

CADAAD2010 Conference Program
University of Łódź, Poland, 13-15 September 2010

Monday, 13 September 2010			
10:00-10:20	CONFERENCE OPENING, AULA		
10:20-11:20	PLENARY LECTURE 1, AULA, Bob Hodge (Sydney, Australia), Ideology and identity in a highly dynamic world: Challenges for a new Critical Discourse Analysis		
11:20-11:40	COFFEE BREAK		
	ROOM 1	ROOM 4	ROOM 3
	POLITICAL DISCOURSE	DISCOURSE AND IDENTITY	MULTIMODALITY
11:40-12:10	Barack Obama: before and after (Ana María Burdach R., Santiago, Chile)	'A democratic revolution must always remain unfinished': The discursive construction of national identity in newspaper opinion texts on the Portuguese 1974 revolution commemorations (Filipa Perdigão Ribeiro, Lancaster, UK)	Automating the consumer: Multimodal identity construction and identity ascription in advertisements (Tamás Eitler, Budapest, Hungary)
12:15-12:45	The rhetoric of pluralisation in Obama's speech in Cairo: A synergy of Critical Discourse Analysis and Corpus Linguistics (Amir Salama & Safwat Mohammed, Lancaster, UK)	Spatial deixis as a self-positioning device in place-identity construction: The case of British lifestyle migrants in Portugal (Kate Torkington, Lancaster, UK)	A multimodal analysis of food advertising (Angela Davidson, Coventry, UK)
12:50-13:20	Standing in the way of control: Legitimising strategies in David Cameron's speeches on social services (Małgorzata Paprota, Lublin, Poland)	Australian media representation of Indonesia in 2009: The locals (Aylanda Hidayati Dwi-Nugroho; Petra, Indonesia & NUC, Singapore)	'Whoever thought tuna had drama?'. A critical stylistic analysis of negation in advertising texts (Lisa Nahajec, Huddersfield, UK)
13:25-13:55	Inaugural speeches of presidents from the standpoint of Speech Act Theory - on the material of English and Georgian (Iamze Mirazanashvili, Tbilisi, Georgia)	Contested identities: An analysis of competing discourses of identity in Sandinista Nicaragua (1980-1990) (Lisa Carroll-Davis, Southampton, UK)	The 'language' of gaming: Towards a critical discourse analytical approach (Astrid Ensslin & Isamar Carrillo Masso, Bangor, UK)
14:00-14:30	The syntactic framing and triggering of binary oppositions in the discourse of the UK 2010 General Election campaign (Matt Davies, Chester, UK)	The roles of first mention definite reference in discourse processing (Seth Katz, Peoria IL, USA)	"I don't talk like you. I don't look like you" – taking the multimodal perspective on 'new racism' in institutional discourse (Ewa Kusmierczyk, Wellington, New Zealand)
14:30-15:30	LUNCH		
15:30-16:30	PLENARY LECTURE 2, AULA, Martin Reisigl (Vienna, Austria), An ideological journey: On procedures for controlling interaction in public places		
	ROOM 1	ROOM 4	ROOM 3
	POLITICAL DISCOURSE	DISCOURSE AND IDENTITY	HEALTH AND COMMUNICATION
16:30-17:00	Metaphors and consent in political discourse: A pragmatic view on some perlocutionary issues (Steve Oswald & Alain Rihs, Neuchâtel, Switzerland)	Ethnic militia, the press and the Nigerian government: Examining the discourse of 'amnesty' and identity (Innocent Chilwa, Freiburg, Germany)	Emerging anti-racism discourse in the health sector: New perspectives on culture and ethnicity (Jeanne Strunck & Inger Lassen, Aalborg, Denmark)
17:05-17:35	Conceptual metaphors in pre-election discourse (Silva Bratoz, Koper, Slovenia)	Roma, Romanian, European: A media framed battle over identity (Irina Diana Madroane, Timisoara, Romania)	Managing asymmetries of power: Interactions between support workers and individuals with learning difficulties (Kelly Stanger, Huddersfield, UK)
17:40-18:10	The role of metaphors of movement in Paul Rohrbach's nationalist propaganda (Felicity Rash, London, UK)	Discursive constructions of 'Us' in newspaper coverage on the U.S. anti-ballistic missile system: Polish vs. Russian view (Agnieszka Sowińska, Toruń, Poland)	Loaded words (Anna Vogel, Stockholm, Sweden)

