

4TH ESTIDIA CONFERENCE – DIALOGUES WITHOUT BORDERS: STRATEGIES OF INTERPERSONAL AND INTER-GROUP COMMUNICATION
29 – 30 September 2017, Faculty of Philosophy, Sofia University “St. Kliment Ohridski” Sofia, Bulgaria

FRIDAY 29 September 2017				
Opening				
Welcome addresses				
Keynote speaker				
8:30 – 9:30	Sofia University – Rectorate – South wing – Faculty of Philosophy – 3 rd floor – Auditorium 65		Conference registration	
9:30 – 10:00	Sofia University – Rectorate – South wing – Faculty of Philosophy – 3 rd floor – Auditorium 65		Official opening of the conference. Welcoming speeches Vice-rector – prof. Maria Stoicheva Dean of the Faculty of Philosophy – prof. Dimitar Denkov President of ESTIDIA – prof. Cornelia Ilie Local organiser of the Faculty of Philosophy and president of the Institute of Rhetoric and Communications – prof. Ivanka Mavrodieva	
10:00 – 11:00	Sofia University – Rectorate – South wing – Faculty of Philosophy – 3 floor - Auditorium 65		Prof. Cornelia Ilie , Malmö University, Sweden Challenges of interpersonal and intergroup communication in the public sphere	
11:00 – 11:30	Coffee break			
FRIDAY 29 September 2017				
Parallel sessions				
11:30 – 13:30				
Room	63	41	21	61a
Title of session	<i>Globalization and political communication across borders</i>	<i>Media discourses on Europe and migration</i>	Workshop 1 <i>(Im)politeness in (Romanian) political discourse</i>	<i>Communication patterns in education</i>
	Chair: Margarita Bakracheva	Chair: Penka Hristova	Workshop convener: Prof. Adriana Ștefănescu	Chair: Nikolina Tzvetkova
Participant and presentations	Adelino Cattani The polite debater: from ancient disputation to contemporary blog	Mirela Lazăr Cultural and religious arguments for and against refugees:	Ruxandra Boicu 3rd person use in adversarial talk as an impoliteness strategy	John McKeown Expanding dialogic teaching strategies in a

	<p>Mariselda Tassarolo Communicating through the 'boundaries' of a globalized world</p> <p>Veronika Katermina Politically correct vocabulary in mass media discourse as a means of manipulation</p> <p>Mitrajit Biswas Analyzing political communication and its medium for reception of nationalism amongst masses</p>	<p>constructing (de-)legitimizations in online interaction</p> <p>Katarzyna Gajlewicz-Korab, Anna Jupowicz-Ginalska, Joanna Szylo-Kwas Poland and its neighbors – in the context of online media narrative</p> <p>Elçin Esmer Discursive representations of Syrian migrants in Turkish mass media and social media and the effects of these media discourses on Syrian migrants</p> <p>Ana-Maria Sezonov The social-semiotic analysis of several artistic-activist online discourses regarding the context of immigration</p> <p>Hasan Saliu The role of media and the image of migrants</p>	<p>(A case study – the 2014 televised presidential debate in Romania)</p> <p>Mihaela-Viorica Constantinescu 'I place great importance on standards of politeness in this Chamber'. Im/politeness in parliamentary debates – a discursive approach</p> <p>Cornelia Ilie Feliculously impolite or infeliculously polite? Subversive interpersonal attacks in the Romanian Parliament</p> <p>Daniela Roventa-Frumusani & Alexandra Irimescu Expression and relationship on women political leaders' Facebook in Romanian electoral campaigns</p> <p>Ariadna Ștefănescu Impoliteness in post-modern Romanian political discourse</p> <p>Andra Vasilescu</p>	<p>higher education flipped learning environment</p> <p>Sole Alba Zollo, Gabriella Di Martino The EU Teachers' Corner: the web construction of inclusiveness and sense of belonging to a Europe "United in diversity"</p> <p>Michał B. Paradowski, Jeremi Ochab, Agnieszka Cierpich, Chih-Chun Chen Interpersonal and inter-group communication among Erasmus exchange students: Impact on second/third language acquisition</p> <p>Radeya Gesheva Strategies for interpersonal and inter-group communication in the educational process: 21-st century skills</p> <p>Nikolina Tsvetkova Language education for European citizenship</p>
--	--	--	--	--

