Thursday 12 November 2009
Aula Martini – U6/4

13.00-14.00 Registration

14.00 -14.15 Official Greetings
Massimo Saita, Dean of the Faculty of Economics
Walter Maffenini, Head of the Department of Quantitative Methods for Economic and Business Sciences

Session One (14.30-16.00)
Chair: Paola Tornaghi

Annamaria Caimi – Cristina Mariotti (University of Pavia)
A corpus-based analysis of nominalization strategies in spoken economic discourse

Robin Anderson (University of Milan-Bicocca)
Are they talking to us? A diachronic analysis of rhetorical shifts in financial journalism

Elisa Turra (Bocconi University - Milan)
Oppositional alliances and frame shifts in cross-functional corporate meetings

16.00 Coffee Break

Session Two (16.30-19.30)
Chair: Patricia Kennan

Annalisa Zanola (University of Brescia)
Oral strategies in English for Business: historical perspectives and new directions in international business communication

Giuliana Garzone (University of Milan)
Genre chains in sponsorship and advertising

Paola Catenaccio (University of Milan)
Social responsibility in the market economy: social reporting as a genre of corporate financial disclosure

Luisanna Fodde - Claire Wallis (University of Cagliari)
As you can see in this chart: the analysis of business trends and causes in the Economist newsletters

Geoffrey Hughes (University of the Witwatersand, Johannesburg)
Conspiracy against the laity? The uses of precision and jargon

20.15 Dinner at the restaurant Sotto Sopra, Viale Piero e Alberto Pirelli, 16
Friday 13\textsuperscript{th} November 2009
Aula Martini – U6/4
Session Three (9.00-11.00)
Chair: Paola Tornaghi

Maurizio Gotti (University of Bergamo)
Digital innovations in Conflict Resolution: the ODR System

Christopher Williams (University of Foggia)
Functional or dysfunctional? The language of business contracts in English

Giuseppe Castorina (University of Rome “La Sapienza”)
A Eurolinguistic approach to English for Special Purposes

Domenico Torretta (University of Bari)
‘When in Rome do as the Romans do!’ Does this also apply to English words that enter other languages?

11.00 Coffee Break

Session Four (11.30-13.00)
Chair: Patricia Kennan

11.30 Antonio Bertacca (University of Pisa)
The lexicon of causality in Thomas Mun’s Discourse of Trade (1621)

12.00 Gigliola Mariani Sacerdoti (University of Florence)
Obamanomics: true and false

12.30 Roberta Baldi (Catholic University of Milan)
How do you work in English? A lexicographical survey

13.00 Lunch break

Session Five (14.00-16.00)
Chair: Robin Anderson

Alessandra Vicentini (University of Varese)
Linguistic perspectives on marketing and business strategies in healthcare institutional settings: the case of US HHSs’ webpages

Kim Grego (University of Milan)
"The headache from hell": [www.aspirin.com](http://www.aspirin.com) between marketing and science communication

Mike Thompson (University of Milan-Bicocca)
Critical reading skills and the standardized testing of Legal English

Margaret Fowler (British Council)
Assessing English language levels for the world of work

Round Table (16.00-17.30)
Rounding up and looking to the future

Coordinator: Patricia Kennan (University of East Piedmont) with
Gabriella Del Lungo (University of Florence),
Gabriella Di Martino (University of Naples),
Gianfranco Porcelli (University of Pavia, Expert in adult education),
Robin Anderson (University of Milan-Bicocca).
Scientific Committee: Patricia Kennan, Paola Tornaghi, Robin Anderson
Conference Organisation: Patricia Kennan, Paola Tornaghi, Robin Anderson, Brigid Igoe, Nuala Tansey, Mike Thompson, Michela Cislaghi, Grazia Del Bon, Daphne Hughes, Helen Macdonald, Monica Sechi
Graphics: Monica Sechi