitative approach, from an enunciative-pragmatic perspective (Kerbrat-Orecchionni, 1991; Rodrigues, 1998; Tsui, 2013) and considering their polyphonic and argumentative effects in discourse (Ducrot, 1984), in relation to the ongoing discursive topic and interlocutors.

The results confirm that the analyzed interrogative utterances perform rhetorical/semi-rhetorical questions that may serve very different functions, such as executing reinforced assertions (Borillo, 1981); softening directive acts (Lopes, 2018); executing expressive acts; allowing textual progression, among other functions. In all cases, interrogative utterances in the analyzed type and genre of discourse achieve remarkable strategic potentialities, with effects on constructing the speaker's ethos and the interactive relationship with the audience. In the presidential speeches celebrating April, they sometimes constitute a strategy to question society (Marques, 2024).

Keywords: Interrogative Utterances; Rhetorical Questions; Argumentation; Portuguese Presidential April Celebration Discourses.

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Communication Session 08

Green Transport in London and Moscow: Comparative Discourse Analysis of Podcasts

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Abstract: In this presentation, I address comparative discourse analysis developed by the Dialogue Research Group (USP, Brazil), which allows the comparison of utterances from different languages as long as they belong to the same discursive genre (Grillo et al., 2021). This study compares the discourse around the transition to "green transport" in two countries (Great Britain and Russia) and two cities (London and Moscow). The methodological foundation is comparative discourse analysis from the French CLESTHIA/CEDISCOR school (Université Sorbonne Nouvelle Paris 3, France), in line with Mikhail Bakhtin's ideas. I analyzed two podcasts dedicated to the same topic and close in time (May and July 2021): Зелёный подкаст (Green Podcast) in Russian and *Fully Charged Podcast* in English. This was the period when both countries were emerging from the COVID-19 crisis,

making the issue of urban transport even more relevant and considered a discursive moment (Moirand, 2007). To determine which means of transport are considered "green" or not by the speakers of the analyzed corpus, I compiled lists of transport nouns in both languages and compared them. For London, almost all electric or hydrogen-powered vehicles are considered sustainable: cars, taxis, trucks—electric or hydrogen-powered. In other words, the classification of vehicles as "green" is based on the type of engine and energy consumed. The future of "green transport" in London is seen very positively and as a good investment opportunity (Hickman, 2016). The analysis of the Russian corpus shows that the transition to "green transport" is treated, unlike in the British corpus, as a theoretical possibility for Moscow, far from reality. A Moscow fully transitioned to "green transport" is viewed as an idealistic option, desirable but difficult to achieve. This study compares the arguments used in English and Russian to advocate for a shift to green transport, showing a divergence between them.

Keywords: Comparative Discourse Analysis; Green Transport in Moscow; Green Transport in London.

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**Johann Georg Hamann and Valentin Voloshinov (Bakhtin Circle):
Language as the Determinant Argument of the Epistemological
Debate**

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Abstract: In the theoretical framework of "Marxism and the Philosophy of Language" Valentin Voloshinov mentions Wilhelm von Humboldt as the main representative of "individualistic subjectivism" and, in a footnote, mentions the German philosopher Johann Georg Hamann as one of the predecessors of the later. Hamann was a critic of Immanuel Kant's *Critique of Pure Reason*, arguing from the standpoint of language. Hamann claimed that the term "metaphysics" was erroneously coined, misleading the epistemological debate towards a sort of

