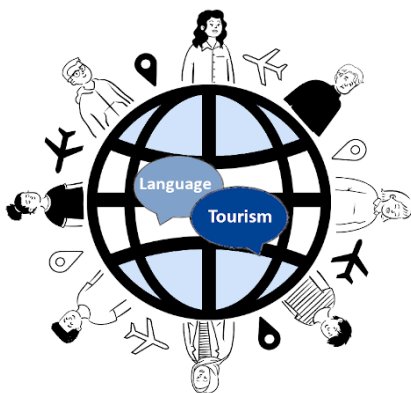**Eleventh Bonn Applied English Linguistics Conference (BAELc11)**

# abstracts



BAELc11

**Language and Tourism**

**June 24th-25th, 2022**

**Hörsaal 17, IAAK, Regina-Pacis-Weg 5, 53113 Bonn**

# Eleventh Bonn Applied English Linguistics Conference (BAELc11)

| Friday, 24 June 2022 | | |
|---|---|---|
| 11:50 | Svenja Kranich | Conference opening |
| 12:00-12:30 | Stefanie Rottschäfer + Laura Petersen | *"What are they talking about?" – Discourse strategies in multilingual families using English as a lingua franca* |
| 12:30-13:00 | Cheng Lyu | *Internal modifications in German ELF requests* |
| 13:00-13:30 | Alina Schuster | *"You're most welcome!" Responding to thanks in Malaysian English* |
| 13:30-12:30 | Lunch break | |
| 15:00-15:30 | Lisa Altendorf | *German students' extramural online activities and how they relate to English proficiency* |
| 15:30-16:00 | Nadya Izzaamiouine | *Intercultural Communicative Competence in foreign language teaching and learning: A comparison of the situation in Morocco and Germany in tertiary education* |
| 16:00-16:30 | Rebeca Company Almagro | *Review Response by Students of Tourism: A Corpus Linguistics Approach* |
| 16:30-16:45 | Coffee break | |

| 17:15-18:15 | **Keynote lecture by**<br>Susanne Mohr<br>(Trondheim, Norway)<br>*Critical perspectives on applied linguistics and tourism research* |
|---|---|

| Saturday, 25 June 2022 | | |
|---|---|---|
| 10:00-10:30 | Leda Berio, Kurt Erbach, Daniel James, Benedict Kenyah-Damptey, and Esther Seyffarth | *Conceptions and concepts of race: a cross-linguistic analysis* |
| 10:30-11:00 | Ragnhild Hinderling | *„Someone needs to beat this MAN to death 😁 " – Investigating Differences in Target-Based Online Hate Speech on TikTok* |
| 11:00-11:30 | Hanna Bruns | *"Es ist an uns, liebe Freundinnen und Freunde" – A diachronic study on gender-fair language use in German and English* |
| 11:30-12:30 | Poster presentations + Coffee break | |
| 12:30-13:00 | Louis Lee | *"I WANT YOU" A Close Look to Persuasion Techniques used in The Voice US* |
| 13:00-13:30 | Kathryn Sherwood | *Politeness in Manga and Their Translations: A Comparison of Japanese Politeness Strategies with its English Translation in the Manga Yotsubato* |
| 13:30-14:00 | Asma Elasfour | *Translating government information on the COVID-19 pandemic: English as a lingua franca in Germany* |
| 14:00 | Svenja Kranich | Conference closing |

> ### *"What are they talking about?" – Discourse strategies in multilingual families using English as a lingua franca*

## Stefanie Rottschäfer and Laura Petersen

"Multilingualism should not be understood as 'full competence in different languages'" (Blommaert et al. 2005: 199). In families, in which parents have different first languages and use English as a lingua franca (ELF) as their couple language, it is the rule rather than the exception that family members do not share the same linguistic repertoire. The differences in their repertoires are informed by the family language policy as well as the "lived language experiences as part of a biography" (Purkarthofer 2021: 734). Which discourse strategies do the family members employ to ensure understanding and inclusion? How do they negotiate meaning and which role does the English language play in this?

Twenty families living all across Europe, in which the parents have different first languages (Afrikaans, Armenian, Croatian, Dutch, Flemish, French, German, Greek, Hebrew, Hungarian, Icelandic, Italian, Liechtenstein dialect, Norwegian, Polish, Portuguese, Spanish, Swedish, Turkish) and use ELF as their couple language, are examined. Drawing on data from dinner table conversations, a Conversation Analysis approach is employed with a focus on intersubjective understanding and the interactional management of turn-taking (cf. Kaur 2021). For the sake of data triangulation, the dinner table data is supported by interview data and language portraits.

Preliminary results show that the English language functions in various ways with study participants labelling it a facilitator, an inhibitor, a secret language between the parents, or the family language. The negotiation of meaning through various discourse strategies, as described for ELF (e.g. Cogo & House 2020), takes place alongside the negotiation of language choice in the family (e.g. Lanza 2008, De Houwer & Nakamura 2021). Joining these fields

of research opens a new chapter in ELF research, as the use of ELF in family settings has not been under investigation before.

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## Internal modifications in German ELF requests

**Cheng Lyu**

Requests as a speech act are a popular topic in the field of speech act performance. Previous studies have different focuses in terms of modifications, such as interlanguage requests (Woodfield 2012), comparing between native speakers and learners (Economidou-Kogetsidis 2012), and request modification in cyber-consultations (Félix-Brasdefer 2007).

This present empirical paper investigates the internal downgrading modifications in requests by native German speakers in ELF and their L1, and explores whether their English internal modifications are influenced by their L1 performance. To answer this question, 20 native German speakers were asked to complete a DCT questionnaire in English with four different request situations and two distractors. Three weeks later, they were required to do the same tasks again in German, but in a different order. The data was catogorized and analyzed quantitatively and qualitatively based on the classification from CCSARP (Blum-Kulka, House & Kasper 1989) and Schauer's study (2016).

