

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	63a
Title of session	<i>Globalization and political communication across borders</i>	<i>Media discourses on Europe and migration</i>	<i>Workshop 1 (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

<p>Participant and presentations</p>	<p>Adelino Cattani The polite debater: from ancient disputation to contemporary blog</p> <p>María Calzada Pérez Interpersonal and intergroup communication at the European Parliament – a CADS approach of differences and similarities</p> <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>Mirela Lazăr Cultural and religious arguments for and against refugees: 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>- Ruxandra Boicu, University of Bucharest, Romania - Mihaela-Viorica Constantinescu, University of Bucharest, Romania - Cornelia Ilie, Malmö University, Sweden & visiting professor Hellenic American University, Athens, Greece - Daniela Roventa-Frumusani & Alexandra Irimescu, University of Bucharest, Romania - Ariadna Ștefănescu, University of Bucharest, Romania - Andra Vasilescu, University of Bucharest, Romania & Romanian Academy, “I. Iordan – Al. Rosetti” Institute of Linguistics - Rodica Zafiu, University of Bucharest, Romania</p>	<p>John McKeown Expanding dialogic teaching strategies in a 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>Maria Metodieva Digital communication through effective verbal language in the 21st century classroom</p> <p>Radeya Gesheva Strategies for interpersonal and intergroup communication in the educational process: 21-st century skills</p> <p>Nikolina Tsvetkova Language education for European citizenship</p>
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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>	<i>Internet and social networks</i>	<i>Workshop 1 (Im)politeness in (Romanian) political discourse</i> <i>(continued 14:30-15:00)</i> <i>Identity, language and communication</i>	<i>Humour and communication</i>
	Chair: Elitsa Nikolova	Chair: Diana Vargolomova	Chair: Biliana Todorova (15:00-16:00)	Chair: Milena Popova
Participants and presentations	Rafael Jiménez Cataño Taking care of other's image: when the other is beyond a border Carolín Debray Colleagues, Competitors, Leidensgenossen: strategies and challenges of positioning the self during 'trouble talk' in a multinational team	Marta Dąbrowska Are women good to talk to? Language strategies in women's posts on social networking sites Andrea Valente Resilience and mood disorders in acculturation process of international students: blogging without borders Jeannine Teichert	Charles Brasart My ancestors learned English so why don't you?" Negotiating bilingual identities in monolingual settings Penka Hristova English as a lingua franca for Bulgarian participants in the EU Comenius programme	Arie Sover Humor based time Life expectancy, as the basis for humor creation Pnina Rosenberg Crossing borders through humor and imagination in Holocaust art: Horst Rosenthal's comics in Gurs Camp

	<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>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>Emilia Slavova Translingual practices in online communication and educational implications</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 – 18:00				
Room	63	41	21	61a
Title of session	<p><i>Strategic communication practices</i></p> <p>Chair: Elitsa Nikolova</p>	<p><i>Workshop 2</i> <i>Center, semi-periphery, periphery in (tele)visual dialogue</i></p> <p>Workshop conveners: Dr. Romina Surugiu & Dr. Adriana Ștefănel</p>	<p><i>Intercultural and interpersonal communication</i></p> <p>Chair: Yanka Totseva</p>	<p><i>Communication in arts, museums, and libraries</i></p> <p>Chair: Gergana Raygekova</p>

