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

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 Kozáčíková: 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 Jančáříková
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 Safranj: 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 – Ivaná 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)**