The general result showed that more downgraders are used in German than in English. Moreover, more downgraders are used when speaking to the hearer from a far social distance in German than in English. On the lexical/phrasal level, the distribution is more dispersive in English than in German. Nonetheless, both languages have the same most frequent type of lexical/phrasal downgrader, namely "downtoner". On the other hand, the syntactic results are completely different because of the grammatical difference between the two languages. "Tense" and "conditional" are most frequently used in German ELF, whereas "subjunctive" is the most popular type in German. Since not all downgraders appeared in this study, the DCTs can be designed with more tasks to trigger more downgraders in a further study.

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## "You're most welcome!" Responding to thanks in Malaysian English

**Alina Schuster**

The focus of research in variational pragmatics so far has primarily been on native language varieties of English. Building on Schneider's 2005 article "'No problem, you're welcome, anytime': Responding to thanks in Ireland, England, and the U.S.A.", the present paper is investigating responses to thanks in the wider circle variety Malaysian English. Responses to thanks are the second part of an adjacency pair, following expressions of gratitude, and restore the balance between the thanker and the thankee by minimizing the thanker's indebtedness (Schneider 2005: 106). The paper at hand presents the findings from a questionnaire study on several pragmatic variables in this variety of English that up until now has not been investigated to a larger extent. The 50 Malaysian participants, aged between 19 and 50 years of age, provided a total of 150 responses to thanks, which were analysed based on their realization strategies (Aijmer 1996), realization types, and modifiers (Schneider 2005). The findings of this study were then compared to the results from previous studies on other inner and expanding circle varieties. These include English as it is spoken in England, Ireland and the USA (Schneider 2005), Canada (Mulo Farenkia 2012), and Namibia (Schröder & Schneider 2018). The results of the analysis of the written data sets reveal that Malaysian English seems to share more similarities with American English than with the other varieties especially in terms of the preferred realization types and strategies, as well as the distribution of supportive moves. Additional similarities were found between Malaysian English, Irish English (distribution of realization type WELCOME, and the distribution of the preferred realization strategies), Canadian English (the distribution of realization strategy (B)), and Namibian English (the distribution of move structures). Fundamental differences however can be observed in comparison to Schneider's (2005) results from England.

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## German students' extramural online activities and how they relate to English proficiency

**Lisa Altendorf**

English proficiency depends on many factors and is very hard to measure. Vocabulary knowledge is seen as one of the key aspects (cf. Sundqvist 2009: 59). A good productive vocabulary is essential for good quality writing (Nation 2013: 263). Researchers are thus looking for ways to improve a learner's vocabulary and find that both comprehensible input (cf. Krashen 1976, 1993) and comprehensible output (cf. Swain 1985) are valuable for language learners. Sundqvist (2009: 24) postulates the importance of so-called extramural activities, those taking place outside the 'walls' of the language classroom. To explore the quality of vocabulary use and writing, lexical frequency profiles (LFP) can be used (cf. Laufer & Nation 1995). These test vocabulary use based on frequency of words in the English language. For the purpose of this study, 100 students in the upper grades of German schools were consulted. They provided information on their extramural activities, as well as a text extract from a recent exam. The texts were evaluated with an LFP-program, and they were error-tagged. Based on these evaluations, it was found that extensive extramural activities only relate slightly to English writing competence. Students who engage heavily with the internet using English are more often also those who perform well in their writing; however, it is possible that they enjoy extramural activities in English so much because their proficiency allows them to. Moreover, those who do not perform well in English and show to have many issues pertaining to spelling, grammar, word choice, etc. also do not enjoy English activities as much. Overall, it was found that many students frequently enjoy English videos, while other activities such as social networking

services or participation in online forums happen less frequently in English. The knowledge on which kind of extramural activity students participate in frequently is extremely beneficial for educational purposes. Teachers can and should encourage their students to utilize their extramural activities for language learning with specific apps and extensions that can turn Netflix & Co. into language learning tools.

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## Intercultural Communicative Competence in foreign language teaching and learning: A comparison of the situation in Morocco and Germany in tertiary education

**Nadya Izzaamiouine**

Modern communication increases interaction through the use of new technologies which, in turn, urges learners to communicate with people who are geographically distant, and linguistically and culturally different.  Priority is given to the educational system to prepare learners to the 21st century intercultural encounters and global interdependence. Linguistics, in general, and some of its ramifications, in particular, such as sociolinguistics and intercultural pragmatics have highlighted the intertwined relationship between language and culture (Risager, 2007). Foreign language education is itself, by definition, an intercultural enterprise (Secru, L et al, 2005). My empirical research aims to investigate how intercultural communication (IC) is taught in the English departments at Moulay Ismail University (Meknes, Morocco) and Bonn University (Bonn, Germany). It also identifies the EFL teaching strategies and their impact on students' performance. More specifically, this research seeks (a) to test the level of intercultural communicative competence (ICC) of students enrolled in these two universities, (b) to compare the level of ICC among students who are affiliated in intercultural clubs and those who are not; and (c) to investigate the impact of abroad experience on ICC development. Moreover, this study will elicit ways to develop ICC in higher education from the respondents' results.

To execute this project several procedures are being implemented in terms of collecting, analysing and interpreting data. The selection of the research approach is based on the research problem and the issue in question, the researcher's personal experiences and the audiences (Creswell, 2012).

The objective of my presentation is to share the outcome of an empirical study with an outlook into current results and

applications. The main focus will be stressing the importance of integrating ICC into our teaching approach, reflecting upon the teaching techniques to develop ICC and identifying ways to acquire ICC beyond the classroom walls.

