

Workshop #3 – Salzburg 11th & 12th December 2025
**Multimodal Argumentation in Everyday Conversation & the Media:
Putting Methods to the Test**

Argumentation scholars have adopted different approaches to the reconstruction and evaluation of arguments. Despite intense recent work, the methods for handling multimodally construed argumentative discourse are only just emerging. In this context, the workshop showcases tried-and-tested and novel analytical rationales applicable to instances of multimodal argumentation. A concomitant question the workshop asks is about the differences between two major types of argumentation, face-to-face conversational and technologically mediated.

DAY I – Thursday, 11th December

09:00 – 09:15	<i>Workshop Opening</i>	
09:15 – 10:00	KISICEK	sound + multimodal argumentation
10:05 – 10:50	FORCEVILLE + JIA	multimodal metaphor
11:00 – 11:45	RILLA + SUKAN	semiotics + pragmatics
11:45 – 13:00	<i>Lunch Break</i>	
13:00 – 13:45	VAN LAAR + OSWALD	cognitive pragmatics + dialectics
13:50 – 14:35	HINTON, M. + MAJDZIŃSKA- KOCZOROWICZ + OLKOWSKA	argument interpretation + evaluation
14:35 – 15:15	<i>Coffee Break</i>	
15:15 – 16:00	GRZENKOWICZ	speech act theory + pragma-dialectics
16:05 – 16:50	MARCORA + OROUJI + WILDFEUER	character representation + argumentation

>> 19:00 | Dinner (self-pay) at CASA ANTONIO (pizza/pasta)

DAY II – Friday, 12th December

10:00 – 10:45	TSERONIS	modal logic + discourse semantics
10:50 – 11:35	BATEMAN	discourse structure + argument structure
11:35 – 13:00	<i>Lunch Break</i>	
13:00 – 13:45	GROARKE	informal logic
13:50 – 14:35	WAGEMANS	multimodal argument types
14:35 – 15:15	<i>Coffee Break</i>	
15:15 – 16:00	HESHMATI + VAN POPPEL	argument reconstruction vs comprehension
16:05 – 16:50	WEGENER + STÖCKL	argument reception + comprehension
16:55 – 17:30	<i>Workshop Closing: Taking Stock</i>	

>> 18:30 | Dinner (self-pay) at CASTELLANI (Austrian)

Venue:	Universität Salzburg, UniPark Nonntal, Erzabt-Klotz-Straße 1
Rooms:	4.102 (workshop) / 4.204 (lunch + coffee)
Presentation Slots:	45 min. = 25 min. (presentation) + 20 min. (q + a)
Organization:	Hartmut STÖCKL, Jan Albert VAN LAAR, Janina WILDFEUER, Jana PFLAEGING