



Cross-cultural Pragmatics at a Crossroads II : Linguistic and Cultural representations across Media

Thomas Paine Study Centre (TPSC), University of East Anglia

Conference Programme

Wednesday 29 June 2011

13.00-13.45	<i>Registration</i> TPSC Foyer			
13.45-15.00	<i>Introduction – Welcome: Prof David Peters Corbett (Dean of the Faculty of Arts & Humanities - UEA)</i> <i>Plenary I: Juliane House: Impoliteness in Cross-Cultural Encounters</i> TPSC Lecture Theatre (LT)			
Room ▶ ▼ Session	TPSC 1.1	TPSC 1.2	TPSC 1.3	TPSC 1.6
1 15.00-15.30	Anna Baczkowska Analysing impoliteness cross-culturally: subtitles from a multimodal perspective	Bert Peeters Ah méfiance, quand tu tiens la France...	Peter White The human interest news story as cultural formation – cross-cultural comparisons and developments	Bram Vertommen Astrid Vandendaele The international construction of a 'national' image: the use of verbal irony by Brussels-based foreign correspondents
2 15.30-16.00	Thanthida Likhitpitak When the 'completely real' becomes identified with the 'completely fake': politeness in translating animated films into Thai	Amany El-Shazly By God! Oh My God! A study of emotional appeal in Television Advertisements	Pasakara Chueasuai Negotiating with Cosmo Girl: Socio-cultural Context and Translation Shifts in the Thai Version of Cosmopolitan	Fahad Otaif Metaphorical Framing of the Media Discourse and the Representation of the Other
3 16.00-16.30	Roger Baines Subtitling taboo language - is the European way the world way?	Olga Dubrovskaya On cross-cultural pragmatics' approach to multimodal texts	Bandar Al-Hejin Linking critical discourse analysis with translation studies: Gendered recontextualisation of Saudi women in BBC News	Abdelghani Nait-Brahim The representation of the Other at the crossroads of identity and otherness in the majority Arab-Islamic world
4 16.30-17.00	Chantal Claudel Mode de représentation en français de formules rituelles du japonais dans des sous-titrages de films	Lucia Abbamonte Flavia Cavaliere Spaghetti ragu is ready: clichéd representations of Italian American women in US commercials	Abed al-mutaleb Al-zuweiri Political Speeches and Intercultural Communication: With reference to Barack Obama's "New Beginning"	Martina Mollering 'Kanak Sprak'in Germany: Linguistic and cultural representation of the other
17.00-17.30	<i>Refreshments</i> TPSC Foyer			
17.30-18.30	<i>Plenary II: Jeremy Munday: Discourse Analysis for Translation: Where have we been and where are we going?</i> TPSC LT			
18.30-19.00	<i>Drinks reception – with welcome from UEA Vice-Chancellor Prof Edward Acton</i> TPSC Foyer			
19.30	<i>Hot buffet supper at 'Vista' – campus restaurant</i>			

Thursday 30 June 2011

09.00-10.00	<i>Plenary III: Gunther Kress: Thinking about the 'inter-' and the 'cross-' in studies of culture from a social semiotic perspective</i> TPSC LT			
10.00-10.30	<i>Refreshments</i> TPSC Foyer			
Room ▶ ▼ Session	TPSC 1.1	TPSC 1.2	TPSC 1.3	TPSC 1.6
5 10.30-11.00	Marie-Noëlle Guillot Film subtitles and the conundrum of linguistic and cultural representation : a methodological blind spot	David Lilley Interpreting the interpreted: a relevance-theoretic perspective on the translation of reported speech	Cristina Ungureanu Corina Georgescu Cultural Representations and Media. A Sociolinguistic Approach of American Soap Operas Broadcasted in Romania	Andreas Musoff From "Hermann the Cheruscan" to Hermann Junior: Glocalised discourses about a national foundation myth
6 11.00-11.30	Louisa Desilla An Empirical Approach to the Comprehension of Implicit Film Dialogue Meaning Across Cultures	Leila Khabbazi-Oskouei The Impact of Culture in the use of 'Engagement Markers' in British and Iranian Editorials	Piotr Blumczynski Demotivational representations of the cultural Other: a comparative study	Monika Wozniak "In Poland – that is to say, nowhere". Visual Patterns of Poland's Representation in Western Europe
7 11.30-12.00	Krittaya Akanisdha Sujaritlak Deepadung The Joy Luck Club in Thai translation: easy 'come', easy 'go'?	Juana I. Marin-Arrese Victoria Martin de la Rosa Elena Dominguez Romero Commitment in English and Spanish journalistic discourse: a cross-linguistic study on the expression of certainty and validity	Gabrina Pounds Mediating cultural representation in the promotional discourse of online property descriptions	Alain Wolf Intercultural Identity and Interfaith Dialogue: a holy place to be?
8 12.00-12.30	Nathalie Mälzer-Semlinger Features of Orality in AVT	Giulio Pagani Understanding the State, Using the Media: Cross-cultural variation in 'telling' and 'showing'	Meifang Zhang Realization of Functions of Public Notices: with special reference to public notices used in Macao	Douglas Ponton To die for a lie? The penalty at Tannadice: honesty and identity in a Scottish soccer match
12.30-13.00	<i>Buffet/Sandwich lunch</i> TPSC Foyer			
13.00-14.00	<i>Visit to the galleries of the Sainsbury Centre for Visual Arts or guided nature walk around the UEA campus, including the Broad and Yare river valley. (With Oliver Deeming, UEA Biodiversity Manager)</i>			
Programme for Thursday 30 June continues on next page				