Idealism that distorts the theory of knowledge by excluding language in all its concreteness. There was a mistake supposedly made by the first compiler of the Aristotelian texts that was also furthered by Latin writers, who confused the Greek prefix "meta" with the Latin "trans," thus attributing to metaphysics the meaning of something transcending materiality instead of something that follows from it. As the refraction of the sign "metaphysics" determined the course of the subsequent debate, Hamann rejected any apriorism of reason, as established in Kant's *Critique of Pure Reason*. Through a philological comparison of the sign "language" in Hamann's *Metacritique on the Purism of Reason* and in *Marxism and the Philosophy of Language*, it became evident that i) Voloshinov's critique of German idealism may owe to Hamann's critique of Kant since ii) both Voloshinov and Hamann argued that language is concrete, that is, anchored in experience, as demonstrated by how the refraction of the ideological sign 'metaphysics' influenced the understanding as well as the subsequent development of the epistemological debate. Our aim is to expand the bibliographical references in Portuguese concerning the historiography of linguistic ideas and the Philosophy of Language of the Bakhtin Circle.

Keywords: Language; Argumentation; Epistemology; Valentin Voloshinov; Johann Georg Hamann.

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Anti-Democratic Discourses: Argumentative Strategies and Discursive Representations in Comments

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Abstract: The political and social context in Brazil has been marked by hate speech and attacks on democracy following the results of the 2022 elections and the inauguration of the elected president during that period. On January 8, 2023, a group of individuals attacked the headquarters of the three branches of government in the Brazilian federal capital. This event received extensive media and political coverage, resulting in posts on the social network Instagram that enabled interaction from users through likes, shares, and/or comments. This study collected comments from users on posts related to January 8 to analyze the argumentative strategies used in these comments and to describe and interpret the discursive representations constructed through the linguistic and discursive elements of these texts. To support our research, we drew upon the premises of Textual Discourse Analysis (ATD), based on discussions by Adam (2011, 2019, 2022), Rodrigues, Passeggi, and Silva Neto (2010), Passeggi et al. (2010), Rodrigues (2012), among others. We also engaged with the Theory of Argumentation in Discourse by Amossy (2020), as we understand that the speaker, when crafting their comments, aims to influence the other. Additionally, we relied on the discussions by Paveau (2022) on digital discourse. Methodologically, we employed a deductive method and a qualitative, interpretive approach, allowing us to interpret the data present in the corpus and understand the meanings constructed in context. Results indicate that speakers use argumentative strategies to defend viewpoints and construct discursive representations of anti-democratic discourses that mark partisan political-ideological positions of hatred towards those who led the presidential election results.

Keywords: Textual Discourse Analysis; Discursive Representation; Anti-Democratic Discourses; Comments.

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"The Reconquista Against the Invader": Techno-Linguistic Strategies and Argumentative Functioning in Tweets by the Spanish Vox Party (@vox_es)

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Abstract: This research originates from an ongoing doctoral study focused on the political uses of the past in the contemporary context by the Spanish Vox party. Vox is a far-right political party (Casquete, 2023; Traverso, 2012), founded in 2013, composed of nationalist, ultra-conservative, and fascist-inspired ideologies. For this event, we propose an analysis of techno-discursive aspects (Paveau, 2021) and argumentative construction (Amossy, 2017; 2018) in tweets from the party profile (@vox_es), selected based on content related to the historiographic theme of the Reconquista. Theoretical bases for this investigation include Amossy's (2017) expanded conception of argumentation, advocating an argumentative analysis that considers textual parameters; and Paveau's (2021) theoretical-methodological

endeavor directed towards the description and analysis of native digital discourses under Digital Discourse Analysis. In convergence, it is believed that the dialogue between these approaches can provide relevant tools for investigating the complexity of digital textualities that circulate in digital ecosystems, such as Twitter (now called X). Using a qualitative approach (Creswell, 2010), the analysis of generated tweets consisted of data generation for analysis within the scope of the Reconquista theme; description of the tweets within their ecosystem; identification of techno-linguistic strategies on the @vox_es profile, considering categories from Digital Discourse Analysis; and considerations on the argumentative aspects of the tweets, in dialogue with the literature on the political uses of the past among far-right post-fascist parties (Forti, 2023; Traverso, 2023). It is believed that through techno-linguistic resources (hyperlink, @, etc.), Vox re-signifies the historical memory of the Reconquista in terms of political dispute and ideological affirmation, mobilizing essentialist models of what it considers Spain's cultural identity. These models may serve to justify anti-democratic, authoritarian, and Islamophobic political agendas.

