

## **II International Conference on Communication, Cognition and Media: Political and Economic Discourse**

**19-21 September 2012**

**Catholic U of Portugal, Braga, Portugal**

<http://www.cicom2012.org>

### *Plenary speakers:*

Mats Alvesson (Lund U, Sweden)

Patrick Charaudeau (U Paris 13, CNRS, France)

Jonathan Charteris-Black (U of the West of England, UK)

Veronika Koller (Lancaster U, UK)

Joao Cesar das Neves (Catholic U of Portugal)

Ruth Wodak (Lancaster U, UK)

The Conference aims to promote interdisciplinary research into the cognitive, socio-cultural, functional-pragmatic, linguistic and semiotic dimensions of political and economic discourse, organizational and businesses discourse, including their various, new and traditional genres and underlining empirical methodologies. It brings together Critical Discourse Analysis and Communication Studies traditions, the Cognitive Linguistics paradigm and other cognitively and socially oriented approaches to political and economic discourse.

Within this sociocognitive and interdisciplinary context of research into political and economic discourse, papers are invited on the following (non exclusive) themes and topics:

- conceptual metaphor and metonymy, image schemas and conceptual blending in political and economic discourse
- cognitive frames and cultural cognitive models in political and economic communication
- construal and perspectivization operations (profiling, salience, distribution of attention, force dynamics, intersubjectivity) and their semantic, grammatical and pragmatic expressions within political and economic discourse
- overt and covert, conscious and unconscious ideologies in political and economic discourse, sociopolitical and socio-economic ideologies, ideologies of crosscultural otherness
- discursive representations of national, ethnic, collective and corporate identities
- psychological, linguistic and semiotic strategies for manipulation in political and economic discourse
- political and economic rhetoric; corporate promotional communication; structures and strategies of argumentation, persuasion and propaganda
- traditional and new genres in political, economic, business and organizational communication; political speeches, campaigns, debates, interviews, elections, talk shows, blogs, parliamentary discourses; public relations, advertising, marketing, management, customer chat forums; new hybrid genres in the Internet
- multimodality in political and economic/business communication
- interplay between political and economic communication, interdiscursivity and intertextuality, political economy and economic politics
- the media agents in political and economic discourse; political and economic journalism, advertising and marketing
- language variation and change and crosscultural variation in political and economic

discourse

- globalization and localization of political and economic discourse; supra-national, corporate and sub-national political and economic organizations
- discursive legitimization of political and economic power; political polarization, socio-economic Darwinism, and economic imperialism
- perception of political and economic actors; social attitudes to political and economic discourse
- political and economic systems, political and economic behavior, public policies, political and economic audiences
- immigration, multiculturalism, racism and ethnic or nationalist conflicts
- corpus analysis of political and economic discourse and the implementation of advanced quantitative and multivariate techniques
- language training of politicians, economists and business people.