

ICIM 2019 International Conference on Interculturalism and Multiculturalism

28-30 | 03 | 19, ISCAP-P.PORTO



P.PORTO
ISCAP

www.iscap.pt/cei

ICIM'19 International Conference on Interculturalism and Multiculturalism ISCAP-P.PORTO, 28-30 March 2019

The dynamic world that we live in thrives on a multi and intercultural plasticity. As we inhabit complex and ever-changing societies, we need to recognize the multilayered meanings of movement, exchange and communication, as well as the particularities of social, political, economic, and cultural relationships, while enhancing our human abilities of understanding the other and her/his identity.

Reaching towards this goal, the Centre for Intercultural Studies works to provide theoretical and practical spaces for dialogue and multiple recognition. Consequently, this International Conference on Interculturalism and Multiculturalism (ICIM 2019) aims to create a wide-ranging space for the debate of ideas, concerns and work methods on the contemporary intercultural journey. This approach to the diversity and to the transits implied in the concept of 'intercultural' opens new paths to examine the motivations, characteristics and conventions of cultural interactions in their perpetual movement, devoid of spatial or temporal borders, in a dangerous but stimulating indefiniteness of limits.

With a sound eleven year-old record of international conferences and publications, the Centre for Intercultural Studies has got the venue, the know-how, a recognized academic tradition in the field, an active team, and the will to attract researchers from all over the world to Porto, Europe's best destination.

Organising Committee:

Clara Sarmento – Conference Coordinator
Carina Cerqueira
Gisela Hasparyk
Marco Furtado
Sandra Ribeiro
Sara Pascoal
ISCAP-P.PORTO

Scientific Committee:

Adelina Andrês, ISCAP-P.PORTO
Betina Ruiz, ESAGuimarães
Carina Cerqueira, ISCAP-P.PORTO
Clara Sarmento, ISCAP-P.PORTO
Cristina Ferreira Pinto, ESE- P.PORTO
Cristina Pinto da Silva, ISCAP-P.PORTO
Dália Liberato, ESHT-P.PORTO
Eduarda Mota, ISCAP-P.PORTO
Hélia Bracons, Social Service Institute / Lusophone University of Humanities and Technology
Isabel Pinto, Independent Researcher
Luisa Langford, ISCAP-P.PORTO
Lynda Chouiten, Université of Boumerdès, Algeria
Manuela Veloso, ISCAP-P.PORTO
Marco Furtado, ISCAP-P.PORTO
Marco Lamas, ISCAP-P.PORTO
Maria João Cameira, ISCAP-P.PORTO
Micaela Marques Moura, ISCAP-P.PORTO
Núria Simelio Solà, Autonomous University of Barcelona
Ricardo Campos, CICS.NOVA – FCSH, New University of Lisbon
Rogério Puga, CETAPS – FCSH, New University of Lisbon
Sandra Ribeiro, ISCAP-P.PORTO
Sara Cerqueira Pascoal, ISCAP-P.PORTO

Committee of Honour:

Álvaro Barbosa, Dean of the Faculty of Creative Industries, University of Saint Joseph, Macau/China
Amparo Moreno Sardá, Faculty of Communication Sciences, Autonomous University of Barcelona
Anxo Fernandez Ocampo, Faculty of Philology and Translation, University of Vigo
Barbara Watson Andaya, Center for Southeast Asian Studies, University of Hawaii at Manoa, USA
Carlos Gouveia, Department of English Studies, Faculty of Letters of the University of Lisbon
Cláudia Alvares, Lusophone University of Humanities and Technologies, Portugal
David Callahan, Department of Languages and Cultures, University of Aveiro
David Inglis, Department of Sociology, Faculty of Social Sciences, University of Helsinki
Estela Ribeiro Lamas, retired Full Professor and Methodist University – Mozambique Unit
Gerald Locklin, English Department, University of Long-Beach, California, USA
Maria de Deus Manso, Department of History, University of Évora
Maria Elisabete Ramos, Faculty of Economics, University of Coimbra
Maria Johanna Schouten, Centre for Social Studies, University of Beira Interior, Portugal
Myna German, Mass Communications Department, Delaware State University, USA
Phillip Rothwell, Faculty of Medieval and Modern Languages, University of Oxford, UK
Xoán Manuel Garrido Vilariño, Faculty of Philology and Translation, University of Vigo



