

Exploring Linguistic Worlds: Conference Program

Time	Session Chair: Freudinger J 4.219	Session Chair: Hahn J 3.330	Session Chair: Krüll J 3.220	Session Chair: Langstrof J 3.213	Session Chair: Nottbeck J 2.220
			8:45 (Sign In) J4 hallway		
			9:15 Opening J4.219		
Session 1: 9:30 – 10:30	<p>Panel 1 – Gender roles in fiction and?</p> <p>1. <i>Heinz/Bartholomäus</i>: Macho talk in Western movies?</p> <p>2. <i>Koch/Gerhard</i>: Gay characters on Modern Family</p> <p>3. <i>Büscher/Hegers</i>: Gendered self-presentation on Tinder</p>	<p>Panel 1 – (Stereo-)Typically Down Under</p> <p>1. <i>Diekhof/Flügel</i>: The Use of the Word <i>Kiwi</i> in Australian and New Zealand Varieties</p> <p>2. <i>Dolge/Rose</i>: Stevo from Paddo on a break from a reno – Hypocoristics in Australian English</p> <p>3. <i>Liebersbach/Rodriguez</i>: Broad Australian English</p>	<p>Panel 1 – Selling the Unhealthy</p> <p>1. <i>Brockmann/Richter</i>: Promises Packed in Plastic – The Linguistic Strategies of Greenwashing</p> <p>2. <i>Hanke/Salbas</i>: Desirable Junks</p> <p>3. <i>Deniz/Stolle</i>: “You’re not you when you’re hungry” – Snickers and the promise to satisfy our hunger.</p>	<p>Panel 1 – Humour</p> <p>1. <i>Dreps/Simbeck</i>: Understanding & Non-Understanding: Locution/Illocution/Perlocution in <i>Two and a Half Man</i></p> <p>2. <i>Cesur/Schumann</i>: How flouting the Gricean maxims supports creating humour in <i>Modern Family</i></p> <p>3. <i>Bartsch/Köhler</i>: The Creation of Humour in the series <i>Friends</i></p>	<p>Panel 1 – Diachronic Language Usag</p> <p>1. <i>Aras/Gökoglan</i>: Women! Take a look. Persil washes whiter!</p> <p>2. <i>Früchtenicht/Kohl</i>: Think minimalistic/ evolve different. The Evolution of (Apple) Marketing.</p> <p>3. <i>Bahne/Strathausen</i>: Advertising the Army: Differences in the Language of British and American Recruitment Posters</p>
			10:30 – 10:50		
			Tea and Coffee Break on J 4		

Time	Session Chair: Freudinger J 4.219	Session Chair: Hahn J 3.330	Session Chair: Krüll J 3.220	Session Chair: Langstrof J 3.213	Session Chair: Nottbeck J 2.220
Session 2: 10:50 – 12:10	<p>Panel 2 – Gender as performance? Changing bodies and changing voices</p> <p>4. <i>Bunse/Frehn</i>: Bior. Beauty Outside. Beast Inside. How do ads convince men to put on perfume?</p> <p>5. <i>Klöpper/Erpe</i>: She’s a woman! The linguistic construction of femininity by Drag Queens</p> <p>6. <i>Scherer/Zasypalov</i>: “...and may the best woman win!” RuPaul’s catchphrases in and out of drag</p> <p>7. <i>Kreusch/Tutic</i>: Changing voices of transpeople</p>	<p>Panel 2 – Language Influences Down Under</p> <p>4. <i>Köroglu/Tunca</i>: British and Australian English – A Historical Analysis of Newspapers</p> <p>5. <i>Chandrabalan/Ketheeswaranathan</i>: An Analysis of Australian linguistic features in the Disney Movie <i>Finding Nemo</i></p> <p>6. <i>Schlüter/Seidel</i>: Americanization and Migration</p> <p>7. <i>Korfant/Moreau</i>: Māori English in the movie <i>Boy</i> – Does Māori English differ from New Zealand English?</p>	<p>Panel 2 – Sex, Sexism, and Racism – Controversial Ads</p> <p>4. <i>Elsen</i>: Catch up with Heinz – How has the presentation of women changed in the last several decades in ketchup bottle advertisements?</p> <p>5. <i>Gawlik/Kling</i>: Sex(ism) sells?! Analysing Advertising of Contemporary Fragrances for Men</p> <p>6. <i>Özdemir/Linßner</i>: Racism...Really!?</p> <p>7. <i>Thompson</i>: Success vs. failure in women’s advertising</p>	<p>Panel 2 – Politeness & Coca Cola</p> <p>4. <i>Austenfeld/Todtenhaupt</i>: The clarification of power relations with the assistance of Politeness in <i>Game of Thrones</i>.</p> <p>5. <i>Yurddas/Wykes</i>: Interviews gone wrong- celebrities' reaction to inappropriate questions</p> <p>6. <i>Paul/Risse</i>: Coca-Cola Advertising: A Journey through Time</p> <p>7. <i>Aras/Kocabey</i>: The Power of a Brand – Taste the Difference. Pepsi Cola vs. Coca Cola</p>	<p>Panel 2 – Peculiarities in Learner Language Production e</p> <p>4. <i>Horstmann/Gierse</i>: False Friends for German Learners of English</p> <p>5. <i>Krüger/Schlussas</i>: Literal and figurative language: Comparing native speakers and language learners</p> <p>6. <i>Sulakov</i>: „Bread and Bekfast" – The production of speech errors by native speakers and learners of English</p>
	12:10 – 13:10 Lunch				

