8:00-8:45	**Registration (Faculty Club)**		
8:45-9:05	**Opening of conference (Faculty Club)**		
9:05-10:00	**Plenary session (Faculty Club)** Virpi Ylänne (University of Cardiff): Media portrayals of ageing and older people: ageing in an ageist world		
10:05-12:25	**AM PARALLEL SESSIONS**		
	Intergenerational communication (Faculty Club)	**Language and communication of ageing (Lecture Hall III)**	**Economic aspects of ageing (Rm 2001)**
10:05-10:25	Á. Veszeleszki: Academic writing - in light of the generations	M. Grygiel: Elderspeak in forms of address	É. Berde & V. Nyikos: An experimental study of age discrimination against older job applicants
10:30-10:50	Á. Domonkosi & Zs. Ludányi: Generation-specific linguistic features in student-teacher email communication	L. Szabó & R. Benczes: Granny on the go: A corpus-based study of Hungarian labels for "older adults"	T. Bokor & G. Kovács: Managers' perceptions of the relative importance of specific communicative competencies…
10:50-11:10	**COFFEE BREAK (Faculty Club)**		
11:10-11:30	B. Gokce Parsehyan: Intergenerational leadership	E. Gieron-Czepczor: Misogyny and ageism in the imagery of elderly women in the Polish language	K. Kolos et al.: What do the young people think of the elderly? The role of ageism…
11:35-11:55	Á. Virág: Two generations in one conceptual metaphor	S. Holyk: Older People: Representation in language and media	J. Banyár: Age talks? "Dad, so let's talk about what's going to pay for your pension!"
12:00-12:20	V. Pelle: Age teaches? Attitudes on media literacy in the light of age	R. Benczes et al.: How is old age branded? Naming practices of aged care facilities in Hungary	E. Kovács & K. Kiss: Involving seniors in tourism supply as an innovative and creative social institution
12:20-13:10	**LUNCH BREAK (Main Canteen)**		
13:10-14:05	**Plenary session (Faculty Club)** Dirk Geeraerts (University of Leuven): Corpus Methods for Age Categorization Research		
14:10-16:55	**PM PARALLEL SESSIONS**		
	Ageing in the virtual world (Faculty Club)	**Language and communication of ageing (Lecture Hall III)**	**Ageing in visual communication and rhetoric (Rm 2001)**
14:10-14:30	Generation 4.0: Artificial Intelligence in secondary schools and universities	T. Gradecak-Erdeljic: Successful ageing and language learning	L. Nistor: The Ir(relevance) of age-ordering in today's fashion world…

14:10-16:55	PM PARALLEL SESSIONS		
	Ageing in the virtual world (Faculty Club)	**Language and communication of ageing (Lecture Hall III)**	**Ageing in visual communication and rhetoric (Rm 2001)**
14:35-14:55	A. Zivanovic: What does it take to be a millennial? Analyses of the American comedy-drama…	M. Gósy: Temporal and disfluency patterns of narrative in old age	J. Faludi & Z. Komár: Ageing images? Advertisements and archetypes of ancient goddesses…
15:00-15:20	S. Keturakis: "Live fast, die young", or communication of eternal youth in computer games	O. Endrődy-Nagy & I. Lénárt: Children talk: Talking with preschool kids about childhood	A. Kristóf: Age-based visual representation among huntresses in Hungary
15:20-15:40	COFFEE BREAK		
15:40-16:00	S. Anton: Hungarian seniors' Facebook usage patterns and motivational factors…	Zs. Rákóczy: "Back in the days we were better behaved!?" Dispute resolution in different age groups	E. Deli: One side of the coin: The visual codes of images
16:05-16:25	H. Kéri: The great illusion? An analysis of representing ageing in the media…		G. Németh: The other side of the coin: Meanings behind visual codes
16:35-16:55	Closing of conference (Faculty Club)		