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## Review Response by Students of Tourism: A Corpus Linguistics Approach

**Rebeca Company Almagro**

In order to communicate effectively in their future careers, students enrolled in the Degree of Tourism need to develop not only their L2 lexico-grammatical competence, but also their L2 pragmatic competence (Kasper 1997). Some ILP studies have examined the pragmatic competence of L2 students in the Degree of Tourism by focusing on on-site service encounters, such as when giving information at a Tourist Office (Martínez López & Padilla Cruz 2012; Padilla Cruz & Martínez López 2017). Nonetheless, another integral part of the communicative needs of these students is complaint handling. While L2 complaints have been dealt with mainly from the perspective of the complainer rather than that of the complainee (e.g. Nguyen & Pham 2021), responses to complaints given by L2 learners in online service encounters have been neglected.

This study analyzes the functionally-defined *moves* which give shape to the genre paying particular attention to move register (e.g. Knight et al. 2015; Soler Gallego 2016; Van Herck et al. 2022), with the aim of gaining a deeper insight on the pragmatic and discursive competence of L2 Tourism students while fulfilling one of their potential professional duties. As such, it belongs to the *Review Response Genre*, which has mainly analyzed responses to online complaints given by actual hotel representatives (e.g. Zhang & Vásquez 2014). The study aims to contribute to the field by using corpus-linguistic methods in analyzing lexico-grammatical features (Bhatia 1993, 2013) in the moves employed by a group of Spanish L2 learners in response to two online negative reviews from *TripAdvisor.* Linguistic patterns are explored through word frequency for each individual *sub-move* using AntConc (Anthony 2022) and, ultimately, findings are looked into considering politeness theories (cf. Hyon 2018).

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# Keynote

**Susanne Mohr**
**(Trondheim, Norway)**

**Critical perspectives on applied linguistics and tourism research**

*Susanne Mohr is Professor of English Sociolinguistics at the Norwegian University of Science and Technology (NTNU) in Trondheim, which she joined in 2020. She graduated with a PhD degree on mouth actions in Irish Sign Language from the University of Cologne in 2014 and obtained a German postdoctoral degree for her work on nominal pluralization and countability in four African varieties of English from the University of Bonn in 2020. For her work on language and tourism she received research grants from the Alexander von Humboldt foundation and the Cluster of Excellence "Africa Multiple", thus spending research fellowships at the University of Cape Town and the University of Bayreuth in 2018-2021. Susanne's research interests inlcude anthropological linguistics, multilingualism and language contact, multimodality, politeness, language and globalization, and methods and epistemologies in (socio)linguistics. She has published internationally in various journals such as World Englishes, Sociolinguistic Studies and the Journal of African Languages and Linguistics, as well as two monographs with De Gruyter (2014) and Routledge (2022).*

Applied linguistics as a discipline is occupied with language in relation to real-world issues. Tourism, a key identity source for members of late modern societies (Thurlow & Jaworski 2003), is such an issue. As languages are transported physically and virtually around the world, complex sociolinguistic contexts and phenomena develop where language practices are re-contextualized under global capitalism (Jaworski & Thurlow 2010). Especially the commodification of language in tourism as an economic sector is intriguing for the analysis of multimodal tourism discourse and tourist spaces as highly dynamic, even fluid, social spaces.

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Drawing on examples from the Global South and North, from physical and virtual spaces, this talk investigates, in line with critical theory (Bohman 2005) and critical tourism studies in particular (Thurlow & Jaworski 2010), ideologies and relations of often unequal power with regard to language practices in tourism. Thus, I discuss the use and acquisition of English and pidginized Kiswahili in tourist spaces in Zanzibar, and compare this with the digital Zanzibari tourist space – with a critical view on who in fact has access to these spaces and how different languages serve to stylize the spaces in line with contemporary tourism imaginaries. This is taken up in an analysis of corporate narratives in cruise tourism in Norway, including narratives and imaginaries of the Arctic.

Altogether, the talk emphasizes the importance of critical approaches to language and real-world issues in a socially unequal economic sector, as well as our globalized world.

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Saturday, 25 June 2022 | 10:00 – 10:30

## Conceptions and concepts of race: a cross-linguistic analysis

**Leda Berio, Kurt Erbach, Daniel James, Benedict Kenyah-Damptey, and Esther Seyffarth**

While philosophical theories of race often purport to analyze the 'ordinary' concept of race, they are often limited to the US-American context (Ludwig 2019), and only recently has empirical work been used (e.g. Machery and Fauchner, 2020; Glasgow, Shulman and Covarrubias, 2009). To shed light on these theories and test the claim that notions of race do not travel across cultures (Root 2000), we conducted a comparative study of occurrences of *race* and *Rasse* in US-American newspapers (COCA) and German ones (DeReKo) from 1990-2019.

We collected 20 randomly selected concordances from each of the 30 top collocates for each decade and language (600 concordances per decade per language; 3600 total). Taking a theory-neutral approach (e.g. Baker & Levon 2015), we categorized collocates via notional similarity into groups: appearance (e.g. color), attribution (e.g. superior), biological (e.g. breed), domain (e.g. people), human kind (e.g. religion), social (e.g. origin), and subkind (e.g. aryan).

