

University of Łódź  
Department of Pragmatics



In partnership with

The European Network for Intercultural Education Activities (ENIEDA)



and

The C.O.N.T.A.C.T Project:

Creating an On-line Network, monitoring Team and phone App to Counter hate crime Tactics



are organising

***The First Collaborative Ad Hoc Series***  
***COMMUNICATION, CULTURE & SOCIETY:***  
***FROM WORDS TO ACTIONS***

**DATE:** 18<sup>th</sup> May 2017

**TIME:** 10:00 to 20:30

**VENUE:** University of Łódź, Faculty of Philology, Pomorska 171/173

**TOPICS UNDER SCRUTINY**

- Understanding the interface of culture, society and communication
- Media, ideology and identity
- Professional communication in cross- and intercultural settings
- Teaching intercultural communication for global professionals: towards a sustainable post-method model
- *Us* and *Them* in social reality: othering, stereotyping and hate speech

**INTENDED AUDIENCE**

Everyone is welcome, but the event is especially relevant to undergraduates and graduates in English Studies, International Journalism and Linguistics for Business.

#### **ORGANIZERS (in alphabetical order)**

**Prof. Fabienne Baidier (University of Cyprus; ENIEDA; C.O.N.T.A.C.T)**

**Dr Monika Kopytowska (University of Łódź; ENIEDA; C.O.N.T.A.C.T)**

**Dr Svetlana Kurteš (Texas A&M University at Qatar; ENIEDA)**

#### **PARTICIPANTS (in alphabetical order)**

**Prof. Fabienne Baidier (University of Cyprus; ENIEDA; C.O.N.T.A.C.T)**

**Dr Jagoda Granić (University of Split; ENIEDA)**

**Professor Michael B. Hinner (TU Bergakademie Freiberg; ENIEDA)**

**Dr Monika Kopytowska (University of Łódź; ENIEDA; C.O.N.T.A.C.T)**

**Dr. Svetlana Kurteš (Texas A&M University at Qatar; ENIEDA)**

**Dr Minh Ha Lo-Cicero (University of Madeira; ENIEDA)**

**Professor Tatiana Larina (Peoples' Friendship University of Russia; ENIEDA)**

**Dr Zorica Trajkova (Ss. Cyril and Methodius University of Skopje; ENIEDA)**

**Dr Julita Woźniak (University of Łódź; ENIEDA; C.O.N.T.A.C.T)**

#### **DRAFT PROGRAMME**

**Thursday, 18<sup>th</sup> May 2017**

#### **ROOM -27**

**10:00 – 10:15 Fabienne Baidier, Monika Kopytowska & Svetlana Kurteš:**

*Welcome & introduction*

**10:15 – 10:55 Tatiana Larina & Svetlana Kurteš:**

*I-identity vs. we-identity: a cross-cultural perspective (interactive workshop)*

**10:55 – 11:35 Michael B. Hinner:**

*Workshop of language, identity and culture shock.*

**11:35 – 11:50 Coffee break**

**11:50 – 13:15 Zorica Trajkova:**

*Manipulating truth in media discourse*

**13:30 – 14:15 Jagoda Granić:**

*Intercultural dialogue: Integrating migratory languages*

**14:15 – 14:45 Svetlana Kurteš:**

*Intercultural communication for global professionals (workshop)*

**14:45 – 15:15 Lunch break & networking**

### **ROOM A3**

**15.15 – 16.45 Monika Kopytowska, Fabienne Baider, Julita Woźniak (C.O.N.T.A.C.T Project)**

*Online discrimination speech and counter narrative (Fabienne Baider)*

*From 'othering' to hate speech (Monika Kopytowska & Julita Woźniak)*

**16:45 – 17:00 Coffee break**

### **ROOM -34**

**17:00 – 17:45 Minh Ha Lo Cicero:**

*Humour and culture (presentation in French)*

**17.45 – 18.35 Fabienne Baider:**

*Workshop on the pragmatics of cyberspace*

**18.35 – 19. 25 Zorica Trajkova:**

*Strategies for making requests: a cross-cultural study*

**19:25 – 19:35 Short break**

**19.35 – 20.10 Jagoda Granić & Svetlana Kurteš:**

*'Doing pragmatics' in the Croatian context*

**20-10 – 20:30 Organisers & participants:**

*Closing remarks, future planning and farewell*