

The 6th ABC European Convention
 20-22 May 2004, Catholic University of Milan, Italy
Business Communication around the World:
Strategies and Perspectives on Research, Pedagogy, and Practice

Wednesday, 19 May 2004

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| 18.00-20.00 | Registration: Catholic University, Largo Gemelli 1, Milan – Cripta Aula Magna |
| 18.30-20.00 | Welcome – Cripta Aula Magna. Reception – Veranda Aula Magna |

Thursday, 20 May 2004

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| 9.00-9.30 | Opening Session: Maria Teresa Zanola, Giovanni Gobber, Catholic University, Program Chairs; Sergio Cigada, Dean of the Faculty of Linguistics and Foreign Literatures, Catholic University of Milan Welcome from ABC: Gina Poncini, ABC Vice President Europe, Robert Myers, ABC Executive Director |
| 9.30-10.30 | Plenary: Linda Beamer, <i>Culture and Rhetoric: Understanding what Convinces Audiences around the World</i> |
| 10.30-11.00 | Coffee break – Veranda Aula Magna |

| Tracks---⇒ Thursday, 20 May 2004 | Intercultural and International Aspects of Business Communication Room: Cripta Aula Magna | Business Communication and Ethics Room: G113 Meda | Interpersonal Communication in Business Settings Room: G114 Bisleti | Teaching Business Communication Room: G112 Necchi | Intercultural and International Aspects of Business Communication Room: G115 Ruffilli |
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| 11.00-11.25 | Marinel Gerritsen Catherine Nickerson, <i>English in Print Advertising in Germany, Spain and the Netherlands: Frequency of Occurrence, Comprehensibility and the Effect of Corporate Image</i> | Yvonne McLaren Călin Gurău, <i>Looking to the Future: Claims and Speculation in Corporate Press Releases</i> | Stephen Bearpark, <i>The 'relational' as a tool for effective participation in the workplace speech genres of directing, motivating and informing</i> | James O'Rourke, <i>Writing a Case Study: Turning Business Problems into Learning Opportunities</i> | Bertha Du-Babcock, <i>An Analysis of a Video-conferencing Project: Intercultural Communication, Administration, and Student Reactions</i> |

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| 11.35-12.00 | Elena Tognini Bonelli, <i>Argumentation and Evaluation in the discourse of "the Economist"</i> Room: | Abha Chatterjee, <i>How fair is "fair"? A study of communication of fairness products in India</i> | Maria Isaksson, <i>The business of emotions in the business of food, oil and banking. Mission statements revisited</i> | Janis Forman, <i>Multiple Roles in Responding to Strategic Communications: 'Wearing Trifocals'</i> | Natalie Fong, <i>A Comparison of Interactions between Teachers and Students in the Computer-rich Environment and the Classroom Setting</i> |
| 12.10-12.35 | Michael Handford, <i>A pragmatic interpretation of a spoken business English corpus (CANBEC)</i> | Pat LaRosa, <i>Product liability and business communication go hand-in-hand</i> | Dorien Van De Mieroop, <i>Constructing corporate image and personal identity in business speeches</i> | Sandra D. Collins, <i>Teaching about Listening</i> | Leena Louhiala-Salminen, <i>Does business speak BELF? Examples of Scandinavian interaction in "Business English Lingua Franca"</i> |
| 12.35-14.00 | Lunch – Veranda Aula Magna | | | | |
| Tracks---⇒ Thursday, 20 May 2004 | Intercultural and International Aspects of Business Communication Room: Cripta Aula Magna | Business Communication and Ethics Room: G113 Meda | Interpersonal Communication in Business Settings Room: G114 Bisleti | Teaching Business Communication Room: G112 Necchi | 14.00-17.00 PhD Colloquium Room: G115 Ruffilli ABC Research Committee, Mirjaliisa Charles, Catherine Nickerson, Coordinators; Gina Poncini, Organization |
| 14.00-14.25 | Yunxia Zhu, <i>Building Business Relationships and Guanxi through Effective Communication: A Study of Chinese and New Zealand Managers' Narratives</i> | Donna G. Fricke, Susan Krauss Loomis, <i>We Should Be Teaching Global Ethics in Business Communications</i> | Maria Teresa Zanola, <i>Persuasion and Interpersonal Communication</i> | Panel James Archibald, <i>Toward an International Cultural, Linguistic and Communication Policy on the WEB</i> | Part I, 14.00-15.00 and 15.30-16.10 <i>Introduction and Preliminary Presentations, All Participants</i> Participant names and titles: Fran Byrnes, <i>Interpersonal Communication in an Intercultural Context: An Ethnographic Study</i> Elizabeth de Groot, <i>Communication Style:</i> |

