



THE IMPORTANCE OF LEARNING PROFESSIONAL FOREIGN LANGUAGES FOR COMMUNICATION BETWEEN CULTURES

PROGRAMME

Thursday, 19 September 2013

8.00–9.00	Registration
9.00–9.50	<p>Opening address (LECTURE ROOM 101) Assoc. prof. dr. Maja FOŠNER, VICE-DEAN for Education, Faculty of Logistics, Slovenia Assist. prof. dr. Lučka LORBER, VICE-RECTOR for Quality Development, University of Maribor Prof. Bob JOHNSON, ECBE Commissioner for Credit Rating, United Kingdom</p>
9.50–10.15	<p>INCORPORATING CULTURAL ELEMENTS INTO TEACHING FOREIGN LANGUAGES TO UNIVERSITY STUDENTS (LECTURE ROOM 101) Dubravka PLEŠE, Faculty of Mining, Geology and Petroleum Engineering, Zagreb, Croatia, Mirela LANDSMAN VINKOVIĆ, Faculty of Political Science, Zagreb, Croatia, Azra PLIČANIĆ MESIĆ, Faculty of Humanities and Social Sciences, Centre for Foreign Languages, Zagreb, Croatia</p>
10.15–11.00	Coffee Break sponsored by Mladinska Knjiga Trgovina, Center Oxford (LECTURE ROOM 103)
11.00–11.25	<p>A) MEETING THE NEEDS OF PROSPECTIVE ERASMUS STUDENTS IN THE FIELD OF EAP AND INTERCULTURAL COMMUNICATION (LECTURE ROOM 101) Marina TRNKOVÁ, Trnava University in Trnava, Department of English Language and Literature, Trnava, Slovakia B) KULTURELLE UND INERKULTURELLE ASPEKTE DER WERBUNG IM DAF-UNTERRICHT (LECTURE ROOM 105) Jadranka ANZULOVIĆ, Hochschule "Nikola Tesla", Gospić, Kroatien C) USING THE INTERNET FOR DEVELOPING INTERCULTURAL COMPETENCE IN THE NET-GEN GENERATION (LECTURE ROOM 104) Tina OREL FRANK and ŽIVA ČEH, University of Primorska, Faculty of Tourism Studies – Turistica, Slovenia</p>
11.30–11.55	<p>A) CULTURE IN ESP COURSES (LECTURE ROOM 101) Biljana RADIĆ-BOJANIĆ, University of Novi Sad, Faculty of Philosophy, Department of English Studies, Novi Sad, Serbia B) FRAGENSTELLEN ALS FERTIGKEITSFÖRDERNDE KOMPONENTE IM DEUTSCH ALS FACHSPRACHE (LECTURE ROOM 105) Dubravka PAPA, Rechtswissenschaftliche Fakultät/Lehrstuhl für Fremdsprachen, Osijek, Kroatien, Mirna HOCENSKI-DREISEIDL, Fakultät für Wirtschaftskunde, Lehrstuhl für interdisziplinäre Fächer, Osijek, Kroatien C) PERCEPTION AND ATTITUDES TO THE APPLICATION OF ICT IN ENGLISH FOR SPECIFIC PURPOSES (LECTURE ROOM 104) Mihaela JAKOVAC, Kristina BRADVICA ŠANČIĆ, University of Zagreb, Faculty of Transport and Traffic Sciences, English for Specific Purposes Department, Zagreb, Croatia</p>