<p>Participants and presentations</p>	<p>Marianna Gulyaeva Refusal to communicate in social interaction: constructive and destructive principles</p> <p>Svitlana Lyubymova Stereotype of professional identity in cognitive linguistics aspect</p> <p>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</p> <p>Mariana Lecarpentier Usages des récits de vie de malades étrangers: discours universalistes et clinique de la souffrance</p>	<p>- Luminița Roșca, Faculty of Journalism and Communication Studies, ICUB – the Research Institute of University of Bucharest, University of Bucharest, Romania</p> <p>- Romina Surugiu, Faculty of Journalism and Communication Studies, SPARTA Center, University of Bucharest, Romania</p> <p>- Vyara Angelova, Faculty of Journalism and Mass Communication, University of Sofia “St. Kliment Ohridski”, Bulgaria</p> <p>- Annemarie Sorescu-Marinković, Institute for Balkan Studies, Belgrade, Serbia / Université de Namur, Belgique</p> <p>- Viorica Păuș, Faculty of Journalism and Communication Studies, University of Bucharest, Romania</p> <p>- Mădălina Bălășescu, Faculty of Journalism and Communication Studies, SPARTA Center, University of Bucharest, Romania</p> <p>- Adriana Daniela Ștefănel, Faculty of Journalism and Communication Studies, SPARTA Center, University of Bucharest, Romania</p>	<p>Yanka Totseva, Margarita Bakracheva Stereotypes and social representations as intercultural dialogue facilitators or impediments</p> <p>Hristina Sokolova Success as a new dimension of cultural variability: linear vs. relational cultures</p> <p>Michał B. Paradowski Jeremi Ohcab Agnieszka Cierpich Chih-Chun Chen Interpersonal and intergroup communication among Erasmus exchange students: Impact on second/third</p> <p>Zlatina Bogdanova Aspects of intercultural communication and identity construction: the case of the youth short-term labor migration in the framework of “Work and Travel USA” program</p> <p>Anna M. Ivanova Relevance of speech acts in</p>	<p>Eli Popova The role of the library in the modern interpersonal and intergroup intercultural dialogue</p> <p>Peter Miladinov Evaluating online communication in museums in Bulgaria</p> <p>Teodora Absrasheva The dialogue in the contemporary Bulgarian films (1990 - 2017)</p> <p>Gergana Raygekova Music identity 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>
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			intercultural communication	
18:00 – 18:30	ESTIDIA Round table: Current developments and future prospects; New proposals and initiatives – Auditorium 65			
18:30 – 19:30	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>	<i>Workshop 3 The multiple faces of conflict in political discourse</i>	<i>Internet and social networks</i>	<i>Workshop 4 Negotiating migrants' Identities: from policy narratives to lived experiences</i>	<i>Culture and dialogue in organizations</i>
	Chair: Elitsa Nikolova	Workshop Convener:	Chair:		

		Daniel Weiss	Biliyana Todorova	Workshop convener: Dana Rem	Chair: Ivan Angelov
Participants and presentations	<p>Zuzana Ihnatova, Alexandra Damjanova Advertising and cultural stereotypes</p> <p>Elitsa Nikolova, Valeri Ivanov Reframing the future: NATO Strategic Communications and dialogue-driven change</p> <p>Iglika Kassabova Rhetoric of the protests showing solidarity to CEU: visual and verbal messages</p> <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</p>	<p>- Daniel Weiss, University of Zurich, Switzerland</p> <p>- Ludmilla A'Beckett, University of the Free State, South Africa</p> <p>- Martina Berrocal, University of Jena, Germany</p> <p>- Lara Ryazanova, University of Edinburgh, UK</p> <p>- Nadine Thielemann, Vienna University of Economics and Business, Austria</p>	<p>Lilia Raycheva, Marian Tomov Populist approach to migration in the contemporary media ecosystem</p> <p>Valentina Marinescu On-line communication and Romanian seniors quest for a better health</p> <p>Biliyana Todorova How to understand 'misunderstood tolerance'? Expressing disagreement by using 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>- Dana Rem (ERIMIS), The Netherlands</p> <p>- Domiziana Turcatti, Amsterdam University College, Amsterdam, the Netherlands</p> <p>- Martha Montero-Sieburth, Amsterdam University College, Amsterdam, the Netherlands</p> <p>- Carmen C. Draghici, University Paris 13, Sorbonne Paris Cité, France</p>	<p>Philip Stoyanov Communication and PR features of Greenwashing in the financial sector in Bulgaria</p> <p>Ivan Angelov Participation in industrial clusters - a prerequisite for raising the innovation culture of organization</p> <p>Alexander Durchev The changing communication reality. How the brands are involved in a dialogue with the consumers</p> <p>Maya Yaneva Business communication skills of Bulgarians</p>

	Bridge'2012 movement: interpersonal and intergroup perspectives		Desislava Antova The Role of the online media in developing public dialogue		within a multi- cultural environment Plamena Valkova The enactment of leader identity in oral narratives of personal experience in the youth organization AIESEC
13:00 – 13:30	Closing remarks – Lunch – Rectorate				
Saturday 30 September 2017					
13:30 – Social activities – Trip to Rila Monastery					