



Departamento de
Filologías Extranjeras y
sus Lingüísticas



INTERNATIONAL CONFERENCE ON LANGUAGE AND EMOTION

Madrid, 23-25 November 2016

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

WEDNESDAY 23rd November 2016		
09:00-09:30	Registration (Rooms A & B Hall – Facultad de Derecho UNED)	
09:30-10:00	OPENING SESSION (Room A) María Esther Souto Galván, Vicerrectora de Investigación e Internacionalización, UNED Julio Neira Jiménez, Decano de la Facultad de Filología, UNED María Ángeles Escobar Álvarez, Directora del Departamento de Filologías Extranjeras y sus Lingüísticas, UNED Laura Alba-Juez, Investigadora Principal Proyecto EMO-FunDETT Mercedes Díez Prados, Investigadora Principal Sub-proyecto Persuasión, EMO-FunDETT	
10:00-10:30	'Remembering Geoff Thompson, late member of EMO-FUNDETT', by J. Lachlan Mackenzie - (Room A) Invited artist: Eva Estebas Vilaplana – The Willow Song	
	Panel 1 (Room A) Emotion and Humor Chair: Laura Alba-Juez	Panel 2 (Room B) Comparative studies on Emotion Chair: Elena Martínez Caro
10:30-11:00	Salvatore Attardo (Texas A&M University-Commerce, USA): 'Humor and Mirth'	Augusto Soares da Silva (Universidade Católica Portuguesa, Braga) & Heliana Mello (Universidade Federal de Minas Gerais, Brazil): 'The cultural conceptualization of emotions across national language varieties: love in European and Brazilian Portuguese'
11:00-11:30	David Ferrer-Revull (Universidad Nacional de Educación a Distancia): 'Nothing to fear: humorous US presidential discourse and the reversal of negative emotions'	Marlies Whitehouse (Zurich University of Applied Sciences, Switzerland): 'Translating emotions: the interplay between cultural background and the language of emotions. A German-Japanese example.'

11:30-12:00

COFFEE BREAK

12:00-13:00	PLENARY 1 (Room A) 'Laterality in language, emotion, and the body' AD FOOLEN, Radboud Universiteit, Nijmegen Chair: Laura Alba-Juez	
		Panel 2 (Room B) Comparative studies on Emotion (cont'ed) Chair: Elena Martínez Caro
13:00-13:30	(Room A) Book presentation: <i>Pragmatics: Cognition, Context and Culture</i> by Laura Alba-Juez and J. Lachlan Mackenzie Participants: Laura Alba-Juez, J. Lachlan Mackenzie, Ad Foolen and Victoria Escandell-Vidal	Valentin Shindler (Rupprecht-Karls-Universität Heidelberg, Germany): 'Verbal aggression and impoliteness in Russian and English literary discourse: status of the problem and research directions'
13:30-14:00	RAFFLE	Montserrat Martínez Vázquez (Universidad Pablo de Olavide): 'The lexicalization of emotional release in English and Spanish'
14:00-15:30	LUNCH BREAK	
15:30-16:30	PLENARY 2 (Room A) 'How hard is it to recognise emotions in a native and in a foreign language?' JEAN MARC DEWAELE, Birkbeck College, London Chair: Eva Ogiermann	
	Panel 3 (Room A) Emotion in different texts and contexts Chair: Ana María Ducasse	Panel 2 (Room B) Comparative studies on Emotion (cont'ed) Chair: JoAnne Neff
16:30-17:00	Ruth Breeze (Universidad de Navarra): 'Tired of nice people? Deregulating emotions in politics'	Ene Vainik (Institute of the Estonian Language): 'How to portray emotions? An Estonian answer'
		Panel A (Room B) Persuasion in the world of politics and economy Chair: Mercedes Díez Prados
17:00-17:30	Carmen Sancho Guinda (Universidad Politécnica de Madrid): ' <i>Promoemotional science? Emotion and intersemiosis in graphical abstracts</i> ' *	Marlies Whitehouse (Zurich University of Applied Sciences, Switzerland): 'Financial analysts' recommendations as telltale sign of persuasion drivers in the financial markets'
17:30-18:00	Marina Pappa (Ionian University, Greece): 'The political discourse of Flora Tristan: struggle for workers and women'	Raquel Sánchez Ruiz & Isabel López Cirugeda (Universidad de Castilla-La Mancha): 'Controlling the masses: Persuasion through language in political discourse. The case of the Divergent Series'
18:00-18:30	Dieter Stein (Heinrich-Heine University, Germany) & Victoria Guillén-Nieto (University of Alicante): 'Emotion and offence in law'	Liane Stroebel (RWTH, Aachen, Germany): 'Emotions: Effective persuasive devices in political discourse (France, Spain, and the U.S.)'

