



Helsinki, June 8–9, 2017

Conference agenda

Wednesday, June 7

16.00–18.00 Registration (Muoto-opin arkisto, Fabianinkatu 33, 4th floor)

18.00–20.00 Informal reception (Muoto-opin arkisto, Fabianinkatu 33, 4th floor)

Thursday, June 8, Senate hall / Konsistorin sali (Fabianinkatu 33, 2nd floor)

8.30–9.30 Registration (Fabianinkatu 33, 2nd floor)

9.30–9.45 Opening words (Hanna Lappalainen)

9.45–10.45 Presentations
Chair: Hanna Lappalainen

Piera Molinelli:
The origin of T/V distinction in Latin: a false myth?

Bettina Kluge:
„Muy querida amante y esposa mía“ – nominal forms of address in the 16-18th century in letters by emigrants to the Spanish Americas to their wives

10.45–11.15 Coffee

11.15–12.45 Presentations
Chair: Riikka Ala-Risku

Horst Simon, Linda Gennies:
Are you real? – Methodological problems in the study of address forms in multilingual textbooks from the Early Modern period

Heinz L. Kretzenbacher, John Hajek, Anne H. Fabricius:
“Lånt, men ikke kopieret”: The Danish 3pl address pronoun De as a historic calque from German Sie and its present use amongst Danish university students

Çiler Hatipoğlu:
Social and politeness meanings of the second person singular pronoun SEN in Turkish: A comparative analysis

12.45–14.15 Lunch (Ravintola Sunn)

14.15–15.45 Presentations
Chair: Tuuli Holttinen

María Irene Moyna:
Strategies of polite address in Uruguayan Spanish: Is tú the new usted?

Johanna Isosävi:
How do Finnish and French focus groups participants view usage of address forms in each other's cultures?

Juanjuan Ren:
The Generalization of Kinship Terms in Chinese Academic Setting among Students

15.45–16.15 Coffee

16.15–17.15 Presentations
Chair: Renate Pajusalu

Canan Terzi:
The use of think-aloud protocols in address research: the factors influencing pre-service English teachers' choice of forms of address in English

Aurélie Marsily:
How to address a professor? Address practices in request formulations by Spanish native and non-native students

19.00 Dinner (Ravintola Kaisaniemi, Kaisaniementie 6)

Friday, June 9, Senate hall 5 (2nd floor)

9.30–10.30 Presentations
Chair: Johanna Isosävi

Hanna Lappalainen, Kaarina Mononen:
Addressing by first names in the Finnish context

Tuuli Holttinen:
Forms of address in native and non-native speakers' requests

10.30–11.00 Coffee

11.00–12.30 Presentations
Chair: Camilla Wide

Jane Warren, John Hajek:
Tutoyer le Président: Media representations of address choice and political power in the French presidential regime

Agnese Bresin, John Hajek, Leo Kretzenbacher:
Italian regions as communities of address practice. A case study of restaurant encounters
Doris Schüpbach:
Address as a marketing tool? The case of Coop to go in German-speaking Switzerland

12.30–14.00 Lunch (Ravintola Piano)

14.00–15.30 Presentations

Chair: Maria Fremer

Joske Piepers, Maria van de Groep, Hans van Halteren, Helen de Hoop:
Fictively addressing places in Dutch tweets

Camilla Wide, Catrin Norrby, Jenny Nilsson, Jan Lindström:
Plural ni 'you' as a resource for managing interpersonal relations

Roel Vismans:
Plural address pronouns in Dutch and German

15.30–16.00 Coffee

16.00–17.30 Presentations

Chair: Eva Havu

Tatiana Larina, Neelakshi Suryanarayan:
Marking politeness and respect: variation between English and Hindi address forms in a bilingual Indian context

Maria Yelenevskaya:
Forms of address in a multilingual society: When cultural conventions meet and clash (a case of Israel)

Riikka Ala-Risku:
Regional and dialectal address terms in contemporary Italian fiction

17.30–17.45 Closing words (Eva Havu)