

EESTI TEADUSTE AKADEEMIA
ESTONIAN ACADEMY OF SCIENCES
fax: +372 6451 829; e-mail: ytle.raud@akadeemia.ee

Kohtu 6, Tallinn EE10130, ESTONIA
phones: +372 6451 925 or +372 6448 677

APPLICATION FOR AN ESTONIAN-POLISH
JOINT RESEARCH PROJECT
UNDER THE AGREEMENT ON SCIENTIFIC COOPERATION
BETWEEN THE ESTONIAN ACADEMY OF SCIENCES AND
POLISH ACADEMY OF SCIENCES
2016-2018

COVERSHEET

Project Title (maximum of 10 words):

Communication styles: Developing a cross-cultural theoretical and methodological framework

ESTONIAN COOPERATING INSTITUTION AND PROJECT LEADER:

(name, full address, website):

Dr. Liisi Laineste

Estonian Literary Museum, Vanemuise 42, Tartu 51003, Estonia

www.kirmus.ee

<https://www.etis.ee/portaal/isikuCV.aspx?PersonVID=37931&lang=&lang=en>

Phone: +372 737 7740

E-mail: liisi@folklore.ee

POLISH COOPERATING INSTITUTION AND PROJECT LEADER:

(name, full address, website):

Prof. Dr. hab. Dorota Brzozowska

Opole University, pl. Kopernika 11, 45-040 Opole, Poland

<http://www.pol.uni.opole.pl/dbrzozowska.html>

Phone: +487 746 46394

E-mail: dbrzozowska@uni.opole.pl

PART I PROJECT DETAILS

1. Describe the length and nature of previous contacts and cooperation between the two groups. In case of previous joint projects, describe the results achieved.

The two research teams from Estonian Literary Museum, Department of Folkloristics (Estonia), and Opole and Jagiellonian Universities (Poland) have collaborated in the field of cultural studies for almost a decade.

In 2007, a project on post-socialist humor was started, which, among other Eastern European countries, also included Poland. A symposium was held under the project “Contemporary Jokelore: Post-socialism – Internet – Cognition” (1.01.2006 – 31.12.2009, Prof. Arvo Kirkmann, ELM, Estonia) where also Dr Brzozowska participated. The event resulted in the publication edited by Kirkmann and Laineste (2008): *Permitted Laughter: Socialist, Post-socialist and Never-socialist Humour*. Arvo Tartu: ELM Scholarly Publishing.

Collaboration continued in another project that lasted from 2010 – 2012. The Academy of Sciences project “Creativity and Tradition in Estonian and Polish Cultural Communication” focused on comparative studies of cultural communication. This resulted in two book length publications on Polish and Estonian communication patterns, including humour patterns (see Laineste, Brzozowska & Chłopicki 2012 and 2013). See also <http://www.folklore.ee/ri/fo/koostoo/poola/index.html> for the project home page and links to the publications.

Since 2012, cooperation has been carried on with some support from local institutions (Estonian Literary Museum IUT 22-5 and ESF8149; Jagiellonian University, Krosno State College and others). The conference series “Communication Styles” was initiated and carried on by the project partners in 2013, the first publication can be found here: <http://www.cambridgescholars.com/cultures-software>. The next conference will be held in Krosno, Poland, 12 – 14 Oct, 2015.

Throughout this period, the project partners have written and presented co-authored papers at conferences, in edited volumes and peer-reviewed publications and participated in joint panel discussions.

2. Give a brief account of the project proposal (maximum of 100 words):

The research project aims at presenting a novel model for studying cultural communication styles, starting from the assumptions proposed by sociologists and business / marketing researchers, and developing these in order to adjust them to the needs of linguistics and folkloristics. The project will provide new knowledge on communication styles typical of particular cultures and describe the fundamentals of stylistic diversity both on the individual and collective level (in this case: in Slavic and Fenno-Ugric cultures).

In order to fulfill these tasks, basic experimental studies will be of essence which will take the shape of the corpus studies of original spoken language data as well as metalinguistic research on the related linguistic terminology as it developed in different European cultural traditions.

