



## **BOOK OF ABSTRACTS**

**Dimensions of Business Language and Culture  
conference 2018**

**University of Silesia  
15-16 October 2018, Katowice**



**Preston Publishing**



## **Plenary lecturers**

### **Prof. Anthony Barker**

University of Aveiro, Portugal

***Always Be Closing: An ABC of Business in Feature Films***

For the most part, the world of work is missing from feature film representation. Films are not made about librarians, plumbers and quantity surveyors, or if they are, their work is tangential to what they do or signify in their respective films. Even cowboys are rarely seen with cows. The only work that is routinely explored is that of cops/detectives, doctors and lawyers - the staples of television serial drama. The pursuit of business goals, the designing, making and selling of products, constitutes daily experience for many if not most on this planet, yet this area of life remains seriously under-represented. This presentation looks at the instances of doing business that do make it into film culture and the kinds of statement films make about commercial enterprise. It will mostly represent the American scene, because for every *Il Postino* in Europe delivering letters, there are 10 postmen in America, perhaps knocking twice, but rarely delivering them. The broad movement of film representation, I will argue, is to move trade from concerns about the soul of man in commerce and corporate life towards the realization (or imposition?) that business is near allied to crime. In general terms, it is the change from *Death of a Salesman* (1949) to *Glengarry Glen Ross* (1983), when a man who had to work himself to death to turn a buck finds himself having to screw workmates and customers alike in order to survive. In addition, the pressures of work of the little guy (I will briefly inspect the humbler world of salesmanship and marketing, two activities which have taken on a higher profile since the mid 20<sup>th</sup> century) have largely given place to the unbridled opportunism of Reaganomics and deregulation in high finance. The general discontents associated with the financial crises of the 1980s and 2000s have created their very own film genre, the corporate scam exposure movie, as well as a number of important feature-length documentary films.

### **Prof. Piotr Mamet**

Silesian University of Technology, Poland

***LSP versus Content Knowledge – The Problem of Competence in LSP Teaching and Translation***

Language for Specific Purposes (LSP) is a vast field of study. Its research concentrates on its definition, features and methods of description. LSP is also an area where practical activities take place, i.e. teaching and translation. The theoretical approach, while offering a plethora of concepts to define and describe LSP, does not solve many practical problems. One of the major ones is how to teach or translate/interpret texts in a language describing phenomena unknown to teachers and translators. The study discusses briefly the linguistic issues, e.g. register and genre connected with the scientific study of LSP. Attention is also given to the main roles played by an LSP teacher. The key area of interest in the study is the problem of specialized knowledge, which is usually not possessed by teachers/translators and which may prove to be essential in their jobs.

## **Prof. Krystyna Warchał**

University of Silesia, Poland

### ***The business dimension of academia – the academic dimension of business***

At first glance, the world of business and the world of academia could not be wider apart. The former is typically associated with money and profit, the power of persuasion, and various mechanisms of self-promotion; the latter, if somewhat illusively, with a selfless pursuit of truth, data which speak for themselves, and the priority of disciplinary development over personal achievement. Still, a closer look at some discourse patterns shows that, at least in terms of communication practices, business and academia do have strong points of contact. This presentation attempts to identify some of those shared discourse mechanisms, focusing primarily on such academic genres as the research article – one of the traditional, canonical text types – and the research grant proposal abstract, which has more recently developed into a pivotal academic genre. It refers to the Create-a-Research-Space model of rhetorical moves in research article introductions proposed by Swales (1981, 1990) and to the move-step scheme of grant proposal abstracts developed by Feng and Shi (2004) to argue that these academic genres are not incompatible with rhetorical tools which are more readily associated with business discourse, and that their structure and/or function may actually invite their use.

## **Prof. Taina Vuorela**

Oulu University of Applied Sciences OAMK, Finland

School of Business and Information Management, Finland

*Taina Vuorela<sup>1</sup>, Eeva-Liisa Oikarinen<sup>2</sup>, Pia Hurmelinna-Laukkanen<sup>2</sup>, Sari Alatalo<sup>1</sup>,  
Anne Poutiainen<sup>1</sup>, Jaakko Sinisalo<sup>1</sup>*

*Oulu University of Applied Sciences OAMK<sup>1</sup>, Finland*

*University of Oulu<sup>2</sup>, Finland*

### ***Using humour strategically in business and communication***

It appears that in previous literature on humour in business, discussions have taken place in different 'silos' and as a result, the connections between different research fields have been scarce. Consequently, a more comprehensive understanding of the significance of humour in business contexts is necessary. The aim of the multidisciplinary research project HURMOS was to create a preliminary theoretical framework of how humour can be used strategically in organisations with the aim of creating new business opportunities. The presentation will identify research gaps and combine viewpoints of international business communication, innovation communication and marketing in a novel way. We will present a research agenda for exploring different strategic ways of using humour in companies, on the basis of which empirical data has been collected, and preliminary results will be presented. The potential, as well as the limits and risks of humour in business contexts have been examined in both internal and external corporate communication. We have focused e.g. on corporate storytelling, corporate and employer branding, and work engagement. Additionally, we have explored innovation communication, in particular, how humour can be applied as a strategic tool in new business development both in creative research, development and innovation (R&D&I) work environments, as well as incorporating humour into product and service innovation in practice. Our empirical results will also provide a point of departure for further research. Besides academia, the generated know-how will be of interest to managers of large corporations as well as start-up companies.