Thursday 30 June 2011 (continued)

14.00-15.00	<i>Plenary IV: Luis Pérez-González: Non-representational Insights into the Pragmatics of Amateur Subtitling</i> TSPC LT			
Room ▶ ▼ Session	TPSC 1.1	TPSC 1.2	TPSC 1.3	TPSC 1.6
9 15.00-15.30	Carlos de Pablos-Ortega Linguistic and Cultural Representation via Subtitling in Pedro Almodóvar's film <i>Labyrinth of Passion</i>	Pascale Erhart Les émissions en dialecte de France 3 Alsace, reflet du plurilinguisme régional ?	Jasper Vandenberghe "Spain's ship comes in at last." National metonymy and intertextual metaphors in international media representations on Spanish Foreign Direct Investment	Patricia von Münchow Deconstructing representations of parenthood: A cross-cultural analysis of parental guidebooks
10 15.30-16.00	Clive Matthews Non-Verbal Communication and the Interpretation of Film	Farid Aitselmi L'alternance codique chez les Beurs (radio)	Xiaojun Zhang A genre analysis of Chinese and English stock exchange announcements from an intercultural rhetoric perspective	Mustapha Taibi Representations of Australian Multiculturalism: A Critical Discourse Analysis
11 16.00-16.30	Svenja Wurm Translating across Media: A Matter of Situated Practice and Affordances	Christine Béal Catherine Détrie Les formes nominales d'adresse et leurs variantes dans les émissions d'information radiophoniques : une approche comparative des pratiques dans les radios de service public en France et en Australie	Ain Nadzimah Abdullah Swee Heng Chan A unique functional distribution of language choice and use in the Malaysian financial sector	Phiona Stanley Ibrahima Diallo 'Eastern' students encounter 'Western' teachers: How Gulf students construct identities in language learning
12 16.30-17.00	Gaelle Planchenault Réception des films québécois en France : Perception du français accentué lorsque l'objet médiatique change de public	Aleksandra Nowakowska Interview politique ou interrogatoire ? L'exploitation pragmatique de la question contrediscursive	Jane Warren John Hajek Catrin Norrby Cultural and linguistic representation in a global age: IKEA and 'you' on the web	Lola Sanchez Prétentions universalistes et résistances locales : la traduction de discours scientifiques
17.00-17.30	<i>Refreshments</i> TPSC Foyer			
17.30-18.30	<i>Plenary V: Miranda Stewart: A cross-cultural approach to the negotiation of individual and group identities: parliamentary debate and editorial meetings</i> TSPC LT			
19.30	<i>Conference Dinner at 'Vista' – campus restaurant</i> <i>Music evening</i>			

Friday 1 July 2011

09.00-10.00	<i>Plenary VI: Michel Marcoccia: The Internet, Cross-Cultural Communication and Cultural Variation</i> TPSC LT			
10.00-10.30	<i>Refreshments</i> TPSC 1.7			
Room ▶ ▼ Session	TPSC 1.1	TPSC 1.2	TPSC 1.3	TPSC 1.6
13 10.30-11.00	Yannik Porsché Knowledge Constructions in a French-German Museum Exhibition	Paul Sarazin Analysing implicatures in EU Trade Commissioner's speeches - ACP minister interpretations	Csilla Weninger Patrick Williams Hungarians are 'Mongols' and Romanians are 'Gypsies': Relational processes of identification in an online multi-ethnic discussion forum	Anna Gladkova Social categories as cultural representations
14 11.00-11.30	Yan Ying Migrating Literature: A Cover Story	Liudmila Mikalayeva Discourse of cooperation vs. Discourse of Independence. Cross-regional comparison of reporting under international conventions	Helen O'Sullivan Gillian Martin Breffni O'Rourke The Mediation of Cultural Identity in Student WebChat	Igor Sharonov 'Communicatives' and their discourse characteristics in dialog
15 11.30-12.00	Yan Jenny Wong Translation of religious material in Shakespeare's plays: from East to West, from page to stage	Ronny Scholz Legitimizing Europe. Representations of Europe in British, French and German election manifestos	Siriporn Panyametheekul Gender and Politeness in Computer-Mediated Communication in Thai Contexts	Hansjörg Bittner Audio description guidelines - a comparison
12.00-12.30	<i>Buffet/Sandwich lunch</i> TPSC 1.7			
12.30-14.00	PUBLIC ROUNDTABLE - "Let's Talk: across languages, cultures and outlooks" Chaired by Prof Peter Trudgill (Hon. Prof of Sociolinguistics, UEA) TPSC LT			
14.00-14.15	<i>Close of Conference</i>			
14.15-15.00	<i>Refreshments</i> TPSC Foyer			
17.00	<i>Guided walk through the historic city of Norwich (with Clare Currie, Art History and Architecture UEA Alumnus, Chair Norwich Society Buildings and Landscapes Listing working group).</i>			

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