Centro de Estudos Interculturais
Centre for Intercultural Studies

P.PORTO
ISCAP

Instituto Superior de Contabilidade e Administração do Politécnico do Porto
www.iscap.pt/cei

International Conference on Interculturalism and Multiculturalism
ISCAP-P.PORTO
28-30 March 2019

PROGRAM

28 March, Thursday

8.30 – 9.00

Welcome to participants and registration.

9.00 – 10.00, Room "Grande Auditório"

Opening Address, by Pedro Calado, the Portuguese High Commissioner for Migrations.

10.00 – 11.00, Room "Grande Auditório"
Plenary Session

Interculturality in Education: Latest trends
Fred Dervin (University of Helsinki)

11.00 – 11.30
Coffee break

11.30 – 13.30, Room "Grande Auditório"
Chair: Carina Cerqueira

Panel 1 – Theoretical concepts of interculturalism and multiculturalism

1. *Interculturalism: Modern Marriage Between Former Enemies*, Jouette Travis Suehiro (University of Texas at Dallas)

11.30 – 13.30, Room "Sala de Actos"
Chair: Marco Lamas

Panel 4 – Intercultural studies in business

1. *Educação Intercultural no Ensino Superior: a unidade curricular de Empreendedorismo em Cultura do Master in Intercultural Studies for Business*, Marco Lamas (CEI, ISCAP - P.PORTO)

<ol style="list-style-type: none"> 2. <i>Improving Intercultural Interactions: Towards a Pedagogy of Public Diplomacy in Educational Exchanges</i>, William Geibel (University of California, Los Angeles) 3. <i>Multimodal Intercultural Dialogues in Social Networks: Russian Case</i>, Maria Pilgun (Institute of Linguistics, Russian Academy of Sciences, Moscow) 4. <i>As tradições culturais e a justiça contratual</i>, Margarida Azevedo Almeida (ISCAP, P.PORTO) 5. <i>A pragmatic approach to sustainable intercultural relationships in business</i>, Andrea Koblizkova (University of Pardubice, Czech Republic) 	<ol style="list-style-type: none"> 2. <i>Predicting workplace perceived discrimination and religious prejudice through luso-tropicalism, values and individualism/collectivism</i>, Maria Moura Pinheiro (FPCEUC) 3. <i>A Herança Cultural Alemã, Espanhola e Francesa na Criação de Oportunidades de Negócio</i>, Marco Furtado, Sara Pascoal e Laura Tallone (CEI, ISCAP - P.PORTO) 4. <i>Jumping the gap: building bridges between theories of intercultural communication and their practical applicability</i>, Radi Suudi & Leila Jaffar, Jaffar Consultancy, The Netherlands. 5. <i>Intercultural Adjustment of Portuguese Expatriates to the United Arab Emirates context</i>, Dora Martins (ISCAP, CEOS.PP, P.PORTO and GOVCOPP Unit Research, U. Aveiro)
---	--

