

Chiara Pollaroli

LIST OF PUBLICATIONS

(March 2019)

Peer-reviewed journals

- Mazzali-Lurati, Sabrina, Pollaroli, Chiara & Marcantonio, Daniela. (In preparation). The rhetorical and argumentative relevance of 'extreme consequence' in advertising. To be submitted to the journal *Informal Logic* for the special issue "Rhetoric and language: emotions and style in argumentative discourse" guest edited by Chiara Pollaroli, Sara Greco, Steve Oswald, Johanna Miecznikowski-Fuenfschilling, and Andrea Rocci.
- Pollaroli, Chiara & Bonelli, Laura. (In preparation). Creativity templates in advertising twenty years later.
- Pollaroli, Chiara & Bonelli, Laura. (In preparation). The pragmatics of advertising.
- Serafis, Dimitrios, Greco, Sara, Pollaroli, Chiara & Jelmini Martínez Soria, Chiara. (submitted). Towards an integrated argumentative approach to multimodal critical discourse analysis: Evidence from refugees and immigrants' portrayals in Greek newspapers. *Critical Discourse Studies*.
- Greco, Sara, Schear, Rebecca, Pollaroli, Chiara & Mercuri, Chiara. 2018. Adding a temporal dimension to the analysis of argumentative discourse: justified reframing as a means of turning a single-issue discussion into a complex argumentative discussion. *Discourse Studies* 20/6:726-742.
- Mazzali-Lurati, Sabrina, Pollaroli, Chiara & De Ascaniis, Silvia. 2018. Multimodality and Argumentation in Online Visit Recommendations. An Action-centered analysis. *International Review of Pragmatics* 10/2: 270-293. (Special issue "Pragmatic insights for multimodal argumentation" guest edited by Assimakis Tseronis and Chiara Pollaroli).
- Rocci Andrea & Pollaroli, Chiara. 2018. Introduction. *Semiotica* 220: 1-17. (Special issue "Multimodality in Argumentation" guest edited by Andrea Rocci and Chiara Pollaroli).
- Rocci, Andrea, Mazzali-Lurati, Sabrina & Pollaroli, Chiara. 2018. The argumentative and rhetorical relevance of multimodal metonymy. *Semiotica* 220: 123-153. (Special issue "Multimodality in Argumentation" guest edited by Andrea Rocci and Chiara Pollaroli).
- Wildfeuer, Janina & Pollaroli, Chiara. 2018. When context changes. The need for a dynamic notion of context in multimodal argumentation. *International Review of Pragmatics* 10/2: 179-197. (Special issue "Pragmatic insights for multimodal argumentation" guest edited by Assimakis Tseronis and Chiara Pollaroli).
- Bigi, Sarah & Pollaroli, Chiara. 2016. La costruzione delle preferenze dei consumatori: il concetto di 'natura' nei messaggi pubblicitari di prodotti alimentari. *L'Analisi Linguistica e Letteraria* XXVI/1: 7-20.
- Pollaroli, Chiara & Rocci, Andrea. 2015. The argumentative relevance of pictorial and multimodal metaphor in advertising. *Journal of Argumentation in Context* 4/2: 158-200.

Books and edited special issues

- Pollaroli, Chiara. (Forthcoming). *T(r)opical patterns in advertising*. To be published by John Benjamins in the book series "Metaphor in Language, Cognition, and Communication".
- Pollaroli, Chiara. (2016). *T(r)opical patterns in advertising. The argumentative relevance of metaphor in print advertisements*. PhD dissertation, Università della Svizzera italiana, Lugano, Switzerland.

Rocci, Andrea & Pollaroli, Chiara (guest editors). 2018. *Multimodality in Argumentation*. Special issue of *Semiotica*.

Tseronis, Assimakis & Pollaroli, Chiara (guest editors). 2018. *Pragmatic insights for multimodal argumentation*. Special issue of *International Review of Pragmatics*.

Book chapters (peer-reviewed)

Wildfeuer, Janina & Pollaroli, Chiara. 2018. Seeing the untold. Multimodal Argumentative Strategies in Movie Trailers. In Charles Forceville and Assimakis Tseronis (Eds.), *Multimodal argumentation and rhetoric in media genres*, 189-215. Amsterdam: John Benjamins.

Mazzali-Lurati, Sabrina & Pollaroli, Chiara. 2016. Blending metaphors and arguments in advertising. In Francesca Ervas and Elisabetta Gola (Eds.), *Metaphor and Communication*, 498-525. Amsterdam: John Benjamins.

Mazzali-Lurati, Sabrina & Pollaroli, Chiara. 2014. A pragma-semiotic analysis of advertisements as multimodal texts: a case study. In Arianna Maiorani and Christine Christie (Eds.), *Multimodal Epistemologies: Towards an Integrated Framework*, 66-82. London: Routledge.

Mazzali-Lurati, Sabrina & Pollaroli, Chiara. 2013. Stakeholders in promotional genres. A rhetorical perspective on marketing communication. In Gabrijela Kišiček and Igor Ž. Žagar. (Eds.), *What do we know about the world? Rhetorical and argumentative perspectives*, 365-389. Ljubljana: Digital Library of Slovenia & Windsor Studies in Argumentation.

Rocci, Andrea, Mazzali-Lurati, Sabrina & Pollaroli, Chiara. 2013. Is this the Italy we like? Multimodal argumentation in a Fiat Panda TV commercial. In Barry Pennock-Speck and María Milagros del Saz Rubio (Eds.), *The multimodal analysis of television commercials*, 157-187. Valencia: Publicacions de la Universitat de València (PUV).