18:15-18:45	Framing and blaming: Figurative language, collocation clusters and the attribution of responsibility in Australian political discourse (Jill Murray, Macquarie University, Australia)	Negotiating and explaining identities through formal and informal discourse (Eleni Mariou, Thrace, Greece)	'Family matters': The politics of survival and ideology of pragmatism in Singapore's family campaigns (Peter Teo, Nanyang, Singapore)
18:50-19:20	Metaphors in text and context: Metaphorical argumentation in the discourse of terrorism in Spain (Ines Olza, Navarra, Spain)	The role of socioculturally situated metaphors in constructing social identity (Magdalena Szewczyk, Dublin, Ireland)	After a state takeover of a school district: The discourses of educational reform during a period of transition (Rebecca Rogers & Michael Mancini, Saint Louis, USA)
19:20	SUPPER		
Tuesday, 14 September 2010			
8:00-9:00	BREAKFAST		
9:00-10:00	PLENARY LECTURE 3, AULA, Seana Coulson (San Diego CA, USA), Frame-shifting and conceptual blending in discourse		
	ROOM 1	ROOM 4	ROOM 3
	POLITICAL DISCOURSE	RACISM	HEALTH
10:05-10:35	Spanish language socialization and maintenance in Canada: Discursive constructions and practices (Martin Guardado, Alberta, Canada)	Anti-Racist discourses on Muslims in Australian and German parliamentary debates (Jennifer Cheng, Macquarie University, Australia)	A critical discourse analysis of mental health practitioners and service-users perspectives of recovery from psychiatric disorders (Michael A. Mancini & Rebecca L. Rogers, St. Louis, USA)
10:40-11:10	Linguistic macrostrategies of representation of immigrants in Spanish right wing political discourse (Gema Rubio Carbonero, Pompeu Fabra, Spain)	Anti-Semitic discourse in German <i>Fibeln</i> 1933-1945 (Falco Pfalzgraf, London, UK)	'Your story has made me feel angry on your behalf'. The roles of empathy and equality in the construction of health identities in lay-to-lay interaction on chronic diseases (Georg Marko, Graz, Austria)
11:15-11:45	Adversarial challenges and responses in Greek political Interviews: A case study (Argyro Kantara, Greece)	The discursive production of racist ideology in online posts regarding immigrants in Greece (Konstantia Kosetzi, Thessaloniki, Greece)	In the hands of Morpheus: The discursive construction of effective sleeping (Eva Triebel, Graz, Austria)
11:45-12:10	COFFEE BREAK		
	ROOM 1	ROOM 4	ROOM 3
	POLITICAL DISCOURSE	GENDER	HEALTH, EDUCATION, LITERACY
12:10-12:40	Discursive acceptability and refusal in a competitive political system: The case of the Portuguese Communist Party (PCP) and its European discourse (Luísa Godinho, Geneva, Switzerland)	Civil partnership in the press – A corpus-based critical analysis (Ingo Bachmann, Duisburg-Essen, Germany)	HIV/AIDS in the Portuguese press: Linguistic and visual constructions, discourses and gender (Zara Pinto-Coelho, Minho, Portugal)
12:45-13:15	Spatio-temporal reasoning in political party positioning: The case of Security in Dutch political party manifestos (Bertie Kaal, Amsterdam, The Netherlands)	Quantification and reference: Strategies in the representation of masculinity in women's magazines (Laura Coffey, Huddersfield, UK)	Proximizing the threat – a critical analysis of news reports on the AH1N1 (Monika Kopytowska, Łódź, Poland)
13:20-13:50	Elections as points of discursive contestation: UK cultural policy between 1987 and 1997 as a case study (Ian Lamond, Sheffield, UK)	On the F-Word: A corpus-based analysis of the media representation of feminism in British and German newspapers, 1990-2009 (Sylvia Jaworska & Ramesh Krishnamurthy, London, UK)	Informing the future, through critique of the past: A critical discourse analysis of Australian literacy policy (Debra Edwards, Melbourne, Australia)
13:55-14:25	The 'voice of the people': Perspective as a stylistic strategy (Maarten van Leeuwen, Leiden, The Netherlands)	Multiple ideologies in the media construction of women in politics: A case study of gender parity debate in Poland (Katarzyna Molek-Kozakowska, Opole, Poland)	Falling prey to X – the role of discourse in the acquisition and integration processes (Anna Danielewicz-Betz, Muenchen, Germany)
14:30-15:30	LUNCH		
	ROOM 1	ROOM 4	ROOM 3
	POLITICAL DISCOURSE	METHODOLOGICAL INTERSECTIONS	MEDIA DISCOURSES