13.30 – 14.30
Lunch break

<p>14.30 – 17.00, Room “Grande Auditório” Chair: Sandra Ribeiro</p> <p>Panel 3 – Multimodal Intercultural Dialogues</p> <ol style="list-style-type: none"> 1. <i>Intermedial dialogue and transnational storytelling in Wim Wenders’s films</i>, Olivier Delers (University of Richmond) 2. <i>Intercultural and Multicultural Dialogues: Evolving Mutations in Contemporary Canadian Visual Art and Literary Productions</i>, Adina Balint (University of Winnipeg) 3. <i>Validação transcultural do Inventário de Preocupações Interculturais (IPI): Estudo de avaliação da equivalência operacional e de mensuração entre as versões reduzidas do IPI de Portugal e do Brasil</i>, Maria Moura Pinheiro (FPCEUC) 4. <i>Turning a page on cultural (mis)communication: how best to use contemporary picturebooks with adults and children</i>, Margarida Morgado (IP Castelo Branco) 5. <i>Digital Storytelling in intercultural settings: Language and culture, translation, technology and reflection</i>, Sandra Ribeiro (CEI, ISCAP - P.PORTO) 	<p>14.30 – 17.00, Room “Sala de Actos” Chair: Dália Liberato</p> <p>Panel 2 – Routes of cultural tourism</p> <ol style="list-style-type: none"> 1. <i>Festivais literários como manifestações de turismo cultural: o caso do “Correntes d’Escritas 2018”</i>, Pedro Liberato, Sara Sargo & Dália Liberato (ESHT, P.PORTO) 2. <i>Turismo Cultural e Dispositivos Digitais Móveis - Uma análise dos turistas em Lisboa através do video paper</i>, Pedro Andrade (Universidade do Minho) 3. <i>Entre azeitonas e torresmos de rissol - Interculturalidade e Práticas alimentares no Baixo Alentejo</i>, Ana Piedade (Lab-At/IPBeja; CRIA) 4. <i>Put Translation on the Map: How Public Institutions Provide Multilingual Visual Guides</i>, Rebeca Cristina López González (Universidade de Vigo) 5. <i>Manifestações de turismo cultural em destinos de média dimensão: as perspetivas da autenticidade na valorização das tradições</i>, Dália Liberato, Daniela Ferreira & Pedro Liberato (ESHT, P.PORTO)
--	--

29 March, Friday

09.00 – 10.00, Room “Grande Auditório” Plenary Session

Holocaust Education, Global Citizenship & Intercultural Competence
Zehavit Gross (School of Education, Bar-Ilan University, Israel)

10.00 – 10.30 Coffee break

10.30 – 12.30, Room “Grande Auditório” Chair: Sara Cerqueira Pascoal

Panel 3 – Multimodal Intercultural Dialogues

1. *La interculturalidad del patriarcado: La simbología violenta contra las mujeres*, Rosalía Rodríguez López (Universidad de Almería)
2. *Dialogando con el pasado sobre experiencias multiculturales: mujeres y época visigoda*, Esperanza Osaba García (Universidad del País Vasco UPV/EHU)
3. *Modos de expresión de las mujeres en contextos adversos: una conexión entre la Roma republicana y el sufragismo británico*, Alicia Valmaña Ochaíta (Facultad de Ciencias Jurídicas y Sociales de Toledo, Universidad de Castilla-La Mancha)
4. *Internacionalización y Legislación Marítima Histórica (en Especial las Ordenanzas del Consulado de Bilbao de 1737)*, Rosa Mentxaka (UPV/EHU)
5. *Under the Big Top: Tourists, Refugees and the Rest of Us Through the Works of Michael Kvium and Banksy*, Maria Sofia Pimentel Biscaia (Univ. Aveiro)

10.30 – 12.30, Room “Sala de Actos” Chair: António Oliveira

Panel 2 – Routes of cultural tourism

1. *Itinéraires transfrontaliers pour le tourisme culturel - redécouverte et partage du patrimoine (sur l'exemple de la frontière entre la Bulgarie, la Grèce et la Turquie)*, Irena Bokova (Nouvelle Université Bulgare, Sofia)
2. *Łódź Film Route in the UNESCO creative city: Welcome to HollyŁódź*, Natalie Moreno-Kamińska (Institute of Contemporary Culture, Faculty of Philology, University of Lodz)
3. *Culture jamming or the role of intention: an empirical approach*, António Oliveira (CEI, ISCAP - P.PORTO e Universidade de Vigo)
4. *Cultural tourism in small cities and rural areas: the case of Beja, Portugal*, Maria João Ramos & João Almeida Rodrigues (Polytechnic Institute of Beja).
5. *Catalan places: Museums and nature – From local to national identity*, Blanka Rzewuska (University of Warsaw and Polish Sociological Society)