12.00–12.25	<p>A) CROSS-CULTURAL COMPARISON OF ONLINE BANK ADVERTISEMENTS IN ENGLISH AND SERBIAN (LECTURE ROOM 101) Vesna LAZOVIĆ, Faculty of Philosophy, Department of English, Novi Sad, Serbia</p> <p>B) INTEGRIERTES DEUTSCH- UND MARKETINGLERNEN. DAS MESSEPROJEKT EINES FINNISCHEN MIKROUNTERNEHMENS. (LECTURE ROOM 105) Eila MINKKINEN and Yki MYNTTI, Satakunta University of Applied Sciences, Faculty of Service Business, Pori, Finland</p> <p>C) ACADEMIC LISTENING IN LANGUAGE FOR ACADEMIC PURPOSES (LECTURE ROOM 104) Ines JELOVČIĆ, Jasna ĆIRIĆ, Faculty of Humanities and Social Sciences, Centre for Foreign Languages, Zagreb, Croatia</p>
12.30–12.55	<p>A) CULTURAL DIMENSIONS OF LEGAL DISCOURSE IN THE POLISH CONTEXT (LECTURE ROOM 101) Halina SIEROCKA, Białystok Legal English Centre (BLEC), Faculty of Law, University of Białystok, Poland</p> <p>B) TAGE DER INTERKULTURELLEN KOMMUNIKATION AN DER FACHOBERSCHULE FÜR BETRIEBSWIRTSCHAFT NOVO MESTO (LECTURE ROOM 105) Erika MEDLE SEMEC, Damjana MOŽIC, Ekonomska šola Višja strokovna šola, Novo mesto, Slovenia</p> <p>C) LOCALIZATION AS A TOOL FOR BRIDGING 'ONLINE' METAPHORS IN ACADEMIC DISCOURSE (LECTURE ROOM 104) Nataša MILIVOJEVIĆ, Faculty of Philosophy, Department of English Language and Literature, Novi Sad, Serbia, Stanka RADOJIČIĆ, Faculty of Science, Department of Geography, Tourism and Hotel Management, Novi Sad, Serbia</p>
13.00–13.25	<p>A) MULTICULTURAL CONTEXTS IN ESP CLASSROOM – A CASE STUDY OF THE FACULTY OF SCIENCES, UNIVERSITY OF NOVI SAD (LECTURE ROOM 101) Dragana VUKOVIĆ VOJNOVIĆ, Marija NIĆIN, University of Novi Sad, Department of Geography, Tourism and Hospitality, Novi Sad, Serbia</p> <p>B) ANALYSE DER DIPLOM- UND ABSCHLUSSARBEITEN BEIM DAF IM TOURISMUS (LECTURE ROOM 105) Marija TRDAN LAVRENČIČ, Ljudmila SINKOVIČ, Univerza na Primorskem, Fakulteta za turistične študije-Turistica, Portorož, Slovenia</p> <p>C) READING ESP TEXTS: SOME FREQUENT CONSIDERATIONS AND THEIR PRACTICAL IMPLICATIONS (LECTURE ROOM 104) Ivana MIROVIC, Faculty of Technical Sciences, University of Novi Sad, Serbia</p>
13.25–15.00	Lunch break
15.00–15.25	<p>A) THE ROLE OF EMOTIVE LANGUAGE IN MODERN POLITICAL DISCOURSE (LECTURE ROOM 101) Katja PLEMENITAŠ, Department of English and American Studies, Faculty of Arts, University of Maribor, Slovenia</p> <p>B) ACTIVITIES FOR DEVELOPING ORAL PRESENTATION SKILLS IN ESP SETTING (LECTURE ROOM 105) Ljiljana KNEŽEVIĆ, University of Novi Sad, Faculty of Sciences, Department of Biology and Ecology, Novi Sad, Serbia</p> <p>C) THE ROLE OF ESP COURSE IN GENERAL ENGLISH PROFICIENCY (LECTURE ROOM 104) Vesna CIGAN, Effectus College for Finance and Law, Department for Interdisciplinary Courses, Zagreb, Croatia, Ljubica KORDIĆ, Faculty of Law, Department of Foreign Languages, Osijek, Croatia</p>