			(Im)politeness strategies featuring populism in political discourse Rodica Zafiu Strategies for conflict escalation in the political talk show	Maria Metodieva Digital communication through effective verbal language in the 21st century classroom
13:30 – 14:30	Lunch – Rectorate			
FRIDAY 29 September 2017 Parallel sessions 14:30 – 16:00				
Room	63	41	21	61a
Title of session	<i>Strategic communication practices</i> Chair: Elitsa Nikolova	<i>Internet and social networks</i> Chair: Diana Vargolomova	<i>Workshop 1 (Im)politeness in (Romanian) political discourse</i> <i>(continued 14:30-15:00)</i> <i>Identity, language and communication</i> Chair: Bilyana Todorova	<i>Humour and communication</i> Chair: Milena Popova

			(15:00-16:00)	
Participants and presentations	<p>Rafael Jiménez Cataño Taking care of other's image: when the other is beyond a border</p> <p>Carolin Debray Colleagues, Competitors, Leidensgenossen: strategies and challenges of positioning the self during 'trouble talk' in a multinational team</p> <p>George S. Ypsilantis Investigating persuasiveness in academic scholarship application intercultural environments</p> <p>Grzegorz Kowalski Argumentation patterns in problem/solution marketing profiles of local- and global-target start-ups</p> <p>Kyu-hyun Kim and Kyung-Hee Suh Colluding against the guest: Host-guest interaction in Korean celebrity talk shows as inter-group communication</p>	<p>Marta Dąbrowska Are women good to talk to? Language strategies in women's posts on social networking sites</p> <p>Andrea Valente Resilience and mood disorders among international students during acculturation process: blogging without borders</p> <p>Jeannine Teichert Re-construction and de-construction – maintaining friendship relations in a changing media world</p> <p>Plamen Atanasov Place of the rumour and role of the sites, the family and the media in young people's communication</p> <p>Diana Vargolomova The writing practice as a renegotiation of identity in context of emigration. (The emigrant blogs of Italians in the United States)</p>	<p>Charles Brasart My ancestors learned English so why don't you?" Negotiating bilingual identities in monolingual settings</p> <p>Penka Hristova English as a lingua franca for Bulgarian participants in the EU Comenius programme</p> <p>Emilia Slavova Translingual practices in online communication and educational implications</p>	<p>Arie Sover Humor based time Life expectancy, as the basis for humor creation</p> <p>Milena Popova Pragmatic and sociolinguistic approaches to humour in intercultural communication</p> <p>Martina Ninova Means of argumentative strategies in Spanish dialogue</p>

16:00 – 16:30	Coffee break			
FRIDAY 29 September 2017				
Parallel sessions				
16:30 – 18:30				
Room	63	41	21	65
Title of session	<i>Strategic communication practices</i> Chair: Elitsa Nikolova	Workshop 2 <i>Center, semi-periphery, periphery in (tele)visual dialogue</i> Workshop conveners: Dr. Romina Surugiu & Dr. Adriana Ștefănel	<i>Intercultural and interpersonal communication</i> Chair: Yanka Totseva	<i>Communication in arts, museums, and libraries</i> Chair: Gergana Raygekova
Participants and presentations	Marianna Gulyaeva Refusal to communicate in social interaction: constructive and destructive principles Svitlana Lyubymova Stereotype of professional identity in cognitive linguistics aspect Juliana Popova, Natalya Venelinova Reconstruction of the internal and external intergroup relations of the University of Ruse through the establishment of a communication strategy and a strategy for international branding	Section 1 Identity, nation, and television – the legacy of the past Luminița Roșca The contribution of televisual productions to the symbolic construction of identities in closed ideological systems Romina Surugiu Television and nations in the European semi-periphery. Research notes Vyara Angelova Understanding the Past. Forming the “socialist Bulgarian nation”	Yanka Totseva, Margarita Bakracheva Stereotypes and social representations as intercultural dialogue facilitators or impediments Hristina Sokolova Success as a new dimension of cultural variability: linear vs. relational cultures Anna M. Ivanova Relevance of speech acts in intercultural communication	Eli Popova The role of the library in the modern interpersonal and intergroup intercultural dialogue Peter Miladinov Evaluating online communication in museums in Bulgaria Teodora Absrasheva The dialogue in the contemporary Bulgarian films (1990 - 2017) Gergana Raygekova Music identity

