

Wednesday, 11 July

09.00 10.00	REGISTRATION		
10.00 10.30	OPENING CEREMONY		
10.30 11.30	PLENARY LECTURE. Salón de Actos Matteo Fuoli. University of Birmingham, UK <i>Trust management strategies in business communication: discourse analytical and experimental perspectives</i>		
11.30 12.00	COFFEE-BREAK		
	Room: Salón de Actos	Room: Sala de Reuniones	Room: Biblioteca
	Panel 1: <i>Entrepreneurial Discourse and Persuasion: Providing PROPER Evidence</i> Chairs: Mercedes Díez Prados & Antonio García Gómez	Individual presentations Chair: Verónica González Araujo	
12.00 12.30	Mercedes Díez Prados & Ana M^a Cestero <i>Nonverbal communication in persuasive business discourse in English and Spanish</i>	Will Penman <i>Teaching Students to Write Ethical Job Application Materials in the Midst of Systemic Injustice: A Pilot Pedagogical Intervention</i>	
12.30 13.00	Antonio García Gómez <i>Engagement and provocation: Seeking and resisting compliance in entrepreneurial discourse</i>	Aida Andino & Sandra Sepúlveda <i>To evaluate TV commercials and identify unintended negative messages perceived by viewers</i>	
13.00 13.30	Ana Belén Cabrejas Peñuelas <i>The relationship between evaluative lexis and discourse structure in entrepreneurial pitches: A study of Dragon's Den</i>	Gina Poncini <i>Inclusion, Community and Brand Values: Examining Communication and the Special Olympics IX MENA Games, Abu Dhabi 2018</i>	
13.30 14.00	Lidia Taillefer <i>Elevator Pitch: An English-Spanish Sociolinguistic Analysis</i>	Jo M. Katambwe <i>Stakeholder engagement and collaboration: a situational ethical procedure for active responsibility in corporate messaging</i>	
14.00 15.30	LUNCH		

	Room: Salón de Actos	Room: Sala de Reuniones	Room: Biblioteca
	Panel 1: <i>Entrepreneurial Discourse and Persuasion: Providing PROPER Evidence</i> Chairs: Mercedes Díez-Prados & Antonio García-Gómez	Individual presentations Chair: Dolores Porto Requejo	Individual presentations Chair: Carmen Santamaría García
15.30 16.00	José Santiago Fernández Vázquez, Roberto Álvarez Delgado & Ángel Sancho Rodríguez <i>Perlocutionary effects of reason and emotion in televised entrepreneurial pitches: an intercultural analysis</i>	Mary Griffith Bourn <i>Using Miscommunication to discuss communication</i>	Carolyn Meyer <i>An Analysis of Banking, Technology and MSP CEO Open Letters Responding to Crisis</i>
16.00 16.30	Rosa Muñoz Luna <i>Persuasive sentences: a syntactic approach to persuasion</i>	Dorien Van De Mieroop <i>"Identity gatekeeping" in performance appraisal interviews</i>	Olesia Liubashenko <i>Dialogue in Workplace Discourse of the Army Chaplains: Code of Ethics and Communication Boundaries</i>
	Individual presentations Chair: Dolores Porto Requejo	Individual presentations Chair: Antonio García-Gómez	
16.30 17.00	Carmen Santamaría García <i>(Im)politeness in teacher-student interaction at higher education: an ethical perspective to the profession of teaching</i>	Marcel Robles <i>Student Activities to Promote Ethical Decision Making</i>	
17.00 17.30	Jolanta Aritz & Naomi Warren <i>Applying analytical approach to corporate reputation management in a cross-cultural virtual collaboration project</i>	John Fredy Gill Bonilla <i>A critical-cognitive analysis of Donald Trump's discourse across time: Trump as a businessman versus Trump as a president</i>	
17.30 18.00	M^a Dolores Porto Requejo & Silvia Molina Plaza <i>Multimodal Persuasion in Corporate Websites</i>	Donatella Malavasi <i>Communicating Corporate Social Responsibility online: A comparison between socially responsible and irresponsible companies</i>	
18.00 18.30	Seiji Nomura <i>Communication Gaps in Investment Chain: An Analysis from Asset Management Business Perspective</i>	Erika Darics & Cristina Gatti <i>Talking a team into being in online workplace collaborations: the discourse of virtual work</i>	
18.45	GUIDED WALKING TOUR. Old Universidad de Alcalá and old city center		