18:30-19:00	Begoña Bellés-Fortuño (Universitat Jaume I, Castelló) 'Empathic communication in health services contexts: Patients' placebo?'	Miguel Fuster-Márquez & Carmen Gregori-Signes (Universitat de València): 'Should you ... A phraseological approach to the interpretation of customers' needs and wishes in hotel websites'
Panel 4 (Room A) Stance/Appraisal/Evaluation and Emotion Chair: Aurelia Carranza Márquez		
19:00-19:30	Miguel-Ángel Benítez-Castro (Universidad de Zaragoza) & Encarnación Hidalgo-Tenorio (Universidad de Granada): 'Appraising Attitude: On how corpus analysis and emotion-based research can contribute to a more refined version of Martin & White's AFFECT and JUDGEMENT subsystems'	Laura Hidalgo Downing (Universidad Autónoma de Madrid) & Blanca Kraljevic Mujic (Universidad Rey Juan Carlos): 'Repetition and recontextualisation as persuasive strategies in multimodal TV food commercials: a critical perspective'

THURSDAY
24th November 2016

09:30-10:30	PLENARY 3 (Room A) ‘Revisiting swear/taboo words – with focus on their use in US televisual narratives’ MONIKA BEDNAREK, University of Sydney Chair: J. Lachlan Mackenzie		
	Panel 5 (Salón de Actos) Emotion ‘en español’ Chair: Carmen Maíz Arévalo	Panel 6 (Room A) Emotion and para/extra-linguistic features Chair: Carmen Sancho Guinda	Panel 7 (Room B) Emotion and (im)politeness Chair: Salvatore Attardo
10:30-11:00	Silvia Kaul de Marlangeon (Universidad Nacional de Río Cuarto, Argentina): ‘Tipos de descortesía verbal y emociones’	Aurelia Carranza Márquez & Victoria Marrero Aguiar (Universidad Nacional de Educación a Distancia): ‘Emotion in second language assessment: oral skills’	Tatiana Larina (Peoples’ Friendship University of Russia) & Douglas Mark Ponton (University of Catania, Italy): ‘The article review genre: an intercultural perspective on stance, emotion and politeness’
11:00-11:30	Concepción Rico Albert (Universität Kassel, Germany): ‘La distribución de las emociones en la fraseología del español peninsular: Un intento de clasificación desde una perspectiva cognitiva e interdisciplinar’	Lucy Pickering (Texas A&M University-Commerce, USA): ‘Prosody and affective emotional responses’	Carmen Santamaría (Universidad de Alcalá): ‘Emotional and educational consequences of (im)politeness in classroom interaction’
11:30-12:00	COFFEE BREAK		
12:00-13:00	PLENARY 4 (Salón de Actos) ‘Emotions in Spanish Phraseology. A Crosslinguistic Approach from English’ RUTH BREEZE & MANUEL CASADO-VELARDE, University of Navarra Chair: Laura Alba-Juez		
	Panel 5 (Salón de Actos) Emotion ‘en español’ (cont’d) Chair: Carmen Maíz Arévalo	Panel 8 (Room A) Emotion in the Media Chair: Francisco Yus	Panel B (Room B) Persuasion and audience Chair: Mercedes Díez Prados
13:00-13:30	Dámaso Izquierdo Alegría & Ramón González Ruiz (Universidad de Navarra): ‘Compromiso, modalidad epistémica y evidencialidad: metalenguaje y semantismo de los modalizadores de opinión’	Aurelia Carranza Márquez (Universidad Nacional de Educación a Distancia): ‘When the emotion is not mine: the media and the use of emotion in the projection of stance’	Joaquín Primo-Pacheco (Universitat de València): ‘Narrate, appraise and persuade: The interplay between fiction, evaluation and persuasion’

	Panel 9 (Salón de Actos) Narration/Storytelling and Emotions Chair: Victoria Marrero		
13:30-14:00	Eva Estebas-Vilaplana & Marina Sanfilippo (Universidad Nacional de Educación a Distancia): 'Prosodic and gestural expressions in storytelling: a cross-linguistic study'	Julia Lavid López & Lara Moratón Gutiérrez (Universidad Complutense de Madrid): 'Interpersonal discourse markers and generic variation in journalistic texts: a contrastive annotation study'	Miguel F. Ruiz Garrido (Universitat Jaume I, Castelló): 'Calling audience's attention: the case of nursing conference presentations'