3. Outline the scientific objectives of the joint project: include details of how the project objectives are to be met and the timescales involved.

The scientific objectives of the joint project are twofold:

- 1) To describe differences in communication styles on linguistic and cultural levels. To accomplish this task, an overview and comparison of relevant studies in English, Polish and Estonian has to be compiled. At the empirical level, the project plans to **collect and analyse actual data** characteristic of language users who come from different cultural backgrounds;
- 2) based on collected data, to develop a novel **theory** and appropriate **methodological tools** for analysing communication styles and their relations to various key linguistic and cultural concepts (text, genre, discourse, register, stylistic variant etc.).

In addition to this, we aim to:

- 3) exchange expertise and resources through co-operation (working in archives, translating research articles, holding joint seminars and conferences, writing co-authored articles based on the results of the project);
- 4) disseminate results of the research, making it available to the wider network of culture (incl. humour) studies.

The outcome of the project will be the developing and adoption of new theoretical and methodological frameworks to be used in future (comparative cultural) research.

Project objectives will be met through the following events and actions:

Timescales

2016

Outlining the main areas of (also previous) research and coordinating methodology to allow for deeper cross-cultural comparison during the joint seminars in Tartu, Estonia, spring 2016 and Krosno, Poland in autumn 2016.

Giving lectures on the topic of communication styles and cultural communication in general, based on the preliminary material from both countries, with the aim of getting students involved in collecting / transcribing / analysing the material.

Lectures will be given at University of Opole, Jagiellonian University, State College Krosno, and University of Tartu.

Research papers from the Communication Styles II conference (held in Krosno, Poland, 12-14 Oct 2015) will be collected, edited, reviewed and prepared for publishing.

Mobility plan: Two persons for 7 days from Poland to Estonia (14 days); two persons for 7 days from Estonia to Poland (14 days).

2017

International conference "From Language to Mind V", to be held in Tartu, Estonia, May 2017. A panel for presenting preliminary results of the planned research project will be organised.

The humour-related results of the project will be presented at the international humour conference in Quebec, Canada in July 2017, while the overall preliminary results will be presented and discussed and the publication plan adopted at the seminar in Kraków and/or Opole, Poland in autumn 2017 (with the students involved in the project giving an overview of their work).

2015 conference volume (Communication Styles II) will be published by May 2017.

Mobility plan: Three persons for 5 days from Poland to Estonia (15 days); three persons for 5 days from Estonia to Poland (15 days).

2018

The main aim of the last project year is the formulation of project results into internationally renowned journals with high impact factor, e.g. a special edition of the peer-reviewed high-impact open access academic journal *Folklore: Electronic Journal of Folklore* will be edited and published to disseminate the results of the project internationally. A book length study will be prepared for publication and published in the series *Humour and Culture* edited by Władysław Chłopicki and published by Cracow Tertium Society for the Promotion of Language Studies (www.tertium.edu.pl). Humour-related articles will be chosen for publication in *European Journal of Humour Research*, of which Prof Brzozowska and Dr Chłopicki are editors and Dr Laineste is a consulting editor.

The bi-annual Communication Styles III conference will be held in Krosno, Poland, in October 2018 to discuss the results and draw the project to conclusion. Conference papers will be published in a joint publication (the book will be ready in autumn 2019).

Mobility plan: Two persons for 7 days from Poland to Estonia (14 days); two persons for 7 days from Estonia to Poland (14 days).

4. Explain the benefit to both sides from this cooperation.

First and foremost, the project allows for a more vigorous academic interaction in the important field of studying contemporary culture and communication styles. In the age of Internet and increasing globalising / localising tendencies in communication, intercultural contacts are more intense and conflicts more prone to arise. Comparison between countries with different cultural and linguistic background shows how important questions like identity are discussed and reflected in everyday communication. The cooperation will define areas of mutual interest not only in the established branches of research (e.g. humour), but also bring together students and experts from both sides of the agreement.

