



## VII SYMPOSIUM ON INTERCULTURAL, COGNITIVE AND SOCIAL PRAGMATICS (EPICS VII)

### "Pragmatics In/Through the New Technologies"

Organisers: Research Group "Intercultural Pragmatic Studies" (HUM 640 –UPO)

Pablo de Olavide University  
May 4-6, 2016

## PROGRAMME



|               | Wednesday, 4th May   | Thursday, 5th May  | Friday, 6th May   |
|---------------|--|--|---|
|               |  | <p><b>5. Discourse in Social Networks</b><br/> Chair: <i>María de la O Hernández López</i></p> <p>Building 6, Room: Sala de Grados</p>   | <p><b>9. (Im)Politeness in mediated communication (1)</b><br/> Chair: <i>Manuel Padilla Cruz</i></p> <p>Building 6, Room: Sala de Grados</p>                    |
| 9.00 – 9.30   | <p><b>REGISTRATION</b><br/> Building 6, Room: Sala de Grados</p>   | <p><b>“Yes We Scan and the Grass Mud Horse: Puns as a weapon against censorship in cyberspace”</b><br/> <i>Agnieszka Solska</i></p>  | <p><b>“Pragmatic approach to translation and transliteration of theatre and museum names”</b><br/> <i>Olga Suleimanova</i></p>                                  |
| 9.30 – 10.00  | <p><b>OPENING SESSION</b><br/> Dean of the Faculty of Humanities<br/> Building 6, Room: Sala de Grados</p>   | <p><b>“Customer complaints on social media. A discourse-pragmatic analysis”</b><br/> <i>Sofie Decock &amp; Xiarui Zhang</i></p>  | <p><b>“(Im)Politeness and the negotiation of leadership in student online collaboration”</b><br/> <i>M<sup>a</sup> Ángeles Martínez</i></p>                     |
| 10.00 – 10.30 | <p><b>1. Pragmatic competence and mediated communication</b><br/> Chair: <i>María de la O Hernández López</i><br/> Building 6, Room: Sala de Grados</p>                            | <p><b>“The crisis of identity or identity in crisis. A discursive approach to Israel-Palestine conflict in social network communication”</b><br/> <i>Arash Javadinejad</i></p> | <p><b>“Lecturer perceptions of im/politeness in student e-mails: A Norwegian perspective”</b><br/> <i>Milica Savić</i></p>                                      |
|               | <p><b>“Comprehension of communicative multimodal content in Japanese TV programmes by language learners”</b><br/> <i>Eline C. Sikkema, Ryoko Sasamoto &amp; O’Hagan Minako</i></p> |  |   |
| 10.30 – 11.00 | <p><b>“Are e-mails written by EFL learners polite? An experimental study on pragmatic performance and age”</b><br/> <i>Julia Barón &amp; Mireia Ortega</i></p>                     | <p><b>“Wall interaction practices in Facebook newspaper pages”</b><br/> <i>Patricia Bou-Franch &amp; Sergio Maruenda Bataller</i></p>  | <p><b>““I always use the word ‘please’”- Evaluations of email directives written in an English and Spanish speaking workplace”</b><br/> <i>Vera Freytag</i></p> |
| 11.00 – 11.30 | <b>COFFEE BREAK</b>  |  |   |