Our results show several similarities and differences between the two corpora, suggesting that the differences between the US and the German contexts are not as great as expected. Similarities across corpora include that *human kind* was the most frequent ($\bar{x}$DE=53.43%, $\bar{x}$EN=71.50%), *subkind* was among the most frequent ($\bar{x}$DE=37.42%, $\bar{x}$EN=32.17%), and *appearance* ($\bar{x}$DE=8.37%, $\bar{x}$EN=1.86%) and *biological* ($\bar{x}$DE=6.13%, $\bar{x}$EN=1.10%) were among the least frequent. These similarities suggest that, while racializing subgroups is relatively frequent in both contexts, appearance features like skin color are much less frequently discussed overtly. Differences include that *attribution* was among the highest in German but low in English ($\bar{x}$DE=20.03%, $\bar{x}$EN=4.48%), and *domain* was among the lowest in German but among the highest in English

(x̄DE=7.87%, x̄EN=36.28%). This, we believe, reflects the cultural differences between the two contexts; while the German corpus refers frequently to historical phenomena that attributed alleged superiority to certain social groups (i.e. "attribution"), the American corpus reflects a much more significant presence of instances where race was openly the subject of discourse, and "politics of race" were discussed.

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Saturday, 25 June 2022 | 10:30-11:00

## „Someone needs to beat this MAN to death 😆 " – Investigating Differences in Target-Based Online Hate Speech on TikTok

### Ragnhild Hinderling

Hate speech, while undoubtedly not a new phenomenon, has only recently been gaining more linguistic attention. In an ever-evolving online environment, in which contacting strangers is as convenient and public as it has ever been, hate speech is more visible and can thus be found more easily (Brown, 2018). So far, however, most research in this area has been focussed on the classification and detection of hate speech, often using lexical and syntactical analysis for the development of AI to automatically find and counter or delete instances of hate speech. Very few empirical studies have been conducted to systematically investigate the linguistic differences of target-based hate speech (e.g., ElSherif et al., 2018). To continue filling this significant research gap, the exploratory study presented here sets out to investigate recipient-based online hate speech found on two personal accounts of the social media platform TikTok. A general coding scheme was developed to identify possible realisation strategies of hate speech, distinguishing, among other, between threats of (lethal) violence, explicitly using the word hate, and pandering to common negative stereotypes. Subsequently, 174 hate comments from the comment sections of a cisgender woman and a transgender woman were classified according to the coding scheme and compared to investigate whether the protected characteristics of the hate speech target influence the type of hate speech received. The results show qualitative differences in the type of hate speech strategy used and suggest that that the protected characteristic of the target determines the emotional load of the hate speech comments.

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## "Es ist an uns, liebe Freundinnen und Freunde" – A diachronic study on gender-fair language use in German and English

**Hanna Bruns**

Gender-fair language is a currently hotly-debated topic in several lingua-cultures. In German, gender needs to be marked on several parts of speech, which makes the use of gender-fair language difficult. In English, gender-fair language is supposedly easier to achieve than in German, as only pronouns and a few nouns – most often occupational titles (e.g., *congressmen*) – are gender marked.

For both languages, research indicates that attitudes are becoming more positive and gender-fair language is used more frequently over time (cf. e.g., Sarrasin, Gabriel & Gygax 2012, Müller-Spitzer 2021). However, especially for German, concrete evidence regarding this development is largely missing. Furthermore, while research studies suggest a similar trajectory of attitudes and use for both languages, comparisons of the two are also missing.

This study takes a first step towards addressing this research gap by using a corpus-based method: For English, a small, balanced sample-corpus of the BROWN family corpora (cf. Kranich & Gast 2015) is manually searched for epicene pronouns and gendered occupational titles. The most common terms are then investigated in the full versions of the BROWN family corpora (BROWN, LOB, FROWN, FLOB, BE06, AME06), covering the years 1961, 1991, and 2006. For German, frequent person-reference nouns are searched for in the DWDS corpora (KERN & KERN21) in their different forms (in the same years as the BROWN corpora). To further shed light on any trends visible in the quantitative analysis, the data will also be examined through a qualitative lens. This is especially prudent, as the use of generics and gender-fair language is often constrained by its context.

This small-scale study is the starting point for a much larger project on the diachronic development of gender-fair language use in

German and English and focuses mainly on identifying the best approach to doing corpus research on generics and gender-fair language.

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## Poster presentations

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|---|---|
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| Hassan Banaruee | *Metaphor Aptness across Cultures* |
| Mariia Ivakhova | *A Contrastive Study of Complimenting and Compliment Responses among German and Ukrainian Speakers* |
| Swantje Leiting | *With a great compliment comes a great response-ibility: Upgraders and downgraders in written compliment responses in English English and Malaysian English* |
| Lisa Lubomierski | *Investigating German multimodal requests in instant messaging* |
| Sallar Mahdi Kamo | *A Comparative Study of Politeness in German and Kurdish Kurmanji Business Negotiations* |
| Annalena Marticke | *A cross-cultural and diachronic investigation: Offensive language use in British and Australian drama series* |
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## Translation into Modern Standard Arabic: The case of translating government information on the COVID-19 pandemic

# Ayyah Albarouni

Translation has played a crucial role between cultures and languages worldwide. Today, translation has been adopted in various professional fields, e.g., legal translation, judicial translation, etc. Within these fields, scientific and technical translation (STT) is regularly employed, focusing on translation in scientific and technical areas. However, translators often face difficulty in the translation of this field as translators must have a good knowledge and experience in such area. Problems can often arise due to the fact that the language of science has its characteristic terminology, which is the basis of the language of science and the fundamental notion in the translation of technical terms. Additionally, rapid advances made in translation across the world have made it difficult for scientists from various linguistic communities to keep pace with the significant number of scientific terms created each day (Montgomery 2000:269).

