

BOOK OF ABSTRACTS

Monday, 14th October 2013

10.00-11.00	<p style="text-align: center;">Plenary lecture Prof. Geert Hofstede <i>National differences in common communication styles</i></p> <p>The “hardware” of communication, today dominated by ICT, is more or less the same across the world. Communication styles are the “software” of communication; they depend on the people involved and on their environment. The conference programme shows an impressive variety of styles.</p> <p>The way we communicate on the one hand depends on our cultures, and on the other hand maintains them. Human cultures differ for many reasons; the lecture focuses on the influence of the country where we were born and raised.</p> <p>The major part of the lecture will be about communication styles within different national societies (intra-cultural); the last part will deal with communication <i>between</i> people from different national societies (inter-cultural).</p> <p>Differences in intra-cultural communication styles often reflect differences in values. The lecture gives a number of examples, using the author’s six dimensions of values-based national cultures as tools. The main focus will be on the role of the dimensions of Individualism versus Collectivism and Long- versus Short-Term Orientation. Examples will be used from daily life, from the use of classic and new media, and from advertising.</p> <p>Some attention will be paid to the influence of the dimensions of Power Distance and Uncertainty Avoidance. The influence of the remaining dimensions (Masculinity versus Femininity and Indulgence versus Restraint) will not be covered.</p> <p>Inter-cultural communication involves partners with different national values. Its success depends therefore largely on finding suitable practices, and on the personalities and skills of the people involved</p>
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	SESSION 1: Sociolinguistics of communication Chair: Marta Dąbrowska
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11.30-12.00	<p>Argiris Archakis, University of Patras, Greece, Sofia Lampropoulou, Liverpool University, UK, Villy Tsakona, Democritus University of Thrace, Greece, and Vasia Tsami, University of Patras, Greece, <i>Crossing the sociolectal borders: Creating humor in a Greek TV series</i></p> <p>Register clash can be found in (con)texts where either an unexpected register occurs in replacement of the expected one or two different registers co-occur in a single (con)text. In both cases, register humor is produced (Attardo 2001), which seems to be common in modern mass cultural texts where different styles are (re)presented, juxtaposed, and/or fused (Stamou 2011).</p> <p>The aim of the present study is to discuss the functions and effects of register humor in Greek mass cultural texts. After a brief presentation of the relevant literature, the study concentrates on a recent Greek TV series, whose humor largely depends on the contrast between sociolects stereotypically associated with upper-class and with low-class. The analysis of the data intends to show that such humor reflects, sustains, and reproduces hidden ideologies about language use and, in particular, about the code-switching abilities speakers are expected to have acquired in contemporary urban settings.</p> <p>Attardo, A. 2001. <i>Humorous Texts: A Semantic and Pragmatic Analysis</i>. Berlin: Mouton de Gruyter.</p> <p>Stamou, A. 2011. Speech style and the construction of social division: Evidence from Greek television. <i>Language and Communication</i> 31, 329-344.</p>
12.00-12.30	<p>Ludmila Svobodová, Charles University in Prague, The Czech Republic, <i>Gender in Humor before 1989 in the Czech Republic – analyses of the set of cartoons</i></p> <p>It's presented in the analyses what are the main differences between cartoons made by female and male authors who were active app. since 1970 to 1989 in the Czech Republic. The method used is a combination of content analysis and semiotic analysis. The main results of the research will be presented as mental models showing there are essential differences between male and female production of cartoons. Of course one of the main difference between male and female production of cartoons before 1989 in Czechoslovakia was the male one was dominant and much larger than the female one. Anyway there is a surprising correlation between gender of the author and the content of his/her works. According to content analysis done we can for instance assume there are more female figures displayed in cartoons made by women then in cartoons made by men.</p>
12.30-13.00	<p>Marta Dąbrowska, Institute of English Studies, Jagiellonian University, Cracow, Poland, <i>Women, men and Facebook</i></p> <p>The electronic media offer an opportunity to investigate a large number of naturally occurring language data, which have always been the primary object of sociolinguistic analysis. The main aspect of the examination of the social network data will be features of language traditionally analysed in respect of possible gender differences, viz. the users' verbosity, the topics tackled, the degree of informality of the language as well as manifestations of polite speech acts and emotionality on the part of the users. The treatment of the above features will be investigated in three national groups, the British, Polish and Hindi-speaking ones, via the medium of the English language, with insights</p>

	into their character in the first languages of the second and foreign language users, with the aim to identify possible common language practices in the respective gender groups as well as differences stemming from the cultural background of the Facebook users.
13.00-13.30	<p>Ewa Glapka, Uniwersytet Szczeciński, <i>Are textually mediated social relations 'the relations of ruling'? Construction of covert ideologies in media discourse</i></p> <p>According to Smith (1992: 93), "in contemporary societies, the functions of organization and control are increasingly vested in (...) relations mediated by texts". With this in mind, she calls the latter 'the relations of ruling'. In the paper I will address this notion by investigating how the relations of power are established through media discourse. The power meant here consists in the media's capabilities of regulating social behaviors through meanings whose naturalness is impressed on media recipients in non-obvious ways. In the paper, they are examined by means of the analytic tools developed within Critical Discourse Analysis. Data on which the investigation is based come from popular lifestyle magazines. In the analysis, special attention is paid to the ways in which the communicational style of the magazines is yoked with the covert reproduction of the ideologies of gender and commodification.</p> <p>References Smith, Dorothy. 1992. "Sociology from women's experience A reaffirmation", <i>Sociological Theory</i> 10 (1): 88-98.</p>

	<p>SESSION 2: Communication in business Chair Anna Lubecka</p>
11.30-12.00	<p>Anna Lubecka, Institute of Public Affairs, Jagiellonian University, Cracow, Poland, <i>Aesthetic civic discourse as exemplified by anti-advertising discourse</i></p> <p>Civic discourse stems from civic values practiced by average citizens who feel responsible for generating public goods in both their local community and a global village. Their most recent activities aim at sensitizing their fellow citizens to a growing role of the advertising discourse as a powerful factor shaping the aesthetics of our immediate environment. An aggressive and mass presence of advertisements in public space, be they purely commercial, socially engaged, social or even subversive, impacts space semantics and its aesthetics by making us live in a rural and urban environment, too often changed into a cacophony of verbal and non-verbal messages which mask natural beauty of the countryside as well as the architecture of cities.</p> <p>This presentation discusses the aesthetic civic discourse as a new communication genre which is practiced by various NGOs and community governments to stop an ever-growing discourse of all kinds of adds.</p>