Thursday, 12 July

09.00 10.00	PLENARY LECTURE: Salón de Actos Ruth Breeze. University of Navarra, Spain <i>Persuasion and manipulation in professional discourse: the case of health and nutrition</i>		
	Room: Salón de Actos		Room: Sala de Reuniones
	Panel 2: Persuasión e imagen de marca en la institución turística Chair: Carmen Cortés Zaborrás		Individual presentations Chair: Lidia Taillefer
			Individual presentations Chair: Rosa Muñoz Luna
10.00 10.30	Isabel Turci Domingo <i>Semiosfera turística: crear el acontecimiento</i>	Holly Anderson <i>Ethical issues within deception research and earning calls</i>	Barbara D. Davis <i>Pinkwashing and Greenwashing Reciprocity</i>
10.30 11.00	María José Torres Navarro <i>Turismo y voluntariado, en busca de la autenticidad</i>	Jolanta Lacka-Badura <i>Through the ethical lens: work climates reflected in employee reviews and testimonials</i>	Almudena Basanta & Lieve Vangehuchten <i>Responsabilidad Social Corporativa (RSC) en el mundo hispánico: un análisis conceptual de un corpus chileno, español y mexicano</i>
11.00 11.30	Carmen Cortés Zaborras <i>Sin novedad en el paraíso. Emociones, terrorismo y turismo</i>	Bianca Dijkstra, Matt Coler, Dorte Lonsmann & Gisela Redeker <i>Navigating the moral map: Multilingual workplace interactions in the European supply chain</i>	Chloé Lybaert & Bernard De Clerck <i>WORST. RESTAURANT. EVERRR!! The impact of linguistic wrapping on credibility in online consumer behaviour</i>
11.30 12.00	COFFEE BREAK		
12.00 13.00	PLENARY LECTURE. Salón de Actos Laura Alba Juez. National Distance-Learning University, Spain <i>Sensitive e-mail messages at the workplace: Some discourse strategies used to maintain an ethical e-communication among colleagues</i>		
	Individual presentations Chair: Antonio García Gómez		Individual presentations Chair: José Santiago Fernández Vázquez
13.00 13.30	Juan C. Palmer-Silveira & Miguel F. Ruiz-Garrido <i>Banking CSR reports: Can they be trusted?</i>	Jane Kassis-Henderson & Linda Cohen <i>From a lingua franca to a multilingual franca approach: where ethics and performance meet</i>	