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| 14.35-15.00 | Sylvain Dieltjens, Priscilla Heynderickx, <i>Job advertisements: business or pleasure? A semantic and linguistic analysis of a bilingual (Dutch - French) corpus</i> | Kevin Jackson, A <i>Framework for Teaching Business Ethics in a Business Communication Course</i> | Ofelia A. Palermo, <i>The Role of Emotions in Negotiation</i> | Ayseli Usluata, <i>Students as a new kind of receivers: What kind communicators do they want?</i> | <i>Reader response to the British and Dutch annual general report</i> Annette Grønning, <i>E-mail interaction in organizations</i> Anu Lindqvist, <i>Internal communication during strategy implementation of a MNC</i> Andrina T. S. Lou, <i>The Socio-linguistics of Student Business Discourse</i> Donatella Malavasi, <i>Banks Annual Reports: An Analysis of Genre, Lexis, and Evaluation.</i> Nadia Moretti, <i>The active listening in Business Management Behaviour</i> Participant names and titles continued in next section. |
| 15.00-15.30 | Coffee break - Veranda Aula Magna | | | | |
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| 15.30-15.55 | Belinda Crawford Camiciottoli, <i>“Kick-starting the economy” and “upgrading facilities”: metaphor in business studies lectures</i> | Jens Lautrup Nørgaard, <i>Intercultural ethics and the professional sphere</i> | Angelopietro Bisignano, Ofelia A. Palermo, <i>The Influence of Communication on Perceptions in Entrepreneurial Teams</i> | Laurence Jarvik, <i>Teaching Business Communication in Uzbekistan</i> | Part I, cont., 15.30-16.10 <i>Introduction and Preliminary Presentations, All Participants, Names and titles are continued below.</i> Part II, 16.10-16.50, Break out discussions, all participants (Composition of small groups to be announced) |
| 16.05-16.30 | Jan Svennevig, <i>Helping vs. dominating in intercultural interviews</i> | Hinch Terry A., Jarvik Laurence, <i>Managerial Communication in the White House and Pentagon Before and After the Capture of Saddam Hussein</i> | Richard D. Babcock, Bertha Du-Babcock, <i>Language and Cultural- based Communication in Chinese Organizations</i> | Reima Sado Al-Jarf, <i>Staffing ESL Programs in Saudi Arabia: Issues and Challenges</i> | Participant names, titles for Part 1, cont. Patricia Pullin, <i>Social Cohesion in Workplace Meetings</i> Erik Sarfors, <i>The meaning of negotiation - the story of negotiation</i> Elisa Turra, <i>Corporate meetings in Italy and abroad</i> |

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| 16.40-17.05 | Georges D. Gaspard, <i>Strategies of Organization Development in an Intercultural Environment (French and Japanese) from intercultural and linguistic points of view</i> | Anne-Marie Bülow-Møller, <i>Squeal! – Impression management in the pig stable</i> | Margrethe Smedegaard, Mondahl, Lisbet Pals Svendsen, <i>What the adult, professional ESL user needs to remember about oral communication</i> | Marie-Josée Lorrain, <i>Enhancing Organizational Writing and Goodwill Attitude Through a Structured Activity</i> <i>SAMURAI Inc.: A Small Business Simulation Semester Project</i> | Stefanie Zilles <i>Offers in German and Irish English business negotiations – a cross-cultural empirical analysis of micropragmatic and macropragmatic aspects'</i> Part III, 16.50-17.00 Discussion, All Participants Conclusion, Mirjaliisa Charles, Catherine Nickerson, Gina Poncini |
| 17.05-17.30 | Sonia Piotti, <i>Expressing evaluation in business-to-business written communication. A case study</i> | | Wiig Berg Roberta, <i>Competition vs Cooperation for Learning Organizations</i> | | Mirjaliisa Charles, <i>Business Communication and Postgraduate Programs</i> |
| 20.00 Convention Dinner, Restaurant “Gli Orti di Leonardo” (Details will be available) | | | | | |

