WORKSHOP

Implicitness and persuasion in language

The literature in philosophy and linguistics has shed light on a number of communicative devices aimed at leaving part of a sentence’s meaning not fully expressed (Frege, 1892; Ducrot, 1972; Kerbrat-Orecchioni, 1986; Rigotti, 1988; Sbisà, 2007; Lombardi Vallauri, 2009; Domaneschi & Penco, 2016). Furthermore, it is known that implicit communication is an effective means of persuasion (Sbisà, 2007; Lombardi Vallauri, 2009; Reboul 2011; De Saussure, 2013). Contemporary pragmatic views (Lombardi Vallauri 2016; Lombardi Vallauri & Masia, 2016, among others) have characterized presuppositions and implicatures, but also topicalizations, figurative language and semantic/syntactic vagueness as means for under-encoding meanings in a message. Research on corpus-based pragmatics (Lombardi Vallauri & Masia, 2014; Brocca et al. 2016) has sought to quantify the impact of the above-mentioned discourse phenomena on the processes by which addressees compute the meanings of utterances and texts. These quantitative approaches have proved suitable for measuring and comparing the impact of implicit communication in texts belonging to different genres and targeted at different types of audiences, although political discourses epitomize a fertile ground for delving into both the functions and uses of implicit communicative strategies. Moreover, recent approaches in experimental pragmatics have shed light on the impact that different categories of implicit communication have on the human brain.

The workshop will tackle (but will not be limited to) the following topics:

- Manipulative and persuasive communication: boundaries and working definitions;
- Pragmatic strategies of implicit communication;
- Quantitative methods: measurement of implicit communication in persuasive texts;
- Processing implicit communication;
- Implicitness and attention diversion strategies;
- Developments and projects on theory-driven and empirical perspectives on implicit communication.

Invited speaker: Marina Sbisà (University of Trieste)

Submission of proposals:
Proposals, not exceeding 1,000 words (references excluded) should be sent to the following email address: info@oppp.it by 20 February 2019.

Scientific Committee:
Laura Baranzini, Doriana Cimmino, Federica Cominetti, Claudia Coppola, Davide Garassino, Edoardo Lombardi Vallauri, Giorgia Mannaioli, Viviana Masia, Alessandro Panunzi.
References