12.00-12.30	<p>Natalya Gulivets, Sevastopol Institute of Banking of the Ukrainian Academy of Banking of the National Bank of Ukraine, <i>Stereotypes: Their Formation and Role in Cross-Cultural Business Communication</i></p> <p>Stereotypes are formed and held as a result of cultural beliefs, practices, and traditions. Stereotyping is a universal cultural phenomenon. Some stereotypes are culture specific, whereas most are universal. When people hold stereotypes about others, they do not see them as individuals in their own sight, but in the light of pre-formed beliefs. The world is filled with stereotypes, and while they may provide some humor, they also give some guidance for interaction with others.</p> <p>In the proposed article the author analyzes the stereotypical image of three countries (the USA, Finland, and Colombia) constructed on the results of a survey held in a group of Ukrainian students majoring in Business and Economics. The author also discusses the role stereotypes play in cross-cultural business communication as well as the potential results of the held survey.</p>
12.30-13.00	<p>Regina Salmu, University of Tartu, Estonia, <i>From individualistic enthusiasm towards bureaucratic rationalism: ICT organizations' communication styles within the product development process</i></p> <p>This contribution focuses on the question how are changes in the organization culture reflected in the processes of product development and innovation. The studied organization is the first mobile operator in Estonia – a symbol of Estonia's rapid technological development. The organization has undergone intensive, temporally compressed structural changes and in my study, I ask how these have changed the communication styles and practices of product and service innovation. The analysis distinguishes between three periods: the first, enthusiastic period when all ideas were put into action and the subsequent periods of the establishment of business rationale and external partnerships as a basis for innovation. The analysis focuses on the dynamics of the communication styles characteristic of these periods.</p> <p>The study is empirically based on an analysis of recollections from in-depth interviews, minutes of meetings from 2005-2013, focus-group interviews with the current and former members of innovation teams, and the participants' observations.</p>
13.00-13.30	<p>Magdalena Ryszka-Kurczab, Institute of Polish Philology, Pedagogical University of Cracow, Poland, <i>The consequences of topical structure of arguments in the debate on the legalisation of civil partnerships in Poland</i></p> <p>The paper presents the analysis of rhetorical arguments which occurred in public discourse in connection with the controversy over the legalisation of civil partnerships in Poland (2013). The focal point were the consequences of the fact that the argumentation appearing in the media discourse is rhetorical and persuasive. As such, it benefits from uncontroversial premises and is based on dialectical-rhetorical schemes, called topoi, constantly oscillating around rhetorical redundancy and informativeness.</p> <p>Because in the case of controversial social issues the arguments of each party are constantly subjected to media's biased assessment, what becomes important is the issues of criteria as well as possibilities and limitations of valid evaluation of rhetorical arguments (which, as non-</p>

	demonstrative), are considered, in the evaluation process, as either: illogical, self-contradictory, weak, or conversely: sound, convincing, better than the ones presented by the opposing party. This is an interesting problem particularly in the context of the tradition of rhetorical <i>loci</i> , which allowed the creation of mutually contradicting arguments.
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	SESSION 3: Communication across cultural barriers Chair Viacheslav Kashkin
11.30-12.00	<p>Viacheslav Kashkin, Voronezh State University, Russian Federation, <i>Communication and discourse parameters in pre-translation text analysis</i></p> <p>Text analysis for translation (cf. Reiss, Newmark, Nord, Baker, Salkie, Mathiessen, Trosborg, Petrova, Alexeeva, et al.) vacillates between two opposing approaches: the holistic view, or the elemental one. But neither of the two, if taken separately, is able to produce a realistic and productive model of text analysis. Text analysis for translation should include both the elemental, and the holistic aspect in a dialogical and situational interaction. A more dynamic model for text analysis bases upon discourse theory viewing text as a form of linguistic action and on the hierarchy of choice factors in translation activity: 1) text type/genre, 2) communication sphere, 3) communicative act parameters (sender/recipient relations), 4) discourse microparameters (cohesion, temporal relations, conceptual hierarchy, grammar and vocabulary, etc.), 5) macroparameters (coherence, modality, presupposition, intertextuality, etc.), 6) social factors (authority of sender/recipient; social status, cross-cultural adaptation, etc.).</p>
12.00-12.30	<p>Marianna Chłopek-Labo, Jagiellonian University, Cracow, Poland, <i>What to communicate? The different attitudes to the cross-cultural communication. On the material of the translation of the Oksana Zabuzhko's novel "Museum of abandoned secrets" from Ukrainian into English, Polish and Russian</i></p> <p>This study presents an analysis of three translation from Ukrainian to closely related languages as Russian and Polish and distance related as English. The material, which is the Oksana Zabuzhko's novel "Museum of abandoned secrets", is the most representative one as it shows over forty years of Ukrainian modern history.</p> <p>The communication of the text is closely related to translator, who personally does not take part in conversation, but invites the reader to take part in cross-cultural dialog. The aim of this study is to answer how the translators styles differs from each other in appointment of communication the text dominant to a final reader. The special pressure is put on ability to communicate the same values and behavior as in source text to "relate both cultures to each other" (Witt 2000).</p>
12.30-13.00	<p>Jack Lala, Krosno State College, Poland, <i>Iconic Communication Style in the Wild West: Philosophy and Pragmatism in Larry McMurty's 'Lonesome Dove'</i></p>

	<p>There is a rich body of Western literature that looks into the life and ethos of the Old West during America's 19th century, and the men and women who faced its challenges and shaped its thinking. In Augustus "Gus" McCrae and Woodrow F. Call, Larry McMurdy created two of the more iconic characters of that genre, men who shared a love for life with all its vagaries, and embodied the code of the West. Call faced life as it came, the cowboy way as it was known—tough, hard and unrelenting, while Gus—equally tough and hard-eyed life with humor, espousing a cowboy philosophy that set him apart from so many others. This paper attempts to explain their unique relationship, and to examine how such differing outlooks only served to solidify the bond they shared.</p>
13.00-13.30	<p>Dorota Brzozowska, Opole University, Poland, <i>Culture and gender in Lisa See's novels</i></p> <p>The aim of the paper is to present the results of an analysis of the Red Princess novels by Lisa See - a contemporary American writer and novelist coming from Chinese-American family. Lisa See has written several books, some of them made it to the New York Times bestseller list, and many have been translated (e.g. to Polish). She pictures in them the Chinese culture, traditions and customs, frequently from the female perspective. In the Red Princess mystery series (consisting of books entitled <i>Flower Net</i>, <i>The Interior</i>, and <i>Dragon Bones</i>) she describes a relationship of two main characters - a Chinese woman detective, and an American male lawyer. Their interaction creates an opportunity to highlight the differences seen both from gendered and cultural perspectives.</p> <p>The theoretical framework is based on the concept of cultural dimensions (Kluckhohn, Strodtbeck 1961; Hofstede 2000; Trompenaars, Hampden-Turner 2002) and language and cultural relations (Duszak 1998; Kramsch 1998; Wierzbicka 1999). <i>Cultural dimensions</i> are 'orientations covering the ways in which human beings deal with each other, a different way in which societies look at time and the attitude of the culture to the environment' (Trompenaars, Hampden-Turner 2002: 21). Several oppositions of cultural dimensions such as Low versus High Context; Femininity versus Masculinity; Low versus High Power Distance; Uncertainty Tolerance versus Uncertainty Avoidance; Neutrality versus Emotionality; Achievement versus Ascription orientation; Universalism versus Particularism; Control of Nature versus Harmony with Nature; Monochronic versus Polychronic approach proved to be useful in the text analysis.</p>

