

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)

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

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| 4. Cross-cultural Studies and Speech Acts | |
| 17:30 | Bataller, R. (Gettysburg College) “¡Enrique!, échame un tintillo. A comparative study of service encounter requests in Valencia and Granada” |
| 18:00 | Koutyz, I. (Kuban State University) “Engagement in academic discourse: a cross-cultural study” |
| 18:30 | 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

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| LOCATION: Sala de Grados, Biblioteca | | LOCATION: Building 24, Room B10 | |
| 5. Electronic Service Encounters (I) | | 6. Pragmalinguistic Issues in Service Encounters | |
| 9:30 | 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” | |
| 10:00 | 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” | |
| 10:30 | BREAK | | |
| 11:00 | Plenary Session: Dr. Pilar Garcés Blitvitch (University of North Carolina) (Title to be determined) | | |
| 7. Electronic Service Encounters (II) | | 8. Communication in the Medical Setting | |
| 12:00 | 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” | |
| 12:30 | 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” | |

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| | environment” | |
| 13:00 | 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” |
| 13:30 | LUNCH | |
| 9. Service Encounters in the Tourism Industry | | 10. Service Interpreting |
| 15:30 | 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” |
| 16:00 | 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” |
| 16:30 | BREAK | |
| 17:00 | 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” |
| 17:30 | 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” |
| 18.00 | Closing session | |
| 21.00 | SOCIAL DINNER - | |