14:00-15:30

LUNCH BREAK

15:30-16:30	PLENARY 5 (Salón de Actos) 'MixedEmotions: Mining Emotions in Big Data' IAN WOOD, National University of Ireland, Galway Chair: J. Lachlan Mackenzie		
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		Panel 8 (Room A) Emotion in the Media (cont'd) Chair: Francisco Yus	Panel C (Room B) Persuasion in different texts and contexts Chair: Mercedes Díez/ Rosa Muñoz
16:30-17:00	Eye Tracking Workshop Paulina Burczynska, SMI Chair: Laura Alba-Juez	Daniel Perrin, Mathias Fürer, Aleksandra Gnach (Zurich University of Applied Sciences, Switzerland), Margherita Luciani (University of Lugano, Switzerland) & Marta Zampa (Zurich University of Applied Sciences, Switzerland): "voilàààààà wow!" – Verbalizing emotions in collaborative newswriting'	Patricia Bou-Franch & Sergio Maruenda-Bataller (Universitat de València): 'Persuasion at work in journalistic Facebook: the discursive construction of newsworthiness'
17:00-17:30		Juana I. Marín Arrese (Universidad Complutense de Madrid): 'Emotion and Representation in Agony Aunt columns'	María José García Vizcaíno (Montclair State University, USA): 'Sentimiento atlético: emoción y persuasión entran en juego'
17:30-18:00		Luisa Chierichetti (Università degli Studi di Bergamo, Italy): 'El discurso amoroso en la ficción audiovisual: la serie televisiva <i>Lex</i> (2008)'	Marta Carretero (Universidad Complutense de Madrid): 'Persuasion, (un)desirability and evidentiality: the case of four English adverbs of strong perception'

18:00-18:30	Eye Tracking Workshop Paulina Burczynska, SMI Chair: Laura Alba-Juez	Panel 10 (Room A) Interdisciplinary Studies on Emotion Chair: David Ferrer	Panel 11 (Room B) Emotion and Syntax/Grammar Chair: JoAnne Neff
		Renata Sarmento-Henrique (Universidad Nacional de Educación a Distancia), Marta Giménez-Dasí (Universidad de Valencia), Laura Quintanilla Cobián & Patricia Recio Saboya (Universidad Nacional de Educación a Distancia): ‘El lenguaje como mediador en la relación de la comprensión emocional (CE) y la teoría de la mente (TM): una propuesta basada en un modelo de ecuaciones estructurales’	Nina-Maria Fronhofer (University of Augsburg, Germany): ‘My anger was justified SURELY? Markers of epistemic (un-)certainty in English and German Emotion Events’
	Panel 9 (Salón de Actos) Narration/Storytelling and Emotions (cont’d) Chair: Victoria Marrero Aguiar		
18:30-19:00	Isabel Alonso Belmonte (Universidad Autónoma de Madrid): ‘ <i>Despite my Fears</i> : the multimodal representation of emotion in digital storytelling’	Soledad Valle (Universidad de Deusto): ‘Mujer, madre sola y víctima de violencia machista. Emociones desde un enfoque interseccional’	J. Lachlan Mackenzie (VU Amsterdam, The Netherlands): ‘The syntax of an emotional expletive in English’
19:00-19:30	María Dolores Porto (Universidad de Alcalá) & Manuela Romano (Universidad Autónoma de Madrid): ‘A Mixed Viewpoint and Blending Approach to Traumatic Emotional Discourse’	Clara Molina (Universidad Autónoma de Madrid): ‘Obvious? Language, emotion and identity’	Angela Downing & Elena Martínez Caro (Universidad Complutense de Madrid): ‘ <i>Gosh</i> and other related interjections in present-day English’