12.30 – 14.00 Lunch break

14.00 – 16.30, Room “Grande Auditório” Chair: Laura Tallone

Panel 3 – Multimodal Intercultural Dialogues

14.00 – 16.30, Room “Sala de Actos” Chair: Marco Furtado

Panel 1 – Theoretical concepts of interculturalism and multiculturalism

<ol style="list-style-type: none"> 1. <i>Del dicho al hecho: El estatus jurídico y social de las lenguas indígenas de América Latina</i>, Laura Tallone (CEI, ISCAP-P.PORTO) 2. <i>O processo de agenciificação europeu: Desafios linguísticos</i>, Luísa Verdelho Alves (CEI, ISCAP-P.PORTO) 3. <i>Smart Cities, Wise Villages</i>, Manuela Veloso (CEI, ISCAP-P.PORTO) 4. <i>Viver entre duas culturas: O romance Schwarzer Tee mit drei Stück Zucker da autora Renan Demirkan</i>, Micaela Marques Moura (CEI, ISCAP-P.PORTO) 5. <i>Vamos brincar de índio? Representação de minorias étnicas no carnaval de rua do Brasil</i>, Juliana Alves de Alcantara (Universidade de Coimbra) 	<ol style="list-style-type: none"> 1. <i>Tatuagem como Arte Urbana</i>, Pedro Furão Pereirinha (CEI, ISCAP-P.PORTO) 2. <i>Global Competence – Working toward an inclusive world</i>, Maria del Carmen Arau Ribeiro (Polytechnic Institute of Guarda) & Ágnes Ibolya Pál (Budapest Business School) 3. <i>Mobile Cultural Borders: Comparison between the multicultural perspectives of Will Kymlicka (Canada), Hector Alonzo Moreno Parra (Colombia) and Tariq Modood (UK)</i>, Patrick Imbert (University of Ottawa) 4. <i>What is 'interculturality' and 'multiculturalism' in schools? A critical view on school practitioners' conceptualisations</i>, Nikolett Szelei (Instituto de Educação da Universidade de Lisboa) 5. <i>Cool Muslims The Curious Saga of Icelandic Muslims and notions of Multiculturalism</i>, Magnús T. Bernhardsson (Williams College)
--	---

30 March, Saturday

09.00 – 11.00, Room “Grande Auditório”

Chair: Clara Sarmento

Special Thematic Panel – Intercultural Academic Cooperation

1. *Pragmalinguistic Perspective on Cross-Cultural Communication in Professional Setting*, Gunta Rozina (University of Latvia)
2. *Multicultural Cooperation Experience: Challenges and Opportunities*, Indra Karapetjana (University of Latvia)
3. *Conocimiento Ecológico local de los pescadores artesanales en el marco de la gobernanza del mar: Estudio de caso en Galicia, España*, Antonio Garcia Alut (Fundacion Lonxanet para la pesca sostenible, A Coruña)
4. *Museums as powerful organizations to engage people around culture and create bonds with their community. The case study of the Wing Luke Museum (Seattle) and the Museum of Arts and History (Santa Cruz, US)*, Mònica Molina (TUDISTAR – Tourism Research Group, Universitat Autònoma de Barcelona)

09.00 – 11.00, Room “Sala de Actos”

Chair: Estela Ribeiro Lamas

Panel 3 – Multimodal Intercultural Dialogues

1. *Língua materna: Potencialidades linguísticas e culturais no reforço da aprendizagem de uma língua estrangeira – o caso do Inglês*, Valdemiro Abel Bié e Estela Ribeiro Lamas (UMUM, Campus Universitário de Cambine, Inhambane, Moçambique)
2. *Contributo da multiculturalidade e da interculturalidade para o ensino de História*, Dinis Armando Guidione e Anabela Lima Maria (UMUM, Campus Universitário de Cambine)
3. *A valorização das línguas nacionais para a aprendizagem do Português: O conto tradicional – suas potencialidades*, Justo Diquissone Meque e Estela Ribeiro Lamas (UMUM, Campus Universitário de Cambine)
4. *Monumentos e Memoriais da Guerra em Moçambique: Abertura ao diálogo intercultural – contributos para a Educação e para o Turismo*, Sebastião Cardoso, Zulfa Ngomana, Margarida Gomes e Estela Lamas (UMUM, Campus Universitário de Cambine)

