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Language research at the crossroads of disciplines

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# TABLE OF CONTENTS

**KEYNOTE LECTURE**

**Language research at the crossroads of disciplines**  
Marta Andersson .................................................................................................................. 1

**KEYNOTE LECTURE**

**Lexicography for Academic English Writing**  
Ana Frankenberg-Garcia ........................................................................................................ 2

**KEYNOTE LECTURE**

**Lexicography meets Generative AI**  
Robert Lew.................................................................................................................................. 3

**KEYNOTE LECTURE**

**What’s new in the (old) world of multimodal metaphor? Thinking inward, outward and forward**  
Paula Peréz-Sobrino .................................................................................................................. 4

**The functions of codeswitching among Maghreb Arabic–French–English speaking international students**  
Ahmad Awawdeh .......................................................................................................................... 5

**Conceptual blending and children’s literature: A case study**  
Shala Barczewska ...................................................................................................................... 6

**From Reluctance to Acceptance: EFL Educators’ Journey with AI Integration**  
Jose Belda-Medina ...................................................................................................................... 7

**Pragmatics in ELT Textbooks: a comparison between Algerian middle school textbooks and the Touchstone series**  
Affaf Benmesli ............................................................................................................................ 8

**Analyzing Bangla Swear Words: Gender Attitudes and Pragmatic Functions**  
Shikha Bhattamishra, Rajoshree Chatterjee ............................................................................. 9

**Languageing, agency, and displacement: Ukrainian war refugees in Australia**  
Tetiana Bogachenko ..................................................................................................................... 10

**The evolution of stereotypical ideas about Siberia in Spanish corpora**  
Anastasiia Carisio ......................................................................................................................... 11

**Exploring the Bengali Chharas’ (Nursery Rhymes’) Gradual ‘Socialization’ of Young Learners**  
Rajoshree Chatterjee .................................................................................................................... 12
English as a barrier on the pathway of professional transitioning of Ukrainian migrant teachers in Australia
Larysa Chybis.................................................................14

Do you accept <kat> as a spelling for <cat> as eagerly as /ket/ as a pronunciation for /kæt/? Teachers’ attitudes towards teaching segmental phonology in a FL classroom
Michał Citko.................................................................15

The role of mental imagery in L2 reading comprehension: Analyzing student verbal protocols through the lens of dual coding theory
Aradi Csenge.................................................................16

Translating Constructions in Online News Headlines: Discourse Pragmatic Perspective
Oleksii Deikun...............................................................18

Language matters – why we should change the way we discuss teaching neurodiverse learners in journals for language teachers
Agnieszka Dzięcioł-Pędich..............................................19

Enhancing Language Acquisition in Higher Education: The Role of Daily Engagement with Language Learning Apps
Katarzyna Gajda............................................................20

Productive use of affixes: Bauer and Nation’s (1993) levels 30 years on
Roger W. Gee, M. Karen Jogan, Kathleen S. Jogan.................................21

Leveraging lexical semantics and corpus linguistics in the history of linguistics: an interdisciplinary case study of the development of polysemy by French and German scholars in the 19th century
Nicolas Gignac.............................................................23

The role of foreign language aptitude in the development of phonetic skills: a study among English philology students
Grażyna Gorbacz-Dailida.................................................25

Between lexical variety and repetition: a multi-factorial study of English-to-Polish translation of reporting verbs in literary novels
Łukasz Grabowski ......................................................26

Conceptualizing Metaphor Use in The Brookings Institution’s Foreign Policy Guidance
Katherine Hallin ..........................................................27
Exploring Semantic Variability of the Word “Creature” in Elizabethan Prose Fiction
Liudmyla Hryzhak

Beliefs of language learners, teachers, and teacher trainers about pluricentricity in foreign language teaching: The case of English and German in the Hungarian education system
Máté Huber

Factors affecting the scope of overgeneralization in adult users of language
Daniel Karczewski, Edyta Wajda

Looking for a Eureka Moment in Specialist English Language Education: From Needs Analysis to Collaboration
Barry Kavanagh

Remixing critical discourse analysis and contact linguistics: Evidence from hip hop and media discourse of bidirectional language contact influences on contemporary Montreal urban vernacular
Emily Leavitt

Inference making in Slovak 3rd graders
Ludmila Liptakova

/'æs/, /'grævs/, /'klɪf/, /'træp/: Canadian Raising and Shift in the Arctic Circle
Vicky Loras

