

University of Madeira  
Faculty of Arts and Humanities (FAH)



***The 3<sup>rd</sup> ENIEDA March Ad Hoc Series***



**TOPICS IN LINGUISTICS:  
INTERDISCIPLINARY PERSPECTIVES**

***Towards a better understanding of human interaction  
in professional contexts: a cross-disciplinary dialogue***

**DATE:** Friday, 9 March 2018 (09:00 to 17:00)

**VENUE:** University of Madeira, Campus da Penteadá, Senate Room

**TOPICS UNDER SCRUTINY:**

- Understanding human interaction from multidisciplinary perspectives
- Human interaction in professional contexts: challenges and perspectives
- Management and leadership styles: theory, practice & pedagogy
- Professional communication and interculturality

**INTENDED AUDIENCE:**

Everyone is welcome, but the event is especially relevant to undergraduates and graduates in Languages and Business Studies (LeRE), Communication, Culture and Organizations (CCO), Cultural Studies (CC), Art and Media Studies, MA in Linguistics: Societies and Cultures (LSC), MA in Cultural Management (GC), (Applied) Psychology, etc.

**PARTICIPANTS (in alphabetical order):**

**Dr Jagoda GRANIĆ (University of Split, Croatia; ENIEDA Network)**

**Professor Michael B. HINNER (Technische Universität Bergakademie Freiberg, Germany; ENIEDA Network)**

**Dr Anna IVANOVA (Universidad Autónoma de Chile; ENIEDA Network)**

**Dr Monika KOPYTOWSKA (University of Łódź, Poland; ENIEDA Network)**

**Dr Svetlana KURTEŠ (Vice President, ENIEDA Network)**

**Dr Sylke MEYERHUBER (University of Bremen, Germany; ENIEDA Network)**

**Dr Dora PEREIRA (University of Madeira, Portugal)**

**Dr Alcina SOUSA (University of Madeira; ENIEDA Network; ULICES)**

**Dr Vladimir ŽEGARAC (University of Madeira, Portugal)**

**ORGANIZERS:**

**Dr Alcina SOUSA, University of Madeira, FAH; ENIEDA Network**

**Dr Svetlana KURTEŠ, Vice President, ENIEDA Network**

**TECHNICAL SUPPORT:**

**David Alves, student, CCO, University of Madeira**

**Sandra Santos, student, LeRE, University of Madeira**

**PROGRAMME**

**Friday, 9th March 2018**

- 9:00 – 9:15 **Welcome & opening remarks:**
- Dr Ana Isabel MONIZ, Dean of the Faculty of Arts and Humanities**
- Dr Alcina SOUSA & Dr Svetlana KURTEŠ**
- 9:15 – 10:45 **Video-conferencing session (part 1):**
- Professor Michael B. HINNER:**
- Understanding culture shock: professional and academic contexts*
- Dr Jagoda GRANIĆ:**
- Communicative and symbolic space: language and identity*
- Dr Anna IVANOVA:**
- Professional communication in Latin America: pedagogical perspectives*
- 10:45 – 11:15 coffee break
- 11:15 – 12:45 **Video-conferencing session (part 2):**
- Dr Svetlana KURTEŠ:**
- Intercultural communication for global leadership: theoretical and pedagogical perspectives*
- Dr Monika KOPYTOWSKA:**

*Intercultural competences in professional contexts: a pragmatic perspective*

**Dr Vladimir ŽEGARAC:**

*'Situation' as a technical term in pragmatics*

**Discussion and concluding points**

12:45 – 14:00 **Lunch break**

14:00 – 15:15 **Afternoon session: focus on psychology and interdisciplinary approaches**

**Dr Dora PEREIRA:**

*Reflexions on work in progress with TCI at UMa*

**Dr Sylke MEYERHUBER:**

*Intercultural Psychology in organisations*

Intercultural Psychology is presented in the context of postmodern organisational issues, focusing on strategic, interactional and individual benefits it could bring.

15:15 – 15:30 coffee break

15:30 - 16:45 **Workshop: Applied Linguistics meets Psychology – trans-disciplinary views on typical situations in tourism**

**Convenors: Dr Alcina SOUSA & Dr Sylke MEYERHUBER**

The workshop explores benefits of trans-disciplinary cooperation taking as an example a variety of small social situations typical in tourism. The convenors tackle these situations from their own fields of study, analysing them in an open session with instruments offered by their expertise. A plenary discussion will allow the participants to gain further insights and identify benefits of the interdisciplinary approach.

**Closing remarks**

## **NOTE ON PARTICIPANTS**

**Dr Jagoda GRANIĆ** is Assistant Professor of Linguistics at the University of Split, Croatia. Having studied mathematics, general linguistics and phonetics at the University of Zagreb, she completed her postgraduate studies in linguistics, and obtained an MSc and PhD in Linguistics at the University of Zagreb, Croatia. She is an active researcher and a prolific author, having published a large number of peer-reviewed research papers, articles and book chapters dealing with different topics in theoretical and applied linguistics, sociolinguistics, pragmatics, semiotics, psycholinguistics, and phonetics. Dr Granić is an editor of several volumes and a member of editorial boards of academic journals and several professional associations. Her current research focuses on multilingualism, multiculturalism and interculturality, as well as identity studies and issues in language policy and language rights. She was the President of the Croatian Applied Linguistics Society (CALs). Dr Granić has been a Board member of the ENIEDA Network from its inception, raising its academic profile and international visibility.