	<p>SESSION 4: Humour styles Chair: Ksenia Shilikhina.</p>
15.30-16.00	<p>Tadashi Kumagai, Fukui Prefectural University, Japan, <i>Laughter as resonance</i></p> <p>The presenter's Resonance Theory of Laughter states that 1) Laughter is essentially caused by resonance among people, which is supported by the fact that we recognize ourselves as equal and we are equipped with same organs and apparatuses that every other human beings have. and 2) Laughter is not caused by language or linguistic devices, and in fact occurs BEFORE the stimuli (cf. Libet 2004) and 3) At the root,</p>

	<p>laughter is emotion, that is feelings of satisfaction the addressee 'gets from' the addresser, so that they can both resonate by sharing that satisfaction. (Martin 2008) states that laughter often occurs when a number of people are involved, more than the cases where only one person is involved.) and 4) (3) is breached only when certain code for communication dominates the situation (e.g. the scene of business transaction.)</p>
16.00-16.30	<p>Ksenia Shilikhina, Voronezh State University, Russia, <i>Being funny/ being serious: two communication styles within a text</i></p> <p>The paper focuses on the opposition of funniness and seriousness in discourse and pragmatic effects of combining two modes in a text. While most cultures treat <i>bona fide</i> discourse as the default mode of communication, funniness can be socially and culturally prestigious as well. Every culture develops its own set of <i>non-bona fide</i> genres and delineates situations for their appropriate use. What happens when the speaker switches from serious to <i>non-bona fide</i> discourse (e.g. humour or irony) in a situation that is normally associated with seriousness and sincerity? Examples from public academic lectures on TEDTalks will be used to illustrate pragmatic effects from switching between the two modes. Funny comments and entertaining digressions from rigorous data presentation prove to be a frequent feature of modern public scholarly communication. Non-bona fide remarks allow the speakers interact with the audience and express their stance.</p>
16.30-17.00	<p>Anna T. Litovkina, János Selye University, Komárno, Slovakia, University of Information Technology and Management in Rzeszow, <i>"I see," said Tom icily: Tom Swifties at the beginning of the 21st century</i></p> <p>Tom Swifty might be considered the twentieth century development of the form of folklore called wellerism. What is typical for Tom Swifty? It is a wellerism conventionally based on the punning relationship between the way an adverb describes a speaker and simultaneously refers to the meaning of the speaker's statement. The speaker is traditionally Tom, his statement is usually placed at the beginning of the Tom Swifty, and the adverb at the end of it, e.g., <i>"I see," said Tom icily</i> (icily vs. I see). Since a number of adverbs end with a "-ly", originally this form of folklore was called Tom Swiftly, but nowadays the terms "Tom Swifty/Tom Swiftie" are more frequently used. My paper gives a definition and historical background of the Tom Swifty, addresses different types of punning employed in Tom Swifties, and discusses topics emerging in them.</p>
17.00-17.30	<p>Nina Famichova, Minsk State Linguistic University, Belarus, <i>Belarusian humor: in search of identity</i></p> <p>Sociologists consider humor to be an effective means of creating group identity. In Belarus with its complex historical background and vague status of Belarusian language the question of national identity has always been an issue of dispute. In this paper we tried to define the spheres of existence of Belarusian language humor and major features of Belarusian identity reflected in it.</p>

17:30-18:00	<p>Grzegorz Cebrat, State Higher Vocational School in Tarnów, Poland, <i>Cyber memorials commemorating pets: the case of the Virtual Memorial Garden</i></p> <p>The paper looks at the growing phenomenon of on-line memorials to pets. Although creating some form of memorials to dead animals seems to be widespread in the Western culture (e.g. monuments to pets or animal cemeteries), it is only the mid 1990s when a number of web sites allowing the creation of on-line memorials (aka cyber memorials, cyber or virtual cemeteries), commemorating people and/or pets, sprang into existence. Since then those web pages have gained popularity, particularly in Britain and the USA, reflecting the application of a new medium and its possibilities to the traditions of mourning, and enabling both the families of the deceased and pet owner to express and share their grief worldwide.</p> <p>In this paper I will investigate the Virtual Memorial Garden (http://catless.ncl.ac.uk/vmg/), one of the oldest and largest sites, whose service provides for the creation of memorials for both people and pets, which allows for the possibility to analyze as well as compare memorial texts, their structure, contents and language.</p>
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	<p>SESSION 5: Communication in education Chair: Ewa Rusek</p>
15.30-16.00	<p>Ewa Rusek, Krosno State College, Poland, <i>Towards Developing a Communication Style in a Multicultural Classroom</i></p> <p>The policy of multiculturalism resulting from the passage of people across the EU has heavily influenced European school systems. And even though multiculturalism itself is under negative scrutiny, creating a positive, beneficial and respectful learning environment inclusive of ethnic minorities is a growing priority.</p> <p>As the author is a college teacher, the paper focuses on student exchange, which is a widespread norm twenty-six years after the Erasmus Student Network was founded, and examines the situation of students who receive an education through a language other than their mother tongue. Communication problems those students face are here presented and analyzed. The paper also demonstrates several strategies and practices that have been effective in multilingual and multicultural classrooms and offers a brief reflection on the observations made while teaching Erasmus students at Krosno State College, Poland.</p>
16.00-16.30	<p>Piotr Romanowski, Krosno State College, Poland, <i>To speak or not to speak. On the relevance of communicative skills in the intercultural approach</i></p> <p>Intercultural language education has redefined the agenda of modern languages all over the world. An intercultural approach prioritizes the</p>

