



INAR 8 INTERNATIONAL NETWORK OF ADDRESS RESEARCH

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16-18 July 2025

FCH Building | Room 323

# From Tradition to Transformation:

rethinking addressivity,  
rethinking forms of address



# Programme

Wednesday 16 July (morning)

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Registration	08:30 – 09:00
Opening Session	09:00 – 09:30
<b>Session 1   Chair: Rita Faria</b>	<b>09:30 – 11:00</b>
<b>The HEJ!day of Marketing? How IKEA Uses Salutations</b>	09:30 – 10:00
Catrin Norrby (Stockholm University), Doris Schüpbach (University of Melbourne), John Hajek (University of Melbourne), Heinz L. Kretzenbacher (University of Melbourne)	
<b>"La experiencia McDonald's 100% pensada para ti y para los tuyos" Spanish Second Person Singular Forms in the Digital Advertising of Multinational Fast-food Chains</b>	10:00 – 10:30
Rachel Milito (Georgetown University)	
<b>Is this You a Good fit for Me? The Effect of Spanish <i>tú</i> and <i>usted</i> on Candidates in an Online Job Interview</b>	10:30 – 11:00
Patricia Sánchez Carrasco, Lotte Hogeweg, Helen de Hoop (Radboud University)	
<b>Coffee Break</b>	11:00 – 11:30
<b>Session 2   Chair: Alcina Pereira de Sousa</b>	<b>11:30 – 13:00</b>
<b>Forms of Address in Portuguese Parliament Debates. Rethinking Social Relations?</b>	11:30 – 12:00
Isabel Margarida Duarte (CLUP – Faculdade de Letras U. Porto), Tiago Marques (CLUP – Faculdade de Letras U. Porto), Maria Aldina Marques (CEHUM – U. Minho)	
<b>Nominal Terms of Address at the Old Bailey and Beyond. Historical Traditions and (Post)colonial Transformations</b>	12:00 – 12:30
Elisabeth Reber (University of Augsburg)	
<b>Strategic Uses of Address Forms in Populist Rhetoric: A View from Portugal and Romania</b>	12:30 – 13:00
Ana Braz (CLUNL; U. Aberta), Veronica Manole (Babeş-Bolyai University)	
<b>Lunch</b>	13:00 – 14:30

## Wednesday 16 July (afternoon)

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### **Session 3 | Chair: Maria Aldina Marques** **14:30 – 16:00**

**Forms of Address in Online Recipes in European Portuguese** 14:30 – 15:00

Alcina Pereira de Sousa (University of Madeira; CEAUL)

**"Gosto de si", "I like you":  
Forms of Address in the Work of Adília Lopes** 15:00 – 15:30

Teresa Jorge Ferreira (UCP – CECC)

**Using Forms of Address to Perform Populism in Portugal: two case studies** 15:30 – 16:00

Rita Faria (UCP – CECC)

**Coffee Break** 16:00 – 16:30

### **Session 4 | Chair: Catrin Norrby** **16:30 – 18:00**

**A Journey of Third Person Address Forms:  
From Hebrew to Yiddish and Beyond** 16:30 – 17:00

Sonya Yampolskaya (Freie Universität Berlin; University College London)

**¡Usted es un Impostor! Using Convergent Analyses from  
Syntax and Discourse to Model T/V Variation** 17:00 – 17:30

Francisco Ordóñez (Stony Brook University), Michael Newman (Queens College/City University of New York), Víctor Fernández-Mallat (Georgetown University)

**The Experience of New Speakers of *Hika*, the Basque  
Informal Address Form** 17:30 – 18:00

Garbiñe Bereziartua, Beñat Muguruza (University of the Basque Country, UPV/EHU)

## Thursday 17 July (morning)

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### **Session 5 | Chair: Víctor Fernández Mallat** **09:30 – 11:00**

**Vocatives in Lebanese Arabic: Optionality, Multifunctionality, and Constructed Identities** 09:30 – 10:00

Youssef A. Haddad (Georgetown University in Qatar)

**Familiar Machines: Addressivity and Intimacy in Algorithm-Driven Diabetes Care** 10:00 – 10:30

Rita Tamara Vallentin (Freie Universität Berlin)

**A Corpus-Based Exploration of *hocam* as an Address Term in Turkish: Functions and Structural Insights** 10:30 – 11:00

Ahmet Can Uyar (Sivas Cumhuriyet University)

**Coffee Break** 11:00 – 11:30

### **Session 6 | Chair: Beñat Muguruza** **11:30 – 13:00**

**Parameters of Variation in German Address Behavior** 11:30 – 12:00

Janel Zoske (Freie Universität Berlin)

**Perception and Attitudes Towards Address Forms in German and Spanish: A Comparative Study of Urban Varieties in Berlin and Buenos Aires** 12:00 – 12:30

Sebastian Wittkopf (Freie Universität Berlin; Humboldt-Universität zu Berlin)

