

INAR 8 – International Network of Address Research

Colloquium

From tradition to transformation: rethinking addressivity, rethinking forms of address

16 | 17 | 18 July 2025

UCP | CECC– Lisbon

Call for Papers

...the author of the utterance, with a greater or lesser awareness, presupposes a higher superaddressee (...). In various ages and with various understandings of the world, this superaddressee and his ideally true responsive understanding assume various ideological expressions (God, absolute truth, the court of dispassionate human conscience, the people, the court of history, science and so forth).

– Bakhtin, 'The Problem of the Text'

In language use, we always address someone – in Bakhtin's words cited above, our 'superaddressee' is ultimately God, the absolute truth, science...

Before we address God, however, we usually go through orders of indexicality, or ordered stages of meaning that language acquires in specific contexts reproducing conventional sociolinguistic expectations, rules and norms. When communicating and producing meaning, we operate shifts in these various discourse levels in constant intersubjective efforts to address our interlocutors and communicate relevant meaning. Forms of address are prime linguistic means connecting language to these orders of indexicality, an evident example of which are languages where the grammatical third-person is used as a form of address. Here, literal (what we can understand as first-order) referential meaning is skipped in favour of a higher order, that of addressivity, and can potentially index discourse to a complex plethora of different meaningful factors such as social class, social hierarchy, age, occupation, ethnicity, etc.

As Blommaert (2008:120) points out, "Orders of indexicality are stratified and impose differences in value onto the different modes of semiosis, systematically give preference to some over others and exclude or disqualify particular modes." The realisation that some meanings are foregrounded and preferential, whilst others are disqualified and excluded, seems now, more than ever, a crucial aspect in a world of increasing polarisation, where globalisation is countered by nativism, where efforts for peace are met with escalating conflicts and wars, where a climate of violence is increasingly displayed in public (and private) discourse.

In view of this, our aim is to reflect upon the role of addressivity in general and forms of address in particular within these contexts. How can addressivity and forms of address help to construct meaning, connecting text to context – in other words, how can they help us navigate and construct the 'various understandings of this world'? What is the (sociopragmatic, pragmalinguistic) effect of addressivity and forms of address in these variegated, stratified orders of cultural and intercultural meaning? How can addressivity and forms of address be used creatively (and mostly strategically) or conventionally (and mostly non-strategically) in communication, to convey specific co-constructed meanings with our interlocutors? How can addressivity and forms of address help to advance preferred meanings or disqualify or exclude other meanings?

In order to answer these questions, we welcome papers on the following (and other relevant) topics:

Addressivity and forms of address and:

- culture
- interculturality
- literature
- (im)politeness
- political discourse
- classroom discourse
- globalisation
- translation
- gender
- healthcare
- digital/social media communication

The INAR 8 Colloquium – *From tradition to transformation: rethinking addressivity, rethinking forms of address* is a meeting of researchers interested in discussing the far-reaching dimensions of addressivity and address. It aims to promote convivial dialogue amongst scholars from different, yet related fields, each examining these dimensions within their respective research interests. INAR 8 thus follows a horizontal, dialogical model avoiding parallel sessions in order to foster discussion and fruitful exchanges.

Proposals should be sent in English to cecc.fch@ucp.pt no later than 10 December 2024 and include:

- paper title
- abstract (max. 300 words)
- 3 – 5 keywords
- name, e-mail address, institutional affiliation
- brief bio (max. 100 words) mentioning research interests.

Acceptance of proposals will be communicated 10 February 2025.

- **Fees:**

	Early bird <i>11 Feb. – 11 March</i>	Regular <i>12 March – 12 June</i>
Researchers	120 EUR	200 EUR
Students	50 EUR	80 EUR

The conference fee includes conference materials, lunch and coffee breaks.

- **Conference Dinner (Thurs. 17 July): 40 EUR**

For further enquiries, please email cecc.fch@ucp.pt

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For further information about **INAR – International Network of Address Research**, please visit the website <https://inarweb.wordpress.com/>

For further information about **CECC – Research Centre for Communication and Culture**, please visit the website <https://fch.lisboa.ucp.pt/cecc>