## Participants

### **Katarzyna Bańska, PhD**

University of Silesia in Katowice, Poland

***The Clash between Polish and Chinese business etiquette trends. The differences, similarities and misunderstandings***

Is handing a business card appropriately towards the other, quite often international, business partner a key to a successful business meeting? Various countries follow individual approaches in terms of business and social interaction. To some, those approaches may seem absolutely incomprehensible or even shocking. The aim of the following presentation is the analysis of the differences and similarities in terms of Polish and Chinese versions of business meetings with certain remarks on the appropriateness of certain acts and the issue of Chinese phenomenon of 'losing face'.

### **Paulina Biały, PhD**

University of Silesia in Katowice, Poland

***The Usage of Diminutives in Business Language***

The paper discusses the usage of diminutive forms in business language from pragmatic point of view and aims at analysing conversations between sellers and buyers at the market or local shops as well as waiters and guests at the restaurant. The use of diminutives in such contexts seems to be one of the most characteristic features of Polish culture. Jerzy Bralczyk (2009: 94) is of the opinion that it is aimed at encouraging people to do something. Thus, it is perceived as a kind of persuasive strategy or even linguistic manipulation (Nicgorska, 2007: 65). On the other hand, it guarantees better effectiveness of our efforts, as people feel respected and favoured (Nagórko, 2003: 223). Hence, it expresses positive politeness rather than the negative one. What is more, as Huszcza (2005: 223-224) notices, "in the speech of (...) Polish waiters, shop-keepers, shop-assistants and customer-service personnel, there is an honorific use of nominal diminutives when referring to items provided or about to be provided to the customer", which encodes the social roles of the customers and the service personnel. Huszcza (2005: 223) describes this phenomenon as "pragmatic modesty directed towards the speaker". The analysis is illustrated by examples of non-literary data, that is, spontaneous spoken utterances taken from authentic dialogues which the author of this paper witnessed and recorded:

a. Rządkieweczki! Tylko po 3 złote! Winogronka przepyszne! (Radish-DIM.! For only 3 zlotys! Delicious grapes-DIM.!)

b. Proponuję ziemniaczki z kotlecikiem schabowym, do tego smaczne buraczki. (I suggest potatoes-DIM. with pork cutlet-DIM., along with tasty beetroots-DIM.)

### **Ewa Bogdanowska-Jakubowska, Prof.**

University of Silesia in Katowice, Poland

***Work ethos in American public discourse***

Work constitutes a significant element of everyone's life. It can infuse our existence with meaning, provide us with satisfaction and enhance our self-esteem. However, attitudes to work and working differ across cultures. The aim of the study is to investigate how work ethos is generated in American public discourse. The data for the analysis come from the corpus of 100 commencement speeches delivered during 2016 and 2017 graduation ceremonies in selected American universities. The aim of the study and the character of the discourse to be analyzed make it necessary to employ an interdisciplinary perspective. Therefore I have decided to combine Critical Discourse Analysis (van Dijk, 2008, 2009; Wodak, 2007/2014; Wodak and Koller, 2008) with cultural studies (Barker, 2004; Barker and Galasinski, 2001), and rhetorical studies (Johnstone and Eisenhart, 2008).

## **Błażej Ceglarski, MA**

University of Silesia in Katowice, Poland

### ***The Influence Of Figures Of Speech In Shaping Controversy In Print Advertising***

The aim of the paper is to examine the ways figures of speech influence the controversial character of commercials. The corpus will comprise the analysis of slogans chosen solely in print advertisements and obtained from American and Canadian magazines between 2016 and 2017. The paper will concentrate on the implementation of figures of speech – namely: metaphor, rhetorical questions, paradox, and oxymoron in shaping controversial language. The research aims to help marketers to establish how figures of speech shape the controversial repercussion in advertisements.

## **mgr Sylwia Cieciera**

Stadler Polska

### ***Wymiary komunikacji w międzynarodowych zespołach projektowych***

W warunkach dużej dynamiki otoczenia, przedsiębiorstwa - w zależności od rodzaju działalności, bieżących możliwości czy potrzeb, mają możliwość wykorzystywać w swojej działalności podejście zadaniowe, nazywane inaczej działalnością projektową. Taki podmiot ma szansę stać się organizacją projektową czyli taką, której podstawową działalnością jest prowadzenie projektów, ewentualnie może część swojej działalności ukierunkować na projekty bądź korzystać z dziedziny zarządzania projektami dla specyficznych, wybranych dziedzin lub realizując wybrane, konkretne projekty, będące uzupełnieniem dla swojej działalności procesowej i funkcjonalnej. Możliwości współpracy międzynarodowej, jakie obecnie daje przedsiębiorcom rynek, rozwój i wspieranie inwestycji zagranicznych skutkują umiędzynarodawianiem i internacjonalizacją relacji biznesowych. Z tego względu polskie firmy zderzyły się z pojęciami takimi jak zarządzanie międzynarodowe, relacje międzynarodowe czy międzynarodowe negocjacje. Spowodowało to sytuację, w której podstawowy cel przedsiębiorstwa jakim jest osiągnięcie wyznaczonych zysków, może być osiągnięty, jeśli przedsiębiorca weźmie pod uwagę aspekty kulturowe i językowe. Aspekty językowe i kulturowe zaznaczają się również w organizacji, w której współpracuje ze sobą zespół międzynarodowy. Na polskim rynku istnieje wiele przedsiębiorstw będących filiami firm międzynarodowych, zagranicznych, które są na tyle od centrali zależne, że w swojej codziennej działalności muszą współpracować z centralą, bądź innymi filiami. W przypadku organizacji projektowych mamy do czynienia z zespołami projektowymi, które składają się z członków różnych narodowości i