|               | <p><b>2. New technologies and teaching</b><br/>Chair: Reyes Gómez Morón</p> <p>Building 6, Room: Sala de Grados</p>   | <p><b>6. Mediated communication</b><br/>Chair: Reyes Gómez Morón</p> <p>Building 6, Room: Sala de Grados</p>   | <p><b>10. (Im)Politeness in mediated communication (2)</b><br/>Chair: Reyes Gómez Morón<br/>Building 6, Room: Sala de Grados</p>   |
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| 11.30 – 12.00 | <p><b>“Facebook vs. Student Zone: Two Learning Platforms in an EFL School”</b><br/>Vladimir Žegarac &amp; Joy Caley</p>   | <p><b>“Verdad verdadera: Flouting Gricean Maxims as Telecommunications Strategies in Advertising”</b><br/>M<sup>ra</sup> José García Vizcaino</p>                                      | <p><b>“Requests in WhatsApp: An examination of politeness among native speakers of Mexican Spanish”</b><br/>Elizabeth Flores, Teresa Castineira &amp; Michael Witten</p>   |
| 12.00 – 12.30 | <p><b>“Japanese comics and onomatopoeia: eyetracking study of digital reading behaviours”</b><br/>Olivia Rohan &amp; Ryoko Sasamoto</p>   | <p><b>“Classical music as a topic of internet communication”</b><br/>Iwona Witczak-Plisiecka &amp; Agnieszka Piskorska</p>   | <p><b>“Face-Strategies in Inquiries and Price Negotiations in Whatsapp and Facebook Conversations of a Nairobiian Tattoo Artist”</b><br/>Maren Rüsck</p>   |
| 12.30 – 13.00 | <p><b>“The role of ICT in the pragmatics of foreign language teaching/learning at technical schools of higher education”</b><br/>Vera Yaremenko</p>   | <p><b>“Vigilance and (mis)understanding in mediated communication: Directions for research”</b><br/>Manuel Padilla Cruz</p>  | <p><b>“Let’s see how many of you mother fuckers unfollow me for this”: presentation of the self and the pragmatic function of the hashtag #sorrynotsorry in non-apologetic Instagram posts”</b><br/>David Matley</p> |
| 13.00 – 15.00 | <b>LUNCH</b>  |  |  |
| 15.00 – 16.00 | <p><b>Plenary talk 1</b><br/>Chair: Lucía Fernández-Amaya<br/>Building 7, Room: Sala de Grados</p> <p><b>“(Un)liking, (un)friending and (un)following: What can small stories analysis tell us about (knowing) participation on social media?”</b><br/>Alexandra Georgakopoulou</p> | <p><b>Plenary talk 2</b><br/>Chair: Manuel Padilla Cruz<br/>Building 7, Room: Sala de Grados</p> <p><b>“Online identity: A (non)propositional account”</b><br/>Francisco Yus Ramos</p> |  |

| 16.00 – 16.30 | COFFEE BREAK  |   | COFFEE BREAK & POSTERS SESSION   |  |
|---------------|---|---|--|--|
|               | <p><b>3. Emotions and cognition in mediated communication</b></p> <p>Building 6; Room: Sala de Grados</p>                     | <p><b>4. Mediated Service Encounters (1)</b><br/>Chair: M. Hernández-López/ L.Fernández-Amaya</p> <p>Building 7; Room: Sala de Grados</p>                         | <p><b>7. Cross-cultural issues in mediated communication</b><br/>Chair: Reyes Gómez Morón</p> <p>Building 6; Room: Sala de Grados</p>                | <p><b>8 Mediated Service Encounters (2)</b><br/>Chair: Lucía Fdez. Amaya/ M. Hernández-López</p> <p>Building 7; Room: Sala de Grados</p>   |
| 16.30 – 17.00 | <p>“The subtle line between evaluation and emotion: broadsheet vs. tabloid headline discourse”<br/><i>Laura Alba Juez</i></p> | <p>“Pragmatics of mediation in online dispute resolution”<br/><i>Ruth Breeze</i></p>  | <p>“The pragmatics of computer-mediated communication between South African and Mexican drug traffickers”<br/><i>Nadine Chariatte</i></p>            | <p>“Constructing objects through mediation: The case of prenatal ultrasound visits”<br/><i>Anna Ticca</i></p>  |
| 17.00 – 17.30 | <p>“Beyond “emotion icons”: An unbiased approach to emoticons on WhatsApp”<br/><i>Agnese Sampietro</i></p>                    | <p>“Online complaint strategies: A contrastive pragmatic study of Malaysian and American customers’ complaints strategies on Facebook”<br/><i>Baljit Kaur</i></p> | <p>“Gender differences in CMC: The case of controversial topics”<br/><i>Adam Pluszczyk</i></p>   | <p>“Superdiversity in multilingual service encounters: side effects of the use of a multilingual, mobile app to communicate with immigrant mothers”<br/><i>July De Wilde &amp; Ellen Van Praet</i></p> |
| 17.30 – 18.00 | <p>“Favourites, Likes and Retweets: Relevance and Ostensive Communication Online”<br/><i>Kate Scott</i></p>                   | <p>“Mind your readers: participation framework and rapport in <i>Airbnb</i> reviews”<br/>María de la O Hernández-López</p>  | <p>“Refusing complaints in CMC. A closer look at English, German and Dutch data”<br/><i>Bernard De Clerck, Sofie Decock &amp; Jorien Saelens</i></p> | <p>“Context and pragmatic meaning in telephone interpreting”<br/><i>Raquel Lázaro Gutiérrez &amp; Gabriel Carrera Méndez</i></p>   |
| 19.00 – 20.00 | Walking tour around the city centre   |   |  |  |
| 21.00         |   |   | Conference dinner <i>Oriza Restaurant</i> (S. Fernando St. )   |  |