The cooperation project will guarantee more fluent channel for academic communication (incl. consulting, comparing results, and planning forthcoming academic events) in cross-cultural research between experts from involved countries (but not only them). There are continuing projects that will benefit from the cooperation agreement (e.g. IUT 22-5, Narrative and belief aspects of folklore studies 2015 - 2019; grant holder M. Kõiva). Overall, the planned international cooperation will extend research horizons and will allow the concept of communication style to be better defined in specific cultural, social and political contexts as a result of synergetic efforts on both sides of the agreement.

5. Whether and how are young researchers involved in the project?

The project plans to include students and other young researchers, contributing to researcher training. In fact, the participation of students (especially on PhD level) is essential to the success of the project. In seminars (at universities in Opole, Krakow, Krosno and Tartu, where the project team members teach) students will be asked to work closely with the data: to collect and transcribe, but also to analyse the results. They will be encouraged to write their course work / theses on the project results.

PART II
ESTONIAN PROJECT LEADER'S PERSONAL DATA

Name: Laineste Liisi Dr
(family name) (first name) (title)

Date of birth: 27.01.1978

3. Place of birth: Tallinn

Present appointment (give the starting date, title and institution):

Senior researcher (from 16.06.2009), Estonian Literary Museum, Department of Folkloristics

Positions held in last five years:

Senior researcher, Estonian Literary Museum, Department of Folkloristics

Lecturer at the University of Tartu, Department of Estonian and Comparative Folklore (2014)

Academic qualifications (please state field and type of degree(s), year when acquired and the issuing institution):

PhD in Estonian and comparative folkloristics, 2008, University of Tartu (Continuity and Change in Post-socialist Jokelore, supervisor Prof Arvo Krikmann)

Awards:

2011, Estonian National Culture Foundation, Academy of Science stipend for young researcher

2009, Lennart Meri scientific research award (awarded for PhD dissertations / monographs)

2008, ISHS (International Society for Humour Studies) Certificate of Merit

2005, Estonian Science Foundation student research price (II place)

Title and reference of up to six key publications relevant to this project (articles in peer-reviewed journals and/or monographs) during last five years:

Laineste, Liisi; Krikmann, Arvo (2015). 'The favourite food of an Estonian is another Estonian': A paremiological insight into national communication style. In: Brzozowska, Dorota, Chlopicki, Wladyslaw (Eds.). Culture's Software - Communication Styles. Cambridge Scholars Publishing, 89-108.

Meany, Michael; Clark, Tom; Laineste, Liisi (2014). Comedy, Creativity, Culture. The International Journal of Literary Humanities, 2, 1 - 15.

Laineste, Liisi (2013). Can the "Stripping of the Boss" be More Than a Joke? Integrative Psychological and Behavioral Science, 482 - 491.

Laineste, Liisi (2013). Funny or aggressive? Failed humour in Internet comments. Folklore. Electronic Journal of Folklore, 29 - 46.

Laineste, Liisi; Brzozowska, Dorota; Chlopicki, Wladyslaw (2012). Estonia and Poland: Creativity and tradition in cultural communication. Jokes and Their Relations. Vol. 1. ELM Scholarly Publishing

Laineste, Liisi; Brzozowska, Dorota; Chlopicki, Wladyslaw (2013). Estonia and Poland: Creativity and tradition in cultural communication. Perspectives on national and regional identity. Vol. 2. ELM Scholarly Publishing

PART III
Polish PROJECT LEADER'S PERSONAL DATA

Name: Brzozowska Dorota Dr. hab Prof.
(family name) (first name) (title)

Date of birth: 13.09.68

3. Place of birth: Opole

Present appointment (give the starting date, title and institution): University of Opole, Philological Department, Associated Professorship [Prof. UO] (from 1st February 2013)

Positions held in last five years:

University of Opole, Philological Department, Associated Professorship [Prof. UO] – 2013
Member of the State Certification Commission for Polish as a Foreign Language since 2010
The Deputy Dean of Philological Faculty for Scientific Research, University of Opole 2008-2012
The Head of European Studies Chair

Academic qualifications (please state field and type of degree(s), year when acquired and the issuing institution):

