



Organized by the EMO-FunDETT project group
(FFI2013-47792-C2 -

<http://www.uned.es/proyctofundett/>):

EMOtion and language 'at work': The discursive emotive/evaluative FUNction in DiffERent Texts and contexts within corporaTe and institutional work

DUE DATE FOR ABSTRACTS: June 30th, 2016

It is nowadays an acknowledged fact in the world of humanistic science that emotions are a key factor in the comprehension of human nature, and this is the reason why the topic has been and is being explored from different perspectives and within different fields of knowledge (Psychology, Sociology, Linguistics, Philosophy, etc.). In Linguistics, and especially within Cognitive Linguistics, Pragmatics and Discourse Analysis, the phenomenon of the conceptualization and expression of emotion is now considered a natural function of language, and has therefore taken on particular importance as a key feature to confront the dilemmas of the 21st century. In our research at EMO-FunDETT, we mainly take a linguistic (discursive-pragmatic) perspective, with the intention of clarifying and somehow systematizing the study of the expressive function of language, which we also consider to be a reflection of a given stance in the discourse. We look into these issues by examining different levels of linguistic description (phonological, semantic, syntactic, etc.), by using corpora containing texts and contexts related to the world of corporate and institutional work. We follow the work done in the field of linguistics by ourselves (e.g. Thompson & Alba-Juez 2014) and by experts such as Foolen (e.g. 2012, 2015, 2016) or Dewaele (e.g. 2010, 2011, 2015). Likewise, we understand—in line with psychological studies such as Reeck, Ames and Ochsner's (2016), that emotion regulation is essential for maintaining mental health, social functioning, and physical well-being. This relatively new strand of research emphasizes not only the importance of emotion as a self-regulatory mechanism, but also as a social regulator, and from there our interest in exploring not only the linguistic manifestation of human emotion, but also its relationship to the so-called 'emotional intelligence' (Coleman, 1995, 1998, 2011; Petrides, Pérez González & Furnham 2007). We therefore see emotion as a pragmatic/socio- and psycho-linguistic (cognitive) phenomenon which manifests the relationship brain-body-world (context) within a dynamical system, and whose manifestation in one way or another might affect the social actors' performance in any social environment, and in particular, "at work", i.e. at the workplace.

The fact that the expression of emotion (in both verbal and non-verbal ways) contributes to its social regulation (i.e. that it can be strategically used to alter the emotional responses of another person or group of people) is one of the reasons why it has been associated to the persuasive function of language ever since the ancient Greeks' studies on rhetoric. This constitutes the main focus of study of the EMO-FunDETT PERSUASION, the coordinate subproject of EMO-FunDETT.

Therefore, because we want to share our research with you and at the same time would like to hear from your own findings on the topic of language and emotion, we welcome any proposals covering, but not restricted to, the following sub-topics:

A) LANGUAGE AND EMOTION 'AT WORK'

- The relationship and/or differences between *evaluation/stance* and *emotion* in language. Are they the same?
- Emotion as contemplated in the Attitude subsystem within Appraisal Theory (Martin & White, 2005): Does this model provide an all-embracing functional approach to emotion?
- The expression and/or conceptualization of emotion at the different levels of linguistic description.
- The conceptualization and expression of emotion in discourse, and especially, in corporate and institutional discourse, within working environments such as those related to health or education.
- The relationship between the linguistic and the paralinguistic, gestural or bodily expression of emotion.
- The effect of the expression of emotion upon interpersonal relationships, especially those at the workplace.
- The grammaticalization and the conventionalization of emotion in language.
- Discourse functions of the expression of emotion: intensification, evidentiality, etc.
- Emotions as the trigger for the creation of discourse: How emotions shape language and how language is shaped by emotions.
- Multilingualism and emotion: Do we feel the same when expressing emotions in different languages?
- Humor, irony and emotion in language.
- (Im)politeness and the expression of emotion.
- Cyberemotion: Emotion as expressed on the web (work-oriented social networks such as Linked-in, Academia, e-mails, forums, blogs, etc.).
- The affective component in the teaching/learning of a foreign language.
- Interdisciplinary studies on emotion: Combination of linguistic, and psychological, sociological, philosophical, etc. approaches to the phenomenon.
- The relationship between the expression of emotion and emotional intelligence.

B) PERSUASION 'AT WORK'

- The relationship between emotion and persuasion.
- Persuasion in online communication (e-mail, social and professional networks such as Linked-in, Academia, etc.).
- Persuasion in social technology.
- Gender differences in the expression of persuasive communication.
- The expression of persuasion in different contexts (social media, institutions, the workplace, etc.).
- Interdisciplinary studies on persuasion: Combination of linguistic, and psychological, sociological, philosophical, etc. approaches to the phenomenon.
- Theoretical groundings of persuasion.
- Methods and tools for evaluating persuasion.
- Persuasion through language.
- Rhetorical approaches to persuasion.
- Persuasion across languages.
- Persuasion: Linguistic markers, discursive processes and cognitive operations.
- The expression of persuasion in non-verbal communication.
- Persuasion and multimodality.
- Humor, irony and persuasion in language.
- (Im)politeness and the expression of persuasion.
- Persuasion in communication studies.



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CONFIRMED GUEST SPEAKER:

Juan Carlos Pérez González (UNED, Spain)

ABSTRACTS:

Abstracts (not exceeding 350 words – excluding the references) should be sent as an e-mail attachment to the conference organizers : David Ferrer (davferrer@flog.uned.es) for the general section on Emotion and Rosa Muñoz Luna (rmluna@uma.es) for the section on Persuasion) **no later than June 30, 2016**. Notifications of acceptance/rejection will be sent out by July 20th, 2016.

Abstracts should include: 1) Title of paper; 2) Name and affiliation of each author; 3) E-mail address of each author; 4) 3-5 keywords.

Webpage: <http://congresos.uned.es/w11346>

The main language of the conference will be English, but contributions in Spanish are also possible. (Cross-cultural) studies about any other languages are welcome too.

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