Preliminary programme

1st International and Interdisciplinary Conference on Discourse and Communication in Professional Contexts (ICDC 2015)

***subject to change***

Tuesday 18 August 2015
(Venue: Aalborg University, Kroghstraede 3, 9220 Aalborg East)

9:00-16:00 PhD workshop [separate programme sent to participants]
(venue: Kroghstraede 3, room 3.117)

***

16:00-17:30 Conference registration opens (venue: Kroghstraede 3, outside room 3.117)

17:30-18:30 Welcome reception (snacks and wine/soft drinks)
(venue: Kroghstraede 3, outside rooms 3.117/3.115)

Wednesday 19 August 2015

9:00-10:00 Conference registration (cont.) (venue: Kroghstraede 3, outside room 1.104 (the auditorium))

10:00-10:15 Conference opening: Welcome address (person tba), Aalborg University and Conference Chair Lise-Lotte Holmgreen, Aalborg University
(venue: Kroghstraede 3, room 1.104)

Moderator: Lise-Lotte Holmgreen
(venue: Kroghstraede 3, room 1.104)

11:15-11:30 Coffee break (venue: Kroghstraede 3, outside room 1.104 (the auditorium))

11:30-13:00 Paper presentations (two parallel tracks with 3 papers in each track [6 papers])
Track 1: Electronic/social media communication platforms (1)
Moderator: Aase Voldgaard Larsen
(venue: Kroghstraede 3, room 3.117)
11:30-12:00 Sofie Decock and Anneleen Spiessens. Face-threatening e-mail complaint negotiation in a multilingual business environment: a discursive and contextual analysis of refusal and disagreement strategies
12:00-12:30 Ana Kedveš. “Positive people backing bright ideas”: Legitimation strategies in online crowdfunding for human rights
12:30-13:00 Lan Li. Investigating impoliteness in workplace emails by Chinese users of English: A corpus approach

Track 2: Health communication and discourse
Moderator: Jeanne Strunck
(venue: Kroghstraede 3, room 3.115)
11:30-12:00 Elisabet Sernbo. Ethnography and discourse analysis – understanding social work in a hospital setting
12:00-12:30 Maija Gerlander and Teija Lukkari. Communication networks and tensionality in the care of patients with long-term illness
12:30-13:00 Sven Hassler, Carina Kullgren, Monica Eriksson, Jan Winroth, Margaretha Herrman and Mona Wallin. Health promotive perspectives on sustainability in an organizational setting – a review of the theoretical and conceptual premises for processes of organizational development and change.

13:00-14:00 Lunch (venue: Kroghstraede 3, canteen area)
14:00-17:00 Paper presentations (2 tracks with 5 papers in each track)

Track 3: Corporate & organisational discourse
Moderator: Inger Lassen
(venue: Kroghstraede 3, room 3.115)
14-14:30 Henrik Rahm, Niklas Sandell and Peter Svensson. The narration of corporate dreams in annual reports
14:30-15:00 Elisabeth Houe Thomsen. The responsible bank – convincing the customer that it’s no oxymoron in the wake of the financial crisis
15:00-15:30 Birgitte Norlyk. Title: Professional discourse at cross-purposes – Designer or entrepreneur?

15:30-15:45 Coffee break (venue: Kroghstraede 3, outside rooms 3.115/3.117)
15:45-16:15 Matteo Fuoli. Perspective taking in corporate public discourse
16:15-16:45 Jochen Hoffmann. It’s still the media. How professionalism in corporate communication influences the prioritisation of organizational environments.

Track 4: Identity
Moderator: Lise-Lotte Holmgreen
(venue: Kroghstraede 3, room 3.117)
14-14:30 Marianne Ditlevsen and Peter Kastberg. On the discursive construction of employee identity from a critical perspective; a project outline
14:30-15:00 Saeedeh Shafiee Nahrkhalaji. Constructing professional identity within workplace through humor: A study of women faculty members in Iran
15:00-15:30 Hanna Sofia Rehnberg. Media images of the Swedish Transport Administration

15:30-15:45 Coffee break (venue: Kroghstræde 3, outside rooms 3.115/3.117)

15:45-16:15 Nataliya Thell. “How old are you?”: The interactional co-construction of age-identity in a psychotherapeutic radio conversation

16:15-16:45 Aase Voldgaard Larsen and Anne Grethe Julius Pedersen. Corporate identity in a globalized world - A study of elements marking national identity in the cleantech industry

Thursday 20 August 2015

9:00-10:00 Keynote presentation: Nana Balle (Head of Global Internal communication, at Arla Foods):
   title tba
   Moderator: Jeanne Strunck
   (venue: Kroghstræde 3, room 1.104)

10:00-10:30 Coffee break (venue: Kroghstræde 3, outside room 1.104)

