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**Conference Website:**

<http://mytuc.org/hqhc>



TECHNISCHE UNIVERSITÄT  
CHEMNITZ

We would like to thank the  
*Alexander-von-Humboldt Foundation* for their continued  
support for making this conference possible.

**Venue:**

Technische Universität Chemnitz  
Altes Heizhaus  
Straße der Nationen 62  
09111 Chemnitz

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The **REAL** Centre  
| Research in English  
and Applied Linguistics

**Digital English World-Wide:  
Corpus and Discourse  
Analyses  
July 13 & 14, 2018**

## Programme Friday July 13

- 13:00 **Welcome**  
(Deputy VC/Vice President Prof. Dr. Max Eibl)  
**Conference Opening**  
(Dean Prof. Dr. Stefan Garsztecki)
- 13:15 **Current Research Cooperation Projects in Africa and Digital Space**  
(Chair: Eric Linhart, Chemnitz)  
Josef Schmied (Chemnitz):  
*Academic Writing for Africa: A VolkswagenStiftung Workshop*  
Mohammed Ademilokun (Ile-Ife, Nigeria, Alexander-von-Humboldt Guest Professor Chemnitz):  
*Codifying and Analysing "Democracy Discourses" in Nigeria*
- 14:30 Isabelle van der Bom (Chemnitz):  
*Examining Hyperlinks in Digital Fiction: a Cognitive, Empirical Approach*  
Francesca Bianchi (University of Salento, Lecce, Italy):  
*The Social Tricks of Advertising. Facebook Discourse Strategies of Luxury and Non-Luxury Tour Operation in English*
- 15:45 Coffee Break
- 16:15 **Chemnitz PhD Projects (CASE = Chemnitz Africa/Asia Symposium on English)**  
(Chair: Mohammed Ademilokun, Nigeria)  
Jacinta Edusei (Kumasi, Ghana / KAAD Chemnitz):  
*Hedging in Advanced Users' of English in Ghana*  
Xinlei Zhang (Beijing, China / Chemnitz):  
*A Cognitive View on Prepositions in Chinese MA Theses*  
Guo Ya (Guangzhou, China / Chemnitz):  
*Annotating Hedges in Chinese Academic Writing*  
Shaista Rashid (Lahore, Pakistan / Canterbury University, Christchurch, New Zealand):  
*English Writing Practice with Smartphones: A Case Study*
- 18:00 **Chinese Dinner Snacks & Tea Appreciation**

## Programme Saturday July 14

- 09:00 **Chemnitz BA/MA Student Workshop (PL Research Proposal)**  
(Chair: Dana Ebermann, Chemnitz)  
Anna Schidjusowa:  
*Articles Usage by Russian Learners of English*  
Willy Hänel:  
*Transfer by Spanish Learners of English*  
Dan Fan:  
*Student Response in English in China*  
Xiaoxi Li:  
*Action Research in my Classroom*  
Sarah Reader:  
*Urban Pronunciation in a Rural Community: The Northern Cities Vowel Shift in Central Michigan*  
Juliane Nötzold:  
*A New Concept for Tutorials ("Lehre im Transfer"-Projekt)*
- 11:00 Coffee Break
- 11:30 **Credibility 1: Academic Writing, Business**  
(Chair: Jessica Dheskali, Chemnitz)  
Ivana Popovikj (Skopje, Macedonia):  
*The Influence of Teacher's Cognition on the Grammar Teaching Approach*  
Vincenzo Dheskali (Chemnitz):  
*A Corpus-Based Comparison of Albanian and Italian Student Papers in L1 and L2: Modalization, Shields and Approximators Revised*  
Irena Skendo (Vlora, Albania):  
*Aspects of Hedging Processes in Albanian PhD Dissertations*  
Radek Vogel (Brno, Czech Republic):  
*Credibility in Business Reports*
- 13:00 **Lunch Break - Syrian Buffet**

- 14:00 **Credibility 2: News**  
(Chair: Vincenzo Dheskali, Chemnitz)  
Eric Linhart, Joseph Walthelm, Toni Heinze (Chemnitz):  
*Dimensions of Populism in German Party Manifestos*  
Bisera Kostadinovska-Stojchevska (Bitola, Macedonia):  
*Nationalism at its Best: An Analysis of the Slogans Used in the Local Election Campaigns in Macedonia in 2017*  
Ivana Mitić (Niš, Serbia):  
*Credibility in Local and State Media: Comparative Analysis of Headlines in Serbian Press*  
Andrej Blagojevic (Niš, Serbia):  
*Ethics in Media: Adhering to Ethical Principles in Serbian Press*
- 15:30 Coffee Break
- 16:00 **Journalistic Writing Then and Now: News, Views & Revenues**  
(Prue Goredema, Chemnitz)

**OR**

**Workshop on Computer Linguistic Tools in Humanoid Writing and Fake News Detection**  
(Stefan Kahl, Chemnitz; Room 1/367)