15.30–15.55	<p>A) DEVELOPMENT OF STUDENTS' BASIC LANGUAGE SKILLS CASE STUDY: ESP IN THE FIELD OF INTERNATIONAL RELATIONS AND DIPLOMACY (LECTURE ROOM 101) Saša BJELOBABA, Iva ČUPIĆ and Martina KLANJČIĆ, Dag Hammarskjöld College of International Relations and Diplomacy, Zagreb, Croatia</p> <p>B) CREATIVE MANAGEMENT TOOLS IN AN ESP CLASS - WORKSHOP (LECTURE ROOM 105) Ana SKLEDAR MATIJEVIĆ, Natalija JURINA BABOVIĆ and Ana-Marija KRAKIĆ, The B. A. Krčelić Accredited College of Business and Management, Croatia</p> <p>C) GAINING NEW VOCABULARY IN TERTIARY EDUCATION WITH SCIENTIFIC AND FIELD-RELATED ARTICLES (LECTURE ROOM 104) Sabina MULEJ, University of Maribor, Faculty of Civil Engineering, Maribor, Slovenia</p>
16.00–16.25	<p>A) SOUND SYMBOLISM AND ENHANCEMENT OF DYNAMIC ACTION IN FICTION (LECTURE ROOM 101) Klementina JURANČIČ PETEK, Department of English and American Studies, Faculty of Arts, University of Maribor, Slovenia</p> <p>B) THE BERMUDA TRIANGLE OF ESP TESTING: TEST SECURITY - VALIDITY - FIELD-SPECIFIC CONTENT (LECTURE ROOM 105) Hans PLATZER, University of Applied Sciences Wiener Neustadt, Department of English, Wiener Neustadt, Austria, Romana ZEILINGER, Vienna University of Economics and Business, Institute for English Business Communication, Vienna, Austria</p>
16.30–16.55	<p>A) FROM TECHNICAL ENGLISH TO BUSINESS ENGLISH – DEVELOPING NEW LANGUAGE SKILLS (LECTURE ROOM 101) Snježana KEREKOVIĆ, Faculty of Mechanical Engineering and Naval Architecture, University of Zagreb, Croatia</p> <p>B) SYMBOLISM IN EXERCISE AND SPORT (LECTURE ROOM 105) Darija OMRČEN, Faculty of Kinesiology, University of Zagreb, Zagreb, Croatia</p>
17.00–17.25	<p>A) ONCE YOU GET THE KNACK, YOU'LL NEVER LOSE IT - WORKSHOP (LECTURE ROOM 101) Olinka BREKA, The Faculty of Mechanical Engineering and Naval Architecture, University of Zagreb, Croatia</p> <p>B) PREPARATION OF ELT MATERIALS (LECTURE ROOM 105) Natalija JURINA BABOVIĆ, Ana SKLEDAR MATIJEVIĆ, Ana-Marija KRAKIĆ, B. A. Krčelić "Accredited College of Business and Management, Zaprešić, Croatia</p>
	<p><u>A VISIT TO THERMANA LAŠKO D.D.</u> (the bus will leave from the Faculty of Logistics at 18.00)</p> <ul style="list-style-type: none"> • A GUIDED TOUR OF THE SPA AND WELLNESS PARK LAŠKO • MUSIC PERFORMANCE BY THE GUITAR CHAMBER GROUP OF THE MUSIC SCHOOL LAŠKO-RADECE • DINNER IN WELLNESS PARK

Friday, 20 September 2013

9.00–9.25	<p>A) DEUTSCH FÜR DEN BERUF UND MENSCHEN MIT BESONDEREN BEDÜRFNISSEN IM HOCHSCHULBEREICH: PROBLEMSTELLUNGEN, VORGEHENSWEISEN, LÖSUNGSVORSCHLÄGE (LECTURE ROOM 101) Vita KILAR, Universität Ljubljana, Fakultät für Wirtschaftswissenschaften, Slowenien</p> <p>B) DEVELOPING READING SKILLS IN TECHNICAL ENGLISH (LECTURE ROOM 105) Ivana ŠPIRANEC, Polytechnic of Zagreb, Department of Civil Engineering, Zagreb, Croatia</p>
9.30–9.55	<p>A) PRÄSENTATIONEN IM FACHSPRACHENUNTERRICHT (LECTURE ROOM 101) Polona SVETLIN GVARDJANČIČ, Universität Ljubljana, Fakultät für Wirtschaftswissenschaften, Slowenien</p> <p>B) PRESENTATION TECHNIQUES AND TOPICS IN EAP (LECTURE ROOM 105) Ines JELOVČIĆ, Petra BARBARIĆ, Faculty of Humanities and Social Sciences, Centre for Foreign Languages, Zagreb, Croatia</p>
10.00–10.25	<p>A) NORMATIVER VS. INFORMATIVER TEXTTYP IM RECHT (LECTURE ROOM 101) Ada GRUNTAR JERMOL, Universität Ljubljana, Ljubljana, Slowenien</p> <p>B) A SURVEY STUDY OF READING ANXIETY ON HOSPITALITY STUDENTS (LECTURE ROOM 105) Davorka RUJEVČAN, Karlovac University of Applied Sciences, Karlovac, Croatia</p>
10.30–10.55	<p>A) DEUTSCHSPRACHIGE TITEL FACHLICHER UND WISSENSCHAFTLICHER BEITRÄGE UNTER DER ANALYTISCHEN LUPE (LECTURE ROOM 101) Brigita KACJAN, Saša JAZBEC, Philosophische Fakultät, Abteilung für Germanistik, Maribor, Slowenien</p> <p>B) INFIX AGRI (I/O) - REVISITED (LECTURE ROOM 105) Anica PERKOVIĆ, Josip Juraj Strossmayer University of Osijek, Faculty of Agriculture, Osijek, Croatia, Georgeta RATA, University of Agriculture and Veterinary Medicine, Timisoara, Romania</p>
11.00–11.30	Coffee Break (LECTURE ROOM 103)
11.30–11.55	<p>A) IS THIS UNDERSTANDING? INVOLVING STUDENTS IN ENGLISH VIA STORIES (LECTURE ROOM 101) Andrew FOSTER, British Council, English Programmes, Ramallah, Palestine</p> <p>B) IS OR ARE? COMMON MISTAKES IN SUBJECT VERB AGREEMENT AND SINGULAR AND PLURAL FORMS IN BUSINESS-RELATED VOCABULARY - WORKSHOP (LECTURE ROOM 105) Mirjana BAUTOVIĆ, Mirna VARLANDY-SUPEK, VERN' University of Applied Sciences, Zagreb, Croatia</p>
12.00–12.25	<p>A) FILM AS A MEDIUM OF INTERCULTURAL EDUCATION (LECTURE ROOM 101) Anita LEMIĆ, Primary School Biograd n/M, Biograd, Croatia</p> <p>B) TEACHING PROFESSIONAL TRANSLATION – HOW TO REDEFINE AND ASSESS STUDENTS' TRANSLATION COMPETENCE (LECTURE ROOM 105) Nadja DOBNIK, Faculty of Economics, University of Ljubljana, Slovenia</p>