kultur, co automatycznie powoduje, że sukces projektu wiąże się ściśle ze zbudowaniem i prowadzeniem dobrej komunikacji w środowisku międzynarodowym oraz współpracą międzynarodową, nierozzerwalnie połączoną z analizą aspektów kulturowych i językowych. Prezentacja ma na celu omówienie po krótko charakterystyki działalności projektowej przedsiębiorstwa w kontekście organizacji międzynarodowej, wskazanie poziomów komunikacji oraz cyklu komunikacji w projekcie ze szczególnym uwzględnieniem aspektów międzynarodowych i wielokulturowych, sposobów zarządzania komunikacją w środowisku międzynarodowym na przykładach filii zagranicznych firm, które są już obecne na polskim rynku. Pozwoli to finalnie określić rolę komunikacji w międzynarodowych zespołach projektowych.

### **David Cole, MFA, PhD**

The Faculty of Economics, Matej Bel University, Banská Bystrica, Slovakia

### **Petra Strnáďová, Mgr. PhD**

The Faculty of Economics, Matej Bel University, Banská Bystrica, Slovakia

### ***National responsibility—the missing element of business ethics***

The proposed paper introduces a new tri-polar approach to corporate social responsibility. The context is defined by a huge paradigm shift that is occurring in politics in relation to national identity, which is reasserting itself to varying degrees all over the world. Much of this resentment is being blamed on the global corporation. As a result, laissez-faire globalization is under attack. So far what have mostly been used to describe the ethical motivations and responsibility of corporations are the stockholder and stakeholder models. However, such two-polar approach is rather myopic as it is only dealing with people directly involved with a company (i.e. stockholders and stakeholders), thus omitting responsibility to individuals outside of its scope. It is this omission factor that can cause negative externalities to a country, therefore we propose an addition of the third pole represented by a nation/country. It needs to be remembered that the first identity for all people is nationality, if for no other purpose than healthcare, child care, old-age care and general security. This national responsibility also covers a growing sector of the economy that we refer to as the dopamine related economic sector, an area that is creating many new concerns.

### **dr Sabina Deditius**

Uniwersytet Śląski w Katowicach, Polska

*University of Silesia in Katowice, Poland*

### ***Storytelling jako skuteczne narzędzie budowania wizerunku lidera***

Praktycy poruszający się w świecie biznesu są zgodni co do tego, że za pomocą storytellingu organizacje mogą wywierać wpływ, przekazywać wartości, motywować i budować wspólną tożsamość (Campbell, 1997; Sinek, 2013; Murray, 2013, 2014; Heidtman, Piasecki, 2017). Umiejętność wykorzystania naturalnej, perswazyjnej siły opowiadania historii staje się jedną z istotnych kompetencji zarówno na poziomie całej organizacji, jako metoda komunikowania strategii, jak również na poziomie personalnym, jako metoda wzmacniania autentycznego przywództwa (Heidtman, Piasecki, 2017: 273). U Howarda Gardnera przeczytamy, iż „przywódca to jednostka tworząca opowieść – przedstawienie umysłowe – która w znaczący

sposób wpływa na myśli, zachowania i uczucia – przedstawienia umysłowe – znaczącej liczby osób (zwanych zwolennikami)” (Gardner, 1995: 15). Zdanie to można potraktować jako zapowiedź nowych podejść, kładących nacisk na potrzebę przywódcy, aby komunikować swej grupie lub organizacji jasną wizję (Hartley, 2000: 120). Według słów Simona Sineka „lider zajmuje wierzchołek stożka – tutaj wszystko się zaczyna, tu rodzi się DLACZEGO” (Sinek, 2013: 144). Mając na uwadze powyższe stwierdzenia, w niniejszym wystąpieniu przyjrzymy się strukturze opowieści, odpowiemy na pytanie, jakie elementy tworzą dobrą opowieść, która jest kluczem do efektywnej komunikacji lidera z otoczeniem oraz budowania jego wizerunku.

