

**ASLA Conference
Örebro University
6-7 November 2003**

***Language, culture, rhetoric:
Linguistic communication in a cultural and
rhetorical perspective***

Programme

ASLA Conference 2003

Thursday 6 November

- 09:00-09:45** **ASLA's annual board meeting** Prismahuset, P202, P203
- 09:00-10:30** **Conference registration, coffee and refreshments** Forumhuset, the foyer
- 10:30-11:00** **Opening Ceremony** Prismahuset, HSP1
Cornelia Ilie, Professor of English, Örebro University,
ASLA Conference organiser
Jens Schollin, Assistant Vice-Chancellor of Örebro University
- Britt Erman**, President of ASLA, Associate Professor of
English, Stockholm University
- 11:00-12:00** **Plenary lecture** Prismahuset, HSP1
Michael Hoey, University of Liverpool, U.K.
Committed reading, shallow reading, targetted reading: Some
key features of written communication revisited
- 12:00-13:00** **Lunch** Forumhuset, the foyer

13:00-15:00

Parallel sessions of papers		
Room B10n	Room HSF	Room F139
Multilingual rhetoric (Chair: Åsa Brumark)	The rhetoric of political language (Chair: Sophie Cacciaguidi-Fahy)	(13:00-14:00) Translation and cross-linguistic rhetoric (Chair: Lars Kleberg)
Ylva Carlsson Kära chefen. Hur står det till? (Swedish) Diane Pecorari Source use across disciplinary cultures: citation and plagiarism in the work of novice writers Philip Shaw Individual variation and cultural variation in domain- specific pragmatics	Piotr Chruszczewski Political discourse as a case of potential verbal aggression Sophie Cacciaguidi-Fahy The abortion debate in Ireland Paul Danler Parlare senza dirlo or Speaking without saying it: the diathetically conditioned deletion of complements as a rhetorical device in political speeches Mihai Daniel Frumuşelu Concession in the Iraqi weapon debate in the British House of Commons: A pragmatic and rhetorical approach	Maria Kela From a mistranslation into a theological term Christian Hecht Kommunikation utifrån ord ur litterära texter (Swedish) (14:00-15:00) The rhetoric of advertising (Chair: Lennart Hellspång) Margot van Mulken, Nastasja Boon and Saskia Kleier Verbal anchoring and implicit meaning in magazine advertisements Nadine Lucas The enunciative structure of news dispatches: A contrastive rhetorical approach

- 15:00-15:30** **Coffee and refreshments** Forumhuset, the foyer

Thursday 6 November

15:30-17:30

Parallel sessions of papers		
Room BION	Room HSF	Room F139
Rhetorical discourse practices (Chair: Åsa Brumark)	The rhetoric of political language (Chair: Piotr Chruszczewski)	(15:30-16:30) Rhetorical modality and argumentation (Chair: Fred Anderson)
<p>Tony Bastow 'Friends and allies': binomials in a corpus of US defence speeches</p> <p>Leszek Berezowski English proper names vs nickname rhetoric</p> <p>Rafael Jimenez Wishful thinking through metonymy</p> <p>Mats Landquist Angrepp och försvar i internationella förhandlingar (Swedish)</p>	<p>Tine van Hecke Grateful USA. A speech act analysis of thanking behavior</p> <p>Noemi Marin For the people of Romania. Parallel presidential rhetoric of dictatorship and democracy in December '89 Romanian revolution</p> <p>Raphael Micheli On rhetorically constructed emotions: A critical discussion of Douglas Walton's normative approach and a case study in political discourse</p> <p>Birgitta Almgren En analys av argumentationsstrategier i ideologiserande diskurser (Swedish)</p>	<p>Josiane Caron-Pargue Modal verbs as decisions to reduce the quantity of information established by relational links through objects</p> <p>Amelia Fernández Rhetoric and power: The language of the court</p> <p>(16:30-17:30) The rhetoric of media discourse (Chair: Lennart Hellspång)</p> <p>Ibolya Maricic Managing face and conflict in cyberspace: The discourse dynamics of a discussion group</p> <p>Vincent Tao-hsun Chang Poetic effects as a communicative strategy: Analysing Eslite Bookstore's print advertisements</p>