	<p>need for a critical, multicultural curriculum, which actively educates and facilitates the construction of learners' personal and social identities in the process of developing their language skills. Its major influences in ELT refer to intercultural competencies, academic and social benefits of intercultural learning, the use of ethnographic research to implement ELT, and designing tasks in an intercultural classroom. The intercultural curriculum utilizes ethnographic methods and critical thinking to develop culturally contextualized knowledge. Most of the tasks for the intercultural classroom are aimed at recognizing the fact that in many ways, all of us although coming from different cultures and backgrounds hold similar values and beliefs. It is worth noting that communicative skills play a significant role in the intercultural approach, because in experiential learning students are engaged in problem-solving tasks and case studies, for which communication is indispensable.</p>
16.30-17.00	<p>Anita Schirm, University of Szeged, Department of Hungarian Linguistics, Hungary, <i>Discourse markers in classroom interactions</i></p> <p>Hungarian discourse markers (DMs), especially those that are used in spoken discourse (such as <i>hát</i> 'well', <i>szóval</i> 'that is to say', <i>persze</i> 'of course'), are still treated in Hungarian primary and secondary education as speech fillers and, thus, to be avoided, due to a strong language purist tradition, and to gaps in educational practices. But however strongly DMs are opposed by some, they frequently occur in spoken and written discourse.</p> <p>In this presentation the functions of DMs in classroom discourse are discussed, based on the analysis of transcripts from the Hungarian ASZ MODA corpus. The analysis demonstrates that DMs assist in introducing and continuing discourse in teachers' explanations and play a role in maintaining the teacher–student relationship. Additionally, they also signal, to the students, the teacher's relatedness to the discourse and to the communicative situation as well as have a discourse planning function.</p>
17.00-17.30	<p>Łucja Reczek-Zymróż, Krosno State College, Poland, <i>Education Cooperation of the primary school with the local environment.</i></p> <p>The article includes the short analysis of tendencies of the contemporary school in the context of its educational cooperation with a local environment especially family as an integral part of social life. The text deals with the role of primary school as a basic element of the educational system and the influence of the cooperation on the process of creation of child's personality. In this work the didactic activity of school was analysed in particular. This article contains the analysis of the process of realization of cooperation: purpose, contains, methods, forms, results and determination of effects. The main aim of this article was to show the present state of the primary school considering the realization of didactic functions. The research done among teachers and parents in 2006/2007 and 2013 in Tarnów district (from the town and villages) is the basis of showing the comparative analysis. The final element of this text is the generalization of the research results and conclusions for the practice. The research shows that didactic cooperation mainly focuses on current students' achievements whereas it hardly covers wider perspective dealing with students' preparation for further education.</p> <p><i>Key words: cooperation, primary school, local environment, didactic</i></p>
17:30-18:00	<p>Ewa Witczyńska, Nauczycielskie Kolegium Języków Obcych w Sandomierzu, <i>Desert Island Game: the Inter-generational Experience through</i></p>

	<p><i>the Eyes of Young Adults</i></p> <p>Since the 1960s the popular culture discourse has set firm boundaries between age groups in the society. The domination of youth, disseminated by the mass media, has taken root in the western culture and the elderly have found themselves marginalised. As a result, the communication between the young and the old has been limited and the mutual perception of each other has become more and more negatively stereotypical, according to many researchers.</p> <p>This paper attempts to find out to what extent the aforementioned attitudes impinge on the consciousness of Polish young adults and in what terms they describe their relations with the elderly.</p> <p>In order to answer these questions, a writing task, describing an imaginary situation involving both the young and the old, was performed by a group of college students aged 20-23. The compositions were analysed in search of age stereotypes, social role perceptions and communication modes. The linguistic aspect of the task was taken into account, examining the choice of vocabulary and structures as an indicator of students' attitudes.</p>
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	<p>SESSION 6: Conflict styles Chair Christopher Brighton</p>
15.30-16.00	<p>Arie Sover, The Academic Arab College for Education in Israel- Haifa, <i>Do Israeli Arabs and Jews Laugh at the Same Humorous Situations? The Sitcom "Arab Work" as a Case Study</i></p> <p>The French philosopher and humor researcher Henri Bergson [1899] (1981), designed the Social Theory of Humor, one of the main theories dealing with humor and laughter. Bergson's claim was that the natural location of laughter is the society. Numerous papers have been written on the characteristics of humor and laughter in various societies beginning with Plato (1975a), including Freud [1905] (2007), Davies (2008), Sover (2009) and many others.</p> <p>Can we apply the findings of Bergson and others to the Arab-Jewish population in Israel? The current research is the first such study in the Israeli Arab community that attempts to compare the reaction of Arabs and Jews to the same humorous situations.</p> <p>The purposes of this article are: A. To determine whether both ethnic groups laugh at the same humorous situations and what the consequences are of the findings. B. To determine the extent to which Arabs allow themselves to laugh at grotesque Arab characters and culture as presented in the sitcom "Arab Work", taking into consideration that this sitcom is aimed at a Jewish audience. To answer these and other questions we took "Arab Work" as a case study. This sitcom was the first to cast Arab actors in leading Arabic-speaking roles that was</p>

	<p>broadcast on a Hebrew-speaking television channel aimed at the Jewish community.</p> <p>Until the late 1970s, Arab characters were absent from Israeli cinema and television alike. The change occurred at the beginning of the 1980s, when for the first time, Israeli movies showed Israeli audiences Arabs as human beings and not only as the enemy. However, Israeli television was not yet prepared to do so, with two exceptions – the sitcoms “Hamisada Hagdola” (The Big Restaurant) and “Shkhenim” (Neighbors). But both of these shows were broadcast as part of Arabic programming on Israeli television and were aimed at the Arab population, even though they had a large Jewish audience. It was only in 2010 that a Hebrew-speaking audience was ready to accept a sitcom with an Arab actor in the leading role, who spoke Hebrew and Arabic and represented Arab culture together with other Arab actors – “Arab Work.”</p> <p>“Arab Work” was broadcast for three seasons on commercial television (Channel 2), and in 2012 the Israeli Academy of Cinema and Television awarded it the prize for best sitcom of the year.</p> <p>A key to understanding humor is that when you laugh at any comic situation – visual or verbal – it means that you criticize something in that situation. Every comedy, including “Arab Work,” is based on stereotypes, beliefs, dogmas and prejudices that the audience may hold in relating to the content. The comic language is designed as a special channel of communication by which visible and hidden messages are conveyed to the audience. The comic layer influences the viewer through his or her own cultural prism. The relation of the audience to humor derives first of all from their own cultural world and the way they see themselves and the other culture. It is true that the comic situations in the sitcom “Arab Work,” relate to both Arab and Jewish societies, but most of them involve Arab culture.</p> <p>The reason Israeli Jewish viewers laugh at the comic situations in this sitcom fits two main theories in humor research: superiority (Plato, 1975 b, Philbert, 1833), and incongruity (Goldstein. & McGhee, 1972). The Jewish viewer feels superior to the incongruities of the Arab characters. But what happens when the viewer is Arab? Will he or she laugh at the same comic situations as do Jewish viewers, given that most of the comic situations derive from the Arab characters?</p> <p>My research is based on an examination of the reactions of the two ethnic groups; Israeli Arabs and Israeli Jews. The results were surprising – both groups reacted in quite the same way to the comic situations. The Arab viewers had no inhibitions about laughing at their own culture represented by comic and sometimes grotesque Arab characters.</p> <p>The results raise two important questions: Have Israeli Arabs, as a minority, a developed sense of self-humor (Gordon, 2010) as did Jews in 19th–20th centuries in Europe? The second question, no less important, is: Is the common sense of humor revealed by “Arab Work” a sign of a positive attitude of the two societies toward each other?</p>
16.00-16.30	<p>Ulrike Schröder, Universidade Federal de Minas Gerais (UFMG), Brazil, <i>How do different conflict styles interfere in real cross-cultural interaction?</i> <i>ONLINE PRESENTATION</i></p> <p>Based on authentic homileic conversations between Brazilians and Germans in which critical incidents occur, I will set out moments of (un)intended face-threatening acts (Brown & Levinson 1978/1987), aiming at questioning or negotiating cultural values. The situations which will be discussed stem from two video recording of a two-hour discussion between four Brazilian and four German students at the University of Belo Horizonte, Brazil. After the video-shoot, retrospective interviews were held with each participant to grasp his/her own extra-</p>