Keywords: Technodiscursivity; Argumentation; Vox Spain; Reconquista; Far-Right.

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“Your son was a man who dreamed, gramma”: the argumentative dimension of a traumatic legacy in Antes do Passado by Liniane Haag Brum

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Abstract: The concept of "narrative of filiation," as proposed by Viart (2008), refers to narratives crafted from the transmission of a traumatic inheritance. Liniane Haag Brum situates herself within the familial and collective traumatic legacy of the Civil-Military Dictatorship in Brazil in *Antes do passado*, where she constructs an archive in search of her uncle Cilon, a member of the PC do B who disappeared during the Guerrilha do Araguaia. From this heterogeneous archive, we extract for the present proposal the letters to Grandma Lóia, which will never reach the supposed recipient, as Cilon's mother passed away in 1989. These letters, however, discursively materialize the echoes of the ideological contrast between the militant and the family, which mostly supported the Regime. As a theoretical-methodological framework, the present proposal aligns with the idea that argumentation is part of discourse, even in genres that has not an argumentative goal, as stated by Amossy (2018). Our approach aligns with discourse studies from a dialogical perspective, where discourse is oriented toward a presumed recipient (Volóchinov, 2021), and also mobilizes Santos' (2021) considerations regarding the argumentative dimension in the narrative of filiation. This work aims to describe and discuss the linguistic and discursive markers that highlight the argumentative dimension in the letters written to Grandma Lóia, which seek to persuade her regarding the merits of Uncle Cilon's life choices in engaging with the resistance movement against the dictatorship. Thus, writing letters to the absent grandmother is the narrator's way of presenting her viewpoint to the grandmother - and to the readers -, exposing an argumentative dimension of the traumatic legacy in the letters to Grandma Lóia.

Keywords: Civil-military Dictatorship; Brazilian Literature; argumentative dimension; affiliation narrative

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The Power of Brazilian Democracy in Affirmative Discourses: The Eruption of the 8th of January Event in the Media

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Abstract: With this paper, we aim to analyze, through a discourse perspective, the news sayings used by the national and international news media in their coverage of the attack at Brazil's federal headquarters on January 8, 2023. Regarding the headlines of news stations and portals such as *Folha de S. Paulo*, *O Globo*, The New York Times, The Guardian, Le Monde, we take that event as a power that provides affirmative discourses that materialize an assertive and calibrated debate about the Brazilian democracy, which is stated through sayings with meanings of historical development with effects of uniqueness, continuity, generalization, and historical determinism. As a theoretical background, we go through Foucault's studies (2005, 2006, 2010) to the ones about media and politics, such as Courtine (2003, 2009, 2011), Piovezani (2009, 2015, 2020), Debord (2002), Gomes (2004), Thompson (2009). The results point to the productivity of discourses that regulate the work of the mass media linked to the event of January 8, 2023 in Brazil. In this way, we highlight a political will to let individuals see and feel, using a dressage of how we look towards the institutional breakdown and the threat to social balance and political order in the country. The analyses say that under such kind of tyranny of visibility, the news media explore the dogmatic character of the spectacle, providing, then, a particular set of meanings at the same pace that their mark subjects into a certain order of control and subjectivity.

Keywords: Discourse; January 8, 2023; Brazil; Meaning; Subject.

