

**FIRST WU SYMPOSIUM ON INTERNATIONAL BUSINESS COMMUNICATION
 METHODOLOGICAL ISSUES IN ECONOMIC AND BUSINESS TERMINOLOGY
 November 29 – 30, 2008**

Programme

November 29, 2008
WU, building UZA 4, room D706

Time	Presentation
9.45 – 10.00	Opening: F. Rainer
10.00 – 10.40	M. Hummel: The impact of culture on socioeconomic terms, how to define them and how to translate them
10.40 – 11.20	M. Krause: Behind the word: a cross-cultural approach to the conceptualisation of ‚Leistung‘
11.20 – 12.00	J. Kast-Aigner: Terms in context: A corpus-based analysis of the terminology of the European Union's development cooperation policy
12.00 – 14.00	<i>Lunch break</i>
14.00 – 14.40	M. Krongauz: Slang in modern Russian business communication
14.40 – 15.20	P. Bretthauer: Methodological weakness of bilingual dictionaries – what has syntax got to do with lexis?
15.20 – 16.00	H. Schnitzer: Vertical variation of terminological units – methodological issues
16.00 – 16.20	<i>Coffee break</i>
16.20 – 17.00	A. Shaikovich: Economic and business terms in the language of a quality newspaper
17.00 – 17.40	F. Rainer: Money and blood: The role of metaphor in the history of the term ‚(monetary) circulation‘

November 30, 2008
WU, building UZA 1, room HS 06

Time	Presentation
10.00 – 10.40	G. Edelmann: The IAS/IFRS and changes in accounting terminology
10.40 – 11.20	L. Depecker: The French official terminology committees and their work
11.20 – 12.00	R. Göke: The development of French marketing terms: processes of term formation and semantic change
12.00 – 14.00	<i>Lunch break</i>
14.00 – 14.40	J. Engberg: Methodological issues of the dynamic character of legal terms
14.40 – 15.20	S. Pommer: Legal terminology: methodological challenges of international legal communication
15.20 – 16.00	A. Lind: Searching for commonalities and equivalence in corporation and enterprise law: on the confusing terminology of business entities
16.00 – 16.20	<i>Coffee break</i>
16.20 – 17.00	F. Fischer: Economic technical terms: new metaphors from game theory
17.00 – 17.40	O. Challe: Specialised discourse and economic terminology
17.40 – 18.00	Final discussion