	<p>Mariana Lecarpentier Uses of life stories of foreign patients: universalist discourse and clinical suffering</p>	<p>through the television (1960-1980)</p> <p>Annemarie Sorescu-Marinković Peripheries in contact. Watching foreign television in Romania in the 1980s</p> <p>Section 2 Intercultural communication, representation, and television: current challenges</p> <p>Viorica Păuș An intercultural approach to the Romanian television programs, dedicated to the ethnic minorities</p> <p>Mădălina Bălășescu Communication, group, identity: Key representations in the Romanian TV contents</p> <p>Adriana Daniela Ștefănel Crossing borders or building fences through television films?</p>		<p>schizophrenia in the current alternative rock scene in Bulgaria. How identity emigration led to the rise of the cover value</p> <p>Kamen Tzvetkov The communicative potential of non-figurative sculpture</p>
18:30 – 19:00	ESTIDIA Round table: Current developments and future prospects; New proposals and initiatives – Auditorium 65			
19:00 – 20:30	Welcome cocktail – followed by Conference dinner – Rectorate			

Saturday 30 September 2017

Keynote speaker					
9:30 – 10:30	Sofia University – Rectorate – South wing – Faculty of Philosophy – 3 rd floor - Auditorium 65		Prof. Helen Spencer-Oatey , University of Warwick, UK Managing relations across cultures: challenges, concepts and strategies		
10:30 – 11:00	Coffee break				
Saturday 30 September 2017 Parallel sessions 11:00 – 13:00					
Room	63	41	21	61a	65
Title of session	<i>Strategic communication practices</i> Chair: Elitsa Nikolova	Workshop 3 <i>The multiple faces of conflict in political discourse</i> Workshop Convener: Daniel Weiss	<i>Internet and social networks</i> Chair: Bilyana Todorova	Workshop 4 <i>Negotiating migrants' Identities: from policy narratives to lived experiences</i> Workshop convener: Dana Rem	<i>Culture and dialogue in organizations</i> Chair: Ivan Angelov
Participants and presentations	Zuzana Ihnatova, Alexandra Damjanova Advertising and cultural stereotypes Elitsa Nikolova, Valeri Ivanov Reframing the future: NATO Strategic Communications and dialogue-driven change Iglika Kassabova Rhetoric of the protests showing solidarity to CEU: visual and verbal messages	Daniel Weiss How to attack with metaphors: evidence from the Ukraine conflict Ludmilla A'Beckett The conflict in Eastern Ukraine: an analysis of abusive words in virtual dialogues between Russians and Ukrainians Martina Berrocal Constructing threat through analogies	Lilia Raycheva, Marian Tomov Populist approach to migration in the contemporary media ecosystem Valentina Marinescu Online communication and Romanian seniors quest for a better health Bilyana Todorova How to understand 'misunderstood tolerance'? Expressing disagreement by using	Dana Rem Shifting frames and (de) constructing meanings. From (Dutch) Identity to (Multiple) Identification(s) with The Netherlands Domiziana Turcatti Deconstructing the Dutch Myth of Second-Generation Moroccans' Self-Exclusion: Negotiating and Combining	Philip Stoyanov Communication and PR features of Greenwashing in the financial sector in Bulgaria Ivan Angelov Participation in industrial clusters - a prerequisite for raising the innovation culture of organization Alexander Durchev

	<p>Stefan Serezliev The Brand EU: monologue without borders or rebranding vs repositioning?</p> <p>Nora Goleshevska The imagination of the Bulgarian Green Citizens in the context of Occupy Eagle's Bridge'2012 movement: interpersonal and intergroup perspectives</p> <p>María Calzada Pérez Interpersonal and intergroup communication at the European Parliament – a CADS approach of differences and similarities</p>	<p>Lara Ryazanova Shifts in style in Russian public communication: a turn to linguistic violence</p> <p>Nadine Thielemann From Poland to #SanEscobar – on strategies subverting political discourse on Twitter</p>	<p>clichés in Bulgarian maternity forum communication</p> <p>Ivanka Mavrodieva The features of dialogues in the social networks</p> <p>Teodora Petrova Institutional website as PR instrument for communicating policies of institutions</p> <p>Desislava Antova The Role of the online media in developing public dialogue</p>	<p>Identities through Acculturation</p> <p>Martha Montero The Development of Multiple Identities in the Lives of Mexican Dutch Youth in the Netherlands</p>	<p>The changing communication reality. How the brands are involved in a dialogue with the consumers</p> <p>Maya Yaneva Business communication skills of Bulgarians within a multi-cultural environment</p> <p>Plamena Valcheva The enactment of leader identity in oral narratives of personal experience in the youth organization AIESEC</p> <p>Tsvetelina Tsvetanova Panchelieva Improving team effectiveness in</p>
--	--	--	--	--	--

					companies with different country of origin
13:00 – 13:30	Closing remarks – Lunch – Rectorate				
Saturday 30 September 2017					
13:30 – Social activities – Trip to Rila Monastery					