	Room: Salón de actos		Room: Sala de Reuniones		Room: Biblioteca
13.30 14.00	Lise-Lotte Holmgreen <i>Is being right legitimate? Managing public outcries on social media</i>		Aliison Alford & Jane Damron <i>Redefining Work Ethic: Daughters' social construction of professional intentions and talk of mothers' memorable messages about career</i>		
14.00 15.30	LUNCH				
15.30 16.00	A SPECIAL SESSION ABOUT ABC'S STRATEGIC PLAN FOR 2020-2025 Geert Jacobs & Marcel Robles Salón de Actos				
	Panel 3: Discourses of (de-)legitimization in corporate-consumer communication Chair: Sofie Decock		Panel 4: Critical language and discourse awareness in business and the professions Chair: Erika Darics		
16.00 16.30	Rebecca Van Herck, Bridgit Fastrich & Sofie Decock <i>(De-)legitimization strategies in B2C-complaint negotiations on social media</i>		Annaleena Parhankangas <i>Linguistic style and crowdfunding success among social and commercial entrepreneurs: An example of a language study in the field of entrepreneurship</i>		
16.30 17.00	Bernard de Clerck & Nils Smeuninx <i>If you can't explain it simply, you don't want them to understand. Legitimization through readability? A closer look at sustainability reports</i>		Kate Budd, Darren Kelsey, Frank Muller & Andrea Whittle <i>Metaphor, Morality and Delegitimation: A Critical Discourse Analysis of the Media Coverage of the Payday Loan Industry</i>		
17.00 17.30	Ursula Lutzky <i>"We apologise for the current IT systems outage". British Airways' use of Twitter in customer services</i>		Peter Kastberg & Marianne Grove Ditlevsen <i>Challenging the discourse of newcomer socialization practices in organizations from a critical perspective</i>		
17.30 18.00	Valerie Creelman <i>"Go back to your roots!!": Customer Involvement in Restoring Brand Legitimacy and Integrity</i>		Almut Koester & Michael Handford <i>Critical Language Awareness and Business Communication</i>		
18.00 18.30	Paola Catenaccio <i>Seeking legitimation through dialogue in the biotech industry: Monsanto's "Conversation"</i>		Erika Darics <i>Critical language/discourse awareness and the soft skill agenda</i>		
20.00	CONFERENCE DINNER				

Friday, 13 July

	Room: Salón de Actos	Room: Sala de Reuniones	Room: Biblioteca
	Panel 5: Multimodality and interdiscursivity in professional and academic genres Chair: Julia Valeiras Jurado & Giuditta Caliendo	Panel 6: What counts as data in business and professional discourse research and training? Chair: Geert Jacobs	Panel 7: Ethical issues on persuasive business communication Chair: Mercedes Díez Prados
09.00 09.30	Giuseppe Balirano & Margaret Rasulo <i>Academic Self-Branding: A Multimodal Critical Discourse Analysis</i>	Hiromasa Tanaka <i>Sharing the value of mixed methods research in a test development project</i>	Mónica Sánchez Torres <i>Conscious writing: non-sexist language and/in ethical business discourse</i>
09.30 10.00	Julia Valeiras Jurado <i>Multimodal Persuasive strategies in product pitches</i>	Christina Efthymiadou <i>Researching trust in business partnerships: a discourse analytical perspective</i>	María Irene Pastor Rodríguez <i>Ecological marketing as a persuasive tool in crowdfunding</i>
10.00 10.30	Edgar Bernad Mechó <i>Structuring discourse in student business presentations. A multimodal approach to metadiscourse</i>	Tom Bruyer, Geert Jacobs & Astrid Vandendaele <i>Leveraging student-led interviews on the multilingual workplace</i>	M^a Asunción Gómez Lorenzo <i>Discourse Analysis on Corporate Social Responsibility Manuals in private companies: Rhetoric and Persuasion</i>
10.30 11.00	Julia Valeiras Jurado & Giuditta Caliendo <i>Legitimation in academic TED talks: a multimodal analysis</i>		Ana Serra Celga <i>Gender and ethics in leadership communication: the case of the military language</i>
11.00 11.30	COFFEE BREAK		

11.30 12.30	PLENARY LECTURE: Salón de actos Dennis Davy and Peter Daly. EDHEC Business School, France <i>Persuasion and Impression Management Revisited: Insights from the Entrepreneurial Pitch</i>		
	Individual presentations Chair: Dolores Porto Requejo		Individual presentations Chair: Antonio García Gómez
			Panel 7: Ethical issues on persuasive business communication Chair: Mercedes Díez Prados
12.30 13.00	Judith Ainsworth <i>(Un)ethical leadership: a critical discourse analysis of Wells Fargo's CEO email to team members</i>		Inmaculada Pineda <i>Client-Architect E-mail interactions in an ELF context: Persuading the client to pay</i>
			Lorena Pérez Hernández <i>Implicit primary metaphors as a subliminal advertising strategy</i>
13.00 13.30	CONFERENCE CLOSING SESSION		
13.30	FAREWELL COCKTAIL		