Development of reading–writing direction effects on spatial object positioning: Insight into German pupils
Anna Marklová, Renate Delucchi Danhier, Lea Griebenow

Representation of Ukrainian and Syrian refugees in BBC news stories: constructionist–rhetorical approach
Tetiana Mishchenko

Exploring the Multimodal Communication of Emotion in Language and Gesture
Weronika Morozewicz

Corpus–based Study of Tonic Drinks Advertisements Quantitative Characteristics: Notes on Method
Svitlana Nohovska

Visual metaphor as a means of concept elucidation in chosen pro-Ukrainian memes against 2022 Russian invasion
Julia Ostanina-Olszewska, Aleksandra Majdzińska-Koczerowicz
Recognising a Trafficker in a “Good Samaritan”: the Conceptual Prerequisites of an Empirical Study
Elina Paliichuk, Svitlana Shurma ................................................................. 43

Do language preferences affect our cognitive perception? Testing linguistic relativity hypothesis in an eye-tracking study.
Elena Panfilova, Barbara Mertins ............................................................... 44

The representations of animals in Sherlock Holmes novels: an ecolinguistic perspective
Agata Rozumko .......................................................................................... 46

Structural and semantic analysis of medical terminology based on the ER TV series
Karolina Ryker ............................................................................................ 47

Slavic intercomprehension at Warsaw “Fryderyk Chopin” airport
Jacopo Saturno ............................................................................................ 48

On the Interplay Between Contrastive Semantics and Translation Practice: Describing Trends with PL dynamika, RU динамика vs. EN dynamic(s)
Daniel Sax .................................................................................................... 49

Specifics of teaching languages in higher education: case study of UNIL (University of Lausanne, Switzerland) and KNLU (Kyiv National Linguistic University, Ukraine)
Viktoriia Skriabina ..................................................................................... 50

Defining news genres of English media discourse: cognitive rhetorical perspective
Nataliia Talavira ........................................................................................... 51

Fake news: who is it made for, men or women?
Galyna Tsapro, Olena Gryshchenko ........................................................... 52

Qualitative and quantitative characteristics of the reproduction of the idiostyle dominants of W. S. Maugham’s novel “The Painted Veil” in the Ukrainian translation: linguo–statistical analysis
Larysa Tsokh, Yuliia Shyika ........................................................................ 53

Quantitative verification of Old English concessive conjunctions
Oleksandra Tuhai ........................................................................................ 54

Philology Students’ Attitudes Toward Bilingualism and Language Learning in a Multilingual Environment
Krisztián Váradi .......................................................................................... 55
Corpus-based Study of Tonic Drinks Advertisements
Quantitative Characteristics: Notes on Method

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The research proves the reasonability of using parallel and comparative corpora to analyze the techniques and relevant strategies for translating tonic drinks advertising texts (tea, coffee, lemonades, beverages, energy drinks, etc.). A comparative corpus has been compiled based on 500 advertising texts for the same products within the specified group in English and Ukrainian. The corpus has been marked up according to the linguistic parameters: selection of structural elements of advertising text, lexical-semantic groups based on part-of-speech distribution, expressive language means, units and fragments with no direct equivalents in the target language require special translation solutions in reproduction. The definition of the research comparative linguistic annotated corpus of advertising texts for tonic drinks has been refined.

Quantitative and linguistic-statistical methods, as well as corpus managers (InterText, Textanz, AntConc), were employed to quantitatively describe the English and Ukrainian subcorpora of the research corpus. Differences and similarities in the distribution of frequency by lexical-grammatical classes, average word and sentence lengths in subcorpora, coefficients of lexical diversity, ARI readability, syntactic diversity, lexical text density, and logical coherence have been established. To determine the relevance or irrelevance of the statistical divergence between the values of coefficients for the original and translation, homogeneity tests have been conducted $\chi^2$.

The algorithm for comparative stylometric analysis based on lexical-semantic dominants of advertising text has been proposed to establish equivalence between the source and target text.

It has been determined that the degree of deviation between the quantitative characteristics of English and Ukrainian advertising texts for tonic drinks is high (from 17.32% to 54.76% for different stylistic dominants). This can be attributed to the application of translation strategies such as localization and transcreation, and therefore only a partial quantitative equivalence of the source and target text can be stated.

Keywords: advertising text, parallel research corpus, linguistic-statistical analysis, quantitative coefficients of lexical level, homogeneity criterion.