CONFERENCE DINNER

20:30 at [Restaurante Sal Gorda](#) - Calle Beatriz de Bobadilla, 9 - Madrid

FRIDAY
25th November 2016

	Panel 12 (Salón de Actos) Emotion on the web (CMC) Chair: Francisco Yus	Panel 13 (Room A) Emotion and Language-Learning/Education Chair: Antonio García Gómez	Panel D (Room B) Business Persuasion Chair: Mercedes Díez Prados / Rosa María Muñoz Luna
09:00-09:30			Ana M. Cestero (Universidad de Alcalá): 'La comunicación no verbal en el discurso persuasivo empresarial'
09:30-10:00	Ana M. Fernández Vallejo (Universidad de Navarra): 'Las emociones en el Twitter corporativo: el éxito de lo microblogs de Acciona e Iberdrola'	Mercedes Querol-Julián & Blanca Arteaga-Martínez (Universidad Internacional de La Rioja): 'Interaction in live-virtual classes: development of creative and critical skills from teachers' emotional multimodal discourse'	Mercedes Díez Prados (Universidad de Alcalá): 'Non- verbal communication in business discourse: the case of the elevator pitch'
	Panel 13 (Salón de Actos) Emotion and Language-Learning/Education (cont'd) Chair: Francisco Yus		
10:00-10:30	Claudia Zbenovich (Hadassah College Jerusalem, Israel): 'Emotion Talk as an Argument in a University Setting'	Rosa M ^a Jiménez Catalán (Universidad de la Rioja): 'EFL learners' first word responses to the emotion prompt "SAD" in a lexical availability task'	Roberto-Carlos Álvarez-Delgado & José-Santiago Fernández-Vázquez (Universidad de Alcalá): 'Construyendo una comunicación persuasiva: La interacción entre argumentos racionales y apelaciones emotivas en el discurso emprendedor'
10:30-11:30	PLENARY 6 (Salón de Actos) 'Léxico, emoción y relato en la retórica del discurso persuasivo' JAVIER DE SANTIAGO GUERVÓS, Universidad de Salamanca Chair: Mercedes Díez Prados		
11:30-12:00	COFFEE BREAK		
12:00-13:00	PLENARY 7 (Salón de Actos) 'Persuasion and Emotion: Exploring face and facework in educational settings' BARRY PENNOCK, Universidad de Valencia Chair: Mercedes Díez Prados		

		Panel 13 (Room A) Emotion and Language-Learning/Education (cont'd) Chair: Carmen Santamaría	Panel D (Room B) Business Persuasion (cont'd) Chair: Antonio García Gómez	
13:00-13:30	INVITED TALK (Salón de Actos): 'Emotional intelligence as a personal characteristic that affects communicative competence' JUAN-CARLOS PÉREZ-GONZÁLEZ, UNED Chair: Laura Alba-Juez	Tarmo Ahvenainen (Jyväskylä University, Finland): 'Language-related face-loss concerns in spoken L2 student workshop communication'	Rosa Muñoz-Luna (Universidad de Málaga): 'Argumentation in persuasive speech: linguistic elements for argumentative strength'	
13:30-14:00		Pilar Escabias Lloret (Universidad de Alicante): 'The role of emotion and interpersonal features in multimodal lessons. Teaching in English and Spanish: A case study at the University of Alicante'	Lidia Taillefer (Universidad de Málaga): 'Persuasive discourse: research from a sociolinguistic approach'	
14:00-15:30	LUNCH BREAK			
15:30-16:30	PLENARY 8 (Salón de Actos) 'The phatic Internet. Networked feelings and emotions across the propositional/non-propositional and the intentional/unintentional board' FRANCISCO YUS, University of Alicante Chair: Laura Alba-Juez			
		Panel 12 (Salón de Actos) Emotion on the web (CMC) cont'd Chair: Francisco Yus	Panel 13 (Room A) Emotion and Language-Learning/Education (cont'd) Chair: Salvatore Attardo	Panel D (Room B) Business Persuasion (cont'd) Chair: Mercedes Díez Prados
16:30-17:00	Alfonso Sánchez-Moya (Universidad Complutense de Madrid): ' <i>"It seems I passed it!!!!"</i> : analysing cyberemotion in professional students' digital discourses'	Elisa Pérez García & María Jesús Sánchez Manzano (Universidad de Salamanca): 'Assessing EFL Learners' Ability to Express Emotions Linguistically as a Means of Improving their Communication Skills and Cultural Literacy'	Antonio García Gómez (Universidad de Alcalá): 'Gaining compliance in business discourse: Persuasion, negotiation and turn-taking strategies'	
17:00-17:30	Eva Ogiermann (King's College London): 'Emotions in responses to (unjustified) negative online feedback'	Pia Resnik (University of Vienna): 'Verbalising Emotions in English as a Second language and Its Relevance to Nowadays' Multilingual World of Work'	Ana María Ducasse (RMIT, Melbourne): 'Goal directed persuasive discourse: contrasting televised business pitches in Spanish and English'	
17:30-18:00	CLOSING SESSION (Salón de Actos) Invited artist: Lucía Martín – Danza Española (Spanish Dance)			

'MADRID DE LOS AUSTRIAS' WALKING TOUR

Starting at 19:30 from the 'Tourist Information Centre', Plaza Mayor 27, Madrid.