Friday, 21 May 2004

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| 9.00-10.30 | Opening session: Day 2 Plenary Panel: <i>Three Perspectives on Business Communication</i> Mirjalilisa Charles, Helsinki School of Economics, Giovanni Gobber, Catholic University, Milan, Italy, James Archibald, McGill University, Canada Moderator: Margherita Ulrych, Catholic University, Milan, Italy Room: Cripta Aula Magna | | | | |
| 10.30-11.00 | Coffee break - Veranda Aula Magna | | | | |
| Tracks/Panels Friday, 21 May 2004 | Panel: Genre Variation in Business Letters | Communication in Tourism, Travel and Hospitality | New Technologies in Business Communication | Teaching Business Communication | Communication in Fashion and Design |
| | Room: G113 Meda | Room: G115 Ruffilli | Room: Cripta Aula Magna | Room: G112 Necchi | Room: G114 Bisleti |
| 11.00-11.25 | Conveners: Paul Gillaerts, Maurizio Gotti 11.00- 12.30 Part 1. <i>Approaches and models for analyses</i> 11.00 Maurizio Gotti, <i>Introduction</i> 11.05 Leena Louhiala-Salminen <i>From Business Correspondence to Message Exchange: The Role of Genre?</i> | Cheng-Geok Lim, <i>Risk Communication and Tourism: Singapore's Handling of the SARS Crisis</i> | James M. Dubinsky, <i>ePortfolios: A New Tool for Assessment and Learning or a Passing eFad?</i> | John J. Staczek, <i>Cross-Border PowerPoints on M&As: Executive MBA Teaming Over Distance</i> | Francesca Golfetto Diego Rinallo, <i>Trends concertation in Fashion and the affirmation of "dominant designs": The role of international trade shows</i> |
| 11.35-12.00 | 11.20 Hilikka Yli-Jokipii, <i>An Integrated Analysis of Business Letters</i> 11.35 Paul Gillaerts, <i>A Sales Letter Post-tested: Implications for the Concept of Genre</i> | Olga Denti, <i>The representation of Sardinia in its tourist websites: A multi-modal analysis</i> | Barbara Shwom, <i>The Cognitive Style of PowerPoint: A Response to Edward Tufte</i> | Elizabeth A. Tuleja, <i>Challenges in the Global Marketplace: Cultivating Intercultural Competence in MBA Students</i> | Arianna Brioschi, <i>Selling Dreams: The Role of Advertising in Shaping Luxury Brands' Meaning</i> |
| 12.10-12.35 | 11.50 Julio Gimenez, <i>Unpacking Business Emails: Message Embeddedness in International Business Email Communication</i> 12.05-12.30 Discussion, Moderator Maurizio Gotti | Laurie S. Hayes, <i>When Tourism Gets Caught in Public Disputes: Lessons Learned from Two Recent Cases in Colorado</i> | Chloé Gallien, <i>Cross-cultural differences and website design</i> | Martha Blalock, <i>Enhancing the Mutual Benefits of International and Domestic Students in Undergraduate and Graduate Business Communication Classes</i> | Erica Corbellini, <i>Being Disruptive in the World of Fashion Communication</i> |
| 12.35-14.00 | Lunch - Veranda Aula Magna | | | | |