To elaborate more on this issue, I will investigate the use of Modern Standard Arabic in translation, the translation of Arabic medical terms and the problems and the impediments that come with translating technical and scientific translation, focusing on the case of translation of government information on the COVID-19 pandemic. This paper aims at answering the following questions: Does the Arabic-speaking community face difficulties comprehending the translated Modern Standard Arabic used in the COVID- 19 information publication on the German Federal Ministry of Health website? Is that related to their backgrounds, such as their education or socio-economic background? Would the standardisation of the translated medical terms help increase understanding of these? To find an answer to these questions, Houses's model of translation quality assessment (2015) and, since its emergence in 1977, has been effectively utilised to identify the

relationship between the source text and the target text. The main concern of House's most-known model is addressing how and whether a translation is equivalent to its source text, and because of its accessibility, it has been adopted to analyse the Arabic translation of an article on COVID-19 taken from the German Federal Ministry of Health website.

Groundbreaking in applying Houses's revised model of Translation quality assessment of an Arabic translation of a COVID-19- related article by the German Federal Ministry of Health. The findings include that although linguistically, the Arabic translation seems to stick closely to the German original in both the ideational and the interpersonal functions. However, it contains a variety of translations that seem slightly unfitting and too scientific in this context, which would restrict the understanding of the presented information among the Arab-speaking text readers.

Since the Arabic language is rich regarding words, terms, and synonyms, that has led to the problem of non standardising the translation of many scientific terms. Another major factor is the lack of coordination among the numerous varieties of Arabic and their speaking communities. Hence, the issue of standardising scientific and technical terms will remain an open question in need of further investigation.

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## Metaphor Aptness across Cultures

**Hassan Banaruee**

Metaphor aptness, or the extent to which a metaphor captures essential features of the topic, has been the subject of many studies in recent decades. According to Gentner's (1983) structure-mapping model, metaphors are understood by the mapping of relations from the base domain into relations in the target domain. However, previous research lacks literature in cross-cultural contexts and the differences in the degree of acceptability of metaphors across cultures. Hence, this study investigated cross-cultural differences in metaphor aptness among Persian, German, and English speaking participants administering two tests of parallel relations and metaphor acceptability judgment tasks. The experiments were made innovatively using corpus linguistic techniques to excavate the most frequent metaphors in the languages. To make the experiments, a small corpus was made using three databases in German, Persian, and English (KorAP, PLDB, & COCA, respectively). The results revealed that the degree of acceptability of a given metaphor is not the same for people belonging to different cultures, and metaphor-aptness is culture-bound. No meaningful relationship between the level of aptness of metaphors and their frequency in the corpora was observed. It is suggested that metaphors are considered apt by the process of categorization of the salient properties which are structurally considered similar. This idea is partially in line with studies that support class-inclusion models (e.g, Banaruee, et al., 2017) which suggest that hearers include the topic of a metaphor into a category that the vehicle fits inside it. When only one of the domains is absent linguistically or culturally in a language, hearers may not consider the metaphor apt. For instance, the words "*hope*" and "*tree*" are highly frequent in every culture, but not the words "*a dear person*", "*liver-corner*". The absence of cultural background in the usage of these words hinders the process of finding a salient

feature between these words and the counter domain in a metaphor to form a suitable alignment.

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## A Contrastive Study of Complimenting and Compliment Responses among German and Ukrainian Speakers

**Mariia Ivakhova**

Differences in the ways people give and respond to compliments cross-culturally have been examined since the 1980s. For example, Herbert (1986) studied American and South African data, Holmes (1989) examined New Zealand data, Chen (1993) compared AmE and Chinese data. My research project is aiming at addressing the lack of empirical linguistic research concerning the Ukrainian language. This paper analyses and compares compliments and compliment responses in the German and Ukrainian languages and addresses the following research questions:

- What are the similarities and differences between speakers of Ukrainian and German in complimenting and responding to compliments?

- Which responding strategies are preferred by the two groups?

The primary basis of the present study is the compliment researches done by Yuan (2002) and Chen (1993). The data were collected by means of discourse completion task (DCT). This involved ten hypothetical situations and the topics in these situations were appearance, ability, possession and personality. A

total of 30 respondents participated in the study. In general, the results have shown that both groups of respondents prefer explicitness in their compliment-giving behavior. Turning to compliment responses, it was found that the speakers of German acknowledge and accept compliments more frequently than the speakers of Ukrainian. In the Ukrainian data, participants tend to disagree with the compliment and try to avoid self-praise. Moreover, 4% of Ukrainians reject compliments, whereas the German participants do not use this macro strategy at all.

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Yuan, Li (2002). Compliments and compliment responses in Kunming Chinese. *Pragmatics* 12(2): 183–226.

> ## With a great compliment comes a great response-ibility: Upgraders and downgraders in written compliment responses in English English and Malaysian English

### Swantje Leiting

Variational pragmatics has, since its conceptualisation (cf. Schneider & Barron 2008), become an increasingly relevant field, studying not only cultural differences and their influence on the use of different languages but also different language variants, dialects, and social groups. If responses to compliments are then a "mirror of cultural values" (Manes 1983: 96), they are a valuable source to research cultural differences regarding values and their influence

on language use. Despite their suitability for pragmatic and sociolinguistic analysis, compliment responses have been severely understudied. While compliments – and their responses – have been studied in some variants of English and other languages like Chinese, Malaysian English and English English have received very little attention.

This study used the method of discourse completion tasks (DCTs) to capitalise on the elicitation of underlying cultural norms (cf. Schneider 2012). The written questionnaire, with four compliment response situations, was distributed online to native English English-speakers (n=21) and Chinese-Malaysian people (n=46) with English as their second language between the ages of 19 and 40, resulting in a total of 207 valid responses to compliments. Responses were coded as *acceptance*, *rejection*, and *deflection* strategies and their subcategories (cf. Pomerantz 1978, Herbert 1986, Holmes 1988). The data was then analysed to evaluate the two groups' preferred types, strategies, and realisations of responses with a particular focus on upgrading and downgrading elements of the responses.

