

Workshop: Political Catchwords: Professional and Regional Approaches

Venue: B208 University of Nicosia, Cyprus

Dates: 11-12 April 2024

Political catchwords and catchphrases are used pervasively, continuously, and in all major languages, and form the crux of exchanges in news media, social networks, policy documents, bureaucratic notices, academic and creative texts, everyday conversations/messages, etc. Examples of the moment in global English circuits include 'austerity', 'disinformation', 'rightwing populism', 'political polarization', 'neoliberalism', 'culture war', 'climate crisis', 'climate denial', 'greenwashing', 'filter bubbles', 'big data', 'social media', 'smart city'... to name a few.

Some of these appear to be produced, so to speak, from above (as campaign slogans, names for alignments, etc.) and some from below (to signify complex concerns succinctly, as collective nom de guerre, etc.). They are relevant to understanding some of the principal concerns of our time.

This two-day workshop is part of an international collaborative project, <u>Analysing Contemporary</u> <u>Political Catchwords</u>, with partners in Jordan, Bulgaria, and the UK. It is funded by the Arts and Humanities Research Council, UK.

Workshop Theme

This workshop focuses on the contemporary usage of political catchwords in two areas:

- In professional and organizational contexts generally: i.e., in the context of journalism and media productions, party political publicity and campaigning, issue-based lobbying and activism, designing social media sites/websites and in gaming, institutional and organizational management, etc.
- In everyday political discourse in Cyprus and the surrounding region.

The workshop will consist of short presentations (30 mins) with generous space for discussion.

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Thursday 11th April

Morning session (10am-1pm)

Welcome by Workshop chair, Mike Hajimichael

- Philip Seargeant, Senior Lecturer in Applied Linguistics, Open University UK: Political catchphrases and post-totalitarian ideology
- David Johnson, Professor of Literature, Open University UK: Decolonise! Slogan, institutional project, or ideological critique?
- Suman Gupta, Professor of Literature and Cultural History, Open University: 'Digital Nomad': Workplace and bureaucracy

Lunch Break (1-2pm)

Afternoon session (2pm-5pm)

- Tao Papaioannou, Professor of Communications, University of Nicosia: Moral framing of slow fashion on social media: An analysis of Instagram influencer posts of #buybetterwearlonger
- Tahrir Hamdi, Professor of Decolonial Studies and Director, Arab Open University Jordan: The Power of Political Catchwords to Travel: "The Resistance" in the Arab/Islamic region and beyond
- Milena Katsarska, Vice-Dean of External Relations, Philology, Plovdiv University Bulgaria: '*Genderlets*': collective identity tags as political catchwords

Friday 12th April (10 am-1pm)

- Nicos Trimikliniotis, Professor of Sociology, Social Sciences and Law, University of Nicosia/Astra Radio: Hybrid War- Weaponising Migration
- Demetrios Melides, PhD Student., Department of Communications, University of Nicosia: Immigration and Refugees sourcing practices in Greek news media during the EU Refugee Crisis
- Mike Hajimichael, Professor of Communications and Head of Department, University of Nicosia/Koubebi Radio/Commedia: 'Immigration' as political capital in Cyprus:

Lunch break (1-2pm)

Afternoon session (2pm-4:30pm)

- Andromachi Sophocleous & Kemal Baykalli, Podcasters Island Talks Experiences
- Cemal Yildirim, Independent Filmmaker and Vedat Yildirim, PhD Student, Department of Communications, University of Nicosia/Genc TV: **My Milk Father** documentary screening and discussion

Closing remarks/Discussion