## **Izabella Drozd, MA**

University of Silesia, Poland

### ***Key Features of Chinese Company Names***

Legal name and trade name are the core part of existence in the market. For example, they play a critical role in the corporate image, inform the customer and the potential business partner about the activities of the company, belong to incorporeal property, and may affect the sales volume. Chinese names are distinguished by their fixed structure and dissimilarity from names originating from non-Asian continents. They are also especially difficult to translate into foreign languages, including English. The study focuses mainly on linguistics, translation studies and business language. To a certain extent, it is also interested in cultural issues. The paper aims to explore and analyze legal and trade names of Chinese companies both in the source language and target language. The subject of the research are several dozen names of Chinese companies and their registered and unregistered English versions. The English translations used by the vendors are compared with the results produced by translating programs. The grammatical structure of names is examined with the ambition to find out their key features. The paper briefly refers to such issues as 2017 governmental ban on too long or funny names or governmental guidelines on creation of new names. Moreover, it discusses the issue of untranslatability into English, taking into account cultural and linguistic reasons. The summary of results covers, inter alia, the most frequently used Chinese characters, the full structure of the standard company name with its frequently used elements, and a commentary on machine translation.

## **Sylwia Gierszal-Sławik, MA**

University of Silesia, Poland

### ***Business Ethics and Ethical Dilemmas in PSI***

The growth of globalisation has impacted many aspects of modern life such as economy, politics, business and beliefs and concomitantly it is a phenomenon that has melted national borders. Therefore, the ever increasing competitive nature of business in the global environment requires communication across multicultural and multilingual boundaries so interpreting serves as a communicative tool in many settings. Furthermore, the current geopolitical situation in the world where refugees and immigrants flow to foreign countries on a daily basis has caused a great demand for public service interpreting. Although PSI (public service interpreting) being less formalised than conference or business negotiating interpreting yet serves the same communicative purposes but in different social contexts. Given the fact that interpreting studies underscore the concept of neutrality, fidelity and general business ethics, PSI faces the challenges posed by ethical dilemmas as it is frequently the activity performed at cross-purposes. The presentations attempts to show that although interpreting training comprises

knowledge of the relevant code of conduct still the interpreter may encounter some ethical dilemmas due to the multifaceted contexts of interpreting settings. However, linguistic competence composed of specialist and general world knowledge should be combined with other significant factors: social, cultural, psychological and behavioural which are hardly ever taught. Therefore, conclusions of this study present some pedagogical implications for training future interpreters to reflect the intricacies of the real settings. Finally, shared knowledge and experience provided by professional practice and academic research may help to set the codes of best practice and be the stage for creating or completing the apt training programmes for interpreting students.

## **dr Agata Hącia**

Institut Badań Edukacyjnych, Polska  
*Educational Research Institute, Poland*

### ***Zmiany stylu zewnętrznej i wewnętrznej komunikacji bankowej***

W referacie przedstawię wnioski płynące z uczestnictwa w programach zmiany stylu komunikacji wewnętrznej i zewnętrznej dwóch banków. W programach tych uczestniczyłam w charakterze zewnętrznego eksperta – językoznawcy. Przedstawię założenia merytoryczne programów, oparte na idei związanej z ruchem prostego języka (przeszczepionej na grunt polski przez zespół Pracowni Prostej Polszczyzny UWr), oraz zrelacjonuję problemy związane z jej adaptacją. Problemy te mają przyczyny złożone: środowiskowe, psychologiczne, a także językowe. Wśród pierwszych najważniejsza wydaje się niedostateczna świadomość wpływu modelu komunikacyjnego na model biznesowy przedsiębiorstwa, wśród drugich uwagę zwraca opór przed upraszczaniem komunikacji związany z obawą o utratę autorytetu. Trzecia grupa przyczyn ma zakotwiczenie i stricte językowe, i komunikacyjne, i etykietalne. Problematyczne jest nie tylko opanowanie zasad mówienia i pisanie w określony sposób (w duchu „prostego języka”), ale także zachowanie elastyczności komunikacyjnej, którą „prosty język” na gruncie polskim powinien uwzględniać. Wnioski z obserwacji prowadzonych przy okazji uczestnictwa w programach komunikacyjnych banków zilustruję materiałem w zakresie nieobjętym umową o zachowaniu poufności.

## **Katarzyna Knoll, MA**

University of Silesia in Katowice, Poland  
***Doing business in China? Good luck!***

Due to its relatively limited phonetic inventory, Mandarin Chinese is a language particularly abundant in homophonous syllables and expressions. Homonymy itself has a great influence on the Chinese culture, including humour, traditions and superstitions, and, consequently, is not irrelevant while doing business. For instance, it is homophony that brings an answer to the question why the Chinese avoid number four but love number eight. In this presentation I would like to discuss more examples of homophones which are deeply rooted in the Chinese culture, as well as to show how important it is to be aware of the possible ambiguity of Mandarin phrases while maintaining contacts with Chinese partners. I will show what brings good and bad luck, as well as present some of the possible misunderstandings which may occur if having insubstantial knowledge of the Chinese language and culture.



## **Grzegorz Krawczyk, MA**

University of Silesia in Katowice, Poland

### ***(R)evolutionary overview of ethical challenges and law regulations in advertising***

Advertising has existed as an integral part of commerce since ancient times when epigraphs were used on buildings or even signboards in order to make announcements concerning services within the households. Information regarding rewards to be claimed for capturing a runaway slave used to be placed on papyrus and emblems, which could be thought of as progenitors of today's trademarks, were created by handcraftsmen to represent their guilds and inscribed on their handiwork.