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| Tracks/Panels⇒ Friday, 21 May 2004 | Panel: Genre Variation in Business Letters Room: G113 Meda | Communication in Tourism, Travel and Hospitality Room: G115 Ruffilli | New Technologies in Business Communication Room: Cripta Aula Magna | Teaching Business Communication Room: G112 Necchi | Communication in Fashion and Design Room: G114 Bisleti |
| 14.00-14.25 | 14.00 – 15.00 Part 1 cont., <i>Approaches and models for analyses</i> 14.00 Poul Erik Jørgensen, <i>Rediscovering the Business Letter</i> 14.15 Gabriella del Lungo, <i>I perceive, my dear friend, by your letter of the 20th inst. that you are decided on entering upon the career of commerce": Nineteenth Century Business Correspondence</i> | Maria Rita Santagostino, Loretta Battaglia, Alessandra Lombardi, Grazia Li Pomi, Laura Gavinelli, <i>How to communicate sustainable tourism to young consumers (18 to 25-year old): a comparison between Italy and Germany</i> | Succi Chiara , Lorenzo Cantoni, <i>How to Communicate eLearning within Organisations</i> | Brigitte Planken, <i>Teaching English as a foreign business language: does a non-native accent matter?</i> | Stefano Pace, <i>Communicating competence in B2B fashion advertising</i> |
| 14.35-15.00 | 14.30 Yeonkwon Jung, <i>Polite Disagreement in Korean Business Correspondence</i> 14.45 Discussion, Moderator Maurizio Gotti | Renato Fiocca, Alessandra Tzannis, Guest Speaker: Federico Whürer, Client Service Director, Ogilvy & Mather, <i>APT Trentino Tourist Board: building a brand in the Italian Tourism sector</i> | Dorrit Bøilerehaug, <i>Moving from shades to colours - looking for cultural characteristics in company websites</i> | MaryEllen Campbell, Dennis O'Donnell, <i>Choice and Commitment: Communication Strategies for Influencing Gen X and Gen Y Students"</i> | Giampaolo Proni, <i>A semiotic approach to image profiling: An application to fashion brands</i> |
| 15.00-15.30 | Coffee break - Veranda Aula Magna | | | | |
| Tracks/Panels⇒ Friday, 21 May 2004 | Panel: Genre Variation in Business Letters Room: G113 Meda | Intercultural and International Aspects of Business Communication Room: G115 Ruffilli | New Technologies in Business Communication Room: Cripta Aula Magna | Teaching Business Communication Room: G112 Necchi | Communication in Fashion and Design Room: G114 Bisleti |
| 15.30-15.55 | Conveners: Paul Gillaerts, Maurizio Gotti 15.30 – 17.45 Part 2: <i>Media and Genre Mixing</i> 15.30 Paul Gillaerts, <i>Introduction</i> 15.35 Giuliana Garzone, <i>CEOs' Letters: Textual Models and Variations</i> 15.50 Catherine Nickerson, Elizabeth de Groot, <i>Dear Shareholder, Dear</i> | Annalisa Zanola Macola, <i>Linguistic expertise and business efficiency in the field of international tourism: an Italian case of study</i> | Kathleen Randall, Carol Roever, <i>Understanding United States culture: Is the cell phone moving the U.S. toward a polychronic culture?</i> | George Angelopulo, <i>Integration, graded specialisation and disciplinary review: a South African approach to curriculum development</i> | Diego Rinallo, Stefania Borghini, <i>Fashion industrial producers and the trade show dilemma: Showing or hiding creativity?</i> |

