LAND PhD seminar: "*The 'data-analysis-theory' circle in the study of dialogue and argument.*"

In the context of **LAND Doctoral Programme** in Applied Linguistics: Managing Languages, Arguments and Narratives in the Datafied Society

ECTS and evaluation: The seminar is a part of the **Fall series of the LAND seminars**. Participation in all seminars from that series will result in gaining **1,5 ECTS**. It is also possible to participate in the chosen seminars from the series without gaining ECTS.

Program:

Thursday Oct 26th (room A-24. Red building)		
14:00- 15:30	Introduction	The data – analysis – theory cycle in argumentation research. The role of structural representations in argumentation research
	Case study	Reply structure for real live dialogues: The concept of dialogue systems in argumentation theory; The problem of coherent formal description of the natural language data: the gap between philosophy and linguistics Two approaches towards the same goal: top-down and bottom-up.
	Methodology for analysis argumentation in the context	Contexts and rationale – analytical circle Corpus verification for the ECC Annotation adjustment for debate data Analytical templates – some solutions become to be glasses through which we see data (disagreement in IAT)
15:30 – 16:00	Coffee Break	
16:00 – 17:00	Discussion Session	What is the nature of the representations we have encountered so far? What kind of structural representations do I employ in my thesis? What's the meaning of these representations to which paradigms do they relate? What's the role of rules or well-formedness principles in my work? Do I look at them syntactically or semantically? Where are my representations in the continuum between annotation and reconstruction?
17:00 – 17:10	Short Break	
17:10 – 18:00	45 min – across discourses	IAT dilemmas in radio debate and social media

Friday Oct 27th (room 354. Main builbing)		
10:00 – 11:00	Exercises	
11:00 -12:00	Final discussion	

- <u>Place:</u> USI, Lugano, via Buffi 13
- <u>Lecturers:</u> dr Olena Yaskorska-Shah, prof. Andrea Rocci

Topic, focus:

The main focus of the seminar is on the methodology of the analysis of the data and the resulting structural representations. Similarly, to what happens in many branches of linguistics and strikingly unlike many other areas of the social sciences, in argumentation studies the relationship between discursive data and theory is mediated by structural representations of the data that obey theory-informed constraints or well-formedness rules. But what are argumentation structures exactly? We can distinguish four broad paradigms in the field as far as the nature of structure is concerned – with various possible combinations and overlaps: (1) the linguistic one, for which argumentation structures reflect a level of the organization of language, (2) the cognitive one, where structures reflect reasoning processes in the mind, (3) the social-cultural one, which likens them to patterns of social interaction based on shared cultural resources and (4) the instrumental one, which sees structure as convenient presentation of the data in view of its evaluation based on normative (logical, dialectical, epistemological..) standards.

How do we see argumentation in our analysis? What model will we choose for argumentation representation? Which approach(es) should we choose for a solid analysis of real-life discourse data? And how to 'play' with the interdependency between the analyzed text and its context?

Answers to all those questions will be given through the presentation of a detailed example of research aimed at the discovery of dialogical structures in real-life argumentative dialogues. We will discuss the craft of argument analysis in several discourse genres: radio debate, financial discourse, political opinion making and social media. Yet, we will focus not on the description of those genres and fields of interaction, but on the parameters which will allow an analyst to tailor their original research on argumentation. The presentation of examples will be accompanied by collaborative sessions where PhD students will be invited to reflect on their own practices of analysis and their own use of structural representations.

Main value added from a theoretical and methodological perspective:

Student participating in the seminar will advance his\her knowledge in the domain of argumentation theory: argumentation in context, models of argument and their application, Dialogue Systems, Inference Anchoring Theory, application of the argument. Seminar will have strong methodological. He\she will also discuss their methods for the analysis of argumentation in the context.

The main value added from a practical perspective:

Participants in the course will increase their critical awareness in argumentative data analysis and will be able to understand the limits of argument representation formats and to apply different models of argument representation according to their goals, their research questions and basic theoretical assumptions.

Preparatory literature (not mandatory):

Budzynska, K., Rocci, A., & Yaskorska, O. (2014). Financial dialogue games: A protocol for earnings conference calls. In *Computational models of argument* (pp. 19-30). IOS Press.
Hamblin, C., *Fallacies,* London, Methuen, 1970
Prakken, H. (2006). Formal systems for persuasion dialogue. *The knowledge engineering review*, *21*(2), 163-188.

Evaluation: presence and active participation in the seminar.

Bio notes/ Profiles

ANDREA ROCCI
is Full full professor of Language Sciences and Director of the Institute of Argumentation, Linguistics and Semiotics at the Università della Svizzera italiana (Lugano). He is also Director of the Master programme in European Studies in Investor Relations and Financial Communication (ESIR) offered jointly with Università Cattolica (Milan).
He has published extensively in the fields of argumentation, pragmatics, semantics and discourse analysis. He is co-author (with Marcel Danesi) of a textbook on Global linguistics. He has directed/is directing several projects on argumentation in the contexts of journalism, corporate communication and financial communication funded by the Swiss National Science Foundation (SNSF).

OLENA YASKORSKA-SHAH
Her research interests focus on argumentation and persuasion in the context and lie on the border of philosophy, linguistics, and discourse studies. In particular, Yaskorska-Shah is working on argument representation in the dialogue. Her PhD was dedicated to the formalization of reply-structure in real-live dialogues in the context of radio debate and financial discourse. She was working on the reconstruction of the arguments and other persuasive techniques in different communicative contexts, such as media, as well as, developing materials for academic teaching and broader popularisation of critical thinking in Poland and Ukraine.
Currently Yaskorska-Shah is holding a post-doc position at the project "Mining argumentative patterns in context. A large scale corpus study of Earnings Conference Calls of listed companies" funded by the Swiss National Science Center. She is working on the annotation and representation of an argument in financial discourse.