Conferences with proceedings

Zampa, Marta & Pollaroli, Chiara. 2018. With the best intentions, and the worst arguments : the "Fertility Day" campaign in Italy. In Steve Oswald and Didier Maillat (Eds.), *Argumentation and Inference: Proceedings of the 2nd European Conference on Argumentation*, Volume II, pp. 989-1014. 20th-23rd June 2017, Fribourg, Switzerland.

Pollaroli, Chiara. 2014. T(r)opical patterns in advertising. In D. Mohammed and M. Lewiński (Eds.), *Virtues of Argumentation. Proceedings of the 10th International Conference of the Ontario Society for the Study of Argumentation (OSSA), "Virtues of Argumentation"*, 22nd – 25th May 2013, Windsor, Canada.

Conferences and talks

2011

Mazzali-Lurati, Sabrina & Pollaroli, Chiara. 2011. Blending metaphors and arguments in advertising. Poster presented at *Metaphor and Communication*. 12th – 14th May, Cagliari, Italy.

Mazzali-Lurati, Sabrina & Pollaroli, Chiara. 2011. A pragma-semiotic analysis of ads as multimodal texts. Paper presented at *SFL meets Pragmatics: Analysing Multimodal Discourse*. 1st – 3rd September, Loughborough, UK.

2012

Mazzali-Lurati, S., Filimon, Ioana Agatha & Pollaroli, Chiara. 2012. Genre and *officium* in multimodality: A rhetorical perspective on annual reports. Paper presented at *6th International Conference on Multimodality (6ICOM)*, 22nd – 24th August, London, UK.

Mazzali-Lurati, Sabrina & Pollaroli, Chiara. 2012. Stakeholders in promotional genres. A rhetorical perspective on marketing communication. Paper presented at *First Croatian International conference on Rhetoric "Days of Ivo Škarić"*, 19th – 22nd April, Postira, Croatia.

Mazzali-Lurati, Sabrina & Pollaroli, Chiara. 2012. Convincing through modes: how multimodal argumentation works in TV commercials. Paper presented at *CADAAD 2012. Critical approaches to discourse analysis across disciplines*. 4th – 6th July, Braga, Portugal.

Mazzali-Lurati, Sabrina & Pollaroli, Chiara. 2012. Multimodalité et analyse du discours: l'exemple d'un publicité de presse. Poster presented at *7e Giornate svizzere della linguistica*. 13th – 14th September, Lugano, Switzerland.

Pollaroli, Chiara. 2012. T(r)opical patterns in advertising. Paper presented at *Colloquium Amsterdam-Lugano*, 23rd March, Amsterdam, Netherlands.

Pollaroli, Chiara. 2012. Tropos y topoi: los esquemas argumentativos en los anuncios publicitarios. Paper presented at *1^{er} Colloque franco-espagnol d'analyse de discours et didactique de langues, Le langage manipulateur: pourquoi et comment argumenter?*, 13th – 15th September 2012, Arras, France.

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. Multimodal argumentation in print advertisements: the case of *The Economist*. Paper presented at *Second Croatian International conference on Rhetoric "Days of Ivo Škarić"*, 23rd – 26th April, Postira, Croatia.

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.

Pollaroli, Chiara. 2014. The argumentative relevance of rhetorical strategies in movie trailers. Paper presented at *8th Conference of the International Society for the Study of Argumentation (ISSA)*, 1st – 4th July, Amsterdam, Netherlands.

2015

Mazzali-Lurati, Sabrina, Pollaroli, Chiara & De Ascaniis, Silvia. Believe me! I tell you and I show you: you must go! Connective pragmatic predicates in multimodal argumentative reviews for the Great Cathedral and Mosque in Cordoba. Paper presented at the panel *Pragmatic insights for analyzing multimodal argumentative discourse* organized by A. Tseronis, C. Pollaroli and C. Forceville for the *14th Conference of the International Pragmatics Association*, 26th-31st July, Antwerp, Belgium.

Bigi, Sarah & Pollaroli, Chiara. La costruzione delle preferenze dei consumatori: il concetto di 'natura' nei messaggi pubblicitari di prodotti alimentari. Paper presented at *Ecodiscorso ed ecocritica: quale nuova reciprocità tra umanità e Pianeta?* 16th-17th October, Catholic University of Milan.

Pollaroli, Chiara. Multimodal metaphors in advertising: do they condense arguments from analogy? Paper presented at *2nd International Symposium on Figurative Thought and Language*, 28th-30th October, University of Pavia, Italy.

2016

Pollaroli, Chiara. The discovery of a functional genus: when metaphors fulfill an argumentative inferential function. Paper presented at *Metaphor Festival*, 31st August – 3rd September, University of Amsterdam, Netherlands.

2017

Pollaroli, Chiara. An integrated method for the analysis of multimodal tropes and their argumentative-rhetorical function. Paper presented at *International Conference on Multimodal Communication*, 9th - 11th June, University of Osnabrück, Germany.

Zampa, Marta & Pollaroli, Chiara. With the best intentions and the worst arguments: The “Fertility Day” campaign in Italy. Paper presented at *2nd European Conference on Argumentation: “Argumentation and Inference”*, 20th-23rd June, University of Fribourg, Switzerland.

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 & Bonelli, Laura. Argumentation about multimodal argumentation. *ISSA conference*, 3rd-6th July, University of Amsterdam, The Netherlands.

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.

Pollaroli, Chiara & Bonelli, Laura. Investigating multimodal creativity in advertising: the challenges of a corpus-based project. Paper accepted for *4th BreMM19: Multimodality – Empirical Inroads*, September 25th-27th 2019, University of Bremen, Germany.

Non-peer-reviewed journals

Mazzali-Lurati, Sabrina & Pollaroli, Chiara. 2013. A vantaggi estremi, estrema creatività. Una caratteristica della pubblicità italiana. *Cultura & Comunicazione* IV/4: 59-65.