	<p>communicative, (self)reflexive standpoint with respect to his/her own actions. The analysis brought out a subtle interplay between verbal, nonverbal and paraverbal contextualization cues (Gumperz 1982) in (im)politeness strategies (Culpeper 1996, Bousfield 2008), different forms of rapport management (Spencer-Oatey 2008) and conflict style (Ting-Toomey & Oetzel 2007), as well as metacommunicative strategies for the management of the gaps between the 'own' and 'other culture' experience (Schmitter & Adamzik 1982; Schwitalla 1979; Techtmeier 2001).</p>
16.30-17.00	<p>Christopher Brighton, Krosno State College, Poland, Nadya Rudenko, Ural State Pedagogical University, Yekaterinburg, Russia, <i>Discussing Polish-Russian Stereotypes – an online pilot study</i></p> <p>In the recent past Polish-Russian relationships have been seriously tested due to history and unfortunate events. The outcome has been the construction of strong stereotypes and rhetoric, especially in Poland, creating mistrust and alienation between the two neighbours. The current pilot study has been designed to understand Polish and Russian attitudes towards each other and provide the participants with opportunities to discuss, explore and deal with the stereotypes and history. Through the use of videoconferencing a group of 9 Polish students and 8 Russian students took part in a short online program where topics of Family and Religion were discussed face-to-face. Additionally, the participants were asked to collaborate outside meetings in discussing each nations' approach to the Smolensk air crash which claimed the life of the Polish president in 2010. This presentation is a report on the initial findings of the pilot study and information on future development and expansion.</p>
17.00-17.30	<p>Tatiana Dubrovskaya, Penza State University, Russia, <i>Representations of Russian mentality in speech genres of negative evaluation</i></p> <p>The present study is aimed at discovering the interconnection between typical features of Russian national character, on the one hand, and verbal ways of expressing the national mentality in speech genres of accusation and condemnation, on the other hand. Features of Russian mentality that are distinguished by scholarly studies in anthropology and culture include the following: inclination towards negation, love of extremes, intrusiveness, straightforwardness, love of evaluation ("judging complex"), pessimism and moral self-beating. All of these characteristics come to the fore in conflicting situations, when interlocutors try to influence actions, emotions and personal values of each other, and are themselves under emotional pressure. Explicit evaluations, exaggerations, pessimistic predictions, emotional utterances, references to moral values are principal communicative tactics through which Russian mentality is exposed in speech genres of accusation and condemnation.</p>
17:30-18:00	<p>Liisi Laineste, Estonian Literary Museum, Tartu, Estonia, <i>„An Estonian is another Estonian's best snack.“ The distribution and meaning fields of the proverb on the Estonian Internet</i></p> <p>The proverb „an Estonian is another Estonian's best snack“ is widely spread on the Estonian Internet, and its versatility is evident in its multiple versions and contaminations with other well-known proverbs. This study examines its meanings in different contexts and attempts to map down its frequency of use in the Estonian language and in the languages of some neighbouring countries. The results give ground to argue that</p>

	although this saying proliferates the Estonian cultural space, it is quite uncommon in the neighbouring countries. This in turn, together with the contextual analysis of the potential meanings of the saying, may provide insight into the organisation of cultural models that underlie it.
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Tuesday, 15th October 2013

9.30-10.30	<p style="text-align: center;">Plenary lecture Prof. Michael Minkov</p> <p style="text-align: center;"><i>"Very Good - Very Bad" or "Somewhat Good - Somewhat Bad"; Differences in Response Style and Social Polarization Across 47 Nations</i></p> <p>It has long been known that respondents from some nations tend to give extreme answers to questionnaire items, whereas other nations prefer moderate responses. Using nationally representative samples from 47 nations from the 2007 Pew Research Center study of social attitudes, I have analyzed one particular aspect of these national differences: qualitative judgments ("good" versus "bad") of 17 current political and economic issues, such as the role of the government, globalization, large companies, immigrants, etc. I have found that the Arab and some African nations exhibit the most polarized answer pattern (high percentages who answer "very good" but also high percentages who answer "very bad", regardless of the question content), whereas East and Southeast Asian nations exhibit the least polarized answer pattern (most respondents answer "somewhat good" or "somewhat bad", regardless of the question content). I explain the practical implications of these differences for business and politics. I also attempt to explain the historical origin of these differences, tracing them to the prevalence of nomadic pastoralism in Northern Africa versus wet rice cultivation in East and Southeast Asia.</p>
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	SESSION 7: Persuasive communication Chair Jerzy Świątek
11.00-11.30	<p>Jerzy Świątek, Jagiellonian University, Cracow, Poland, <i>The Cultural and the Universal in Perspective Setting</i></p> <p>While the susceptibility of various personal traits, gender or culture to persuasive appeals has been thoroughly investigated since "the cultural turn" dominated the social sciences in the 70s, it may seem that the universal in persuasive practices has been a little bit neglected.</p>

	<p>There is no denying that cultural processes and, primarily, culturally induced systems of signification play a major part in persuading people, but it is at the same time worthwhile to have a closer look at what may be regarded as the universal in persuasive attempts. In my paper I would like to focus on how “perspective setting”, by which I understand the essential persuasive mechanism, is governed by both the cultural and the universal</p>
11.30-12.00	<p>Al Mansur, N., Al Abbad, A., Ypsilandis, G.S Aristotle University of Thessaloniki, Greece, and King Saud University, Riyadh, Saudi Arabia, <i>Persuasive Strategies in Letters of Application</i></p> <p>Persuasiveness is an area of discourse that finds wide application in almost every aspect of human life, spreading from every day domestic discussions to government national or international policies.</p> <p>It is the purpose of this empirical study (part of a larger systematic, in depth investigation on Arabic contrastive persuasion) to explore and register an instance of persuasive discourse, that employed in letters of application written in Saudi Arabic. 70 female first year university students were asked to write a letter of application for a fictitious scholarship.</p> <p>The language that appeared in this specific speech act was analysed at the level beyond sentence structure, concentrating on writer’s persuasive strategies and style. Data was analysed both qualitatively and quantitatively by offering descriptive statistics (with SPSS) on the matter. Strategies employed were clustered in groups aiming to the construction of a map on persuasion which would help increase global awareness in international communication.</p>
12.00-12.30	<p>Agnieszka Małgorzata Książek, the University of Social Sciences and Humanities/the Faculty in Wrocław, Aleksandra Maria Niewiara, the University of Silesia in Katowice, Poland, <i>Constructing communicational identity. Corporate identity-type identity discourse for the selected traditional Polish companies (ethno- and cognitive linguistics perspective)</i></p> <p>Organisations use a specific form of communication process management '<i>corporate identity</i>' in order to construct their own identity and control their surroundings.</p> <p>The research project objective is the observation and description of those communicational phenomena whose purpose is to construct and maintain a corporate identity relatively cohesive and durable in time, in the surroundings of a dynamic social reality. As determined by Harrison C. White, we further understand organisations as social (sociocultural) formations which use a specific form of communication process management in order to construct their own identity, defined by us as <i>corporate identity</i>-type identity discourse. Identity constructs have a steering and controlling nature and are processual phenomena, as opposed to material objects. The critical path of the project is to develop an innovative method and a set of research tools to enable the definition and analysis of the Polish specific character of constructing corporate identity and a strategy for constructing a sense (or senses) within the organisation’s self-promoting communication with its surroundings; our ultimate aim is to propose a new methodological logic taking into account the dynamics and complexity of the relations between an organisation and its surroundings.</p>