The mode of distribution inspired some responses that required a look into language use in online spaces, as typical computer mediated communication (CMC) features also appeared in some compliment responses. Another point of interest, thus, became how much CMC behaviour might influence speakers of different English varieties. Overall, the varieties of English showed a remarkable similarity in their wish to avoid direct disagreement. However, the native English speakers used more mitigators, while CMC features were only found in responses from Malaysian women. This marked difference was hypothesised to be connected to the different environments of language use. While the native English-speakers were monolingual and would use English in all interactions, the multilingual Malaysian English-speakers might use Malaysian English primarily in messenger and online spaces and could, thus, be more influenced by typical features from such spaces.

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## Investigating German multimodal requests in instant messaging

**Lisa Lubomierski**

Communication is increasingly mediated through digital channels and a representative study attests that the majority of Germans uses the medium of instant messenger apps daily (cf. Schlobinski and Siever 2018: 2). Seeing that it is the most frequently used digital form of communication, my research investigates multimodal requests produced in instant messaging and in doing so it

contributes to closing an existing research gap. The research question is twofold: (i) how are requests constructed in instant messaging compared to spoken language and (ii) how do speakers utilize the multimodal possibilities of emojis in their requests. To answer these questions, a discourse completion task is employed in which 68 German native speakers compose instant messages asking a close friend to water their plants while they are on vacation. The requests are compiled into a corpus and analysed based on Blum-Kulka et al. (1989). The analysis shows that speakers employ similar strategies as in spoken requests. Request head acts can be either direct, conventionally indirect, or just hinting at the issue. Speakers seem to have a clear preference for conventionally indirect phrasing, especially for asking questions regarding the ability of the hearer to do the requested task. In more than half of the requests, speakers utilized emojis to modify their request in some way. Previous research has pointed out several different functions of emojis (cf. e.g. Pappert 2017) and the current analysis extends these functions, underlining the role of emojis as mitigation devices. It is argued that emojis can serve as supportive moves in requests. Furthermore, they can strengthen other external mitigation devices. In doing so, some emojis can relate to the relationship of the two interlocutors, establishing a friendly tone. Lastly, some emojis do not seem to have any social function or express any emotion. These emojis are found to have an embellishing nature and they give a topical frame to the text message, potentially entertaining the interlocutor.

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## A Comparative Study of Politeness in German and Kurdish Kurmanji Business Negotiations

**Sallar Mahdi Kamo**

Politeness is considered an effective tool in business negotiations, particularly in international settings, and has been the subject of a plethora of studies recently. However, the previous research lacks literature in comparing German with Kurdish. For this purpose, in this study, the verbal style of Kurdish-Kurmanji and German negotiators was investigated to find answers to differences in the degree and type of politeness, and the most frequent politeness strategies employed in business interactions by German and Kurdish-Kurmanji negotiators. This research used a mixed-method to study politeness in business interactions. To this aim, three shopping situations in both contexts were planned to be analyzed. The data for Kurdish-Kurmanji was voice recorded from an area in North-west Iraq. Similarly, three situations between a seller and a customer were voice recorded with German participants in role-play scenarios. The study was divided into two parts. Initially, a qualitative study using a summative content analysis technique was conducted to find the differences in the type and degree of politeness in Kurdish-Kurmanji and German in business negotiations. Hence, four stages of negotiation, namely, preparation, taking a stand, argumentation, and conclusion. Secondly, frequent strategies in these contexts were investigated according to Verscheueren's (1999) deixis attitudinal and Blitvich et al.'s (2019) micro method to find the most prevalent politeness strategies employed in the transcribed business interactions. This study enjoyed a purposive sampling, as the participants were required to be native or native-like in their languages and be

involved in actual business. In transcribing the data, the *AudioF4 Transkript* software was used. All the data were categorized and quantified in excel. The results indicated that German and Kurdish-Kurmanji negotiators took similar stages in negotiations, but Iraqi sellers produced more and longer utterances, even though both groups produced politeness in offering the products. Moreover, there were differences in both cultures at the micro-level in expressing politeness. The findings provide an international preview of how Kurdish-Kurmanji and German negotiators employ politeness in commercial deals. This awareness may support the negotiators achieve their goals effectively; besides, having limited access to such cultural differences increases the possibility of failure in negotiations.

## A cross-cultural and diachronic investigation: Offensive language use in British and Australian drama series

**Annalena Marticke**

We all grow up in a culture in which we need to learn which language use is appropriate and what counts as offensive in certain contexts, not only in real life but also in all kinds of media. TV regulations exist in every nation, for example in the United Kingdom offensive language use on the screen has long been subject to public wrath and even in Australia swearing in public may be considered as a crime. Previous research on cross-cultural research between Australian and British varieties of English, which is the dominant language in both nations, has already shown that differences in the realization of requests (Merrison et al. 2012) and in the use of mock impoliteness and banter (Haugh and Bousfield 2012) do exist.

The following paper is another pragmatic investigation in the field of speech act realization which analyzes offensive language use in two inner circle varieties of English, namely Australian and British

English used in drama series produced within the last 30 years, by answering the following two research questions:

1. How are the swear words *bitch*, *bloody*, *damn*, *idiot* and *shit* used in Australian and British drama series?

1. Did the use of the selected swear words increase within the last 30 years? Which swear words are most common in the 2010s and are these different than in the 1990s?

In the paper the recently created TV Corpus (by Mark Davies) that consists of 325 million words taken from 75,000 TV shows from various genres is used. Ten individual virtual corpora were created by selecting the year (1990 to 2017), genre (drama), country (UK/Australia) and word in text (each swear word was typed individually) and compared afterwards. The size of the virtual corpora ranged from 800,000 to 14,000,000 words and they included shows like *House of Cards* (UK) or *Top of the Lake* (Australia).

