



HC  
IAS

HEIDELBERG  
CENTER FOR  
IBERO-AMERICAN  
STUDIES



UNIVERSITÄT  
HEIDELBERG  
ZUKUNFT  
SEIT 1386

## PROGRAM

### 1st HCIAS SYMPOSIUM ON IBERO-AMERICAN STUDIES COMMUNICATION IN POLARIZED SOCIETIES [December 4-6, 2023]

Monday, December 4, 2023

- 9:30-10:30**      **Registration and Welcome Coffee**
- 10:30-11:00**      **Welcome Address - Room 1**
- 11:00-12:30**      **Keynote Lecture “Inequalities in the algorithmic era: A perspective from digital media users in Latin America” by Dr. Teresa Correa - Room 1**  
**Chairperson: Dr. Francisco Moreno-Fernández**
- 12:30-13:30**      **Lunch (IWH)**
- 13:30-15:00**      **Presentations - Room 1**
- 1.1 Politics and Media**  
**Chairperson: Dr. Yaatsil Guevara González**
- Populism vs. the dark forces in Mexico: Conspiracy narratives in the communicational strategy of Andrés Manuel López Obrador (AMLO)  
Dr. Gonzalo Soltero, National Autonomous University of Mexico, ENES León
- Political polarization through verbal polarization. Mexico in the 21<sup>st</sup> century  
Dr. Domingo Alberto Vital, National Autonomous University of Mexico
- Disrupting the nation-state: Language and protest in the contemporary Cuban diasporic public sphere  
Dr. Andrew Lynch, University of Miami
- 13:30-15:00**      **Presentations - Room 2**  
**Chairperson: Dr. Alejandro Ecker**
- 1.2 Political identities and identity construction**
- Personification constructions with party names in Spanish parliamentary discourse  
Fernando Sánchez Rodas, University of Malaga  
Tereza Lukešová, University of Malaga
- Identity construction and social recognition in Latin American informal settlements: A case study of Villa La Tela in Córdoba, Argentina  
Dr. Marc Frick, University of Basel  
Samantha Samez, Friedrich-Schiller-University Jena
- From citizens to revolutionaries to "scum": Cuba's ongoing struggle with defining who belongs to "the people"  
Dr. Albert Manke, University of Göttingen
- 15:00-15:30**      **Coffee Break (IWH)**
- 15:30-17:00**      **Presentations - Room 1**

The 1st HCIAS International Symposium *Communication in polarized societies* is being supported by

Heidelberg University's  
Excellence Strategy





HC  
IAS

HEIDELBERG  
CENTER FOR  
IBERO-AMERICAN  
STUDIES



UNIVERSITÄT  
HEIDELBERG  
ZUKUNFT  
SEIT 1386

### 1.3 Political narratives and counter-narratives

**Chairperson: Dr. Pablo Porten-Cheé**

The Chilean social outburst: Conceptual frames as semiotic devices and expressions of social conflict

Dr. Helmut Steil, University of Santiago de Chile

The crisis of Peruvian politics since 2021 – A development model between neo-liberalism and left-wing populism

Dr. Friedrich Ahnert, University of Nottingham

PerCientEx. The community of best practices in science journalism in Spanish

Dr. Michele Catanzaro, Autonomous University of Barcelona, Valencia International University, freelance journalist

15:30-17:00

**Presentations - Room 2**

**Chairperson: Dr. Vanessa Elias de Oliveira**

### 1.4 Communication, politics and socio-environmental change

Are parties' climate policy preferences associated with their center-periphery preferences in multinational democracies? Evidence from Spain

Joan Enguer, Heidelberg University

The power of the worlds: Analyzing the discourse of Latin American NGOs in the polycentric climate governance landscape

Emiliano Levario Saad, Heidelberg University

Agribusiness expansionism versus agroecology: A political discursive dispute on the future of social-environmental development in the agricultural frontier of Brazilian Amazonia

Douglas Euzebio, National Autonomous University of Mexico

19:00

**Conference Dinner**

**Tuesday, December 5, 2023**

09:00-09:30 **Welcome Coffee (IWH)**

09:30-11:00 **Keynote Lecture “Communication Breakdown? The Task of Literature in Polarized Societies in Latin America” by Dr. Ottmar Ette - Room 1**

**Chairperson: Dr. Robert Folger**

11:00-12:30 **Flash Talks - Room 1**

**Chairperson: Dr. Maria Eugenia Trombini**

Mass media neutral Spanish and its perception by native speakers

Radka Svetozarovová, University of Granada and Charles University

Challenges for Digital Trade Governance

Karla Estephany Alvarado Romero, HCIAS

Non-standard varieties in advertising communications in Ibero-American states

Lucía Criado Torres, University of Granada

Climate governance and urban spaces in South America

Alejandra Beatriz Irigoyen Rios, HCIAS

The 1st HCIAS International Symposium *Communication in polarized societies* is being supported by

Heidelberg University's  
Excellence Strategy





HC  
IAS

HEIDELBERG  
CENTER FOR  
IBERO-AMERICAN  
STUDIES



UNIVERSITÄT  
HEIDELBERG  
ZUKUNFT  
SEIT 1386

Populism in Ecuador  
Ibeth Lopez, Erasmus University of Rotterdam

Scientific objects as a medium of communication in 19th century Guatemala  
Christian Stenz, Heidelberg University

The media rainbow. Diversity and objectivity in the coverage of the migration crisis in the Chilean media  
Natalia Andrea Messer Molina, HCIAS

Economic elite and Bolsonaro's government: A study of the speeches of the Brazilian business community  
Marta Pontes de Campos, Federal University of Paraná