	Key words: social communication, organisation, corporate identity, sense, meaning, ethnolinguistic.
12.30-13.00	

	SESSION 8: Communicating across discourses and dialects Chair : Grzegorz Cebrat
11.00-11.30	<p>Barbara Lulek, Uniwersytet Rzeszowski, Krosno State College, Poland, <i>Comparing selected levels of communication between fiancée and fiancé and spouses</i></p> <p>A man, coming to the world in a family community, reaches maturity and in most cases sets a family of his own. Traditional transition from the family of origin to family of procreation combines with engagement followed by marriage as a family subsystem. These periods bring a high dynamics of changes taking place within the marital subsystem. The bride and the groom, and later the married couple face the need to discuss family matters, negotiate marital roles, develop compliance and their identity, regulate marriage intimacy, solve conflicts, as well as, run their household. Undoubtedly, planning and organizing life requires developed communication skills. The author, guided by these premises, has sought to present some aspects of communication among engaged couples and spouses with many years of experience. The isolated groups were not selected at random: the main criterion was the possibility to analyze the results in terms of convergence and divergence of views and assessments shown by fiancés and married couples at different stages of relationship and family life. Therefore, the structure of the study was built by the following variable categories: frequency of conversations in the family and their themes, communication barriers between spouses and fiancés, ways of improving the flow of information between partners.</p>
11.30-12.00	<p>Małgorzata Iżykowska, Opole University, Poland <i>"You devilish monster". Insults in the Silesian dialect</i></p> <p>The phenomenon of neglecting of interlocutor in the Polish language has various faces: from the hidden, only discreetly expressed presupposition acts to the openly aggressive language behavior, such as criticizing, advising, acts of contempt and humiliation of another person. Insulting words in the Polish language have already got a rich literature: there are for instance studies of Maciej Grochowski and various typologies by Ryszard Tokarski, Jerzy Bartmiński, Piotr Lewiński. Incomparably less attention has been devoted to that kind of vocabulary in the Polish dialects. A few years ago Artur Czesak drew attention to the fact that dialectal insults are not necessarily an expression of aggression, but often turn out to be statements with the primary function of education, carrying the wisdom of generations. I would like to take under consideration insults used in the Silesian dialect using a variety of collected dialectal materials. The sources for my research are:</p> <ul style="list-style-type: none"> - Folk tales from several collections, among others.: A.F. Halotta, D. Kadłubiec, L. Malinowski, J. Ondrusz, D. Simonides and J. Ligęza, B.

	<p>Strzałka, - Sets of Silesian maxims by J. Ondrusz and S. Wallis, - Materials from the card index to the Dictionary of Silesian Dialect edited by B. Wyderka.</p> <p>The aim of my research is to identify convergences and differences occurring in the material of the Silesian dialect and the national language, due to the difference of the province's history.</p>
12.00-12.30	<p>Władysław Chłopicki, Krosno State College/Jagiellonian University, <i>Humorous miscommunication: In search of a special ethnic or community-specific humorous discourse</i></p> <p>Humour is a game like communication in general (Dineh 2008). Humorous (or comic) discourse assumes community of discourse like any other discourse, although the role of the interlocutor or audience tends to be different – they assume the role of spectators, rather than participants and wait for the developments (Gajda 2007). Ermida (2008) discusses the humour communication act. Palmer (1994) stresses that permissibility of what humour deals with is crucial: but the permissible is the thing of a group. Humorous communication centrally depends on interaction and mutual relations between the participants and especially on the relationship between the laughter and the object of laughter (if there is any specific one). The context gives clues which way the virtual reality is to go and which way the interpretation paths are to go. And the interpretation paths are conventionalized within a community. One example of the interpretation paths which are to be discussed in the paper could be linked with the “density” of the communication style (cf. low vs high context communication in Hall's works and the notion of informativity advanced first by de Beaugrande and Dressler (1981) and then e.g. by Giora 2003 and Ermida 2008). The humorous miscommunication effects arise when messages come too condensed or too diluted for those conventionally accepted in a culture. The paper analyses selected examples of those.</p>
12.30-13.00	

	<p>SESSION 9: Media Communication Chair: Liisi Laineste</p>
11.00-11.30	<p>Maarja Lõhmus, University of Tartu, Estonia, <i>What are the functions of journalism in different societal systems?</i></p> <p>This paper focuses on the thematic structure, genres and contextualization of the humour in the main daily newspapers of the three neighbouring countries of Finland, Estonia and Russia throughout the 20th century and compare the different cultures. Journalism has different functions in society, according to its relationship to the political system and the cultural context. In the history of journalism for centuries the content of journalism has broadened, varied and become structurally more complex. However, we can still observe</p>

	<p>journalism as a stable long period structure with certain directions and fixed thematic areas.</p> <p>The very basic postulate is: the “Press always takes on the form and coloration of the social and political structures within which it operates.” (Siebert, Peterson, Schramm 1963). In the last decade media researchers have newly turned towards discussions of the interrelations of the media/journalism and society (Hallin, Mancini 2004).</p> <p>What are the functions of journalism in different societal systems?</p> <p>The perspectives of the content and temporal dimensions of newspapers raised a number of fundamental issues, including journalism’s functions through the thematisation of social reality, language usage and the construction of collective perspectives.</p> <p>Hereby I focus on three issues: (1) changes in thematisation during the 20th century in the newspapers of the three countries, (2) structure of dominating genres and (3) a comparison of how the humor has been presented and how it changed.</p> <p>The study mapped the content of 2079 Finnish, 2242 Estonian and 1723 Russian daily newspaper articles.</p>
11.30-12.00	<p>Jair Antonio de Oliveira, Federal University of Paraná, Brazil, <i>Communication and (Non) Cooperation in Journalism: "Stories behind Stories"</i></p> <p>The aim is to reflect critically on the notions of communication and cooperation, and, at the same time, to set minimal conditions (hereafter, metalanguage) for the Principle of Non-Cooperation. The research locus is journalistic discourse, since this activity is a complex action of intermediation of facts and values where one seeks to transmit the idea of cooperation between journalist and reader concerning the meanings of utterances. The journalist is cooperative due to the professional beliefs that give meaning to his work experience. The reader of the journalistic text is cooperative to the extent that he legitimates the narrative conventions that assign to the “news” genre an illocutionary force of the type assertive, that is: to affirm with certainty, with confidence (AUSTIN, 1990).The corpus for analysis comprises Folha de São Paulo articles published on Aug 12, 2004, covering the visit of President Lula to the State of Rondônia, when he met with participants of Movimento dos Sem-Terra – MST (Landless Workers’ Movement). The texts were selected on the basis of their relation with the former turbulence in Brazil over the New York Times reporter Larry Rohter’s expulsion for writing an article on the national concern about President Lula’s excessive consumption of alcoholic beverages.</p> <p>Key-words: Pragmatics -Journalism – (non) cooperation.</p>
12.00-12.30	<p>Michał Choiński, Jagiellonian University, Kraków, Poland, <i>Persuasive ethos in Barack Obama's crisis oratory</i></p> <p>The paper aims to investigate the rhetorical strategies employed by Barack Obama in his 'crisis speeches', addresses delivered by the US President in response to a tragic event with overbearing social consequences. Obama is often referred to as one of the most skillful speakers among the US presidents, thus, it is hardly a surprise that his public addresses aimed at comforting the nation and ensuring its trust in the administration feature a number of interesting rhetorical schemes. In the paper I will look into the crisis speeches delivered by Obama between 2009-2013 (among others, his address after the Newtown shooting tragedy, 14 December 2012 or his address after the Boston Marathon terrorist attack, 15 April 2013) and I will try to prove that from among these schemes the most prominent one is the use of multifaceted</p>