The results show that *shit* is, by far, the most frequent used swear word in both cultures, followed by *bloody*, *bitch*, *damn* and *idiot*. In general, the use of the five selected swear words increased within the last 30 years, but it can be said that its use is more frequent in the Australian than in the British data set.

Speech acts, in general, can be viewed from different cultural perspectives and with the help of the TV Corpus (which is not only very large, but also includes extreme informal language) further investigations on other English-speaking varieties are possible.

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## Impoliteness in comedy series – investigating strong swear words among British and American TV series from a diachronic perspective

### Rebecca Parisi

Today, swearing is a highly discussed subject in linguistics research because it is an essential part of everyday speech. People swear frequently in their daily lives, whether to themselves or to other people around them. Swearing, which is defined as the use of words that "have the potential to offend, be offensive, be objectionable, or be unacceptable in a social context" (Fägersten K.B. 2012: 3), happens regularly both in real life and in all kinds of media.

The aim of this paper is to investigate how the swear words *fuck, motherfucker, cunt* and *bastard* have been used in American and British comedy series, such as Sex and City, Gilmore girls, Peep show, and Shameless, within the last 70 years. These four selected swear words, according to the scale from the British Board of Film Classification, are considered the most vulgar and rude ones.

Based on the recently developed TV corpus (75,000 TV episodes) and on previous studies, a cross-linguistic and pragmatic analysis was conducted in an attempt to gain insight about the use of offensive language in tele-cinema discourse.

For the purpose of this study eight specific corpora were created by selecting the time frame, genre, country, and swear word to be searched using the "create corpora" function. After creating two corpora for each swear word, one for American English and the other for British English, they were compared over time.

The research findings revealed that in the 80's *bastard* was the most frequently used swear word in both English and American comedy series. In the 2000's , both in the U.S. and U.K., *fuck* became the most recurrent swear word. As a whole, it can be seen that from the 90's the four selected swear words occur more frequently in American comedy series than in English ones.

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**Recognizing linguistic plurality during times of crisis: Assessing the quality of online English medical translations on Covid-19 by official health authorities in Germany and Luxembourg**

## Emma Schmidt

The plurality of languages in a country is to be appreciated and recognized, especially on the most essential levels. It is imperative that official health authorities provide barrierless access to medical information, which is unfortunately not yet the case (cf. Alajarmeh 2021). This paper argues that citizens are discriminated against on the basis of their linguistic knowledge: Individuals that are not proficient in the country's dominant language often encounter challenges when seeking official, trustworthy information on medical-related issues in their respective language.

The present study aimed to assess to which extent speakers of English can rely on the information provided by the official health authorities in Germany and Luxembourg. Two texts, that give

general information on Covid-19, and their English translations were selected from the websites of the German Ministry of Health and the Luxembourgish government. To assess the quality of the translated texts, this paper drew on the Translation Quality Assessment by Juliane House (2014). Firstly, a linguistic profile of the source texts was established with respect to three dimensions: language/text, register (analysis of the context), and genre (classification of text). Secondly, the same three-level analysis was then applied to the translations which revealed several linguistic mismatches between the source texts and the translations.

This study considers the medical translation on the Luxembourgish government's website to be an accurate translation that provides the target audience with a good representation of the source text, while the text on the German Ministry of Health's website showcased tremendous shortcomings. These findings might allow the careful conclusion that the recognition of minority languages in the health sector is taken more seriously in Luxembourg than in Germany. However, since this study solely relied on a qualitative approach, more research is needed to draw a solid conclusion.

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## An Analysis of Students' Emails

**Farzaneh Tavoosi Iraj**

In international academic environments, like universities, a substantial portion of communication is via emails, many of them

involve requests that are written by students (Merrison, et al. 2012). Since university students (NNs of English) are from different cultural backgrounds, studying and comparing their emails could reveal underlying cultural distinctions constructed in emails containing requests and assist us to gain a broader understanding of speech act realization.

Although speech acts (requests) have been studied frequently, among them the project of Blum-Kulka et al. (1989a) which is of utmost significance, still little has been done that addresses speech acts in students' emails. Regarding this issue, the aim of this study is to investigate the request perspectives, the levels of directness employed, and the type of syntactic and lexical modifications used by students in their English emails with the following research questions:

1. What is the request perspective taken by the students in their English emails to professors?

2. What is the degree of directness and the internal and external modifications employed in their emails?

The data for the current paper was collected through a Discourse-Completion Task (DCT) (adapted from Rose, 1992; Biesenbach-Lucas, 2007). Sixty students of the Faculty of Arts at the University of Bonn were asked to write an English email regarding one of three situations: asking for an appointment, information, or a term paper extension. The emails (twenty for each situation) have been analyzed by applying the modified version of the CCSARP (Cross-Cultural Speech Act Realization Patterns, Blum-Kulka et al. 1984) which was revised by Biesenbach-Lucas (2007).

Regarding the request perspective, the speaker-oriented (I-perspective) was used more for appointment and extension requests, while the hearer-oriented (you-perspective) was employed for information. The analysis also revealed that students resorted mostly direct strategies in all three request situations, furthermore, "want statements", "embedded if clauses", and "direct questions" were the most widely subcategories of

directness strategies (modifications) employed by students to soften and minimize the imposition impact of requests.