09.00 – 11.00, Room “015”

Chair: Nils Roemer

Panel 3 – Multimodal Intercultural Dialogues

1. *Kahlil Gibran in America: Arab identity and poetics of vision*, Rosita D’Elia (G. D’Annunzio University of Chieti-Pescara, Italy).
2. *Marginal Geographies of the Holocaust*, Nils Roemer (University of Texas at Dallas)
3. *Epistemic Dialogues, Memory Spaces, and Peripheral Knowledge. The Case of the Museum of Memory and Tolerance in Mexico City*, Pedro J. Gonzalez (University of Texas at Dallas)
4. *Othering Multiculturalism. A Look at Contemporary Polish Political Discourses*, Karolina Czerska-Shaw (Jagiellonian University in Krakow)

**11.00 – 12.00, Room “Grande Auditório”
Plenary Session**

Multicultural Perceptions of Sound Universes
Álvaro Barbosa (University of Saint Joseph, Macau, SAR China)

Closing Session.

12.00
Conference lunch and visit to Porto

ABSTRACTS AND BIONOTES

Opening Adress

Pedro Calado

Alto-comissário para as Migrações

Pedro Calado é, desde o dia 1 de Julho de 2014, o Alto-comissário para as Migrações, responsabilidade que conduz em paralelo com a função de Coordenador Nacional do “Escolhas” - programa governamental, criado em 2001, para promover a inclusão social e a igualdade de oportunidades de crianças e jovens em contextos vulneráveis.

Casado e pai de dois filhos, tem 42 anos de idade e reside em Lisboa. É licenciado em Geografia pela Universidade Clássica de Lisboa e é Mestre em Geografia pela Universidade Clássica de Lisboa, com especialização em “Exclusão, Sociedade e Território”.

Foi consultor e avaliador em diversas entidades, tendo sido, igualmente, fundador e voluntário em diversas organizações do terceiro setor. Foi representante do Programa Escolhas na Rede Europeia de Prevenção da Criminalidade Juvenil (EUCPN), tendo sido vencedor do Prémio Europeu Heinz Roethof atribuído em 2003, pela União Europeia, ao projeto “Tutores de Bairro”.

Investigador e docente universitário convidado em diversas instituições de ensino superior, com diversos artigos académicos publicados nos domínios da inclusão social, descendentes de imigrantes/minorias étnicas e educação formal e não formal.

Formador profissional nos domínios da inovação social, inclusão social, empreendedorismo social e migrações.

Plenary Sessions

Interculturality in education: Latest trends

Fred Dervin (University of Helsinki, Finland)

The field of education has had a special relationship with the idea of interculturality. For many decades already, many scholars and practitioners have promoted interculturality in teaching-learning. For the last ten years, there has been tremendous change in the way the notion is problematized and used. What is more, postcolonial approaches have urged the ‘periphery’ to be more critical towards ideas about the intercultural emerging from the ‘West’. In this talk, I will summarize these critiques. The Beijing-Helsinki model that is currently being developed by Li & Dervin (2018) will also be introduced to illustrate how one can take current critiques into account.

Fred Dervin is Professor of Multicultural Education at the University of Helsinki (Finland). He is Director of the TENSION research group (diversities and interculturality in education) and Vice-Director of the SEDUCE doctoral school at Helsinki (Society, culture and education). Dervin also holds several professorships in Australia, Canada, China, Luxembourg, Malaysia and Sweden. Prof. Dervin specializes in intercultural education, the sociology of multiculturalism and

student and academic mobility. He has widely published in international journals on identity, the 'intercultural' and mobility/migration.

Holocaust Education, Global Citizenship & Intercultural Competence
Zehavit Gross (School of Education, Bar-Ilan University, Israel)

Over the past two decades, Holocaust awareness has become a new form of collective remembrance, which researchers refer to as global commemoration. Holocaust Education is considered to be nowadays a meaningful educational instrument to deal with attitude towards the refugees in Europe, anti-racist education, xenophobia and global citizenship. While the events have faded with time, remembrance of the Holocaust has intensified, with multifaceted expressions in literature, art, and in education across the world. Faced with the genocides that have occurred since across the globe, from Cambodia to Bosnia and Rwanda, the Holocaust has become a paradigm for genocide and a powerful metaphor for atrocity, so that Holocaust education has gained relevance and become an integral part of human rights and antiracist education. Additionally, research into Holocaust teaching has become an integral part of researching the impact of global issues on education systems.

