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One of the principal questions about  $L$ -functions are the so-called subconvex estimates on the size of their critical values, deeply arithmetic both in proofs and in the often spectacular consequences. For a fixed cuspidal (holomorphic or Maaß) newform  $f$ , we prove a subconvexity bound  $L(f \otimes \chi, 1/2 + it) \ll_{p,t} q^{1/3+\epsilon}$  for the twisted  $L$ -function of  $f$  with a Dirichlet character  $\chi$  of prime power conductor  $q = p^n$  (with an explicit polynomial dependence on  $p$  and  $t$ ). The Weyl subconvexity exponent achieved is the strongest available in any family of  $L$ -functions of degree higher than one. Our results, which showcase the structural relationship between  $p$ -adic analysis and the depth aspect, are obtained by exhibiting strong cancellation between the Hecke eigenvalues of  $f$  and the values of  $\chi$ , which act as twists by exponentials with a  $p$ -adically analytic phase. Among the tools, we develop a general result on  $p$ -adic approximation by rationals (a  $p$ -adic counterpart to Farey dissection) and a  $p$ -adic version of van der Corput's method for exponential sums. (Received August 16, 2013)