



## Programme

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

\*\*\*subject to change (revised 13 August 2015) \*\*\*

#### **Tuesday 18 August 2015**

(venue: Aalborg University, Kroghstraede 3, 9220 Aalborg East)

9:00-17:30 PhD workshop [separate programme sent to registered participants]  
(venue: Kroghstraede 3, room 3.117)

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**16:30-17:30 Conference registration opens (venue: Kroghstraede 3, outside rooms 3.117/3.115)**

**17:30-18:30 Welcome reception (snacks and wine/soft drinks)  
(venue: Kroghstrade 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 by Head of Dept. Marianne Rostgaard, Dept. of Culture and Global Studies, Aalborg University and Conference Chair Lise-Lotte Holmgreen, Aalborg University  
(venue: Kroghstraede 3, room 1.104)

10:15-11:15 Keynote presentation: Mats Alvesson (professor, Lund University, Sweden, and, part-time, University of Queensland, Australia/Cass Business School, London. Visiting Obel Professor at Aalborg University): *The triumph of emptiness. Grandiosity and zero-sum games in contemporary organizations and society.*  
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)



### **Track 1: Corporate & organisational discourse**

Moderator: Inger Lassen

(venue: Kroghstraede 3, room 3.117)

- 11:30-12:00 Elisabeth Houe Thomsen. The responsible bank – convincing the customer that it's no oxymoron in the wake of the financial crisis
- 12:00-12:30 Birgitte Norlyk. Professional discourse at cross-purposes – Designer or entrepreneur?
- 12:30-13:00 Jochen Hoffmann. It's still the media. How professionalism in corporate communication influences the prioritisation of organizational environments.

### **Track 2: Health communication and discourse (1)**

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 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 parallel tracks)

### **Track 3: Electronic/(social) media communication platforms (1)**

Moderator: Elisabeth Houe Thomsen

(venue: Kroghstraede 3, room 3.115)

- 14:00-14:30 Ana Kedveš. "Positive people backing bright ideas": Legitimation strategies in online crowdfunding for human rights
- 14:30-15:00 Lan Li. Investigating impoliteness in workplace emails by Chinese users of English: A corpus approach
- 15:00-15:15 Coffee break (venue: Kroghstraede 3, outside rooms 3.115/3.117)
- 15:15-15:45 Henrik Ladegaard Johannesen. Interconnectivity at work
- 15:45-16:15 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

### **Track 4: Identity**

Moderator: Lise-Lotte Holmgreen

(venue: Kroghstraede 3, room 3.117)

- 14:00-14:30 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
- 15:00-15:15 Coffee break (venue: Kroghstraede 3, outside rooms 3.115/3.117)
- 15:00-15:30 Hanna Sofia Rehnberg. Media images of the Swedish Transport Administration
- 15:45-16:15 Nataliya Thell. "How old are you?": The interactional co-construction of age-identity in a psychotherapeutic radio conversation

17:30-18:30 Guided walk in downtown Aalborg: (**free of charge – [registration necessary](#)**)  
*Art and history of the Town of our Lady [Fruebyen].* The theme of this one-hour walk is the history and the art of *Fruebyen*/the Noerregade neighborhood in central Aalborg - the place where peasants previously stabled their horses and made their purchases at the merchants' houses. We will look at the art of, among others, Erik Heide, Henrik Voldmester, and Otto Evans while the guide will talk about the neighborhood's history. The tour ends at *Lange Kunsthåndværk* (a handicraft gallery/shop), located in a 200-year-old 4-winged farm, formerly a blacksmith's farm. Here, the Lange family will show us around in their gallery and sculpture garden and talk about the work in the ceramics and glass workshop.

#### Thursday 20 August 2015

9:30-10:30 Keynote presentation: Nana Balle (Head of Global Internal Communication, Arla Foods):  
*More than churning out messages: orchestrating internal communication in a global dairy cooperative.*

Moderator: Jeanne Strunck

(venue: Kroghstraede 3, room 1.104)

10:30-11:00 Coffee break (venue: Kroghstraede 3, outside room 1.104)

11:00-12:30 Paper presentations (two parallel tracks)

#### **Track 5: (Higher) education and educational discourse**

Moderator: Rita Cancino

(venue: Kroghstraede 3, room 3.117)

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: Kroghstraede 3, room 3.115)

11:00-11:30 Lise-Lotte Holmgreen. Jensen is Jensen, or is he?: A study of public opinion, social media and organisational crisis

11:30-12:00 Tamar Lazar. Crossing organizational boundaries: Employee unionization Facebook pages

12:00-12:30 Brian Due and Simon Lange. Videobased reflection on team interaction (the ViRTI-method).

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

14:00-16:15 Paper presentations (2 tracks)

## Track 7: Health communication and discourse [identity] (2)

Moderator: Anders Horsbøl

(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 Jeanne Strunck and Inger Lassen. Patient identity in health care legislation

## Track 8: Language and communication

Moderator: Anne-Grethe Julius Pedersen

(venue: Kroghstraede 3, room 3.117)

- 14:00-14:30 Isabel Suditsch. Communication in transdisciplinary cooperation
- 14:30-15:00 Janne Stahl. Interplay of business strategy and communication strategy in small and medium-sized enterprises (SMEs)
- 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)
- Bus from Aalborg city centre to the restaurant:
- 18:31: Take **Bus no. 1L** towards **Godthåb** from Østerågade (or departure from the main bus station at 18:38). Ask the driver to drop you off at **Mariendal Mølle (Hobrovej)**. There is a 450m walk to the restaurant from the bus stop. Arrival at: 18:52.

## 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)
- 10:45-12:15 Paper presentations (1 track)

### **Track 9: Culture and intercultural competence**

Moderator: Aase Voldgaard Larsen

(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 Hadina Habil. Intercultural communication in higher education: a case study
  
- 12:15-12:30 Summing up/End of conference  
(venue: Kroghstraede 3, room 1.104 (the auditorium))
  
- 12:30-13:15 Sandwich lunch (venue: Kroghstraede 3, outside rooms 3.115/3.117)