University of Opole, Philological Department, Habilitation in Linguistics - 2008
University of Opole - PhD in Linguistics – June 17, 1999
University of Opole - doctoral studies 1995-1999
Adam Mickiewicz University in Poznań - MA in Linguistics - 1993

The Editor of "Stylistyka/Stylistics" – international journal published by the Polish Academy of Sciences and Opole University
The Editor of European Journal of Humour Research

Individual Rector of Opole University Award for academic year 2011/2012, Opole, 2011.
Rektor of Opole University Award, Opole, 2009.
International Society for Humor Studies Award, Youngstown University, USA, 2005.
Rektor of Opole University Award, Opole, 2000.

Title and reference of up to six key publications relevant to this project (articles in peer-reviewed journals and/or monographs) during last five years:

Brzozowska, Dorota, Chłopicki, Władysław (Eds.) (2015). *Culture's Software - Communication Styles*. Cambridge Scholars Publishing (2015).
Brzozowska, Dorota (2015). *Prawda i fałsz w humorystycznych opowiadaniach chińskich* – „Stylistyka”, 387-399.
Brzozowska, Dorota (2015). *Discourse about the end of the world*, „Lingua Posnaniensis”. Volume 56, Issue 1: 29-40.
Brzozowska, Dorota (2012). *Logiczne aspekty języka a teksty humorystyczne. Rola mechanizmu logicznego w dowcipach*. „Investigationes Linguisticae” Volume: XXV: 15-26.
Laineste, Liisi; Brzozowska, Dorota; Chłopicki, Władysław (2012). *Estonia and Poland: Creativity and tradition in cultural communication. Jokes and Their Relations*. Vol. 1. ELM Scholarly Publishing.
Brzozowska, Dorota, Chłopicki, Władysław (Eds.) (2012). *Polish Humour*. Humour and Culture 2. Kraków: Tertium Society for the Promotion of Language Studies.

PART IV OTHER PROJECT PARTICIPANTS

Give names, titles, job status, institution of other project participants (both in Estonia and in Poland).

Other project team members (besides the students (to be named) from respective universities) include:

Poland:

Władysław Chłopicki, PhD, Department of English Studies, Jagiellonian University

Anna Andrzejewska, MA, Polish Philology Department, Opole University

Ewa Rusek, MA, Department of English Philology, Krosno State College

Anna Rewiś-Łętkowska, MA, Department of English Philology, Krosno State College

Piotr Romanowski, PhD, Department of English Philology, Krosno State College

Jerzy Świątek, PhD, Department of English Studies, Jagiellonian University

Estonia:

Mare Kõiva, PhD, senior researcher and head of the Department of Folkloristics at the Estonian Literary Museum

Ülo Valk, Professor and head of Department of Estonian and Comparative Folklore at the University of Tartu

Eda Kalmre, PhD, senior researcher at the Estonian Literary Museum

Anneli Baran, PhD, researcher at the Estonian Literary Museum

Piret Voolaid, PhD, researcher at the Estonian Literary Museum

Anastasiya Astapova, PhD (in Dec 2015), University of Tartu

PART V OUTPUTS

Please state the policy agreed between the two groups concerning publication of results and Intellectual Property Rights (IPR).

The outputs include:

1. Publication of conference abstracts and papers of Communication Styles II (in the language of the organizing country and / or in English) by the party responsible for organizing the conference (Poland);
2. a set of articles presented as a result of joint research (in English) on the cross-cultural comparison of cultural communication in Poland and Estonia, published as a special edition of *Folklore: Electronic Journal of Folklore* (Estonia) as well as in the Humour and Culture series (Poland) by the non-profit Tertium Society for the Promotion of Language Studies. Some articles will be chosen for publication in *European Journal of Humour Research*, of which Prof Brzozowska and Dr Chłopicki are editors and Dr Laineste is a consulting editor.

Both parties will guarantee the exchange of scientific information and academic publications in the fields of research; also, the involved institutions from both sides will help each other to the limits of their capabilities with visits, field works and publishing, allowing access to their archives and libraries.