LIST OF PUBLICATIONS
(March 2019)

Peer-reviewed journals


Pollaroli, Chiara & Bonelli, Laura. (In preparation). Creativity templates in advertising twenty years later.


Books and edited special issues


**Book chapters (peer-reviewed)**


**Conferences with proceedings**


**Conferences and talks**

2011


2012


2013

Pollaroli, Chiara. 2013. The relationship between tropes and topoi in the multimodal argumentation of advertisements. Poster presented at Interpersonal communication and social interaction, 3rd – 4th October, Lugano, Switzerland.

2014

Pollaroli, Chiara. 2014. T(r)opical patterns in advertising: the argumentative relevance of pictorial and multimodal metaphors and metonymies. Invited talk at the Colloquium of the Department of Speech Communication, Argumentation Theory and Rhetoric, 7th March, University of Amsterdam.


Pollaroli, Chiara. 2014. Pictorial and multimodal tropes and their link to argumentation. Invited talk at meeting of the Metaphor Lab, 1st May, VU University of Amsterdam.

Pollaroli, Chiara. 2014. Looking for the link between pictorial metaphor and argument from analogy in advertising. Invited talk at the meeting of the Adventures in Multimodality research group, 16th May, University of Amsterdam.


2015


2016


2017


Zampa, Marta & Pollaroli, Chiara. Out of the frying pan into the fire: an attempt to redesign the “Fertility Day” campaign in Italy. Paper presented at the conference Visualizing (in) the new media, 8th-10th November, University of Neuchâtel, Switzerland.

2018

Mazzali-Lurati, Sabrina, Pollaroli, Chiara & Marcantonio, Daniela. The rhetorical and argumentative relevance of ‘extreme consequence’ in advertising. Paper accepted for the Argage conference, 7th-9th February, Università della Svizzera italiana, Lugano, Switzerland.


Pollaroli, Chiara. The discovery of a functional genus as a premise. Cases of multimodal metaphors. Invited talk at the final workshop of the RAS Project on Argumentation and Metaphor, September 24, University of Cagliari, Italy.

2019

Pollaroli, Chiara, Serafis, Dimitrios & Bonelli, Laura. Multimodal strategies to dissent to hate and prejudice in an online anti-racist Swiss campaign. Paper accepted for ECA conference, 24th-27th June, Groningen, The Netherlands.


Non-peer-reviewed journals