

Conference Programme

14 September 2017 (Thursday)

8.00-8.45 Registration at New Humanities Building level 0 (entrance)

8.45 The official opening of the conference in Sala Obrad Rady Wydziału UMCS, New Humanities
All plenary lectures are held in Sala Obrad Rady Wydziału UMCS

9.00-10.00, Piotr Francuz *Who is an expert in visual arts?*

Session 1: 10.15- 11.45
Room 18, New Humanities

10.15-10.45 **Anna Stwora** *Less words, please! Visual ads as evocative rhetorical constructs of the modern age*

10.45-11.15 **Ewa Olszewska** *Socio-historical micro and macro context of DHA as ecology for the interpretation of metaphor meaning in 3D art*

11.15-11.45 **Beata Śniecikowska** *Books with pictures, pictures with sounds. On some phono-visual strategies in avant-garde and post-avant-garde literature for children*

Session 2: 10.15-11.45
Sala Obrad Rady Wydziału UMCS

10.15-10.45 **Konrad Żyśko** *Viewpoint in political speeches commenting on Brexit*

10.45-11.15 **Agnieszka Grząsko** *'O Queene of Queenes, how farre dost thou excell, No thought can thinke.' – Royal terms as endearments*

11.15-11.45 **Valentina Trombetta** *The role of language in human evolution*

12.00-12.30 Coffee break

12.30-13.30, Magdalena Rembowska-Płuciennik

Second-person perspective in narrative communication – a new mode of (mis)understanding the other?

Session 3: 13.30 - 15.00
Room 18, New Humanities

13.30-14.00 **Andrew Nowlan** *The Japanese Higher Education Learning Environment : Challenges in Building Intercultural Competences*

14.00-14.30 **Vasylyna Chaban** *GODNOŚĆ w świetle eksperymentu skojarzeniowego*

14.30-15.00 **Yu-Ling Chung** *Translation Teaching based on Translation Schemas and Learning Styles: A Case Study in Taiwan*

Session 4: 13.30 - 15.30
Sala Obrad Rady Wydziału UMCS

13.30-14.00 **Carla Suhr** *Language and cognition in the construction of emotive stereotypes*

14.00-14.30 **Mateusz Ostalak** *„Emotional” ambiguity – emoticons in communication and their impact on language and cultural development*

14.30-15.00 **Małgorzata Fabiszak** *CONTAINER and SOURCE-PATH-GOAL schemata in multimodal discourses of collective memory*

15.00-15.30 **Andrius Kulikauskas** *How Do Things Come to Matter? Evolution of Self-Identity in the Intercultural Debate on Whether to Restore Vilnius's Oldest Jewish Cemetery*

15.30-16.30 Dinner (Bazylika), New Humanities Building, level -1

16.30-17.30, Jolanta Szypra-Kozłowska *Językowa „zmiana płci”. Różnice genderowe w wypracowaniach polskich licealistów*

All participants are cordially invited to participate in the guided tour (the meeting point: near the statue of Maria Curie-Skłodowska, situated in the centre of the campus).

15 September 2017 (Friday)

9.00-10.00, Henri de Jongste *Mental models, communication and culture*

Session 1: 10.00-12.00

Sala Obrad Rady Wydziału UMCS

10.00-10.30

Shala Barczewska *Cognitive Blending, Online Image Macros and a very Polish End of the World*

10.30-11.00

Andrzej Kowalczyk *Conceptual Blending and Emotions: A Case Study in Charles Williams's Supernatural Thrillers*

11.00-11.30

Anna Kędra-Kardela *The Return of the Author in Narrative Fiction. A Cognitive Poetic Approach*

11.30-12.00

Magdalena Okła *Intersemiotic and Interlingual Translation on the Basis of "Vermeer" by Wisława Szymborska*

Session 2: 10.00-12.00

Room 18, New Humanities

10.00-10.30

Renata Łukiewicz-Kostro *Male and Female Sensorimotor Perception of the Beloved in the Biblical Metaphor of Embodied Experience of Love*

10.30-11.00

Yuliia Skrynnik *Non-verbal behaviour in the process of changing social roles in business discourse*

11.00-11.30

Anastazja Trofymczuk *Modality as an indicator of viewpoint in press discourse*

11.30-12.00

Janusz Badio *"It was your fault", or how L2 writers construct causal structure in stories*

Session 3: 10.00-12.00

Room 19, New Humanities;

10.00-10.30

Ewelina Prażmo & Piotr Sorbet *Information technology in English. Spanish, and Polish specialist discourse. A comparative view*

10.30-11.00

Zuzanna Bułat-Silva *The development of Natural Semantic Metalanguage - 45 years of research on the alphabet of human thought*

11.00-11.30

Krzysztof Kosecki *Patterns of metaphor-metonymy interaction in the languages of the deaf*

11.30-12.00

Marta Wójcicka *Rola języka w badaniach pamięci zbiorowej*

12.00-12.30 Coffee Break

12.30-13.30, Enrique Bernárdez Sanchis *Changes in the linguistic view of the world in linguistic communication. From translation to metaphor and blending to Texts of Culture*

Session 4: 13.30-15.00

Sala Obrad Rady Wydziału UMCS

13.30-14.00

Małgorzata Glinicka *Problem prawdy w dzinijskiej filozofii języka okresu klasycznego (V-Xavier.)*

14.00-14.30

Sayed Amirreza Mazari *Religious (Islamic) Culture Pluralism to Wittgenestien and Gadamer*

14.30 - 15.00

Igor Dracz *Kształtowanie ukraińskojęzycznej kompetencji polskich studentów*

Session 5: 13.30-15.00

Room 18, New Humanities

13.30-14.00

Aleksandra Paślawska *Decoding advertisements. A Cognitive Grammar approach to creativity in print advertising*

14.00-14.30

Kamil Zubrzycki *The role of formulaic language in constructing common ground in intercultural communication*

14.30 - 15.00

Alicja Dziedzic-Rawska *Between Meanings and Interpretations in Prison Context*

Session 6: 13.30-14.30

Room 19, New Humanities

13.30-14.00

Grzegorz Krawczyk & Aleksandra Serwotka *The Influence of Accent on Content Reception and Comprehension: a Comparative Study*

14.00-14.30

Michał Wilczewski *(Un)successful collaboration stories. Polish expatriate experts in a Chinese subsidiary of a Western MNC*

15.00-16.00, Władysław Chłopicki, *Broadening boundaries of humour experience through a cultural lens*

16.00-17.00 Dinner (Bazylija) restaurant Humanistic Building, level -1

17.00 Conference closing