Holocaust Education enables exploration of the ontologies and epistemologies of human rights literacy(ies) in different social contexts from cognitive, social and practical perspectives. It acknowledges the need to develop intercultural competence and a new cosmopolitan consciousness transcending national boundaries: a memory that is not only connected to the past but also to the belief in a common future. The cosmopolitanization of Holocaust awareness and the need to avoid such a tragedy occurring again is connected to post-national processes. Thus, educating about the dangers of racism and extreme nationalism can become an icon of the new cosmopolitan future. This lecture will describe and analyze these phenomena and will suggest some practical ways how to deal with it in the classroom, and assess their contribution to global citizenship education by reinforcing Holocaust remembrance and imbuing it with universal educational value.

Professor Zehavit Gross is head of the graduate program of Management and Development in Informal Education Systems in the School of Education, and is the UNESCO/Burg Chair in Education for Human Values, Tolerance and Peace, Bar Ilan University. She is also the head of the Sal Van Gelder Center for Holocaust Research and Instruction, Bar-Ilan University, Israel. She is the president of the Israeli Society for Comparative Education (ICES) and is Honorary Research Associate in the Department of Hebrew, Biblical & Jewish Studies, University of Sydney. Her main area of specialisation is socialisation processes (religious, secular, feminine and civic) among adolescents. Her latest publication, with Doyle Stevick, is *As The Witnesses Fall Silent: 21 Century Holocaust Education in Curriculum, Policy and Practice* (Springer, 2015). She is the president of the Israeli Society for Comparative Education (ICES). She is the recipient of the 2016 Ursula Thrush Peace Seed Award of the American Montessori Society (AMS) and a research grant for the years 2016-2018 from the Harry S. Truman Research Institute for the Advancement of Peace in the Hebrew University in Jerusalem. She is also the recipient of the 2017 Distinguished Scholar Award from the Religion & Education SIG at the American Education Research Association (AERA). She has won recently a prestigious award (2017) from the Israeli Science Foundation (ISF) to conduct a research on The Construction of a Reflective Culture of Remembrance among Arab and Jewish Students in Israel.

approaches, in particular from the multidisciplinary GLOBE Project and combine them with scientific insights regarding (intercultural) communication. Drawing from the works of for instance Hall on high-context culture and low-context culture and the corresponding modes of communication and of Gudykunst and Ting-Toomey on intercultural communication, combined with more generic approaches like Motivational Interviewing by Miller and Rolnick we have developed some models and skill sets regarding intercultural communication that can be applied by professionals. In this presentation we want to share our insights and experiences with the audience and also suggest some fields of future research that would serve to bridge the present gap between intercultural theory and intercultural practice.

Radi Suudi MSc and Leila Jaffar are directors/owners of Jaffar Consultancy, based in The Netherlands. Radi Suudi and Leila Jaffar are pioneers in the application of theoretical concepts of intercultural communication into practical methods to be used by professionals from police, education, health care, child care, probation in their daily work with culturally diverse groups. Leila Jaffar and Radi Suudi have just finished a publication on Intercultural Mediation and Conflict Resolution and have been working for the Dutch Ministry of Justice to train all its immigration officers in Intercultural Communication skills. More info on them can be found at http://jaffar.nl/en/onsbureau/28-team_jaffar_consultancy

Intercultural Adjustment of Portuguese Expatriates to the United Arab Emirates context
Dora Martins (ISCAP, CEOS.PP, Polytechnic Institute of Porto)

