

**New social and cognitive frames for new feminisms.
A critical, socio-cognitive approach**

(abstract)

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Drawing on critical and socio-cognitive approaches to discourse analysis (Charteris-Black, 2005, 2013; Chilton, 2004; Dirven et al., 2007; Hart, 2014, 2019; Hart & Cap 2014; Musolff & Zinken, 2009; Romano 2021, 2022, in press; Romano & Porto, 2016, 2018; Soares da Silva et al., 2017; Steen, 2014; van Dijk, 2014; among others), this talk shows the discursive creativity deployed by feminists in the production of protest slogans for the 8M (International Women's Day) rallies (2018 to 2023) in Spain. First, the most productive strategies used in feminist protest banners (e.g. *humour* and *irony*, *paradox* and *incoherence*, *recontextualization* and *multimodal metaphor*) are explained. And second, an example of discursive and social *(re)appropriation*, *La Manada* ('The Wolfpack'), is analysed in detail in order to understand how the traditional discourse of violence and fear is being replaced by a new one of optimism and empowerment when addressing gender violence; a highly polarized discourse that is also helping to change the cognitive and social frames of Spanish society.