

**SIXTH BRNO CONFERENCE ON LINGUISTICS STUDIES IN ENGLISH 2014**  
*Communication across Genres and Discourses*

**CONFERENCE PROGRAMME**

**Thursday, 11th September 2014**

**9.00-10.00 – registration** (information desk, ground floor)

**10:00 – opening** (room 1)

**10:00-11:00 – plenary lecture** (room 1) – Karen Bennett: *Deconstructing English academic discourse*

**11:00-11:25 – coffee break**

**11:30-13:30 Session 1** (in 3 sections)

**Section A: Discourse of the Internet and other media** (room 57)

Chair: Olga Dontcheva-Navratilova

11:30-11:50 – Christopher Hopkinson: *Impoliteness as a socially constructive behaviour: Face-attacking and community-building in online discussions*

12:00-12:20 – Lori Gilbert: *“Like if you agree...”: Social media marketing as an emerging multimodal genre*

12:30-12:50 – Renáta Tomášková: *Orchestrating a multimodal ensemble: On the layout of institutional websites*

13:00-13:20 – Tetiana Orshynska: *Nicknames in social network: Typology, structure and functions // What’s in a name? Tendencies in nicknaming on social network*

**Section B: Pragmatics of fictional and spoken discourse** (room 58)

Chair: Irena Headlandová Kalischová

11:30-11.50 – Anna Lozynska: *Lexical paradigm of leitmotif meaning*

12:00-12:20 – Libuše Hornová: *Syntactic functions of non-finite verb forms in a learner corpus of spoken discourse*

12:30-12:50 – Olga Chupryna: *Precedent names in literary discourse: Time anchors or mindset matrix?*

13:00-13:20 – Anna Machová: *The pragmatics of drama: Reading and understanding the plays (comparative analysis)*

**Section C: Academic and learner discourse** (room 59)

Chair: Martin Adam

11:30-11:50 – Christoph Haase: *Registers of analogy: Popular science and academic discourse*

12:00-12:20 – Petra Huschová: *Exploring modal verbs conveying possibility in academic discourse*

12:30-12:50 – Mariya Kozolup: *General academic versus disciplinary specific genres of communication in sciences*

13:00-13:20 – Erdem Akbas: *Explicit and implicit authorial presence in postgraduate academic writing: A case of Turkish and British students*

**13:30-15:00 – lunch**

**15:00-16:00 – plenary lecture** (room 1) – Aleš Klégr: *Publisher's descriptions of linguistic publications: Comparison of Czech and English strategies*

**16:00-16:15 – coffee break**

**16:15-18:15 Session 2** (in 3 sections)

**Section A: Discourse of the Internet and other media** (room 57)

Chair: Renata Jančaříková

16:15-16:35 – Tamás Eitler: *A multimodal analysis of commercials of global high-end brands: The synergy between ELF and visual semiosis*

16:45-17:05 – Rumyana Todorova and Zlatko Todorov: *Cultural conceptualisations in British and Bulgarian advertisements*

17:15-17:35 – Olga Ruda: *Media-generated stereotypes and their role in intercultural communication*

17:45-18:05 – Arun Kumar Poonia: *Discovery of India: Discourse analysis of select Indian tourism TV commercials*

**Section B: Pragmatics of fictional and spoken discourse** (room 58)

Chair: Renata Povolná

16:15-16:35 – Mariya Fedyna: *Realization of politeness/impoliteness strategies in language (exemplified by American TV series)*

16:45-17:05 – Tetyana Boboshko: *Communicative and functional features of estimative statement of the addressee*

17:15-17:35 – Petra Peldová: *Emotion and opinion in British online newspapers*

17:45-18:05 – Olha Ivashchyshyn: *Syntactic and semantic transformations of terms in the context of secondary derivation*

**Section C: Academic and learner discourse** (room 59)

Chair: Šárka Ježková

16:15-16:35 – Yuka Ishikawa: *How gender influences L2 use*

16:45-17:05 – Svitlana Markelova: *The conference abstract: Genre features and pedagogical insights in the Ukrainian context*

17:15-17:35 – Zdislava Šišková: *Assessing cohesion in written production of Slavic EFL learners*

17:45-18:05 – Shinichiro Ishikawa: *Corpus-based cross-modal analysis of spoken and written productions by L2-English learners*

**20:00 – conference dinner**

## Friday, 12th September 2014

**9:00-10:00 – plenary lecture** (room 1) – Anita Fetzer: *The structuring of discourse*

**10:00-10:15 – coffee break**

**10:15-12:15 Session 1** (in 3 sections)

**Section A: Discourse of the Internet and other media** (room 57)

Chair: Renáta Tomášková

10:15-10:35 – Peter Bojo: *A syntactic and pragmatic analysis of condensed verb phrases in newspaper headlines*

10:45-11:05 – Desislava Stoyanova Cheshmedzhieva-Stoycheva: *Communicating conflict: Nuclear power discourse in the New York Times, The Independent, and Dnevnik*

11:15-11:35 – Markéta Bilanová: *On some linguistic aspects of Snowclone memes*

11:45-12:05 – Uliana Potiatynyk: *Construction of political identity in conservative media*