19:00-ca20:30

Reception at Örebro Castle and a guided tour of the castle

Örebro Castle

ASLA Conference 2003

Friday 7 November

09:00-10:00 **Plenary lecture** Prismahuset, HSP1

Sigmund Ongstad, Oslo University College, Norway.
The blindness of focusing: Validating language and excerpts of culture with Habermas & Halliday

10:00-10:30 **Coffee and refreshments** Forumhuset, the foyer

Parallel sessions of papers		
Room B10n	Room F139	Room F147
The rhetoric of advertising (Chair: Lennart Hellspong)	The interface of oral and written rhetoric (Chair: José Luis Ramírez)	The rhetoric of literature (Chair: Scott Cawelti)
Maria Bonner Different styles, different images, different cultures? Preferences in German and Swedish advertising style Birgit Hoffman The presentation of self in everyday job ads. Emotiva uttryck i tyska och svenska företags självpresentationer i platsannonser	Åsa Brumark Ironins funktioner i familjebordssamtal (Swedish) Jose Ramirez Begreppsbildning och tropologi (Swedish)	Kristina Henriksson Holograms in Truth & Bright Water: Orality and its functions in Thomas King's novel James W. Richardson "Mouths of the South": Southern culture and the politics of dialect in Kate Chopin's The Awakening and Zora Neale Hurston's Seraph on the Suwanee
Room B10n	Room F139	Room F147
The rhetoric of film: music and visual image (Chair: Lennart Hellspong)	The interface of oral and written rhetoric (Chair: José Luis Ramírez)	The rhetoric of philosophy and literature (Chair: Åsa Brumark)
Scott Cawelti Rhetoric and propaganda in documentary film-making Marcia Alesan Dawkins Hip-Joints: The language, music and visual imagery of Hip Hop narrative style in contemporary film	Karolina Wirdeñäs Kan man argumentera hur man vill? Om ungdomar som ogiltigförklarar resonemang (Swedish) Mona Blåsjö Blir du logisk, lille vän? Möte mellan nationalekonomisk forskningspraktik och studentpraktik i tal och skrift (Swedish)	Daniel Horace Fernald The word unspoken: Thomas More on not saying what one means José L. Oncins-Martínez Military metaphors in the sexual discourse of English Renaissance literature

12:30-13:30 **Lunch** Forumhuset, the foyer

ASLA Conference 2003

Friday 7 November

13:30-16:30

13:30-15:00

Parallel sessions of papers		
Room B10n	Room F139	Room F147
<p>The rhetoric of dialogue (Chair: Lennart Hellspång)</p>	<p>The interface of oral and written rhetoric (Chair: José Luis Ramírez)</p>	<p>Culture-specific interaction styles (Chair: Jens Allwood)</p>
<p>Istvan Puzstai Sändar- och mottagarinställning i retorisk actio (Swedish) Gudrun Weiner Retorik i TV-debatter: En retorisk modell för analys av politiska debatter på TV (Swedish) Brigitte Mral Rhetoric of resistance: Women's argumentative strategies</p>	<p>Anna Malmbjör Retorik som reflexionsredskap (Swedish) Ulla Moberg Telefonväkteri med partiledare (Swedish) Gunvor Nilsson Kan du använda din medicin när du ammar? En språkvetenskaplig analys av bipacksedelstexter (Swedish)</p>	<p>Jens Allwood Språk och tanke (Swedish) Nataliya Berbyuk Communication and interaction in multicultural health care: Non-Swedish doctors in Sweden Beatriz Dorriots Två kulturer, två kommunikationsstilar (Swedish)</p>

15:00-15:30

Coffee and refreshments

Forumhuset, the foyer

15:30-16:00

Closing plenary

Prismahuset, HSP1