

SECOND WU SYMPOSIUM ON INTERNATIONAL BUSINESS COMMUNICATION
LINGUISTIC APPROACHES TO INTERCULTURAL BUSINESS COMMUNICATION
 June 11-12, 2009

Programme

June 11, 2009

WU, building UZA 1 (Augasse 2-6), 2nd floor, Main Conference Room

Time	Presentation
8.45 – 9.00	Opening
9.00 – 9.30	Francesca Bargiela: <i>Business discourse goes east: issues, challenges and provocations</i>
9.30 – 10.00	Marie-Therese Claes: <i>Eastern and western business communication, more than communication styles: communicating logic and thinking styles</i>
10.00 – 10.30	Marinel Gerritsen: <i>Differences between cultures in suitability of communication channels for business communication</i>
10.30 – 11.00	Coffee break
11.00 – 11.30	Květuše Lepilova: <i>Dynamics of foreign language in business communication (Intercultural verbal and nonverbal area and multimedia area)</i>
11.30 – 12.00	Helen Spencer-Oatey: <i>Communication in international projects: An evidence-based framework for conceptualising intercultural competences</i>
12.00 – 12.30	Anne-Marie Bülow: <i>Intercultural business negotiations – the evidence from sociolinguistics versus the evidence from business studies</i>
12.30 – 14.00	Lunch break
14.00 – 14.30	Jan Ten Thije: <i>Beyond misunderstanding. Linguistic analysis of international business communication</i>
14.30 – 15.00	Mirjaliisa Charles: <i>Communicative success in globalized business</i>
15.00 – 15.30	Hanne Tange: <i>Corporate language, social interaction and the problem of ‘dilute’ communication</i>
15.30 – 16.00	Coffee break
16.00 – 16.30	Eva Lavric: <i>How companies really handle the language issue: Evidence from qualitative case studies</i>
16.30 – 17.00	Anita Wolfartsberger: <i>ELF (English as a lingua franca) as an intercultural platform: Observations on business meetings</i>
17.00 – 17.30	Claudia Böttger: <i>The dynamics of language contact in intercultural business communication: The role of English as lingua franca in translations of German business texts</i>

June 12, 2009

WU, building UZA 1 (Augasse 2-6), 2nd floor, Main Conference Room

Time	Presentation
9.00 – 9.30	Hans Jürgen Heringer: <i>Words come first</i>
9.30 – 10.00	Irina Pchenichnikova: <i>In search for the “third culture” language: Communication challenges in global companies</i>
10.00 – 10.30	Renate Rathmayr: <i>Intracultural intercultural communication: Russian business communication at the beginning of the 21st century</i>
10.30 – 11.00	Coffee break
11.00 – 11.30	Willy Clijsters: <i>From language learning to business communication competence acquisition</i>
11.30 – 12.00	Holger Kusse: <i>Slavic languages and law in an intercultural perspective</i>
12.00 – 12.30	Martin Nielsen: <i>Health in Danish and German employee magazines: The textual balancing act of promoting healthy without meddling in</i>
12.30 – 14.00	Lunch break
14.00 – 15.00	Panel discussion
15.00 – 15.30	Break
15.30 – 18.30	Workshop: Interkulturelle Kommunikation und interkulturelles Lernen