

Monday, 14th October 2013

9.00-9.30	Registration		
9.30-10.00	Word of welcome : Rector of Krosno State College, Professor Grzegorz Przebinda		
	Conference announcements		
10.00-11.00	Plenary lecture Professor Geert Hofstede <i>National differences in common communication styles</i>		
11.00-11.30	Coffee break		
	SESSION 1: Sociolinguistics of communication Chair: Marta Dąbrowska	SESSION 2: Communication in business Chair Anna Lubecka	SESSION 3: Communication across cultural barriers Chair Viacheslav Kashkin
11.30-12.00	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>	Anna Lubecka , Institute of Public Affairs, Jagiellonian University, Krakow, Poland, <i>Aesthetic civic discourse as exemplified by anti-advertising discourse</i>	Viacheslav Kashkin , Voronezh State University, Russian Federation, <i>Communication and discourse parameters in pre-translation text analysis</i>
12.00-12.30	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>	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>	Marianna Chlopek-Labo , Jagiellonian University, Krakow, 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>

12.30-13.00	Marta Dąbrowska , Institute of English Studies, Jagiellonian University, Krakow, Poland, <i>Women, men and Facebook</i>	Regina Salmu , University of Tartu, Estonia, <i>From individualistic enthusiasm towards bureaucratic rationalism: ICT organizations' communication styles within the product development process</i>	Jack Lala , Krosno State College, Poland, <i>Iconic Communication Style in the Wild West: Philosophy and Pragmatism in Larry McMurty's 'Lonesome Dove'</i>
13.00-13.30	Ewa Glapka , Uniwersytet Szczeciński, <i>Are textually mediated social relations 'the relations of ruling'? Construction of covert ideologies in media discourse</i>	Magdalena Ryszka-Kurczab , Institute of Polish Philology, Pedagogical University of Krakow, Poland, <i>The consequences of topical structure of arguments in the debate on the legalisation of civil partnerships in Poland</i>	Dorota Brzozowska , Institute of Polish Philology, Opole University, Poland <i>Culture and gender in Lisa See's novels</i>
13.30-15.30	Lunch break		
	SESSION 4: Humour styles Chair: Ksenia Shilikhina .	SESSION 5: Communication in education Chair: Ewa Rusek	SESSION 6: Conflict styles Chair Christopher Brighton
15.30-16.00	Tadashi Kumagai , Fukui Prefectural University, Japan, <i>Laughter as resonance</i>	Ewa Rusek , Krosno State College, Poland, <i>Towards Developing a Communication Style in a Multicultural Classroom</i>	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>
16.00-16.30	Ksenia Shilikhina , Voronezh State University, Russia, <i>Being funny/ being serious: two communication styles within a text</i>	Piotr Romanowski , Krosno State College, Poland, <i>To speak or not to speak. On the relevance of communicative skills in the intercultural approach</i>	Ulrike Schröder , Universidade Federal de Minas Gerais (UFMG), Brazil, <i>How do different conflict styles interfere in real cross-cultural interaction? ONLINE PRESENTATION</i>
16.30-17.00	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>	Anita Schirm , University of Szeged, Department of Hungarian Linguistics, Hungary, <i>Discourse markers in classroom interactions</i>	Christopher Brighton , Krosno State College, Poland, Nadya Rudenko , Ural State Pedagogical University, Yekaterinburg, Russia, <i>Discussing Polish-Russian Stereotypes – an online pilot study</i>
17.00-17.30	Nina Famichova , Minsk State Linguistic University, Belarus, <i>Belarusian humor: in search of identity</i>	Łucja Reczek-Zymróz , Krosno State College, Poland, <i>Education Cooperation of the primary school with the local environment.</i>	Tatiana Dubrovskaya , Penza State University, Russia, <i>Representations of Russian mentality in speech genres of negative evaluation</i>
17:30-18:00	Grzegorz Cebrat , State Higher Vocational School in Tarnów, Poland, <i>Cyber</i>	Ewa Witczyńska , Nauczycielskie Kolegium Języków Obcych w Sandomierzu, <i>Desert Island</i>	Liisi Laineste , Estonian Literary Museum, Tartu, Estonia, <i>„An Estonian is another</i>

	<i>memorials commemorating pets: the case of the Virtual Memorial Garden</i>	<i>Game: the Inter-generational Experience through the Eyes of Young Adults</i>	<i>Estonian's best snack. " The distribution and meaning fields of the proverb on the Estonian Internet</i>
	Dinner		
20.00	Intercultural Communication Through Music - Interactive Concert		

