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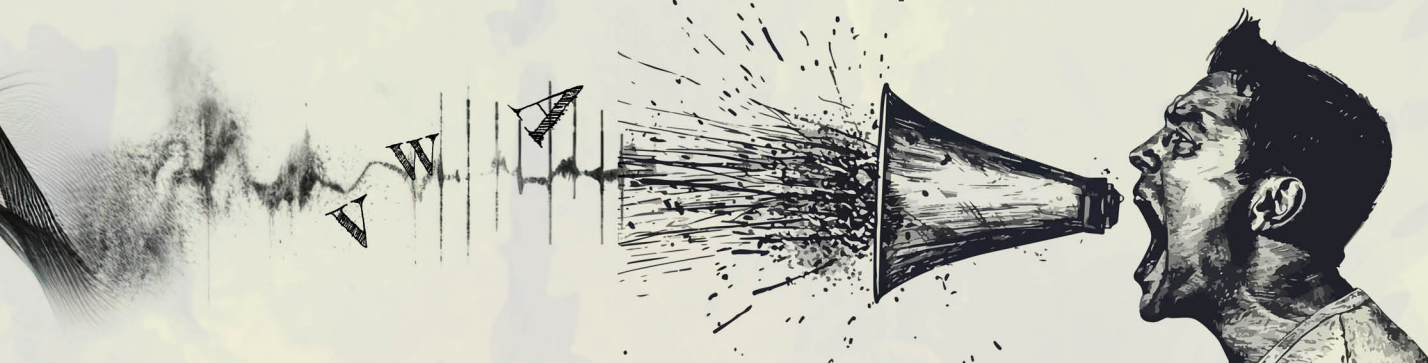


UNIVERSITÀ DI NAPOLI
L'ORIENTALE

“International Conference **Echoes of Hate,** Screens of Resistance:

Discourse, Media,
and Pedagogy
in the Digital Age

Naples
23–25
October 2025
Università di
Napoli L'Orientale



DAY 1 – 23 OCTOBER

San Severo al Pendino Heritage Site,
The Historic Sacristy
Via Duomo, 286 – 80138 Naples

08:45-09:15 *Registration*

09:15-09:30 *Opening*

Giuseppe Balirano (P.I. of the ECHOES Prin)

09:30-10:20 **KEYNOTE**

Salvatore Attardo (East Texas A&M University)
*The Cruelty is the Punchline: Cruelty,
Humor, and the US Extreme Right*

Chair: **Giuseppe Balirano**

10:20-10:40 *Coffee break*

10:40-11:50 **PANEL 1**

**Humour, Satire, and
the Affective Charge of Hate**

Chair: **Roberto Esposito, Francesco Nacchia**

Pietro Luigi Iaia (University of Salento)
*Constancy Under Memefication:
Multimodal Strategies of Representation
and Self-Reformulation of Otherness in
Image-Macro Memes*

Bronwen Hughes (University of Naples
Parthenope) & **Margaret Rasulo**
(University of Campania Luigi Vanvitelli)
*“I Want to Speak to the Manager”:
A Multimodal and Discursive Analysis
of the ‘Karen’ Figure in Online Culture*

Gian Carlo Fedeli (Italian National Research
Council, CNR) & **Simone Zoppellaro**
(University of Stuttgart) *Irony Unbound:
Cross-Linguistic Analysis of Russian and
Ukrainian Satirical Propaganda Memes*

Q&A

11:50-12:40 **KEYNOTE**

Giuditta Caliendo (Université de Lille)
*“Not weird, just wired differently”:
Exploring the rugged terrain of
neurodiversity-affirming discourse*

Chair: **Antonio Fruttaldo**

12:40-13:40 *Lunch break*

13:40-14:50 **PANEL 2**

**Digital Discourses
of Hate and Solidarity**

Chair: **Dalia Mennella,
Annalisa Raffone**

Antonella Napolitano
(University of Naples L'Orientale)
*From Hogwarts to Hate: A Critical
Discourse Analysis of Transphobic
Language in J. K. Rowling's Tweets*

Antonio Fruttaldo (University of Sannio)
*Sweet Words, Sharp Edges: Terms of
Endearment (ToEs) as Affective-Aggressive
Discursive Devices*

Maria Cristina Aiezza
(University of Naples L'Orientale)
*Into the Swamp: A Critical Discourse
Analysis of Hate Speech in Responses
to US Institutional Immigration Posts on X*

Q&A



14:50-15:40 **KEYNOTE**

Majid KhosraviNik (Newcastle University)
*Hate, rage, and solidarity in digital discourse:
technological nudges and normalisation of
affectivity*

Chair: **Maria Grazia Sindoni**

15:40-16:00 *Coffee break*

16:00-17:10 **PANEL 3**

**Narratives of Hate
in Media and Culture**

Chair: **Bronwen Hughes**

Giuseppina Scotto di Carlo

(University of Naples L'Orientale)
*Reporting Violence, Shaping Blame:
The Discursive Construction of Sexual
Violence in Indian Online Media*

Aureliana Natale

(University of Naples Federico II)
*Eco-Bashing Online: Discursive Antagonism
Toward Climate Activism on Reddit*

Carmina Meola (University of Sannio)

*Screens of Subtle Hatred: A Multimodal
Critical Discourse Analysis of Gunna's
"Pushin P" in Hip-Hop*