	oratorical <i>ethos</i> , which allows Obama to assume versatile rhetorical personal images and project them upon the audience: a loving father, a responsible leader, an authoritative governor or a dedicated American compatriot.
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	SESSION 10: Communication in science and art Chair: Andrzej Kurtyka
14:30-15:00	<p>Dorota Jedlikowska, Jagiellonian University, Cracow, Poland, <i>How the science is communicated ? Perspective of sociology of the science</i></p> <p>The research area of my presentation is the first part of my doctorate's thesis. I undertake the problem of the understanding the notion of the science in Poland on three levels: legislative, organizational and discursive. During the conference I'm going to present the communicational perspective in the approach to the science. Basing on the legislative acts in Poland, I will show conceptual maps of the construction the science and external and internal relations which determine the notion of the science.</p> <p>Communication in the science plays important and distinctive role especially nowadays. The conception of the society based on the knowledge influences on the wider transformations in the science. It's worth to mention about the heritage of ethno-science and Anglo-Saxon and European styles of communication distinguished by the Robert Merton (on the Polish background this conception is popularized by Tomasz Goban-Klas). Processes of mediatization of the culture shape platforms of communications.</p>
15.00-15.30	<p>Grzegorz Kowalski, Institute of Applied Linguistics, University of Warsaw, Poland, <i>Abstract rhetors in Polish and English scientific discourse: a diachronic study</i></p> <p>The paper discusses the changes in the use of <i>abstract rhetors</i> (Hyland 1996), i.e. nouns denoting a research-related process or result and attributed the role of its <i>quasi-agent</i>, in Polish and English scientific discourse. While abstract rhetors are often presented as a feature of English-language scientific texts (e.g. Harris 2002, Hu & Cao 2011, Hyland 1996), the results of my corpus research indicate that in the period 1980-2010 the occurrence of this stylistic device has gradually increased in scientific articles by Polish authors. It is, however, interesting to note that the process has first affected publications in English, and only later those written in Polish. Also, on the basis of the results obtained I will present a functional typology of abstract rhetors in scientific discourse.</p> <p>References Harris, R. (2002) "Knowing, rhetoric, science", in: J. Williams (ed.) (2002) <i>Visions and revisions: issues in rhetoric and composition</i>, Carbondale: Southern Illinois University Press, 163-219.</p> <p>Cao (2011) "Hedging and boosting in abstracts of applied linguistics articles: A comparative study of English- and Chinese-medium journals", <i>Journal of Pragmatics</i> 43 (11): 2795-2809.</p> <p>K. (1996) "Writing without conviction? Hedging in science research articles", <i>Applied Linguistics</i>, 17(4): 433-454.</p>

15.30-16.00	<p>Andrzej Kurtyka , Jagiellonian University, Cracow, Poland, <i>Cultural dimensions and verbal communication</i></p> <p>The paper focuses on the feasibility of seeking linguistic determinants of intercultural differences within the framework of Geert Hofstede's model of culture (2001). The paper considers the possibility of treating G. Hofstede's cultural dimensions as predictors of culture, i.e. the extent to which each cultural dimension (power distance, uncertainty avoidance, masculinity/femininity, individualism/collectivism and long/short-term orientation) can be observed through verbal communication. Possible predictors taken into consideration might include overt language expressions, covert relations, topic selection and nonverbal communication. The paper considers possibilities and pitfalls of such an interdisciplinary approach to language communication and looks at previous linguistic research taking account of Hofstede's cultural framework.</p>
16.00-16.30	<p>Mari Sarv, Estonian Literary Museum, Tartu, Estonia, <i>Improper mode in archaic folksongs and its affinity to humour</i></p> <p>Folklore serves as a structured expression of common experience in oral cultures. The Baltic-Finnic people have used a multifunctional poetic form across several folklore genres, mainly in songs. Researchers are of the opinion that songs in oral collective culture function to support and maintain the current world order. It has been shown that song traditions included preconfigured ways of expressing one's grief and troubles; e.g. it was not considered appropriate to complain about one's husband or parents in law in common speech, but it could be done in song mode.</p> <p>The Estonian corpus of song recordings is mainly lyrical. It is often considered to belong mostly to the women's sphere, although the tradition is shared by both, men and women. The more improper mode of singing, used mostly by men, has been strongly disapproved of publicly, and therefore it has been largely ignored in research, although quite many of the songs have been documented (performed again by both, men and women alike).</p> <p>This paper suggests that the improper mode (or genre) of songs belongs to the preconfigured options meant to enable the expression of suppressed feelings (or needs) in public. Similarly, the humour of these songs often opens a way to communicate the stresses and pressures of life to the other members of the society more easily.</p>

	<p>SESSION 11: Communication across barriers of language, genre and culture Chair: Marcin Zabawa</p>
14:30-15:00	<p>Ewa Kowalska-Stasiak, Institute of English Studies, Jagiellonian University, Cracow, Poland, <i>At the border of Arizona and Mexico with Maxine Hong Kingston – the analysis of personal experience narrative</i></p> <p>Narratives open different vantage points from which we can see the subjective nature of human perception, individual values, convictions,</p>