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| 16.00-16.25 | <p><i>Stockholder, Dear Stakeholder: The Business Letter Genre in the Annual General Report</i></p> <p>16.05 Yunxia Zhu, <i>Genre Mixing in Chinese Faxes: A Case Study of Successful Communication</i></p> <p>16.20 Gina Poncini, <i>Constructing an International Event: An Investigation of Emails in English and Italian by Event Organizers and Participants</i></p> | <p>Loretta Battaglia, Giancarlo Nadin, Luca Gobbin, <i>Intercultural Business Communication among Italian and Chinese companies: A case study approach</i></p> | <p>Nittaya Campbell, Thanarudee Senavattanagul, <i>Going mobile: The roles and consequences of mobile phones in Thailand as portrayed in the media</i></p> | <p>Paul Verluoyten, <i>Using the media for intercultural communication classes and seminars</i></p> | <p>Paola Catenaccio, <i>Constructing Identities. Building Brand and Customer Image through Press Releases: The Case of Dolce & Gabbana</i></p> |
| 16.30-16.55 | <p>16.55 Marina Bondi, <i>People in Business: Focus on Company and Office News in E-mail Correspondence</i></p> | <p>Sana Reynolds, <i>The human need for privacy: how individualist and collective cultures use personal space</i></p> | <p>James T. Hayes, <i>Creating Effective PowerPoint Visuals: What Do We Really Know?</i></p> | <p>Lillian H.Chaney, Catherine G. Green, <i>Employees' knowledge of correct meeting procedures: an empirical study</i></p> | <p>Maria Carmela Ostillio, Luca Caccia, <i>The communication value of the iconographic representation in the kitchens catalogue: Boffi and Scavolini cases</i></p> |
| 17.00-17.25 | <p>17.05 Philip Shaw, <i>The Criteria for Correctness of Genre Analysis in the Light of Genre Systems and Intergenericity: 'Nigerian Scam' E-mails</i></p> <p>17.20 Discussion</p> <p>17.35-17.45 Maurizio Gotti, Paul Gillaerts, <i>Conclusions</i></p> | <p>Marinel Gerritsen, Evelyn Wannet, <i>Cultural differences in the appreciation of introductions to presentations. The appreciation of overviews, anecdotes and ethical appeals in France, Senegal and the Netherlands</i></p> | <p>Brian Ibbotson Groth, <i>The Use of Video Conferencing in Negotiation: Boon or Barrier?</i></p> | | |
| 17.45-18.15 | ABC Europe meeting. Room G112 Necchi | | | | |

Saturday, 22 May 2004

| Tracks--- ⇒ Saturday, 22 May 2004 | Business Communication and Approaches to Discourse Room: Cripta Aula Magna | Intercultural and International Aspects of Business Communication Room: G115 Ruffilli | Communication in Fashion and Design / Intercultural Communication Room: G114 Bisleti | Teaching Business Communication Room: G112 Necchi |
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| 9.00-9.25 | Jane Lung, <i>Interdisciplinary variation in academic discourse: the case of cases in Business and Law</i> | Susan Du Mesnil, <i>Language training: Intercultural aspects of swearing or cursing and taboos</i> | David Victor, <i>Dress and Cross-Cultural Communication: International Variance in Sensitivity in the Acceptance of Religious Garb</i> | Gabriela Kessler, <i>Culture Standards: Research method, application of results in orientation training and discussion</i> |
| 9.30-9.55 | Călin Gurău, Yvonne McLaren, <i>Framing Biotechnology: The Use and Transformation of Scientific Terminology in Media Reporting</i> | Patrick Boylan, <i>Accommodation Theory Revisited</i> | Anne Ghestin, <i>French fashion, French for Fashion</i> | Elizabeth Saatci, <i>Crafting creative assignments for teaching intercultural business communication</i> |
| 10.00-10.25 | Intercultural and International Aspects of Business Communication Carmela Briguglio, <i>English as a global language: an analysis of the linguistic practices in two multinational companies</i> | Julio C. Gimenez, Hertz, bytes, and modems: Research and pedagogy of electronically-mediated business communication | David Mazursky, Diego Rinallo, <i>How do fashion reviewers select what we see in fashion magazines? "Constrained" professionalism and the role of product creativity and usability</i> | Workshop (90 minutes) Graeme Sterne, <i>The Perfect Storm - New Zealand style:</i> <i>The media engages a Not for Profit</i> |
| 10.30-10.55 | Pullin Stark Patricia, <i>Methodology and the Study of Workplace Discourse</i> | Robert Hill, <i>'I Send It My Way': Variety in a Sample of E-Mail Correspondence</i> | Elena Manca, <i>"Nature" and "Natura" in the language of tourism: between culture and usage in English and Italian</i> | |
| 11.00-11.25 | Elisa Turra, <i>Exploring solidarity in Italian business meetings</i> | Terje Selmer, <i>Intentional expressions of Jacques Chirac 2000-2003</i> | | |
| 11.30-12.00 | Closing Session | | | |
| 12.00 | Light Buffet Lunch for all participants | | | |
| 13.15 | Begin boarding for postconference tour to Garda Lake. | | | |