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Networked reference processes in the characterization of disinformation

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Abstract: This paper problematizes the functionality that referencing has as a way of (re)constructing discourse objects, manifested in the text, specifically in those of a disinformational nature, known by the general public as fake news. Therefore, we contemplate a research in interface with Communication and Journalism studies, in order to demonstrate the characterization of disinformation texts through referential processes, which tend to intertwine meanings in the constructions of referents, thus forming a network in the text. Thus, we understand that this can be analyzed with regard to the elements of alteration or distortion of elements in false texts, on social networks. Our theoretical discussion is based on the sociocognitive-discursive approach to referencing defended by authors such as Mondada and Dubois (1995), Koch (2002), Marcuschi (2007), Cavalcante (2011), as well as in Matos (2018) and Cavalcante et al. (2022; 2023) regarding the notion of referential networks, as well as in dialogue with the study by journalists Wardle and Derakshan (2019) and Wardle (2020), who present the “Ecosystem of disinformation”. The analysis methodology is qualitative, descriptive-explanatory and documentary, from which we analyze texts of various genres, such as journalistic notes, advertisements, news, reports, in comparison with posts in digital environments of social networks, such as Facebook and Instagram. Partial analyses indicate a possible tendency for new referents to be introduced into disinformation texts, which trigger false relationships in connection to the generating texts, potentially leading to the recategorization of certain referents at the intertextual level.

Keywords: Disinformation; Referential networks; Referential processes; Recategorization.

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The Author-Function in Academic Production: an analysis of the undergraduate-function in final undergraduate projects (TCC)

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Abstract: This study investigates the functioning of the author-function (Foucault, 1969) in academic papers and examines how this concept operates in the undergraduate-function during the preparation of final undergraduate projects (TCCs). Through a longitudinal and qualitative analysis, the research explored the process by which three psychology students from a private institution developed their writing and research from 2020 to 2023. The analytical framework employed the procedures of Genetic Criticism—suppression, displacement, addition, and substitution (Grésillon, 1994)—to examine the rewriting modes of the text versions (introduction, partial version, and final version) and to observe the students' positioning regarding the circulating discourses within the academic discourse community (Swales, 1992) as they worked to produce their final academic papers. The results revealed a recurrent practice of citation as a strategy to evoke source texts and the use of others' discourse as an authoritative argument in TCC preparation. It was also observed that the citation of legitimized authors allows novice writers to enhance the value of their own discourse (Boch & Grossmann, 2002), especially when they do not hold a dominant position in the academic community. This can lead to the marginalization of students' own perspectives and the manifestation of authorial expression as an undergraduate-function.

Keywords: Authorship; Academic writing; Author-function; Academic texts.

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“ARGUMENTATION” AND “ARGUMENTATIVENESS” IN SCHOOL TEXTS IN BASIC EDUCATION: contributions from French Semiotics considering the New Rhetoric

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Abstract: This research investigates the concept of argumentativity according to the properties of textualization and textuality, coined by French semiotics (Greimas; Courtés, 2008), and associates it, in an interdisciplinary way, with the notion of argumentation developed by studies of the new rhetoric, proposed by Perelman and Olbrechts-Tyteca (2005) and their followers. The objective is to explore how these concepts can be applied to improve the textual production of students in Basic Education. The theoretical framework is based on French semiotics, which focuses on the structure and processes of signification of texts, and on the new rhetoric, which emphasizes argumentation as a discursive and persuasive practice. Methodologically, the research was carried out in two 7th grade classes of a peripheral school in the city of Birigui-SP, during a two-month period in 2024. We applied different argumentation approaches in Portuguese language classes: in one class, we focused on the competence of argumentation in the sense of argumentativeness, while in the other, we emphasized argumentation in the sense of textualization. The results show that, in the class where we worked on argumentativeness, the textual productions were more critical, evidencing a higher level of awareness about the point of view created in and by the text. These texts presented an in-depth and critical reflection on the proposed themes. In contrast, in the class where we applied argumentation in the sense of textualization, the texts produced were more cohesive and coherent, highlighting the effective use of argumentative operators, especially modalizers and connectives. These findings provide initial evidence for a study underway in Brazil, which suggests that argumentativeness and argumentation are distinct but complementary operational notions that can be worked on together and/or separately to improve students' discursive skills, especially in the production of argumentative texts. We conclude that the integration of these approaches can enrich Portuguese language teaching and contribute significantly to students' critical and reflective development.