**The Use of German Nominal Address Forms in Institutional Interaction** 12:30 – 13:00

Minka Džanko (University of Sarajevo)

**Lunch** 13:00 – 14:30

## Thursday 17 July (afternoon)

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<b>Session 7   Chair: Rita Tamara Vallentin</b>	<b>14:30 – 16:00</b>
<b>On Some Sociolinguistic Rules of Address in Megrelian and Laz</b> Rusudan Gersamia (Ilia State University, Tbilisi, Georgia)	14:30 – 15:00
<b>Pathways of Adoption of a Contact-induced Term of Address in the Kartvelian (South Caucasian) Languages</b> Zaal Kikvidze (Akaki Tsereteli State University, Kutaisi, Georgia)	15:00 – 15:30
<b>Endearment Terms of Address: Empirical Insights from Georgian, Megrelian, and Laz</b> Tamar Gogia (Universitat Pompeu Fabra)	15:30 – 16:00
<b>Coffee Break</b>	16:00 – 16:30
<b>Session 8   Book Panel: <i>Beyond Binaries in Address Research</i></b>	<b>16:30 – 18:10</b>
<b>Introducing <i>Beyond Binaries in Address Research</i></b> Víctor Fernández Mallat, María Irene Moyna (editors)	16:30 – 16:40
<b>Analyzing sociopragmatic properties of polysemic <i>ustedeo</i> address forms in Chilean Spanish via indexicality and clustering</b> Víctor Fernández Mallat	16:40 – 16:50
<b>Social meanings of Hungarian T and V forms: The metadiscourse of politeness in therapeutic settings</b> Ágnes Domonkosi	16:50 – 17:00
<b>Functions of address in the German linguistic landscape</b> Grit Liebscher, Cole Sutherland, Jennifer Dailey-O'Cain	17:00 – 17:10
<b>Complex address practices in Finland-Swedish – actual and reported use of address in service encounters</b> Catrin Norrby, Camilla Wide	17:10 – 17:20
<b>Variation of V and T address pronouns in Bosnian and German medical encounters: A comparative study of practices between formality and familiarity</b> Minka Džanko	17:20 – 17:30
<b>'Stop measuring egos' – Finding a middle ground between discernment and volition in European Portuguese</b> Rita Faria	17:30 – 17:40
<b>No se puede ser más tonto: Referential inference and address strategies in comments to Spanish digital news</b> Miguel Ángel Aijón Oliva	17:40 – 17:50
<b>Discussion</b>	17:50 – 18:10
<b>Conference Dinner</b>	20:00

## Friday 18 July (morning)

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### Session 9 | Chair: María Irene Moyna

**09:30 – 11:00**

#### We Are Family? Kinship Address in Multilingual Non-kin Contexts

09:30 – 10:00

Janel Zoske (Freie Universität Berlin), Henning Radke (Universiteit van Amsterdam), Horst Simon (Freie Universität Berlin)

#### Beyond Kinship: Age and Gender Ideology in Japanese obasan 'aunt' and Chinese dama 'aunt'

10:00 – 10:30

Yoko Yonezawa (University of Sydney),  
Xiangdong Liu (Western Sydney University)

#### Mutsi, Äiskä or Mama?

10:30 – 11:00

#### Addressing and referring to the mother

Hanna Lappalainen (University of Eastern Finland)

### Coffee Break

11:00 – 11:30

### Session 10 | Chair: Michael Newman

**11:30 – 13:00**

#### Address Terms Used for Female Police Officers in Polish Translations of Charlotte Link's Kate Linville Series: an interpersonal pragmatics perspective

11:30 – 12:00

Agata Rozumko (University of Białystok, Poland)

#### Forms of Address in Hungarian Text Variants of the Mini-series *Chernobyl*

12:00 – 12:30

Ágnes Domonkosi (Eszterházy Károly Catholic University)

#### The Drama of Addressivity: AI meets the Portuguese telenovela

12:30 – 13:00

Jane Duarte, João Brogueira (UCP – CECC)

### Lunch

13:00 – 14:30

## Friday 18 July (afternoon)

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### Session 11 | Chair: Jane Duarte

**14:30 – 16:00**

'You who are not impacted by issues related to invisibility, stereotypes or skin color': Reported forms of address in the French media and reversal of racial prejudice

14:30 – 15:00

Gaëlle Planchenault (Simon Fraser University, Canada)

Addressing Ecuadorian Indigenous Leaders on X/Twitter: A case study

15:00 – 15:30

María Elena Placencia (Birkbeck, University of London),  
Hebe Powell (Independent Researcher)

„Adiós cariño mío y alma mía de mi corazón, Dios te me deje ver" – husbands' use of farewell formulae in the Cartas de llamada (1540-1822)

15:30 – 16:00

Bettina Kluge (Hildesheim University, Germany)

### Closing Session

**16:00 – 16:30**