Industrial revolution and production development enforced constant improvements in the ingenious ways of reaching potential clients leading in consequence to higher sale figures. Present-day advertising, in turn, with respect of its primary aim – that is financial gains – is by no means different from ancient or medieval signs or epigraphs. Nevertheless, technological advancements enable us to apply multitudinous advertising strategies in the form of broad-based campaigns, which may carry both profits and ethical threats.

I shall make an attempt to present the possible future perspectives of advertising, paramount challenges that advertisers face in the perpetual search of effective and persuasive product placement as well as the level of (dis)tastefulness they are ready to reach or cross in their sales pitch.

## **Marcin Kuczok, PhD**

University of Silesia in Katowice, Poland

### ***The BUSINESS TRANSACTION metaphor in Christian discourse (on an example of John Henry Newman's sermons)***

The BUSINESS TRANSACTION metaphor pertains to central metaphors frequently applied in the Bible and Christian theology in general: Christ is said to „buy” sinners for God in order to redeem them and give them salvation. According to Tomasz Krzeszowski (1997), that metaphor, together with the COURT TRIAL and JOURNEY metaphors are commonly used in the language of Christian ethics. As an example of how this metaphorical way of thinking functions in Christian discourse, we will study the language of the Parochial and Plain Sermons (1834-1843), a collection published by John Henry Newman (1801-1890), a renowned British theologian, writer, and preacher. As claimed by Kuczok (2014), the BUSINESS TRANSACTION model is one of around fifteen metaphorical models identified in Newman's sermons to conceptualize the notion of the Christian life. We will look for such elements of the metaphorical script as the specific GOODS that are bought in the course of the business transaction, the PRICE that is paid, the CUSTOMER(S) and SELLER(S), and the details of the ACCOUNTING that is done in this transaction. We will also present the challenges and problems connected with the use of this very metaphor in Christian discourse.

## **Jolanta Łacka-Badura, PhD**

University of Economics in Katowice

## ***Online word of mouth as a source of employment information: a comparative analysis of the language of values in employee reviews and testimonials***

The paper presents the results of a comparative analysis of the employee values reflected in two types of electronic word of mouth (eWOM): online employee reviews and testimonials. While employee reviews are regarded as company-independent sources of employment information, testimonials are often viewed as combining the characteristics of 'real' word-of-mouth with the advantages of company-controlled recruitment sources aiming to project a favourable image of the employing organization (Hoye and Lievens 2007). The two corpora comprise, respectively, 150 online employee reviews of 14 randomly selected companies, and 152 employee testimonials extracted from the corporate websites of the same organizations. The analysis aims to investigate what categories of employee values/benefits contributing to the EVP (Employee Value Proposition) are communicated in both text types, and how those values are expressed linguistically. The framework for the study has been created drawing on the classification of corporate/organizational values (Frederick 1995; Hultman 2005), along with the categories of the EVP values/benefits (Barrow and Mosley 2005), encompassing functional, emotional (psychological), as well as higher order benefits and brand values. The paper also attempts to examine whether and how the values and benefits communicated in both samples correspond with the findings offered by organizational scholars with regard to benefits commonly viewed as having the strongest impact on applicants' choices.

### **mgr Katarzyna Madejska**

Europejski Uniwersytet Viadrina, Niemcy

*Europa-Universität Viadrina Frankfurt (Oder), Germany*

Uniwersytet Adama Mickiewicza w Poznaniu, Polska

*Adam Mickiewicz University in Poznan, Poland*

***Wielokulturowość w biznesie. Budowanie międzynarodowego zespołu na przykładzie Polski, Niemiec i Rosji***

Celem tej prezentacji jest przedstawienie różnych aspektów wielokulturowości w biznesie, szczególnie skupiając się na pracy w zespole. Zostały w niej scharakteryzowane poszczególne kraje, rynek i warunki pracy, rodzaje firm, cechy poszczególnych narodowości, a także ich podejście do wykonywanych zadań, przełożonych i współpracowników. Na podstawie badań przeprowadzonych w jednym z międzynarodowych przedsiębiorstw przeprowadzono analizę różnic kulturowych między pracownikami polskimi, niemieckimi i rosyjskimi a także aspektów mających wpływ na efektywność pracy w międzynarodowym zespole. Po przeprowadzonych badaniach ich wyniki zostały zanalizowane i przedstawione rozwiązania, które mogą mieć wpływ na zwiększenie efektywności pracy i stworzenie odpowiedniego zespołu składającego się z trzech powyższych narodowości. Pierwsza część prezentacji jest poświęcona kwestiom ściśle teoretycznym związanym z wielokulturowością w biznesie, kulturą narodową i organizacyjną, a także przedstawieniem rodzajów przedsiębiorstw występujących w wyżej wymienionych krajach. Druga część wystąpienia będzie poświęcona jest charakterystyce kultur poszczególnych państw, warunków i kultury pracy w nich występujących, a także aspektom, które spowodowały, że środowisko pracy w tych krajach wygląda w taki sposób.

Trzecia część wystąpienia zawiera opis badania, które zostało przeprowadzone wśród Polaków, Niemców i Rosjan w międzynarodowej firmie, łącznie z jego opisem i komentarzem do odpowiedzi respondentów. Ostatnia część to wyciągnięte wnioski po szczegółowej analizie aspektów wielokulturowości w biznesie, a także własne obserwacje i wprowadzenie na podstawie wyciągniętych wniosków zmian w zarządzaniu międzynarodowym zespołem.