Tuesday, 15th October 2013

9.30-10.30	Plenary lecture Prof. Michael Minkov , International University College, Bulgaria <i>"Very Good - Very Bad" or "Somewhat Good - Somewhat Bad": Differences in Response Style and Social Polarization Across 47 Nations</i>		
10.30-11.00	Coffee break		
	SESSION 7: Persuasive communication Chair Jerzy Świątek	SESSION 8: Communicating across discourses and dialects Chair : Grzegorz Cebrat	SESSION 9: Media communication Chair: Liisi Laineste
11.00-11.30	Jerzy Świątek , Jagiellonian University, Krakow, Poland, <i>The Cultural and the Universal in Perspective Setting</i>	Barbara Lulek , Uniwersytet Rzeszowski, Krosno State College, Poland, <i>Comparing selected levels of communication between fiancée and fiancé and spouses</i>	Maarja Lõhmus , University of Tartu, Estonia, <i>What are the functions of journalism in different societal systems?</i>
11.30-12.00	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>	Malgorzata Iżykowska , Opole University, Poland <i>"You devilish monster". Insults in the Silesian dialect</i>	Jair Antonio de Oliveira , Federal University of Paraná, Brazil, <i>Communication and (Non) Cooperation in Journalism: "Stories behind Stories"</i>
12.00-12.30	Agnieszka Malgorzata Książek , the University of Social Sciences and Humanities/the Faculty in Wrocław, Aleksandra Maria Niewiara , the University of Silesia in Katowice, Poland, <i>Constructing</i>	Władysław Chłopicki , Krosno State College/Jagiellonian University, <i>Humorous miscommunication</i>	Michał Choiński , Jagiellonian University, Kraków, Poland, <i>Persuasive ethos in Barack Obama's crisis oratory</i>

	<i>communicational identity. Corporate identity-type identity discourse for the selected traditional Polish companies (ethno- and cognitive linguistics perspective)</i>		
12.30-14.30	Lunch break		
	SESSION 10: Communication in science and art Chair: Andrzej Kurtyka	SESSION 11: Communication across barriers of language, genre and culture Chair: Marcin Zabawa	Session 12: Cross-cultural narratives Chair: Piotr Romanowski
14:30-15:00	Dorota Jedlikowska , Jagiellonian University, Krakow, Poland, <i>How the science is communicated? Perspective of sociology of the science</i>	Ewa Kowalska-Stasiak , Institute of English Studies, Jagiellonian University, Krakow, Poland, <i>At the border of Arizona and Mexico with Maxine Hong Kingston – the analysis of personal experience narrative</i>	Anna Iegorova , Kiev National Linguistic University, Ukraine, <i>Cognitive Aspects of Natural Narrative Production and Comprehension</i>
15.00-15.30	Grzegorz Kowalski , Institute of Applied Linguistics, University of Warsaw, Poland, <i>Abstract rhetors in Polish and English scientific discourse: a diachronic study</i>	Anna Rewiś-Łętkowska , Krosno State College, Poland, <i>Multimodal manifestations of fear metaphors in TV commercials</i>	Christopher Brighton , Krosno State College, Poland, <i>Multicultural Attitudes in Contemporary British Society</i>
15.30-16.00	Andrzej Kurtyka , Institute of English, Jagiellonian University, Krakow, Poland, <i>Cultural dimensions and verbal communication</i>	Anna Popławska , Katedra Filologii, Wyższa Szkoła Informatyki i Zarządzania, Rzeszów, Poland, <i>Linguistic Globalization and Its Impact on Polish Language Spelling</i>	Agnieszka Strzalka , Pedagogical University, Krakow, Poland, <i>Pragmatically "marked" English: culture as explanation?</i>
16.00-16.30	Mari Sarv , Estonian Literary Museum, Tartu, Estonia, <i>Improper mode in archaic folksongs and its affinity to humour</i>	Marcin Zabawa , University of Silesia, Sosnowiec, Poland, <i>English borrowings as signs of linguistic globalization</i>	Maria Kouri , University of the Peloponnese, Greece, <i>Narratives, ideology and cultural intersections at the National Hellenic Museum, Chicago</i>
16:30-17:00	Coffee break		
17.00-18.30	PANEL DISCUSSION – STATUS OF COMMUNICATION STYLES RESEARCH (please prepare questions and comments, section chairs will be specifically asked to comment on their sections) Chairs : Dorota Brzowska and Villy Tsakona		

19:00	Dinner
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Wednesday, 16th October 2013

9:00	Hotel checkout
9:00-13:00	Conference trip (Iwonicz, Rymanów, Dukla, Bóbrka)
ca 15:00	Arrival in Krakow