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| **"I WANT YOU" A Close Look to Persuasion Techniques used in The Voice US** |
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## Louis Lee

Persuasion has always been a crucial element in advertising, politics and business negotiations (Halmari & Virtanen, 2005; Cockcroft & Cockcroft, 2010). In the art of Rhetoric, Aristotle argues that a balanced use of Logos (the appeal to rationale), Ethos (the appeal to credibility) and Pathos (the appeal to emotion) is the key to successful persuasion. Therefore, many political discourses are strategized beforehand to ensure achieving a high level of persuasion. Reality TV shows like "The Voice" is no exception to this. However, the persuasive contents of the so called "blind auditions", where the celebrity panel coaches get to showcase their persuasion skills to convince their favourite prospective contestants in joining their teams, could arguably be different from the other genres, as the persuasion used is not targeted to the general public or the audience of the show. Therefore, this could explain the spontaneity of the persuasion used by the celebrity coaches. The aim of this study is to ascertain the persuasive techniques used in the blind auditions – a near impromptu scenario.

A compilation of eight episodes from season seven and 15 of "The Voice US" were chosen and the selection of the seasons was merely random, as these two seasons are the only available ones in open free source. Only scenes involving minimum two judges persuading a contestant are used for this study. A qualitative discourse analysis is conducted for this study and all the scenes are transcribed in simple verbatim format, as the language in use is the main focus of this study. The Aristotlelian rhetorical framework has been chosen as the theoretical background of this study. The results have shown that Ethos carries the most weight in determining the success of the persuasive utterance. However, the persuasion used in the blind auditions typically consists of high level of Pathos in combination with Ethos. Hence, having all three elements (Logos, Ethos and Pathos) of Aristotlelian rhetorical framework does not always

guarantee the success of impromptu persuasion, at least in "The Voice" blind auditions. The results have ascertained that opposite-gender-persuasion may increase the persuasiveness of the speaker. Nonetheless, it requires further research to confirm this finding. Last but not least, this study only attempts to establish a starting point to bridge the literature gap between nearly unplanned persuasion and planned persuasion like advertisements, political oratory and the like. And there are limitations to this study, as the Voice USA still belongs to showbiz and hence, it could easily be scripted behind the scenes.

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## Politeness in Manga and Their Translations: A Comparison of Japanese Politeness Strategies with its English Translation in the Manga Yotsubato

## Kathryn Sherwood

Language and culture are inevitably intertwined, and interpersonal relationships are at theheart of our society. There are different sets of rules within a given language or culture, and one vital concept for upholding certain rules is the concept of politeness. Realizations of politeness can differ greatly across cultures, which becomes evident when comparing languages to one another. In this study, I analyzed the usage of politeness strategies in Japanese manga, which are a major part of the Japanese publishing industry and a core medium of Japanese culture. Due to manga having gained international popularity, many have been professionally translated across the world.

The manga *Yotsubato* from Kiyohiko Azuma (2003) was chosen as it depicts everyday life conversations. This makes the analyzed data more natural in comparison to manga with strongly stylized speech, and it is therefore a great source for analyzing differences in translation. The aim of the study was to learn whether politeness strategies used in Japanese change across the translation in order to adhere to cultural specific conventions of politeness in English. The strategies were analyzed according to Brown and Levinson's politeness theory (1978, 1987) because of how influential it is and its claim to be universally applicable. The strategies used in the Japanese original text were then compared to the official English translation from Amy Forsyth. The original hypothesis of this study predicted various changes in the English translation due to cultural differences in politeness, and that the will to make the translations comprehensible for the English-speaking audience will overshadow the want to uphold Japanese-specific nuances of politeness.

The data consisted of the first chapter of the first volume of *Yotsubato* (2003), which was analyzed manually by transcribing all

instances of politeness found in communicative situations such as dialogues, and then categorized according to Brown and Levinson's politeness strategies (1978, 1987). The utterances were glossed according to the glossing rules of the University of Leipzig (2008). In contrast to the hypothesis of this study, the data showed that the politeness strategies were mostly maintained in the English translation, which could indicate a preference for wanting to uphold cultural concepts of Japanese politeness despite fundamental differences of politeness conventions between the two languages. Furthermore, the study also hints at potential problems with Brown and Levinson's (1978, 1987) politeness theory as a universal model, as forms of politeness that are unique to Japanese such as keigo are not incorporated within the framework.

## References

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## Translating government information on the COVID-19 pandemic: English as a lingua franca in Germany

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In today's globalized world, translation, often employing English as a lingua franca, is a key tool for enabling effective intercultural communication. In crisis situations, translation takes on an especially central role, since it serves to manage crises and distribute equal access to crucial (governmental) information across linguacultural barriers. Although little research has been conducted in this regard, few works have argued that in crisis situations, governments often do not produce translations of high quality and equivalence to their original texts – e.g., regarding interpersonal aspects and trust-building.

With the background of the current COVID-19 pandemic, this case study serves to extend these insights and shed light on governmental translation practices in multilingual Germany. As a method, House's (2015) model of translation quality assessment has been employed in analyzing the covert translation of a lengthy German article into English as a lingua franca, taken from the website of the German Federal Ministry of Health. The text deals with COVID- 19-related information and governmental crisis regulations.

Similar to previous works, it has been found that the translation is not functionally equivalent to its source text, but less educating and mobilizing, and hence, not qualitative enough to enable equal access to relevant crisis-related updates and information for all residents of Germany, regardless of their linguacultural background. Ideationally, the English text includes much less information and educational material and lexically emphasizes the urgency of the situation to a lesser extent than the German text. Interpersonally, the text seems to construct the role of the government as more authoritarian, yet less professional, than the German text, which could hinder the building of trust on the side of

the readers. These issues could lead to the non- German-speaking population of Germany being underinformed on urgent matters revolving around the pandemic and complying less with governmental regulations. Therefore, the potential that English carries as a lingua franca to effectively reach out to several linguacultural communities is not fully exploited in the case of this informational article.

## Reference

House, J. (2015). *Translation quality assessment: Past and present*. London/New York: Routledge.

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