Este artigo explora as diferenças culturais entre Portugal e os Emirados Árabes Unidos, procurando

compreender os fatores influenciadores do ajustamento intercultural de expatriados portugueses à cultura Árabe. São objetivos centrais deste estudo, conhecer a motivação de expatriados portugueses para aceitar missões internacionais em contextos societalmente mais distantes da cultura nacional, em concreto, tentar identificar (1) os fatores facilitadores e (2) os fatores condicionantes do ajustamento intercultural de expatriados portugueses durante as missões internacionais realizadas em países do Médio Oriente. Os resultados foram recolhidos através de entrevistas semiestruturadas, realizadas a 19 expatriados portugueses imersos na cultura árabe pelo menos durante 6 meses. Os dados obtidos demonstram que as principais motivações dos expatriados para aceitar uma missão internacional estão relacionadas com o desenvolvimento profissional, a melhoria da situação financeira e a oportunidade de alargar a experiência intercultural. Os expatriados percecionam como principais fatores facilitadores do seu ajustamento intercultural ao contexto dos Emirados Árabes Unidos (1) o domínio da língua inglesa, (2) a segurança do país, (3) a facilidade de acesso à internet para as comunicações internacionais e (4) o apoio organizacional recebido durante a missão internacional. Por outro lado, o fator religioso é considerado o principal fator condicionante do ajustamento intercultural à cultura árabe, a par das dificuldades em respeitar a influência

do sistema político na atuação quotidiana. Este estudo permite alargar a evidência empírica do ajustamento intercultural de expatriados portugueses, e a discussão dos resultados aponta implicações para a prática assim como sugere novas pistas de investigação.

Dora Martins: Possui PhD em Ciências Empresariais – Organização e Recursos Humanos, pela Faculdade de Economia da Universidade do Porto. É docente no ISCAP e diretora do mestrado em Gestão e Desenvolvimento de Recursos Humanos. Colabora com a Porto Business School, na Pós Graduação Gestão de Pessoas, desde 2009. É autora de mais de 40 artigos, capítulos de livros e comunicações científicas no âmbito da Gestão de Expatriados; Gestão Internacional de Recursos Humanos e Práticas de Gestão de Recursos Humanos. Luísa Pontes: É mestre em Gestão e Desenvolvimento de Recursos Humanos, pelo ISCAP, investigando o ajustamento intercultural de expatriados portugueses nos Emirados Árabes Unidos. É funcionária forense desde 1998.

Special Thematic Panel: Intercultural Academic Cooperation

Pragmalinguistic Perspective on Cross-Cultural Communication in Professional Setting **Gunta Rozina (University of Latvia)**

The present paper aims at considering selected aspects of professional communication from the perspective of pragmalinguistics. It analyses cases of pragmalinguistic failures that occur in cross-cultural communicative contexts in professional setting. Drawing on qualitative research data collected from non-native language users' written professional discourses, the study methodology represents a case study type. The theoretical background of the paper examines several contributions that deal with universals of linguistic politeness principle (e.g. Brown and Levinson, 1987; Leech, 1983, Levinson, 2007: 376). Its empirical part analyses the cases that illustrate how written professional interaction is established among non-native language users in cross-cultural communicative contexts when the English language is applied for instrumental purposes. Research data demonstrate that non-native language users are expected to know a broad variety of language techniques to communicate cross-culturally with tolerance and accuracy. Besides, there always remains a part of the language that cannot be translated; it bears culture-specific meaning and can be hardly conveyed in another language as it reflects the tendencies and values of the core culture itself. The study concludes that pragmalinguistic failures might occur if non-native language users transfer linguistic strategies from their native language directly to the target language. This might turn out to be an apparent reason for cross-cultural miscommunication because seemingly equivalent languages or their structures can function differently in different cultures. As a result, miscommunication can stem from linguistic, societal or/and cognitive processes underlying the language use in professional cross-cultural communication.

Dr. Philol. Gunta Rozina is a full professor with tenure at the University of Latvia. She works for the Faculty of Humanities, English Study Department. Her scientific contributions concern linguistic and applied pragmatics, linguistic anthropology and linguistic ecology. Being both the beneficiary and participant in several European and Trans-continental research projects, she has advanced her scientific experience in the areas of semantics, CLIL and its methodology, and ESP.

Multicultural Cooperation Experience: Challenges and Opportunities **Indra Karapetjana (University of Latvia)**