

08:15 - 09:00	Registration		
09:00 - 09:20	Opening of the conference (Lecture Hall III)		
09:20 - 10:20	<b>Plenary session 1 (Lecture Hall III)</b> Chair: Petra Aczél Paradoxical economies in/as communication: The gift, the market, and the question of living well together – <i>Mari Lee Mifsud (University of Richmond)</i>		
10:20 - 10:50	Coffee break and Poster discussions		
	Attention economy and its influence on language economy, <i>Ty Debes (Indiana University)</i> Comparison of awards' and fines' values with other amounts' values in the material in the homeland department of the City Library of Subotica, <i>Rita Fleis (City Library of Subotica)</i> Agora – the new workplace: A case of a community bank, <i>Gyöngyi Katona (Corvinus University of Budapest)</i> Communicative circumstances and emergent cooperation – a qualitative take with theoretic implications, <i>Rita Kéri (Corvinus University of Budapest)</i> The impact of foreign language use on the organizational culture of a business entity, <i>Mladen Marinac &amp; Martin Golob (Polytechnic of Rijeka)</i> Adventure society – experience economy – sensation management, <i>Miklós Simon (Corvinus University of Budapest)</i> Who wants to be a Bitcoinnaire? A cognitive linguistic account on the perception of Bitcoin, <i>Lilla Szabó (Eötvös Loránd University)</i> Crowd funding as a new tool for corporate communication to establish the new competitive edge, <i>Nóra Szeles (Corvinus University of Budapest)</i> "Öngondoskodás" - financial self-care: Evaluation of a notion in Hungary since 1989, <i>Réka Szondy (Kodolányi János University of Applied Sciences)</i>		
10:50 - 11:50	<b>Plenary session 2 (Lecture Hall III)</b> Chair: Réka Benczes Money talks because people move: Embodied metaphors in economic action – <i>Raymond W. Gibbs, Jr. (University of California, Santa Cruz)</i>		
Parallel sessions	<b>Media as Communication (Rm 2001)</b> Chair: Mihály Gálik	<b>Marketing as Communication (Lecture Hall IV)</b> Chair: Zsófia Kenesei	<b>Money as Communication (Lecture Hall III)</b> Chair: Réka Benczes
11:50 - 12:10	Wood for the trees: Media consumption and corruption perception in the Y generation <i>Tamás Bokor (Corvinus University of Budapest)</i>	Like economy: What is the economic value of likes? <i>Ágnes Veszelszki (Corvinus University of Budapest)</i>	Learning to talk money: Finance as a mother tongue or a foreign language? <i>Sarah Pasfield-Neofitou (Monash University)</i>
12:10 - 12:30	Leave a like and subscribe! – On PewDiePie and the Bro Army <i>Ariel Kaba (Eötvös Loránd University)</i>	Taste and price of a message: Gastro-semantic experiments <i>Attila Forgács, Helga Metercsik, Éva Somogyi, Enikő Bona &amp; Tímea Csíkos (Corvinus University of Budapest)</i>	Does money really talk? A comparative account of money and/as language <i>Annabelle Mooney (University of Roehampton)</i>

<b>12:30 - 12:50</b>	Internet and social media usage in the Hungarian wine business <i>Jeremiás Balogh (Corvinus University of Budapest)</i>	Visual argumentation and strategic maneuvering in a special multiple actor commercial debate <i>Hédi Virág Csordás (Budapest University of Technology and Economics)</i>	Money does not talk: The image of money talks <i>Eszter Deli &amp; Gabriella Németh (Corvinus University of Budapest)</i>
<b>12:50 - 13:30</b>	<b>Lunch break and Poster discussions</b>		
<b>Parallel sessions</b>	<b>Economy as Communication (Rm 2001)</b> Chair: Tibor Palánkai	<b>Business as Communication (Lecture Hall IV)</b> Chair: István Síklaki	<b>Politics and Economics as Communication (Lecture Hall III)</b> Chair: Petra Aczél
<b>13:30 - 13:50</b>	Money illusion: Reconsidered in the light of cognitive science <i>János Vincze (Corvinus University of Budapest &amp; Hungarian Academy of Sciences)</i>	Money concepts in the specialist language of banking: An English-Polish-Hungarian cognitive-comparative perspective <i>Marcin Grygiel (University of Rzeszów)</i>	News media at the crossroads <i>Mihály Gálik (Corvinus University of Budapest)</i>
<b>13:50 - 14:10</b>	Socioeconomic aspects of trust <i>Annamária Csiszér (University of Dunaújváros)</i>	Does the numéraire matter with willingness to accept cost shifting? <i>Zsuzsa Szerényi &amp; Tamás Kocsis (Corvinus University of Budapest)</i>	From <i>financial support package</i> via <i>rescue aid</i> to <i>bailout</i> : Framing the management of the Greek sovereign debt crisis <i>István Benczes &amp; Réka Benczes (Corvinus University of Budapest)</i>
<b>14:10 - 14:30</b>	Conceptual metaphors in sustainable development discourse: More or less, up or down <i>Nataliia Goshylyk (Vasyl Stefanyk Precarpathian National University)</i>	Can words breed or kill investment? Metaphors, imagery, affect and investor behaviour <i>H. Prast, J. Sanders &amp; O. Leonhard (Tilburg University; Radboud University; University of Amsterdam/University of Sussex)</i>	Financial metaphor in the American election discourse <i>Olga Bilyk (Vasyl Stefanyk Precarpathian National University)</i>
<b>14:30 - 14:50</b>	Conceptual metaphor TIME IS A RESOURCE in Modern Ukrainian and English <i>Volodymyr Goshylyk (Vasyl Stefanyk Precarpathian National University)</i>	Predictors of efficiency in business presentations <i>Gábor Kovács (Corvinus University of Budapest)</i>	Diverse perspectives – rhetorical framing analysis of the refugee crisis in political and media discourses <i>Dorottya Egres (Budapest University of Technology and Economics)</i>
<b>14:50 - 15:10</b>	Economy as a problem identification and problem solving scene <i>Ágnes Nagy (Corvinus University of Budapest)</i>	Metaphors of the corporation <i>Tanweer Ali &amp; Eva Lebdušková (State University of New York; Jan Evangelista Purkyně University)</i>	<i>Brexit</i> as a morphological and conceptual blend <i>Bernadette Balázs (Eötvös Loránd University)</i>

15:10 - 15:30		Business people and onomasiology: Figurative language and semantic development influencing names of professions and occupations <i>Piotr Cymbalista (University of Rzeszów)</i>	The evolution of central bank communication <i>Ágnes Jele (Corvinus University of Budapest)</i>
15:30 - 16:00	<b>Coffee break and Poster discussions</b>		
16:00 - 17:00	<b>Plenary session 3 (Lecture Hall III)</b> Chair: Eszter Deli The power of money – <i>Zoltán Kövecses (Eötvös Loránd University)</i>		
17:00 - 17:30	<b>Closing of the conference</b>		