12.30–12.55	<p>A) SELECTING TEXTS FOR AN ESP TEXTBOOK (LECTURE ROOM 101) Vesna BOGDANOVIĆ, Dragana GAK, Ivana MIROVIĆ, Faculty of Technical Sciences, Novi Sad, Serbia</p> <p>B) EAP COURSES – ENHANCING CRITICAL THINKING AND AUTONOMY: PRACTICAL INSIGHTS FOR SLOVAK UNIVERSITY STUDENTS (LECTURE ROOM 105) Jana BÉREŠOVÁ, Trnava University, Faculty of Education, Department of English Language and Literature, Trnava, Slovakia</p>
13.00–13.25	<p>A) A MIND FOR BUSINESS ENGLISH – CUSTOMIZING A BUSINESS ENGLISH COURSE (LECTURE ROOM 101) Dunja KRPANEC, Ivanka RAJH, Zagreb School of Economics and Management, Foreign Languages Department, Zagreb, Croatia</p> <p>B) GRAPHEMIC CHARACTERISTICS OF ITALIAN BUSINESS TEXTS PRODUCED BY ITALIAN AND SLOVENE SPEAKERS (LECTURE ROOM 105) Nives LENASSI, Faculty of Economics, Ljubljana, Slovenia</p>
13.30–13.55	<p>A) DESIGNING A BUSINESS ENGLISH COURSE FOR PRE-EXPERIENCED LEARNERS (LECTURE ROOM 105) Dragana GAK, Faculty of Technical Sciences, Department for Fundamental Disciplines in Engineering, Novi Sad, Serbia</p>
14.00–14.25	<p>A) INTERDEPARTMENTAL CO-OPERATION IN ELP CURRICULUM DEVELOPMENT (LECTURE ROOM 101) Miljen MATIJAŠEVIĆ, Marijana JAVORNIK ČUBRIĆ, Faculty of Law, University of Zagreb, Department of Foreign Languages, Zagreb, Croatia</p> <p>B) BODY PART TERMS – THEIR ORIGIN AND FORMATION IN ENGLISH, GERMAN, ITALIAN, RUSSIAN AND CROATIAN (LECTURE ROOM 105) Darija OMRČEN, Ksenija BOSNAR, Faculty of Kinesiology, University of Zagreb, Zagreb, Croatia</p>
14.30–15.00	<p>A) Collocations as a Part of an English LSP Course – The Importance of Congruence for Achieving English Language Proficiency (LECTURE ROOM 101) Emilija MUSTAPIĆ, Karlovac University of Applied Sciences, Karlovac, Croatia, Frane MALENICA, Independent researcher, Zadar, Croatia</p>
15.00–15.15	Discussion
15.15	Lunch