

# 1st Service Encounters and Cross-cultural Communication Symposium

January 31- February 1, 2013

Pablo de Olavide University (Seville, Spain)



**PROGRAMME**

**Thursday 31st JANUARY**

**LOCATION: Conference Room, Library (Sala de Grados, Biblioteca)**

<b>9:00</b>	<b>Registration</b>
<b>9:30</b>	<b>SECC opening session</b>
<b>1. Relational Talk in Service Encounters</b>	
<b>10:00</b>	Ameal-Guerra, A. (Universidade de Santiago de Compostela) "Socio-relational talk and transactional goals at the seamstress"
<b>10:30</b>	Kaur, B. (University of Malaya) "Relational talk in face-to-face service encounters in a telecommunications company"
<b>11:00</b>	<b>BREAK</b>
<b>11:30</b>	<b>Plenary Session: Dr. M<sup>a</sup> Elena Placencia (Birbeck College) "Rapport-building and rapport-threatening behaviour in service encounters: A focus on address forms"</b>
<b>2. Service Encounters Workshop</b>	
<b>12:30</b>	Felix-Brasdefer, C. (Indiana University) "Pragmatic variation by gender in market service encounters: empirical and methodological issues"
<b>13:30</b>	<b>LUNCH</b>
<b>3. Politeness and Customer Satisfaction</b>	
<b>15:30</b>	Carmona Lavado, A. (Pablo de Olavide University) "Politeness of front line employees as a differentiating element in positive service encounters with restaurants"
<b>16:00</b>	Moliner-Velázquez, B. and Fuentes-Blasco, M. (Universitat de Valencia and Pablo de Olavide University) "Customer recovery from service failures"
<b>16:30</b>	Leelaharattanarak, N. (University of Surrey) "Politeness and Face Manifestation in Thai Service Encounters: A Case Study"
<b>17:00</b>	<b>BREAK</b>

<b>4. Cross-cultural Studies and Speech Acts</b>	
<b>17:30</b>	Bataller, R. (Gettysburg College) “¡Enrique!, échame un tintillo. A comparative study of service encounter requests in Valencia and Granada”
<b>18:00</b>	Koutyz, I. (Kuban State University) “Engagement in academic discourse: a cross-cultural study”
<b>18:30</b>	Choy Mun, L. and Kaur, B. (University of Malaya ) “Request strategies by Malay language and English language speakers in telephone service encounters in Malaysia”

**Friday 1st FEBRUARY**

<b>LOCATION: Sala de Grados, Biblioteca</b>		<b>LOCATION: Building 24, Room B10</b>	
<b>5. Electronic Service Encounters (I)</b>		<b>6. Pragmalinguistic Issues in Service Encounters</b>	
<b>9:30</b>	Fuentes-Blasco, M. and Gil-Saura, I. (Pablo de Olavide University and Universitat de Valencia) “Perceived e-service quality and its impact on loyalty towards the electronic provider”	Loth, S., De Ruiter, J.P. and Huth, K. (Universität Bielefeld) “Seeking attention: Testing a model of initiating service Interactions”	
<b>10:00</b>	Bou-Franch, P. (Universitat de Valencia) “Helping women over the net: a contrastive study of electronic service encounters in Spanish and English”	Lappalainen, H. (University of Helsinki) “Variation in the use of address forms in service encounters”	
<b>10:30</b>	<b>BREAK</b>		
<b>11:00</b>	<b>Plenary Session: Dr. Pilar Garcés Blitvitch (University of North Carolina) (Title to be determined)</b>		
<b>7. Electronic Service Encounters (II)</b>		<b>8. Communication in the Medical Setting</b>	
<b>12:00</b>	Ivorra Pérez, F. M. (University of Alicante) “The impact of the individualism cultural dimension on the engagement markers of Spanish, British and USA business websites”	Valero Garcés, C. (Universidad de Alcalá) “Please, sign here. The informed consent and the quality of communication in doctor / non-native patient encounters”	
<b>12:30</b>	Jordano de la Torre, M. (UNED) “Assessing presenting and negotiation spoken skills by means of an online multimodal	Lázaro Gutiérrez, R. (Universidad de Alcalá) “The evolution of the communication with foreign population in the medical setting in Spain”	

	environment”	
<b>13:00</b>	Isosävi, J. (University of Helsinki) “Personal service or artificial and annoying intimacy? Usage of names in service encounters”	Marsh, C. (Nova Southeastern University) “Critical theory with marginalized groups”
<b>13:30</b>	<b>LUNCH</b>	
<b>9. Service Encounters in the Tourism Industry</b>		<b>10. Service Interpreting</b>
<b>15:30</b>	Fernández Amaya, L., Hernández-López, M. and Garcés-Conejos, P. (Pablo de Olavide University and University of North Carolina) “Hotel service encounters: Spanish guests’ expectations under examination”	Biernacka, A. (Warsaw University) “Intercultural encounters of the courtroom: role(s) of court interpreters”
<b>16:00</b>	Suau-Jiménez, F. and González García, V. (Universitat de Valencia) “Voices and interpersonal markers in travelers’ forums in English and Spanish”	Bodzer, A. and Vitalaru, B. (Universidad de Alcalá) “Education and practice in public service interpreting: multicultural perspective”
<b>16:30</b>	<b>BREAK</b>	
<b>17:00</b>	Ticca, A.C. (ASLAN-ICAR) “Resuming suspended interactions in an Italian travel agency”	Pena Díaz, C. and Olivares Leyva, M. (Universidad de Alcalá) “Interlinguistic and intercultural mediation: monitoring and supervisión”
<b>17:30</b>	Martínez López, N. and Padilla Cruz, M. (EUSA and University of Seville) “Giving information at the tourist information office: a pragmatic analysis of rapport management by Spanish learners of English in tourism”	Álvarez, A. and Pena Díaz, C. (Universidad de Alcalá ) “Multilingual Tools for intercultural and interlinguistic mediation”
<b>18.00</b>	<b>Closing session</b>	
<b>21.00</b>	<b>SOCIAL DINNER -</b>	