

INAR 9 – International Network of Address Research

Change of Address - Societal Developments and the Dynamics and Directions of Address Forms

5 |6 |7 July 2027 University of Sarajevo

Call for Papers

Since the groundbreaking work of Brown and Gilman (1960), forms of address have been understood as far more than a mere linguistic phenomenon. Processes of societal transformation, digitalization, social media, and changing conceptions of authority, politeness, gender, and societal equality have fundamentally altered traditional practices of address. Their meaning, form, and even number of address forms have shown significant variability. Our aim is to focus on their impact on public, institutional, and private communication and to discuss shifting dynamics in pronominal and nominal forms of address. This discussion reflects past societal shifts, such as the student and civil rights movements and post-socialist transitions, as well as contemporary developments like social gender transition, digital culture and social media empowerment. These changes have generated new challenges across various settings as education, healthcare, public administration, political discourse, and online communication. Moreover, scholarly interest in forms of address has consequently grown significantly in recent years, not only within linguistics but also across law, sociology, political science, and media and communication studies (Brooks 2025), making forms of address an increasingly important subject of interdisciplinary and contrastive research. Particular attention will be paid to questions such as the following:

- Can trends toward the informalization and re-indexicalization of address be observed across different languages?
- What social and cultural consequences do these developments entail?
- How are social media and digital communication reshaping traditional forms of address and reference?
- What role do forms of address play in political discourse, media debates, and institutional communication?
- Do newly emerged forms of address in diversity and gender discourses tend to become conventionalized?
- How are societal polarization and rhetorical escalation reflected in contemporary practices of address?
- To what extent can forms of address be used as pragmatic mitigation tools for de-escalation and conflict resolution?

Contributions from various theoretical and methodological perspectives are welcome, including but not limited to:

- Conversation Analysis and Interactional Linguistics
- Pragmatics and Sociolinguistics
- Discourse Analysis and Critical Discourse Analysis
- Psycholinguistics
- Media and Communication Studies
- Comparative Linguistics and Cross-Cultural Approaches

- Digital Communication and Social Media Research
- Translation Studies
- Language Education and Pedagogy

References

Brooks, Richard R.W. 2025. Laws of Address: The Impact of the Practice and Words of Address on Our Civil, Political, and Social Lives. *Houston Law Review* 62 (4), 743-867.

Brown, Roger & Albert Gilman. 1960. The pronouns of power and solidarity. In Thomas A. Sebeok (ed.), *Style in language*, 253–276. Cambridge, Mass: MIT Press.

Proposals should be sent in English to [online submission form](#) no later than 10 December 2026 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.

This conference is primarily an in-person event. We will host a single online session via Zoom for participants who face travel restrictions or medical constraints. If you wish to present online, please include a brief note explaining your need when you submit your abstract. The working language of the conference is English.

Acceptance of proposals will be communicated 10 February 2027.

	Early bird 11 Feb – 11 March	Regular 12 March – 12 June
Researchers	90 EUR	150 EUR
Students (PhD)	40 EUR	65 EUR

The conference fee includes conference materials, lunch and coffee breaks. Participants under financial hardship / from low-income countries can apply to the organisers for a reduced fee.

Conference Dinner (Tuesday 6 July): 30 EUR

For further enquiries, please email INAR9@ff.unsa.ba

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For further information about **University of Sarajevo and Faculty of Philosophy**, please visit the websites www.unsa.ba and www.ffunsa.ba