15:30-16:00	Creating the passive reader: An interdisciplinary approach to the demystification of Houston Stewart Chamberlain's nationalist discourse (Camilla Leatham, London, UK)	Agent 'mystification' revisited, again: A Cognitive Grammar analysis (Christopher Hart, University of Hertfordshire, UK)	Critical analysis of the press discourse on the 1942 Wealth Tax in Turkey (Aysun Akan, Izmir, Turkey)
16:05-16:35	Is a deal with one hand up your back still an 'agreement'? (Paul Sarazin, Lancaster, UK)	Time construals in the framework of proximization (Piotr Cap, Łódź, Poland)	Western Enlightenment ideology in newspaper discourse on natural catastrophes (Dita Trckova, Brno, Czech Republic)
16:40-17:10	Hijacking an ideology: The Cultural Revolution, metaphor, and Hong Kong's democratization (Jennifer Anne Eagleton, Macquarie University, Australia)	From cause to concern: Critical Discourse Analysis and extra-discursive interests (Jiska Engelbert, Rotterdam, The Netherlands)	Language in the media about people living on the streets of Brazilian cities (Décio Bessa & Izabel Magalhães, Brasília, Brazil)
17:15-17:45	A corpus approach to cultural keywords: A critical corpus-based analysis of ideology in the Blair years (1998-2007) through print news reporting (Lesley Jeffries & Brian Walker, Huddersfield, UK)	Is the Pragma-Dialectical theory of argumentation an obstacle for a coherent notion of emancipatory critique in the Discourse-Historical Approach? (Bernhard Forchtner & Ana Tominc, Lancaster, UK)	'The Swiss are allowed to vote ... prospects are gloomy': Ideological cultures and selected discourses on agricultural biotechnology in press reporting (Pieter Maesele, Brussels, Belgium)
17:50-18:20	Fallacies: Do we 'use' them or 'commit' them? (Igor Ž. Žagar, Maribor, Slovenia)	The methodological integration of Action Research and Critical Discourse Analysis in research on classroom interaction in the light of social justice (Nicolina Montesano Montessori, Utrecht, The Netherlands)	From laughing to cackling: Tracking gender ideologies and entextualization practices in interaction (Tanya Romaniuk, Toronto, Canada)
18:20-18:40	COFFEE BREAK		
18:40-19:40	PLENARY LECTURE 4, AULA, Veronika Koller (Lancaster, UK), Analysing collective identity in discourse: Combining discourse-historical and socio-cognitive approaches		
20:30	CONFERENCE DINNER		
Wednesday, 15 September 2010			
8:00-9:00	BREAKFAST		
9:00-10:00	PLENARY LECTURE 5, AULA, Anna Duszak (Warsaw, Poland), National identity and generational 'changing of the guards'		
	ROOM 1	ROOM 4	ROOM 3
	MEDIA DISCOURSES	PUBLIC SPHERE	EDUCATION
10:05-10:35	'China's peaceful rise': A competing discourses analysis of newspaper articles from <i>China Daily</i> and <i>The Times</i> (Guanjie Wang, Swansea, UK)	To live in the heart (and mind) of others: The construction of memory in Northern Irish commemoration plaques (Laura Filardo Llamas, Valladolid, Spain)	Deconstructing learner identities in the ESP context – A critical discourse analysis of the language ideologies of international business students (Christine Sing, Vienna, Austria)
10:40-11:10	'You know we've been through this before': The use of media templates in television news coverage of the 2005 London bombings (Annie Bryan, Swansea, UK)	Anti-enclosure acts in Thessaloniki: An urban-semiotic interpretation of colliding discourses (E. Dimitris Kitis, London, UK)	Discourse on promoting English education in Japanese newspapers: Collaboration and mutual dependency between government policies and newspaper media (Kayoko Hashimoto, University of Queensland, Australia)
11:15-11:45	The English language in Brazilian media: The construction of a discursive memory and its effects (Marisa Grigoletto, São Paulo, Brazil)	The spatial regulation of anti-social behaviour in Bristol (Debra Gray & Rachel Manning, Bristol, UK)	Studying English at <i>Escuela Nogales</i> : A classroom at the intersection of nationalism and social privilege (Bryan Meadows, University of Texas, USA)
11:45-12:10	COFFEE BREAK		
	ROOM 1	ROOM 4	ROOM 3
	MEDIA DISCOURSES, NEW MEDIA	PROFESSIONAL COMMUNICATION	EDUCATION AND GENERAL

12:10-12:40	Critical discourse analysis of Turkish news reporting on secularism and islamism (Ibrahim Efe, Lancaster, UK)	'Smooth communication' for whom: Honorifics, politeness and ideology (Ryogo Yanagida, Osaka, Japan)	Telephone conversational openings and closings in Malta (Lydia Sciriha, University of Malta)
12:45-13:15	The EU in British and Italian TV news programmes (Marco Venuti & Silvia de Candia, Napoli, Italy)	The struggle over sustainability: A corpus approach to managerial conceptions of sustainable development (Alon Lischinsky, Umea, Sweden)	Fashion discourse - Critical Discourse Analysis approach (Karolina Lokert & Tetyana Novak-Piasecka, Łódź, Poland)
13:20-13:50	'lol.' – The implications of utterance-final period usage in instant messaging (Gregory A. Bennett, Washington DC, USA)	Establishing legitimacy and credibility in the discourse of NGOs (Alys Humphrey, Istanbul, Turkey)	Discourse of power in <i>Fear and Trembling</i> : politeness, impoliteness and threat in a fictional environment of a Japanese corporation (Jowanka Róžańska, Bydgoszcz, Poland)
13:55-14:25	Unhelpful help: Stance and ideology on online message boards (Mark Andrew Thompson & Thomas D. Mitchell, Carnegie Mellon University, USA)	Politics of intimacy in the relationships between domestic workers and their employers (Anna Kordasiewicz, Warsaw, Poland)	TBA (Valeria Galanti, Lucca, Italy)
14:30-15:30	CONFERENCE CLOSING AND LUNCH		