10:30-13:00 Paper presentations (two parallel tracks with 3 papers in each track [6 papers])

Track 5: (Higher) education and educational discourse
Moderator: Rita Cancino
(venue: Kroghstræde 3, room 3.117)
10:30-11:00 Dawn Lucovich. Imagined discourse communities of students in a pre-professional English training course
11:00-11:30 Kate Sikerbol. Dissent in the workplace
11:30-12:00 Katerina Zabrodska, Jiri Mudrak and Katerina Machovcova. From academic oligarchy to market exploitation? Destructive organizational cultures in transforming higher education
12:00-12:30 Ann Starbæk Bager, Anders Horsbøl and Martin Mølholm. The Danish school reform: A methodological framework for the discursive study and development of participatory plurivocal practices

Track 6: Electronic/social media communication platforms (2)
Moderator: Jochen Hoffmann
(venue: Kroghstræde 3, room 3.115)
10:30-11:00 Lise-Lotte Holmgreen. Jensen is Jensen, or is he?: A study of public opinion, social media and organisational crisis
11:00-11:30 Tamar Lazar. Crossing organizational boundaries: Employee unionization Facebook pages
11:30-12:00 Henrik Ladegaard Johannesen. Interconnectivity at work
12:00-12:30 Brian Due and Simon Lange. Videobased reflection on team interaction (the ViRTI-method).

13:00-14:00 Lunch (venue: Kroghstræde 3, canteen area)

14:00-16:15 Paper presentations (2 tracks with 5 papers in each track [10 papers])
Track 7: Health communication and discourse [identity] (2)
Moderator: Anne-Grethe Julius Pedersen
(venue: Kroghstraede 3, room 3.115)
14:00-14:30 Tania Fahey Palma. Constructing professional identity in healthcare contexts: An examination of occupational therapy interactions
14:30-15:00 Lotte Evron. Struggling discourses of healthy aging and biomedical treatment discourses in the geriatric domain in Denmark
15:00-15:15 Coffee break (venue: Kroghstraede 3, outside rooms 3.115/3.117)
15:15-15:45 Charlotte Marie Bisgaard Nielsen. The practices of competing discourses revised
15:45-16:15 Strunck Jeanne and Lassen Inger. Patient identity in healthcare legislation

Track 8: Language and communication (1)
Moderator: Jochen Hoffmann
(venue: Kroghstraede 3, room 3.117)
14:00-14:30 Ebtisam Aluthman. A cross sectional analysis of discourse markers among academic disciplines
14:30-15:00 Silvia Manessi. Fostering equality and diversity: A linguistic assessment of the EU institutions and their internal policies
15:00-15:15 Coffee break (venue: Kroghstraede 3, outside rooms 3.115/3.117)
15:15-15:45 Tatiana Shutova. The “scientific” terrorist and the “rhetorical” terrorist – different or alike?
19:00- Conference dinner at Scheelsminde restaurant
(venue: BEST WESTERN Scheelsminde, Scheelsmindevej 35, DK-9200 Aalborg SV)

Friday 21 August 2015
9:30-10:30 Keynote presentation: Srikant Sarangi (professor, Aalborg University): The ethos and ethics of professional communication practice: Towards a translational research agenda.
Moderator: Inger Lassen
(venue: Kroghstraede 3, room 1.104)
10:30-10:45 Coffee break (venue: Kroghstraede 3, outside room 1.104)
10:45-13:00 Paper presentations (2 tracks with 4 papers in each track [8 papers])
Track 9: Culture and intercultural competence
Moderator: Elisabeth Houe Thomsen
(venue: Kroghstraede 3, room 3.117)
10:45-11:15 Luisa Winkler and Ansgar Zerfass. Strategy and organizational culture: Conceptualizing the interplay of key concepts in communication
11:15-11:45 Felix Steffan. The instruction of writing in the context of corporate culture
11:45-12:15 Abdel Latif Sellami. The other ‘Other’: The familiar and strange ‘Other’
12:15-12:45 Hadina Habil. Intercultural communication in higher education: a case study

Track 10: Language and communication (2)
Moderator: tba
(venue: Kroghstraede 3, room 3.115)
10:45-11:15 Isabel Suditsch. Communication in transdisciplinary cooperation
11:15-11:45 Anastasia Mikhailova-Tucholke. Language for special purposes in the solar energy sector and ways of its vulgarisation (an analysis in French)
11:45-12:15 Esther Laukötter and Janne Stahl. Interplay of business strategy and communication strategy in small and medium-sized enterprises (SMEs)

12:45-13:00 Summing up/End of conference
(venue: Kroghstraede 3, room 1.104 (the auditorium))

13:00-14:00 Sandwich lunch (venue: Kroghstraede 3, canteen area)