## **dr Łukasz Matusz**

Uniwersytet Śląski w Katowicach, Polska

*University of Silesia in Katowice, Poland*

### ***Zderzenie dwóch światów? Blaski i cienie łączenia kariery akademickiej z prowadzeniem własnej działalności gospodarczej w kontekście polskim***

Planowane zmiany w prawie o szkolnictwie wyższym w Polsce wpływają na coraz bardziej żywotne zainteresowanie rolą uczelni wyższych w społeczeństwie, jak i ich związkami z różnymi instytucjami kultury i biznesu. W dobie rosnących wymagań stawianych przed uczelniami wyższymi odnośnie ich współpracy ze światem instytucji komercyjnych, pragnę zaprezentować kilka myśli na temat specyfiki pracy jako wykładowca akademicki, który prowadzi jednocześnie własną małą działalność gospodarczą pod postacią szkoły języków obcych. Prezentacja ma charakter subiektywnej oceny blasków i cieniów, problemów i korzyści jakie niesie ze sobą taka praca. Z jednej strony praca na uczelni i we własnej firmie pozwala na rozszerzenie horyzontów myślowych i zawodowych, a także na korzystanie z możliwości konstruktywnej współpracy między różnymi instytucjami edukacyjnymi, kulturowymi i komercyjnymi. Z drugiej strony środowiska uczelni wyższych i biznesu wciąż mają charakter raczej hermetyczny, gdzie kontakty różnych instytucji publicznych i prywatnych wciąż w polskim kontekście nie są w pełni wykorzystywane. Kolejnym problemem, z którym boryka się wielu przedsiębiorców łączących działalność naukową z pracą we własnym biznesie, jest chroniczny brak czasu na pełne zaangażowanie się w jedną lub drugą sferę aktywności zawodowej. W sytuacji dynamicznych zmian na polskim rynku pracy, planowanych reform szkolnictwa wyższego i zwiększających się wymagań stawianych przed uczelniami wyższymi, jak i instytucjami świata biznesu, powyższa dyskusja ma cechy nie tylko przedstawienia własnych subiektywnych rozważań, ale posiada również pewien wymiar praktyczny dotyczący konkretnego wycinka kontaktów uczelni wyższych i sektora firm komercyjnych.

## **Urszula Michalik, PhD**

University of Silesia, Poland

### ***Values as a challenge in cross-cultural business encounters***

Globally operating companies can achieve success only when they are aware of both linguistic and cultural differences between countries and nations, which are often a source of tensions and problems when business people communicate with foreign partners. The paper will discuss the importance of values pertinent to particular cultures, which are broad tendencies to prefer certain states of affairs over others, guide people's behaviour and are at the core of every culture. Rituals, symbols, heroes and practices are constantly changing, but values rarely do. Thus, I will bring into focus the issues which are critical to international business dealings i.e. the problem of using language in high and low context cultures, the meaning of relationship and trust, which are one of the basic requirements for conducting business, and are culturally conditioned, the concept of face that bewilders and often frustrates Westerners in Asia, and the meaning of conflict in cross-cultural encounters, where culture of a given nation with its varying values determines how it is viewed and managed.

## **Magdalena Ochmańska, MA**

eCORRECTOR Ltd

### ***Ties between technology and language-based business development***

Without recognising the need to reach for modern solutions, translation has very limited resources. Without acknowledging cultural differences, managing an international and virtual team seems to be an impossible task. Without allowing several persons to work on the same CAT project, customers have to wait much longer for their documents. We are able to present our experience, not only theoretical assumptions. We are a Polish and UK-based company that specialises in providing native speaker services to academics, businesses and individual persons. We would like to present a perspective on the ties between technology and language-based business development.

## **Adam Pluszczyk, PhD**

University of Silesia, Poland

### ***Socializing at work - an investigation of small talk phenomenon in the speech of men and women: a questionnaire study***

The purpose of the presentation is to focus on spoken discourse – more specifically small talk and how it is reflected in various communicative exchanges in working environments. Although small talk covers a number of topics, it pertains to brief exchanges which are regarded as trivial, non-serious, superficial and unimportant. Moreover, regardless of its alleged insignificance and non-seriousness, small talk is a phenomenon which is ubiquitous as it serves a number of functions. On the other hand, the perception and attitudes we have towards small talk might vary. The following study attempts to analyze the social interaction of small talk among people at work. This study makes a comparison of how Polish people – both males and females interact with each other during small talk. The various functions of small talk performed by both genders and the attitudes they have towards this allegedly important phenomenon will be investigated. To investigate the phenomenon and portray the features, various functions of small talk and the attitudes, the informants will be exposed to a number of questions in the form of a questionnaire. The responses will enable us to assess the significance and perception of small talk by the informants at work in selected professional settings with reference to differences in gender.