**Section B: Pragmatics of fictional and spoken discourse** (room 58)

Chair: Christoph Haase

10:15-10:35 – Filippo-Enrico Cardini: *Analysing English metaphors of the economic crisis*

10:45-11:05 – Zhanna Maslova: *Cognitive-ontological approach to metaphor*

11:15-11:35 – Denis V. Minakhin: *Investigation into development of metaphor*

11:45-12:05 – Vincent Obobolo: *Literature and Development: Perspectives from stylistics*

**Section C: Academic and learner discourse** (room 59)

Chair: Renata Povolná

10:15-10:35 – Šárka Ježková: *The use of response elicitors in learner conversation*

10:45-11:05 – Zuzana Ondrejová: *Speaking skills practice at ESP instruction at the University of Economics in Bratislava*

11:15-11:35 – Anna Kozioł: *Communication in the FL classroom: Social media as tools assisting FL learning*

11:45-12:05 – Mahmood Reza Atai and Hoda Mohsen Zadeh: *The generic structure of academic journal descriptions and their characterizing keywords*

**12:15-12:30 – coffee break**

**12:30-14:00 Session 2** (in 3 sections)

**Section A: Grammar in academic discourse** (room 57)

Chair: Irena Headlandová Kalischová

12:30-12:50 – Lenka Stehlíková: *Contextual disengagement in FSP in fiction and academic prose*

13:00-13:20 – Zuzana Kozáčiková: *To-infinitive clauses in academic discourse – native and non-native writers compared*

13:30-13:50 – Chiaki Kumamoto: *Referentiality in noun phrases and relative pronouns*

**Section B: Grammar in translation and literary discourse** (room 58)

Chair: Martin Adam

12:30-12:50 – Renata Šimůnková: *Translation of non-finite clauses*

13:00-13:20 – János Nagy: *FSP analysis on translations from Hungarian into German*

13:30-13:50 – Jana Richterová: *The marked word order as a syntactic means of emphatic*

*expressions in chosen literary samples*

**Section C: Translation and intercultural communication** (room 59)

Chair: Christopher Hopkinson

12:30-12:50 – Mateusz Szal: *Translating cultural elements in specialised texts*

13:00-13:20 – Piotr Choromański: *Globalized English vs. Standard English in an English-speaking world*

13:30-13:50 – Ramunė Kasperavičienė: *Towards British or American English: Translation from Lithuanian into English across genres*

**14:00-15:00 – lunch**

**15:00-17:00 Session 3** (in 3 sections)

**Section A: Professional discourses** (room 57)

Chair: Radek Vogel

15:00-15:20 – Magdalena Szczyrbak: *“So you say. So I say and so I believe.”: On the pragmatics of say-markers in courtroom talk*

15:30-15:50 – Monika Bałaga: *Binomial constructions in financial discourse*

16:00-16:20 – Dagmar Sageder: *Euro-English – an emerging variety in the European Union?: Some issues around the complexity of the supranational language*

16:30-16:50 – Alice Rubášová: *Syntactic structures of English and Czech legal documents*

**Section B: Political discourse** (room 58)

Chair: Olga Dontcheva- Navratilova

15:00-15:20 – Jana Kozubíková Šandová: *Intersubjective positioning in political and scientific discourse*

15:30-15:50 – Alan Dykstra: *Pragmatic wordplay in political punditry: A website case study*

16:00-16:20 – Monika Gyuró: *Identity construction: Power, institutions and discourse*

16:30-16:50 – Ildikó Némethová: *Political discourse and national identity in Britain*

**Section C: Translation and intercultural communication** (room 59)

Chair: Renata Jančaříková

15:00-15:20 – Anna Klein: *Multimodality and intercultural communication: The analysis of the act of communication in the case of communication between various cultures, on the basis of the movie Spanglish*

15:30-15:50 – Sylwia Gierszal-Sławik: *Communicative role of filled pauses in fluency in simultaneous interpretation*

16:00-16:20 – Reima Al-Jarf: *Processing of print and online ads by translation students*

16:30-16:50 – Jelisaveta Safranji: *Phraseology: A link between language and culture*

**17:00-17:15 – coffee break**

**17:15-18:45 Session 4** (in 2 sections)

**Section A: Professional discourses and phraseology** (room 57)

Chair: Martin Adam

17:15-17:35 – Erika Jurišová: *Specific aspects of lexical contamination in professional English*

17:45-18:05 – Ivana Kapráliková: *Insights into language change through abbreviation processes in English: The concepts of English language word-formation*

18:15-18:35 – Radek Vogel and Martin Adam: *Comparative Czech-English analysis*

*of written English (KAPA): Transforming linguistic expertise into a practical EAP course*

**Section B: Discourse and genre analysis (room 58)**

Chair: Olga Dontcheva Navratilova

17:15-17:35 – Zuzana Hrdličková: *Discoursal functions of ideational, interpersonal and relational idiomatic expressions*

17:45-18:05 – Paul Brocklebank: *Identifying distributional patterns in eighteenth-century periodical essays*

18:15-18:35 – Mahmood Reza Atai and Fatemeh Asadnia: *Promotional academic genre set on the homepage of the prestigious world universities*

**18:45 – conference closing (room 57)**