Keywords: Argumentation; Argumentativity; French Semiotics; New Rhetoric; Textuality.

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Self-writing and argumentation in poetic texts by High School students

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Abstract: Assuming, on the one hand, that discourse is putting into action the functioning of expressive resources of a language with intentionality (Possenti, 1993) and, on the other hand, that “autobiographical reflexivity” is a human disposition (Passeggi, 2011), inherent to the act of speech (oral and/or written), the aim of this text is to present the results of a research carried out with students of the New High School (NEM) on the construction of argumentation in poetic texts. The empirical data was produced in “creative workshops”, conceived as a pedagogical device. It was assumed that the writing of the self, provided by the creation of poetic texts, would favor the formation of young authors, sharpening their heuristic and hermeneutic potential (Foucault, 2010) on the representations of the self, the other and the world (real and/or imaginary). The analysis of the poem - “O meu eu” - which is the subject of this study, highlights the “stylistic coloring of utterances” (Volóchinov, 2019) and “the word as a social sign” (Bakhtin, 1997), which are at the heart of the student-authors' productions. It can be seen that in pronouncing the world, they transform themselves and the world (Freire, 1996), through the social, political and pragmatic use of the Portuguese language. In fact, when adolescents write about themselves, they “mobilize singular enunciations” (Maingueneau, 1996), articulating thought, language and social praxis at the same time, so that their poetic writing becomes autopoietic. We conclude that the “creative workshops”, based on the recognition of adolescents as socio-historically situated subjects, would favor their critical and reflective proficiency about their being, their becoming and their (well)being in the world. In this sense, they can contribute to the innovation of Portuguese language and literature teaching practices in their poetic and aesthetic dimensions (Schiller, 2017), confirming for adolescents their “primordial right to speak the word” (Freire, 1996), as a fundamental act of creation and re-creation of themselves and of reality.

Keywords: Discourse; Language teaching; Self-writing; New High School; Poetic text.

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Plurilingualism and Language Policies in Brazil and France: a Comparative Analysis of Educational Guidelines

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Abstract: Language policies play an important role in promoting a country's cultural and linguistic diversity. Beyond envisioning social integration in an increasingly globalized world, it is also necessary to preserve linguistic and cultural memory, especially among nations deeply marked by the effects of colonization, waves of migration, and the shifts that have intensely shaped contemporary times. In light of this, this study aims to understand how language policies are constructed, particularly regarding the State's role, to foster plurilingualism in Brazil and France. Specifically, we conduct a comparative analysis of the curriculum guidelines proposed in both countries. Our objective is to investigate how distinct historical, cultural, and linguistic contexts guide language policies toward the appreciation, preservation, and promotion of the various languages that make up these cultural communities. Theoretically, our proposal is grounded in the concepts of plurilingual education and its main characteristics (Megale, 2018; Hamers and Blanc, 2000; García, 2009) and in the dimensions and conceptualizations of language policy (Calvet, 1996; Rajagopalan, 2013). Our comparative methodology lies at the intersection of contrastive discourse analysis (von Münchow, 2021) and comparative discourse analysis (Grillo and Glushkova, 2016; Cavalcante-Filho, 2022), fields that propose the bridging of languages and cultures through the discursive genre as a common invariant for comparison. Our element of comparison (*tertium comparationis*) consists of the discursive genre "educational guidelines." The main corpus is composed of discursive constructions derived from the curriculum guidelines of Brazil and France, the BNCC (2017/2018) and *Le socle commun de connaissances, de compétences et de culture* (2013). The comparison between these curriculum guidelines enables the construction of new perspectives on the development of plurilingualism, grounded in the productive dialogic encounter between cultures.

Keywords: Plurilingualism; Educational guidelines; Language policies; Comparative discourse analysis.

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