## **dr Dariusz Prokopowicz**

Uniwersytet Kardynała Stefana Wyszyńskiego w Warszawie

## **dr Mirosław Matosek**

Wyższa Szkoła Przedsiębiorczości w Warszawie

### ***Emocje i powściągliwość w międzynarodowych relacjach biznesowych / Emotions and Reliability in International Business***

Cultural differences frustrate participants in international relationships. Difficult to read and unpredictable are the main barrier at all levels of social communication. They hinder the exchange of thoughts, they cause the failed transactions, the disintegration of alliances and

international teams. At the same time, diversity, and to the greatest extent it is ensured by multiculturalism, triggers synergy and creation of new products. At the same time, the probability of success and failure increases, which is confirmed by paradoxical research results. Many decisions, not only in business, are made after the influence of emotions. The authors of the paper focus on the cultural dimension of behavior: emotionality - restraint. They analyze numerous examples of the behavior of negotiators from different countries. In the conditions of fierce market competition, the knowledge of non-verbal communication aspects can be used in many business activities such as trade negotiations, building a strong brand, creating projects and transferring knowledge, managing multicultural staff and customer service.

**Dorota Strumińska, MA**

University of Silesia in Katowice, Poland

Oxford University Press Polska

***Integrating Critical Thinking into Business English***

Increasingly employers and business educators are concerned with developing their staff and students' critical thinking skills. In this workshop we'll explore what these skills are, why they are in demand and how they can be successfully integrated into our Business English lessons. This workshop will include examples of critical thinking language tasks taken from the new Business Result Second Edition.

**Anna Stwora, MA**

University of Silesia, Poland

**Amadeusz Skuła, BA**

University of Silesia, Poland

***Sociopragmatic and strategic functions of humour in intercultural business contexts***

Humour plays an important role in corporate cultures and its sociopragmatic functions are already evidenced by ample research. This paper aims at supplementing the existing studies on this issue, presenting the results of a cross-cultural survey on humour in business context. The emphasis is placed on checking the awareness of the workings of humour in intercultural business contexts among Polish, German, and Taiwanese respondents. Furthermore, the paper will focus on basic considerations related to humour and humorous language, as well as on universal and culture-specific aspects of humour. Is there a place for humour in business, in negotiations or in one's workplace? Is more humour associated with more risk in cross-cultural communication? Which strategic functions of humour seem crucial to the informants? These are the research questions the authors will try to answer.

**Wiktoria Tomaszewska, MA**

University of Silesia, Poland

***English loanwords in the corporate world - professional necessity or linguistic snobbery***

The purpose of this research is to identify the significance of English loanwords in the communication between international corporation employees. English borrowings are present in the corporate world communication. Foreign words are imported into Polish language and used on a daily basis. The theoretical framework provides a brief overview of the topic of loanwords and corporate world as such. A list of the most frequently used English borrowings in the context of international business is presented. It provides the rationale for conducting the research. The study is carried out to investigate the reason for using English loanwords by international corporation employees and its influence on their work and their private life. The data was collected using a survey conducted at an international corporation in Silesia region. The participants completed a previously designed questionnaire. By identifying the reason for using English borrowings instead of using its Polish equivalents, we will be able to state if it is a necessity or only a snobby feature of international corporation employees. Additionally, the influence of the use of the borrowings on misunderstandings in professional and private life, communication barriers and the level of mother tongue and English as a foreign language will be discussed.

### **dr Magdalena Wanot-Mištura**

Uniwersytet Warszawski, Polska

*University of Warsaw, Poland*

#### ***Kultura języka biznesu. Jaką polszczyzną posługują się przedsiębiorcy?***

Tematem wystąpienia jest poprawność języka, którym posługują się polscy przedsiębiorcy. Analizie zostaną poddane strony internetowe firm z wybranej branży, które zostaną sprawdzone pod kątem częstotliwości i typów błędów językowych występujących na tych stronach. Współcześnie większość firm chcących konkurować na rynku opracowuje stronę internetową, która służy do prezentacji oferty i kontaktu z klientami, a niekiedy także jest platformą sprzedaży. Zawartość takiej strony można zatem uznać za wizytówkę firmy. Zebrany materiał, sklasyfikowany według tradycyjnego podziału błędów językowych (WSPP), pozwoli na wstępną diagnozę, które obszary języka sprawiają przedsiębiorcom - posługującym się językiem w sposób raczej utylitarny, podporządkowany celowi handlowemu - najwięcej kłopotu. Interesujące będzie zwłaszcza sprawdzenie, na ile silny jest w tej grupie użytkowników języka wpływ angielszczyzny, i to zarówno pod względem leksykalnym (zapożyczenia, składnia), jak i interpunkcyjnym (nadużywanie przecinków) oraz ortograficznym (nadużywanie wielkich liter).

### **Anna Ligia Wiczorek, PhD**

University of Bielsko-Biała, Poland

#### ***Between the lack of business experience and the lack of appropriate linguistic background – a case study of the dark side of teaching business English***

Teaching a foreign language is sometimes perceived by the teacher as a very stressful experience due to a variety of reasons, like the fact that the teacher very often is a non-native speaker of the language taught, parental expectations towards the teacher that are too high, or the lack of adequate resources. Teaching business English triggers additional stress because the language instructor needs not only to possess the appropriate linguistic knowledge, but the business-related general knowledge as well. The purpose of this paper is to elaborate on the problems, especially on the affective ones, associated with teaching business English in the context of post-graduate studies. The case study concerns post-graduate studies organized in

Poland, at a medium-size university, addressed to both: philology students who want to improve their business language skills and business-related knowledge and for business practitioners who have a very good business background, but lack appropriate linguistic competence. The author of the paper discusses the problems encountered while teaching in such context, elaborates on the affective side of business English teaching and proposes some solutions that help to ameliorate the teaching-related stress.

