



**PEDAGOGICKÁ
FAKULTA**

**ENGLISH DISCOURSE STUDIES
IN THE TIMES OF CHANGE**

**SEVENTH BRNO CONFERENCE
ON LINGUISTICS STUDIES IN ENGLISH**

BOOK OF ABSTRACTS

Brno, 12-13 September 2016

Editors: Irena Hůlková, Martin Němec

BRNO 2016

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Department of English Language and Literature

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Introduction

This booklet contains abstracts of papers which will be presented at the Seventh Brno Conference on Linguistics Studies in English entitled *English Discourse Studies in the Times of Change*. The conference is organised by the Department of English Language and Literature of the Faculty of Education of Masaryk University and is held on 12-13 September 2016.

The Seventh Brno Conference is dedicated to current trends and developments in English linguistics studies with a focus on communication in various genres and discourses. The contributions deal with a wide range of linguistic topics, such as pragmatics of discourse, professional discourse, media discourse, variation across genres, cross-cultural variation, English as a lingua franca, and learner discourse.

The conference organisers are happy to welcome the following keynote speakers, whose plenary lectures will tackle the key issues discussed at the conference:

- Dr. Billy Clark, Middlesex University London, London
- Prof. László Imre Komlósi, Széchenyi István University, Győr
- Prof. Geoffrey K. Pullum, The University of Edinburgh, Edinburgh

Selected contributions presented at the conference will be published in a thematic volume or in the linguistic journal *Discourse and Interaction*. Authors will receive a free copy of the respective publication. All participants will receive the thematic volume.

Please submit your contributions to bcse@ucn.muni.cz by 10 December 2016.

The organising committee:

Doc. PhDr. Renata Povolná, Ph.D.
Doc. Mgr. Olga Dontcheva-Navrátilová, Ph.D.
Doc. Mgr. Martin Adam, Ph.D.
Mgr. Irena Headlandová Kalischová, Ph.D.
Mgr. Irena Hůlková, Ph.D.
Mgr. Renata Jančaříková, Ph.D.
Mgr. Martin Němec, Ph.D.
Mgr. Radek Vogel, Ph.D.

The editors

Brno, September 2016

THE ICONIC GEOMETRY OF A LINGUISTICALLY EFFECTIVE WEBSITE

Elina Paliichuk, Svitlana Shurma

Borys Grinchenko Kyiv University, Kyiv, Ukraine

Iconicity has been a notion widely used in cognitive studies (see Freeman 2009, Ungerer & Schmid 2013 et al.) and commonly viewed as 'a motivation of linguistic form' (Wilcox 2004: 141) or the way the way language and speech reflect the world. Iconism (Wescott 1971), a term used to refer to direct relation between a sign and reality, in cognitive studies evolved to cognitive iconicity (Wilcox 2004: 119) understood as resemblance of a cognitive structure to some objective world image.

We believe that cognitive iconicity is crucial to the idea of how to sponge maximum effect of website content. The iconic structures are realized in a website texture via verbal units activating certain image-schemas either semantically or grammatically. Image-schemas and corresponding verbal iconic elements stimulate the circulation of recurrent patterns across the website. Language geometry of constructing messages, backed up with visuals facilitating customers' response and consumption, is of our main interest within the project.

We aim to trace linguistic and cognitive strategies applied to content of five top advertising websites. Analysis of Fluid, Ideo, Phuidmedia, Edelman and Advertising.com websites shows that the most repeated image-schema identified in both visual and verbal presentations is up. Despite the fact that each website strives for uniqueness, it was noted that all of them use simple and easy "shapes" to visualize ideas through prototypical image-schemas, such as motion, path, dna-structure and rotation cycle, which make the websites attention-grabbing and alluring.

SOCIAL NETWORKING SITES AND MEMETIC COMMUNITIES

Ondřej Procházka

University of Ostrava, Ostrava, Czech Republic

This paper presents a sociolinguistic perspective on the cohesive aspects of memetic communities grounded in various social networking sites (SNSs). SNSs are highly multimodal platforms for building social networks among people who share similar interests, including the multimodal artifacts known as Internet memes. The paper briefly introduces the concept of Internet memes in terms of their cohesive capacities which give rise to memetic communities. The communities are characterized by a high degree of social and linguistic homogeneity stemming from a number of idiosyncratic conventions based upon deviation from political correctness and Standard English. By diverging from generally acceptable standards, memetic communities create their own sense of identity and ideology which is supplemented by a nascent language variety depending on the nature of internet memes circulated therein. For this reason, the methodological framework

CONFERENCE PROGRAMME

SEVENTH BRNO CONFERENCE ON LINGUISTICS STUDIES IN ENGLISH 2016

English Discourse Studies in the Times of Change

Brno, 12-13 September 2016

Monday, 12th September 2016

9:00-10:00 – registration

10:00-10:10 – opening (Room 1)

10:10-11:00 – plenary lecture – László Komlósi (Room 1)

Fragmented narratives and contextualized discourse: Challenges for social cognition and digital literacy

Session 1

Section A (Room 57) – Internet discourse

11:15-11:40	Tomášková	University affiliated blogs as tools for unlocking research and revealing the impact
11:45-12:10	Hopkinson	Facework and relational work in English as a Lingua Franca – A contrastive study of trip advisor responses
12:15-12:40	Johnová	Gendered talk: Adjectives on interior design blogs
12:45-13:10	Al-Jarf	Non-standard Arabic spelling in facebook discourse

Tuesday, 13th September 2016

9:30-10:20 – plenary lecture – Billy Clark (Room 1)

Changing meanings: Pragmatics in text production, interpretation and evaluation

10:30-10:45 – coffee break

Session 3

Section A (Room 57) – Internet discourse

10:45-11:10	Procházka	Social networking sites and memetic communities
11:15-11:40	Rusňáková	Multimodality in the limelight: Layout of European theatres' websites
11:45-12:10	Cigánková	Art of promotion: Multimodal analysis of British theatre websites
12:15-12:40	Paliichuk/ Shurma	The iconic geometry of a linguistically effective website

Section B (Room 58) – English language teaching

10:45-11:10	Wanphet	Conversation and syntactic analysis of EFL teachers' series of questions used in prompting students' expected responses
11:15-11:40	Hulešová	Synergies and tensions in language testing and language teaching
11:45-12:10	Trnová	The content analysis of a selected upper-primary coursebook – Focus on vocabulary
12:15-12:40	Šafranĵ	Developing critical thinking skills in English for special purposes