**Professor Michael B. HINNER** is a professor at the Technische Universität Bergakademie Freiberg, Germany, where he researches and teaches business and intercultural communication. His research focuses on how culture and communication influence human behavior and interaction in a business context. Michael B. Hinner is the editor of the book series *Freiberger Beiträge zur Interkulturellen und Wirtschaftskommunikation* [Freiberg contributions to intercultural and business communication] and has written several book chapters and articles on business and intercultural communication. He is an active member of the ENIEDA Network, having participated in quite a number of its activities and initiatives.

**Dr Anna IVANOVA** is Assistant Professor at the Institute for Social and Humanistic Studies, Autonomous University of Chile, where she teaches and coordinates courses on General and Applied Linguistics, English Grammar, and an MA course on Scientific Communication in English for the Health Department. Her main research interests lie in the field of discourse analysis, professional communication and corpus linguistics. Currently, Dr Ivanova is a principal investigator of two projects funded by the Autonomous University of Chile: “The sociolinguistic map of the migration diversity and inclusion in Araucania, Chile” and “The identification of textual framing of the term immigration in the Chilean press”. She has been a Chilean resident since 2013. Anna is an active member of the ENIEDA Network, being responsible for its public relations since 2012.

**Dr Monika KOPYTOWSKA** received her Ph.D. from the University of Łódź, Poland, where she is currently affiliated with the Department of Pragmatics. Her research interests revolve around media discourse and the pragma-rhetorical aspects of the mass-mediated representation of conflict, ethnicity, and religion. She has published internationally in linguistic journals and volumes. She is the Editor-in-Chief of *Lodz Papers in Pragmatics* (De Gruyter), the associate editor of *CADAAD Journal*, and editorial board member of *The University of Nairobi Journal of Language and Linguistics*. As an invited scholar she has a wide international experience in conducting workshops, lectures and academic events in Africa, Asia, Middle East and Europe. Monika is the Erasmus coordinator, having initiated and convened a number of events under the auspices of the Erasmus programme. She is also a Board member of the European Network for Intercultural Education Activities (ENIEDA), promoting and representing it on an international level.

**Dr Svetlana KURTEŠ** is a UK-based scholar with an extensive international experience in the area of linguistic and intercultural education spanning well over two decades, having held academic positions at a number of universities in Europe, Asia and the Middle East. The focus of her research interests clusters around interdisciplinary approaches to communication, culture and society and issues surrounding their practical applications and pedagogical implications. Since 2010 she has been Vice President of the *European Network for Intercultural Education Activities* (ENIEDA), having initiated, coordinated and convened a significant number of its activities. A member of several professional and scholarly associations and editorial boards of academic journals, she is also a Fellow of the Higher Education Academy, UK, and a member of the Research Centre for Local and Regional Studies (CIERL), University of Madeira, Portugal. She regularly presents and publishes internationally.

**Dr Sylke MEYERHUBER** is a Senior Researcher of Psychology at the *artec* Research Centre for Sustainability Studies, University of Bremen, Germany. In her research, lectures and counselling she draws mainly from Psychology and Sociology in order to analyse issues of work and organisation on the emergent levels of structure, interaction and the individual. After her PhD in 2000 about Transparency in Organisations and based on further training in Systemic

Therapy and Counselling, she gathered about 15 years of experience in structuring and facilitating processes of organisational development and conflict management, team development and supervision. In her recent years at *artec*, social sustainability in organisations and leadership are an overall frame of reference in her works, always based on humanistic psychology, qualitative research methods, and interactionism. In favour of humane working conditions, her recent publications include scholarly articles, contributions of book chapters, self-conducted single-case studies, and theoretical works. She is a member of the ENIDA network.

**Dr Dora PEREIRA is invited** Assistant Professor at the University of Madeira (Psychology Department). She was awarded a PhD in Clinical Psychology in the field of Family Psychology and Family Intervention by the University of Coimbra (2014). She has also worked as Family Mediator and Family Therapist and develops research about parenting and child protection. She worked as Psychologist in child protection involving children and their families in residential care and community intervention (Évora, 1998 -2015).

**Dr Alcina SOUSA** is tenured Assistant Professor of English Linguistics in the Faculty of Arts and Humanities, University of Madeira, where she teaches Applied Linguistics, Communication Skills and Specialized Discourse in English. Her main academic interests include discourse analysis, intercultural pragmatics, corpus-based approaches, stylistics and critical and creative reading in a foreign language, linguistics/literature interface, as well as language and identity, on which she has supervised MA and PhD dissertations and done research in national and international projects. A member of a number of prestigious national research centres and international academic associations, she also serves on editorial and scientific boards of academic journals, as well as the Scientific Board of the Faculty of Arts and Humanities of the University of Madeira. She has been visiting professor at national and international institutions. She is a founding member of the ENIEDA Network and a member of its Advisory Board since 2010. She has published extensively in peer-reviewed outlets nationally and internationally.

**Dr Vladimir ŽEGARAC** obtained his PhD in Linguistics from University College London (in 1991) and worked as a Research Fellow in Communication Studies at Middlesex University (UK). His subsequent academic affiliation was with the University of Bedfordshire, where he was engaged as a Lecturer and a Senior Lecturer in Linguistics, and then as a Reader in Intercultural Pragmatics. He is currently affiliated with the University of Madeira, where he is in the Department of Languages, Literature and Culture on an invited professorship basis. His main research interest is in social aspects of human communication and he works within the cognitive framework provided by Relevance Theory. He has published a number of scholarly articles and chapters in books. You can find more information about Vladimir Žegarac by visiting [www.vlad.tv](http://www.vlad.tv).