	<p>and views, particularised attitudes, intentions, motifs, and emotions which colour human communication. We may observe the legacy of contexts we live in imprinted in the minds of „homo narrans”. Through the lense of Kingston's narrative we are drawn to linguistic excesses of Doublespeak and observe her challenge the representations it tries to communicate.</p> <p>The approaches which help us get an insight into the information yielded by her text are narrative analysis, narrative paradigm and frame semantics.</p>
15.00-15.30	<p>Anna Rewiś-Łętkowska, Krosno State College, Poland, <i>Multimodal manifestations of FEAR metaphors in TV commercials</i></p> <p>Adopting Lakoff and Johnson’s Conceptual Metaphor Theory (1980, 1999) and Forceville’s theory of multimodal metaphor (2006, 2009), the present paper performs a cognitive metaphor study of two TV commercials involving FEAR metaphors. It examines the ways in which visual, verbal and aural elements co-determine the interpretation of the commercial message.</p> <p>In the theoretical part, the author briefly presents metaphor as a cognitive rather than verbal phenomenon, which can be realized in a variety of communication channels. She discusses the concept of multimodality and the function that multimodal metaphors play in persuasive communication. The analytical part of the paper concentrates on the study of two commercials which are based on images of fear. The metaphors are analyzed as the structuring elements of both commercials. The author identifies their source and target domains as well as the modes in which they are represented. Finally, the metaphors are interpreted and the mappable features commented upon.</p>
15.30-16.00	<p>Anna Popławska, Katedra Filologii, Wyższa Szkoła Informatyki i Zarządzania, Rzeszów, <i>Linguistic Globalization and Its Impact on Polish Language Spelling</i></p> <p>Over the centuries, the Polish language has been exposed to a strong influence of other languages, including: Czech, German, Italian, French, Russian, and most recently English, which has manifested itself through language borrowings, mainly in the form loanwords. However, the impact of English, being the principal vehicle of economic, political, and cultural globalization, affects not only the lexical structures of the Polish language, but also its pragmatics, and surprisingly, spelling.</p> <p>The paper discusses selected recent changes in Polish language spelling as used by native speakers (e.g., the use of capital letters or punctuation marks) and as prescribed by the Polish Language Council (e.g., the spelling of foreign proper names), which according to the author may be at least partly attributed to the influence of English, a phenomenon unprecedented in the modern history of the Polish language.</p>
16.00-16.30	<p>Marcin Zabawa, University of Silesia, Sosnowiec, Poland, <i>English borrowings as signs of linguistic globalization</i></p> <p>The aim of the paper will be to investigate how the existence of borrowings from English, particularly in the sphere of computers and the Internet, contributes to linguistic globalization. The paper is set in the English-Polish-German context.</p> <p>The paper will concentrate on less-studied areas, namely semantic borrowings and loan translations (calques), rather than lexical borrowings.</p>

	<p>As for examples of the semantic loans, one could mention Polish <i>biblioteka</i> and German (<i>Programm</i>)<i>bibliothek</i> used on the model of English <i>library</i> (in the meaning of a collection of computer programs). Examples of loan translations include Polish <i>oprogramowanie pod Windowsem</i> and German <i>Software unter Windows</i> (a calque from English <i>software under Windows</i>)</p> <p>Examples of interlingual contrast will also be discussed, cf. e.g. <i>cookies</i> (in the meaning of small programs loaded by an Internet browser) appearing in Polish both as a lexical borrowing (<i>cookies</i>) and a semantic one (<i>ciasteczka</i>), while in German only as a lexical one (<i>Cookies</i>). In addition, the Polish form, unlike English and German ones, appears to be used only in plural.</p> <p>The research will be primarily based on Polish and German Internet forums devoted to computers and the Internet. As the secondary source of information the Internet encyclopedia <i>Wikipedia</i> (in its English, Polish and German language versions) will be used.</p>
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	<p>Session 12: Cross-cultural narratives Chair: Piotr Romanowski</p>
14:30-15:00	<p>Anna Iegorova, Kiev National Linguistic University, Ukraine, <i>Cognitive Aspects of Natural Narrative Production and Comprehension</i></p> <p>In this paper we consider natural narrative as a storytelling about certain real events, produced in the situation of real communication, thus the object of this short survey is natural narrative. In the focus of our attention in this article are the cognitive models which make up the basis of natural narrative discourse production and cognitive construal phenomena (or cognitive operations) which result in specific verbalization (including stylistic peculiarities) and comprehension of such discursive products. In this work we aim to overview the natural narrative discourse organization on the cognitive level, the mechanisms of its production and comprehension. For achieving this aim it is necessary to consider: (1) the nature of the cognitive model of events which lies in the basis of any narration, (2) the influence of the context as a constraining factor of the discourse, and (3) cognitive operations as the instrument of narrative production and comprehension.</p>
15.00-15.30	<p>Christopher Brighton, Krosno State College, Poland, <i>Multicultural Attitudes in Contemporary European Society</i></p> <p>The aim of this paper is to analyze recent trends in European society with regards to the multicultural population. Since 2010 and 2011 when Angela Merkel and David Cameron respectively declared Multiculturalism in Europe as being “dead” there has been an upsurge in far-right violence and an change in tone of governments towards immigration. A European Barometer poll (EBS 393) indicated that many Europeans are against racism and are tolerant of immigrant communities. Yet, popular culture, such as in sport and entertainment programs, shows a different view as there are increasingly high profile incidents of discrimination and racism towards ethnic minorities. The question is whether popular culture is a truer indication of European attitudes to multiculturalism than those contained in official reports.</p>
15.30-16.00	<p>Agnieszka Strzalka, Pedagogical University, Cracow, <i>Pragmatically “marked” English: culture as explanation?</i></p>

	<p>Although criticized by some, looking at culture as explanation for communicative differences remains an enticing endeavour. The analysis of elicited speech samples of non native speakers of English in some social communicative situations provides us with a pervading suspicion that their home culture does play a role in the way they “sound” in English. When responding to compliments, expressing disagreement, making requests and offers as well as complaints, speakers of English as a lingua franca exhibit a range of verbal behaviours, from those modelled on the native speaker to strikingly different. Are the latter to be seen as marked and deviant or simply culture bound?</p> <p>The article is an attempt at looking at “customised” English through the lenses of culture. Thematic analysis is used in order to show dimensions of culture in non natives’ production in English.</p>
16.00-16.30	<p>Maria Kouri, University of the Peloponnese, Greece, <i>Narratives, ideology and cultural intersections at the National Hellenic Museum, Chicago</i></p> <p>The paper focuses on issues of artistic communication, ideology and cultural conflict, by examining the case of the National Hellenic Museum (NHM) in Chicago. The largest ethnic museum of Hellenism in the US, NHM seeks to appeal to different cultural and ethnic groups as well as resonate to the mainstream American cultural paradigm. Based on primary and secondary data, the paper explores the museum’s goals, values and ideologies, which imbue its artistic and communication policies explicitly or implicitly. These are expressed in the exhibitions’ narratives and in the programming and marketing policies of the museum’s additional offerings (e.g. language courses, educational and children’s programmes, fundraising events, celebrations etc.). Subsequently, it is suggested that the museum’s various target groups in a multiethnic setting; its developing scope, value set and profile; as well as its communication and artistic strategies often stimulate conflict between the museum’s existing and aspired constituents.</p>