Time	Session Chair: Freudinger J 4.219	Session Chair: Hahn J 3.330	Session Chair: Krüll J 3.220	Session Chair: Langstrof J 3.213	Session Chair: Nottbeck J 2.220
Session 3: 13:10 – 14:30	<p>Panel 3 – Gender inequality</p> <p>8. <i>Richter</i>: Homophobia and Misogyny in Hip Hop Lyrics</p> <p>9. <i>Hosseini/Theisen</i>: How gender equal are schoolbooks? A linguistic analysis of teaching material</p> <p>10. <i>Deniz/Tükenmez</i>: The Language of Clothing Labels – what am I wearing?</p> <p>11. <i>Kirimli/Serif</i>: Body shaming in advertisements</p>	<p>Panel 3 – Speech Down Under</p> <p>8. <i>Engehausen/Pfeifer</i>: The Phonological Differences Between Australian and New Zealand English</p> <p>9. <i>Gollai/Zereike</i>: "I DIDN'T CHOOSE THE SKUX LIFE, THE SKUX LIFE CHOSE ME" New Zealand English Youth Slang in <i>Hunt for the Wilderpeople</i></p> <p>10. <i>Brockmann/Mundry</i>: (Thirteen) Reasons Why Australian English is Audible in American TV</p> <p>11. <i>Fares/Oldemeier</i>: "Hot Wheeling" through Masculinity</p>	<p>Panel 3 – Contrastive Approaches to Advertising</p> <p>8. <i>Kahraman/Gündüz</i>: Can we talk about this?</p> <p>9. <i>Ankamah/Dall</i>: Burger King TV-Spot King?</p> <p>10. <i>Altıparmak/Uzunyayla</i>: Banner or Video Spot? – The Differences in Advertisements</p> <p>11. <i>Axer/Rose</i>: Pink for Girls and Blue for Boys. Gender specific features in toys advertisements for children.</p>	<p>Panel 3 – Impoliteness</p> <p>8. <i>Müller/Zimmermann</i>: Culpeper's impoliteness strategies in everyday situations via <i>Modern Family</i></p> <p>9. <i>Schmidt/Schlee</i>: *Impoliteness and entertainment in <i>The Big Bang Theory</i>*</p> <p>10. <i>Arslan/Gäbel</i>: Impoliteness Strategies in a Hierarchical Context</p>	<p>Panel 3 – The "right" Understanding of Language</p> <p>7. <i>Kempkens/Schröder</i>: Non-Literal Language Comprehension of Native Speakers and Learners of English</p> <p>8. <i>Brunner/Körber</i>: Does the Phonemic Restoration Effect Depend on the Listener's Language Proficiency?</p> <p>9. <i>Hegers/Mehana</i>: Do you know this? Unusual concepts in English</p> <p>10. <i>Bressan/Demirtas</i>: Too Faced, Too Sexy. Analyzing Sexual Ambiguity in Cosmetic Advertisements by Too Faced.</p>
	<p>14:35 – 14:50 Conference Closing & Sign out J4 hallway</p>				