**11:00-12:30 Presentations – Room 2**

**2.1 Processes and products of cultural communication and language use**  
**Chairperson: Dr. Héctor Álvarez Mella**

Linguistic attitudes towards inclusive language in Spanish  
Dr. Marta Pilar Montañez Mesas, University of Valencia

The use of language in relation to older persons in the judgements of the European and inter-American human rights courts  
Dr. Aída Díaz-Tendero, Complutense University of Madrid

Cultural adaptation of a linguistic dominance instrument in speakers of creole from Haiti and Spanish from Chile: A contribution to intercultural communication in Chile  
Johana Garrido-Escobar, Pontifical Catholic University of Chile and University of Valparaíso, Chile

**12:30-13:30 Lunch (IWH)**

**13:30-15:00 Presentations - Room 1**

**2.2 Information and communication in the era of digitalization**  
**Chairperson: Dr. David Kaldewey**

Newsness in Latin American digital mis- and disinformation  
Dr. Pablo Porten-Cheé, HCIAS  
Dr. Alejandro Ecker, HCIAS

The moral economy of sharing information  
Dr. Raimundo Frei, Diego Portales University  
Dr. Rodrigo Cordero, Diego Portales University

Does social media reduce corruption in public administration? The cases of OECD countries (2005-2021)  
Dr. Luis Garrido-Vergara, University of Chile

**15:00-15:30 Coffee Break (IWH)**

**15:30-17:00 Presentations - Room 1**

**2.3 Development and social justice**  
**Chairperson: Dr. Andrew Lynch**

The 1st HCIAS International Symposium *Communication in polarized societies* is being supported by

Heidelberg University's  
Excellence Strategy





HC  
IAS

HEIDELBERG  
CENTER FOR  
IBERO-AMERICAN  
STUDIES



UNIVERSITÄT  
HEIDELBERG  
ZUKUNFT  
SEIT 1386

'Just transition': Between political claim and feel-good concept  
Dr. Johanna Hoehl, Heidelberg University  
Dr. Rosa Lehmann, HCIAS

Let's talk about housing for people! The local dimension of global housing crisis in polarized societies in the Americas  
Dr. Ulrike Gerhard, Heidelberg University

Social mobilization and climate change: The contributions of agrarian movements and popular feminisms to a socio-ecological transformation  
Dr. Renata Motta, HCIAS

**18:30-19:30**    **Round Table: Science Communication - Marsilius-Kolleg**  
**By Dr. David Kaldewey, Dr. Elena Lázaro Real, Jon Chase, and Martin Enserink**  
**Chairperson: Dr. Héctor Álvarez Mella**

**19:30**        **Reception - Marsilius-Kolleg**

**Wednesday, December 6, 2023**

**9:30-11:00**    **Presentations - Room 1**

**3.1 Social media's role in politics and public communication**  
**Chairperson: Dr. Pablo Porten-Cheé**

What happens when Facebook users disagree: The use of evidential expressions in the vaccination debate  
Dr. Dorota Kotwica, University of Valencia

Digital political communication and emotional polarization on social media: Comparing Facebook users' reactions during election campaigns across four Latin American countries  
Isabella Gonçalves, Johannes Gutenberg University Mainz

Language battles: Attitudes towards Spanish-speaking variation on YouTube  
Nicolás Ariel Panzuto Piccini, Universitat Pompeu Fabra  
Dr. Daniel Cassany, Universitat Pompeu Fabra

Social media and peacebuilding: The digital strategy of the Colombian Truth Commission  
Manuel Faustino Cardozo Ruidiaz, Catholic University of Eichstätt-Ingolstadt

**11:00-11:30**    **Coffee Break (IWH)**

**11:30-13:00**    **Flash talks - Room 1**  
**Chairperson: Vanesa Rodríguez Tembrás**

Communication, cultural values and developmentalism in Argentina: The Arturo Frondizi administration 1958-1962  
Fernando Alejandro Remache-Vinueza, University of Bremen

Family language policy as a determining factor in the linguistic competence of speakers of Spanish as a heritage language in Germany  
Ana Gómez-Pavón Durán, HCIAS and University of Valencia

Spanish as a heritage language in Germany: a sociolinguistic study  
Charlotte Blattner, HCIAS

The 1st HCIAS International Symposium *Communication in polarized societies* is being supported by

Heidelberg University's  
Excellence Strategy





HC  
IAS

HEIDELBERG  
CENTER FOR  
IBERO-AMERICAN  
STUDIES



UNIVERSITÄT  
HEIDELBERG  
ZUKUNFT  
SEIT 1386

CEOs communicators and activists. How do Latin American and global chief executives communicate on LinkedIn and Instagram?

Giancarlo Saavedra Chau, Universitat Rovira i Virgili

The feminist movement for Andalusian students. An approach based on lexical availability

Alba Segura Lores, HCIAS and University of Malaga

Analysis of linguistic distances

Jana Weckesser, HCIAS

Poderío amazónico de las mujeres (Amazonian women's power): Leadership and protection strategies in contexts of conflict and violence

Marian Orjuela, HCIAS

Anaphoric encapsulators and coreferential mechanisms in Spanish: An experimental study on cognitive processing

Celia Hernández Pérez, HCIAS

13:00-14:00 Lunch (IWH)

14:00-15:30 **Keynote Lecture “The individuality of interculturality” by Dr. Dale A. Koike - Room 1**  
**Chairperson: Dr. Andrew Lynch**

15:30-16:00 **Conclusions and Closing Ceremony - Room 1**

The 1st HCIAS International Symposium *Communication in polarized societies* is being supported by

Heidelberg University's  
Excellence Strategy