### **Teresa Maria Włosowicz, PhD**

Ignatianum Academy in Cracow, Poland

#### ***The relationship between students' motivation for studying Business English and their actual knowledge of Business English and its terminology***

The purpose of the study is an investigation of first and second year English Philology students' motivation for studying Business English and their actual knowledge of Business English, especially its terminology, but also of economics and the basic rules of business correspondence. In general, motivation is a complex and dynamic phenomenon (Gardner and MacIntyre, 1993, in Dörnyei, 1994: 274). For example, motivation can be intrinsic or extrinsic (Deci and Ryan, 1985, in Dörnyei, 1994: 275), or integrative and instrumental (Gardner, 1985 in Dörnyei, 1994), but still another factor can be the ideal L2-self (Dörnyei, 2009); here, students may imagine their ideal L2-selves as having perfect knowledge of Business English. The study consisted of a Business English test consisting of several tasks, as well as a questionnaire devoted to their motivation for studying Business English. As the results show, sources of the students' motivation vary from such instrumental motives as having a good job in the future to an interest in Business English, and they realise the importance of both terminology and economic knowledge. However, their knowledge of Business English and economics is still limited and varies between the groups and the participants. Moreover, motivation plays a certain role, but it does not seem decisive; as the students specified their motivation themselves, they may have been too subjective and high motivation (in their opinion) may not necessarily have resulted in learning the target terminology and background knowledge. Similarly, the difference between both years is not necessarily significant. Rather, there are certain terms that are particularly difficult for both years, and perhaps they have not yet been acquired well enough. It can be concluded that, while motivation does play a role, Business English is a complex field and requires a lot of sustained effort for a learner to be really successful. Even highly motivated students may have difficulty with some terms, as well as with background knowledge of economics. However, given the students' awareness of their language needs and of the importance of certain knowledge, such as terminology, it may be supposed that they will remain motivated and attain a high level of competence in Business English.

### **Ewa Wójcik, PhD**

University of Economics in Katowice, Poland

#### ***Generational Ethics. Confrontation of the Ages. Ethical challenges in the light of contemporary economic and social trends***

Today's economy has witnessed revolutionary changes in individuals' perception of certain ethical values, for example, the notion of trust. The evolving attitude is derivative of a magnitude of factors, with technology/ innovation playing a leading role. The emergence of new generations, more and more dependent and reliant on technology, necessitates changes in

business models adequate for different stakeholders, in particular the public and employees. On the other hand, the ageing societies pose different threats, the growing number of the elderly, with their specific needs and limitations, calls for actions to integrate them into the business system. Global economy bringing about new challenges, demands that ethics of business activity are considered on an additional, multinational level. However, ethical dilemmas and business solutions are country, or region, specific and need to be tackled in different ways. The purpose of the paper is to identify areas of opposing attitudes to ethical issues of different coexisting generations and to attempt prediction of their influence on the shape of business models in the future. The question is if business models should be adjusted to the needs of the public and follow the trend from bottom up and, if so, what will be the consequences. Areas of ethical deficiencies in Polish business will be discussed followed by a projection of future changes and implications.

**Anna Zelenková, Assoc. Prof.**

Matej Bel University in Banská Bystrica, Slovakia

***Using Cultural Taxonomies to Develop Intercultural Competence in Business English***

Culture is a phenomenon that influences all aspects of our lives. In a global economy, where business is done across national borders, culture has become a critical factor: members of different cultures come into contact much more than ever before and the business working environment is culturally more diverse. For all stakeholders it is therefore necessary to be equipped with competences that would help reconcile the differences arising from diverse cultural backgrounds. Cultural taxonomies provide us with the insights into how cultures are manifested, how they are associated with social groups or how they affect people's behaviour and interaction. Our paper is a theoretical study of some selected cultural taxonomies and theories which can be applied in business studies in order to raise the intercultural competences for doing international business successfully. First, it gives the background to the studies of culture and cultural values. Secondly, it specifies some areas in which the knowledge of cultural characteristics can help avoid misunderstandings and contribute to effective intercultural management. Thirdly, the paper explores some examples of those business issues that need this intercultural understanding, knowledge and skills.

**Participants without papers**

**dr Iwona Dronia**

Uniwersytet Śląski w Katowicach

**mgr Barbara Durlik**

Akademia Górniczo-Hutnicza Im. St. Staszica w Krakowie, Studium Języków Obcych

**mgr Danuta Budzyń-Słota**

Śląski Uniwersytet Medyczny w Katowicach

**Taichi Nakamura, Prof.**



Senshu University, Japan

**mgr inż. arch. Katarzyna Sentycz**

Politechnika Warszawska

**mgr Ewa Tokarewicz**

Państwowa Szkoła Wyższa im. Papieża Jana Pawła II w Białej Podlaskiej, Polska