

NIC 2015

NORDIC INTERCULTURAL
COMMUNICATION CONFERENCE

PROGRAMME



UNIVERSITY OF
GOTHENBURG



JÖNKÖPING UNIVERSITY



THURSDAY 26 NOVEMBER

TIME ACTIVITY

1 pm	Opening Ceremony - Hb116 Welcoming by Stephan Rapp, Dean at School of Education and Communication
1:15 pm	Keynote speaker 1 - Hb116 Margit Krause-Ono , Muroran Institute of Technology: Introduced by Ylva Lindberg <i>Myths, Mirroring, and Media - Changing ideologies and realities between and within Japan and Europe.</i>
2:15 pm	Parallel sessions
	Session A , chairperson Anette Svensson
	Session B , chairperson Helena Wistrand
	Ha108 Jens Allwood: <i>Exploring National Images and Stereotypes</i>
	Hb117 Gunilla Carstensen and Leif Dahlberg: <i>Cross-cultural communication in Swedish courtroom</i>
	Arvid Karsvall, Sarah Eldursi, Amanda von Matern, Tony Fang: <i>Order and Openness in Virtual Teamwork</i>
	Steven Crawford: <i>Three Projects, Three Pillars: Experiential Learning in a Multicultural Environment</i>
	Elisabeth Ahlsén: <i>Integrated Marketing Communication – Application in Tourism marketing - A Case Study of Cambodia Destination Marketing in Sweden</i>
3:45 pm	Swedish fika in Arkaden
4:15 pm	Keynote speaker 2 - Hb116 Johan Larsson , Jönköping University: Introduced by Hannah Falk <i>Intercultural negotiations</i>
5:15 pm	Workshops
	Workshop 1
	Workshop 2
	Ha108 Li Andersson-Yang, Jönköping University: <i>How social media reshape the patterns of intercultural communication - promoting Swedish higher education in China as an illustration</i>
	He207 Ylva Lindberg, Jönköping University: <i>Researching cultures in Second Life</i>
7 pm	Mingle in Orangeriet With Johan Larsson Nina Bjurenstedt (piano and vocal)

FRIDAY 27 NOVEMBER

TIME ACTIVITY

9 am Keynote speaker 3 - Hb116

Dany Badran, Lebanese American University: Introduced by Tommy Josefsson
Intercultural communication, conflict and crisis in Lebanon

10 am Coffee break in Arkaden

10:30 Special sessions:

Cultural Transfer Part 1,
chairperson Ylva Lindberg

Ha108

Special presenter: Adnan Mahmutovic, Stockholm University

Muayyed J. Juma: *The Americanization of Film Subtitles: A Sociocultural Linguistic Perspective to Subtitling Translation in the Arab World*

Anette Svensson & Stefan Lundström: *Worlds of many Languages: Learning from Fiction in Multimodal Text Universes*

Session B "The Rhetoric of Immigration: Labour, Integration and Exclusion", chairperson Jens Allwood

Hb117

Ruth Olga Björkenwall, Pamela Innes, Unnur Dís Skaptadóttir, Mira Skadegård Thorsen, Laura Assmuth

Mira Skadegård Thorsen: *Taking nationality hostage: Structural discrimination in immigration and integration discourses*

Pamela Innes: *Where you learn matters: Laborers' experiences learning Icelandic*

Ruth Olga Björkenwall: *Assimilation failures?: Finnish laborers in Arctic Sweden*

Unnur Dís Skaptadóttir: *The changing discourses about immigrants in Iceland: Diversity, boundaries and borders*

Session C

chairperson Iben Jensen

Hc114

Mikael Jensen: *Communicative purpose and style – a cultural comparison*

André Leblanc: *Should we tell the truth when talking about the culture of the Other? The case of Amélie Nothomb - CANCELED*

Klas Borell: *Dramatic Events, Fear and Prejudice: A New Approach to the Study of Islamophobia and Islamophobic Hate Crimes*

Øyvind Økland: *Social media among young people in Kenya. Crossing ethnic borders*

Gunnhild Aakervik: *The new refugee wave and need for language training, communication skills inclusion wave and need for language training, communication skills inclusion*

1 pm Lunch at Guvernören - Please, receive your lunch ticket at the reception desk.

