



Braşov 2018: 5th International Conference on Theoretical and Applied Linguistics: Structure, Use, and Meaning

<http://old.unitbv.ro/arta/Conferences/SUM2018>

13-15 September 2018

Braşov, Romania

Abstract Submission Deadline: June 15, 2018

The 5th edition of the conference Structure, Use and Meaning (SUM) takes place in Braşov (Romania) between 13-15 September 2018 and aims firstly to bring together researchers and practitioners in a meaningful dialogue, in order to synthesise different strands of existing academic research and to enable the mapping out of new research directions on institutional communication, that reflect the needs and requirements of the labour market, and secondly to provide advice and training/ teaching material that reflects actual, real-life practices, and not put forward an isolated, unnatural, at times anecdotal, and predominantly prescriptive perspective. The organisers invite researchers and practitioners interested in institutional communication to contribute with their expertise to create the premises for fairer, more rewarding and better work environments.

In a challenging European context characterized by the migration of the work force, countries are both providers and hosts for various categories of people (students, unqualified workers, and highly-qualified personnel). All these categories need language skills, communication and interpersonal skills, intercultural knowledge, known as soft skills, in order to integrate to their various workplaces. Given the importance of these skills nowadays and the relative disregard for their wider acknowledgement and training, scholars, professionals and research students are invited to share their research and experience. Institutional talk requires a special type of interdisciplinary competence (pertaining to the fields of sociolinguistics, psycholinguistics, language acquisition, neurolinguistics, pragmatics, and intercultural communication). Developing an intercultural competence is useful for raising awareness upon cultural differences and ideologies which shape communicative identities of individuals and groups in multinational institutions. Developing a sociolinguistic competence allows for manifestations of status, power, gender, education and so on. Pragmatically, such

competence brings together the strategic means of achieving effectiveness and appropriateness in the communication continuum developing in various institutional settings.

Contributions on the following topics are expected, but they need not limit to them.

Language teaching: Solely an institutional practice?

- teaching languages to foreign students;
- bringing relevant content to the classroom;
- innovative curriculum development;
- non-native teachers of language;
- language policies.

Legal language: institutional framework in teaching and investigations

- linguistic and intercultural approaches to legalese;
- teaching and translating legal language;
- legal language used in professional settings.

Doctor-patient interaction

- linguistic research on communication in health/medical practice;
- best communication practices in health contexts;
- oral and written communication in medical contexts.

Mass-media: challenges in the era of virtual communication

- fake news or how to manipulate;
- the role of social media in politics;
- the perception of foreigners.

Political discourse as an institutional practice

- political discourse about migrants and migration;
- discourse of national and European Parliament(s).

You are invited to submit your contribution by sending the completed Abstract form to SUM.brasov@gmail.com before June 15, 2018. Details are available in the Submission and registration area.