Q&A

20:00 *Social dinner*

Donna Romita Restaurant



DAY 2 - 24 OCTOBER

San Severo al Pendino Heritage Site,
The Historic Sacristy
Via Duomo, 286 – 80138 Naples

09:00-9:50 **KEYNOTE**

Mikaël Toulza (Université de Lille)
*(Ab)Using and (Re)Appropriating Hate
Speech: The N-Word in 21st Century
American Cinema and Television*

Chair: **Marina Niceforo**

9:50-10:10 *Coffee break*

10:10-11:40 **PANEL 4**

**Hate in the Digital Space:
Platforms, Policies, Pedagogies**

Chair: **Maria De Santo, Raffaele Pizzo**

Maria Grazia Sindoni

(University of Messina)
*The design of the ECHOES survey: human-
machine collaboration*

Francesco Nacchia (University of Naples
L'Orientale) & **Marina Niceforo** (University
of Naples L'Orientale) *Emotional triggers
and ideological cues: Dissecting hate
speech in Giorgia Meloni's speeches*

Mirko Casagrande (University of Calabria)
*Echoes from Ottawa: A multimodal
critical discourse analysis of the
"Combating hate in Canada" web page*

Marta Arcovito (University of Messina)
*A Multimodal Tool for Assessing learners'
digital literacies in interpreting harmful
contents in English: Data collection*

Q&A

11:40-12:30 **KEYNOTE**

Tiziana Terranova

(University of Naples L'Orientale)
*The End of the Silent Majorities: Of
Bubbles, Echochambers and Polarization
as Technosocial Phenomena*

Chair: **Katherine E. Russo**

12:30-13:30 *Lunch break*

13:30-15:00 **PANEL 5**

**Cinema and TV as Arenas
of Resistance and Hate**

Chair: **Maria Cristina Aiezza, Mauro Brondi**

Alessandra Rizzo (University of Palermo),
Cinzia Spinzi (University of Bergamo),
Margherita Dore (University of Rome)
& **Ester Gendusa** (University of Palermo)
*"Most boys would have touched her. So
that makes me better.": Hate Speech in
Adolescence through the Lenses of AVT
and Multimodality*

Michaela Quadraro (University of Calabria)
*Representations of Hate in Cinema: A
Reflection on the Role of Languages*

Mauro Brondi (University of Naples L'Orientale)
*Continuity of Hate: places, paths and
hate representations against African
immigration*

Alessia Battista (University of Salerno)
*Dehumanising language and hate speech
in translation: A comparative analysis
of When They See Us across English and
Italian*

Q&A

15:00-15:20 *Coffee break*

DAY 3 - 25 OCTOBER

15:20-16:50 **Panel 6**

Bodies, Identities, and Intersectional Hate

Chair: **Margaret Rasulo**

Stefania Taviano (University of Messina)

*Raising students' awareness: Digital
resistant narratives of disabled and queer
identities*

Annalisa Raffone (Pegaso Digital University)

*Affective Dimensions in the Discursive
Construction of Digitally-Mediated
Disability Hate Speech*

Raffaele Pizzo (University of Naples L'Orientale)

*Perceptions of Hate Discourse:
Interactions between Human Linguistic
Pragmatics and AI Multimodal
Pragmatics*

Mariavita Cambria (University of Messina)

*A Critical Multimodal Analysis of
Harmful Online Practices: Insights from
EFL students*

Q&A

16:50-17:30 **Round table**

Discussant: **Giuseppe Balirano, Margaret
Rasulo, Maria Grazia Sindoni**

17.30-18.30 **Social activity**

**Walking tour around
Naples' historic centre**

Istituto Italiano per gli Studi Filosofici,

Palazzo Serra di Cassano

Via Monte di Dio, 14-15 – 80132 Naples

(TEACHER WORKSHOP)

09:00-09:30 *Registration*

09:30-10:20 KEYNOTE

Michael Burke (Utrecht University)

*Tools of Discursive Confidence:
A community-engaged learning approach
to building rhetorical confidence in
primary school children as a stepping
stone to future online decorum*

Chair: **Bianca Del Villano**

**10:20-11:30 Workshop – Teaching and
Countering Digital Toxicity**

Salvatore Ciancitto (University of Catania)

Teaching Human Rights through English

Paola Giorgis (Independent Scholar)

*In Other Words: A Free and Participatory
Online Resource to Counter Digital Toxicity*



11:30-12:20 **In Dialogue**
Legal Aspects of Digital Toxicity

Annamaria Raimondi

(Centro Antiviolenza "AURORA" - Napoli)

Sonia Melchiorre (University of Tuscia)

12:20-13:00 **ECHOES round table**

Chair: Anna Romagnuolo

Maria Cristina Aiezza

(University of Naples L'Orientale)

Emilio Amideo (University of Naples
Parthenope)

Mariavita Cambria (University of Messina)

Bronwen Hughes (University of Naples
Parthenope)

Maria Cristina Nisco (University of Naples
Parthenope)

Margaret Rasulo (University of Campania
Luigi Vanvitelli)

Maria Grazia Sindoni (University of Messina)

Stefania Taviano (University of Messina)

13:00-13:15 *Final remarks*

Giuseppe Balirano

Bianca Del Villano

Katherine E. Russo