2:30 Workshops & sessions

Cultural Transfer Part 2,
chairperson Anette Svensson

Ha108

Herbert Jonsson: *What may be gained from mistranslations of Japanese haiku?*

Zlatan Filipovic: *Passion for the other and the vicissitudes of shame*

Ylva Lindberg: *The Place of African Sub-Saharan Francophone Literature in Sweden*

Workshops 3 and 4:

Hb117

Tommy Josefsson, Jönköping University: *Intercultural Curriculum Development*

Natalya Berbyuk Lindström via link from Bali

Session C

chairperson Jens Allwood

Hc114

Elena Korshuk: *Cross-cultural Communication in e-courses Via link from Belarus*

FRIDAY 27 NOVEMBER

TIME ACTIVITY

2:30-5:00 pm	Entertainment in the HJ-auditorium Burundi drumming and dancing
4:30	Coffe break in Arkaden
5:00	Keynote speaker 4 - Hb116 Jonas Landgren , University of Gothenburg: Introduced by Jens Allwood <i>Intercultural Crisis Communication</i>
6 pm	NIC Business Meeting - Ha 108 Jens Allwood
7 pm	Conference Dinner at Science Park Only for those registered for the Conference Dinner. Please recieve your dinner ticket at the reception disk.

SATURDAY 28 NOVEMBER

9 am	Keynote speaker 5 - Hb116 Grégoire Njeijimana , Burundi University: Introduced by Ylva Lindberg <i>Challenges in Intercultural Communication</i>		
10 am	Coffee break in Arkaden		
10:30	Special sessions		
	<p>Session A chairperson Elisabeth Ahlsén Ha108 Arjan Arjuna Verdooren: <i>Does the emperor need new clothes? - Dilemmas around essentialism in intercultural training</i> Ina-Lotte Dühning: <i>Where do we go from here? Intercultural Competence in Germany's Teacher Education</i> Mikael Jensen & Linnea Moreira Emanuelsson: <i>Kinesic code-switching among bi-culturalals</i> Rami Marashli: <i>Toward an Integrated Sweden? A study of the Syrians' ambition of integration in Swedish society</i> Eilef Johan Gard: <i>Intercultural Communication in a Higher Education Institution</i></p>	<p>Session B chairperson Arvid Karsvall Hb117 Maribel Blasco, Bjarne Ørsnes: <i>Cultural resistance in language learning: Teaching the use of German Sie/Du to Danish CLIL -students</i> Mariya Aida Niendorf: <i>Intercultural Communicative Competence: The challenges and implicatins of teaching Japanese politeness strategies to Swedish learners of Japanese</i> Steven Elers: <i>Māori (Indigenous) and Asian Immigration: The Potential for Intercultural Conflict in Aotearoa/New Zealand?</i> Phoebe Elers: <i>Insights from New Zealand Doctors: Can patient portal improve intercultural communication in the delivery of healthcare?</i> Johnny Långstedt: <i>Culture, an excuse? An explorative study of project manager's accounts of intercultural encounters in international construction projects.</i></p>	<p>Session C chairperson Tommy Josefsson Hc114 Klaus Geyer: <i>Exploring linguistic landscapes in semi-public spaces: An inter-cultural project for students</i> Iben Jensen: <i>Rich on intercultural competence but poor in sharing - An analysis of an innovative project on cultural awareness in a public organisation</i> Pavel Rodin: <i>Crisis communications on social media in cross-cultural setting: three levels of analysis</i> Jamshid Gholamian: <i>Intercultural counseling – a dialogic approach</i> Christine Anthonissen: <i>"These children, they will be angry." Language as determining educational instrument for immigrant children</i></p>
1 pm	Closing: Jens Allwood, Ylva Lindberg, Linda Bergqvist - Hb116		
1:15 pm	Lunch		