

# Journée d'étude

## Communautés, milieux et cultures en anglais de spécialité

### Communities, Milieus and Cultures in ESP

Vendredi 16 janvier 2026 | Friday 16 January 2026

Maison de la recherche, 28 rue Serpente, Paris 6<sup>e</sup> arrondissement

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8h45–9h15 : Accueil des participant.es | *Reception*

9h15–9h30 : Ouverture | *Conference Opening*

9h30–10h30 : Conférence plénière | *Plenary Conference*

“On the interplay between epistemology and culture in business communication.” **Mathew Gillings** (Institute for Languages and Discourse in Business, WU Vienna University of Economics and Business)

10h30–11h : Pause café | *Coffee Break*

11h–11h30

“Remember your rights whilst detained’: A diachronic perspective on notices of rights and entitlements in England as a window into British legal culture.” **Manon Bouyé** (Université Jean Moulin Lyon 3, CEL), **Audrey Cartron** (Nantes Université, CRINI), **Marion Charret-Del Bove** (Université Jean Moulin Lyon 3, CEL)

11h30–12h

“A diachronic analysis of the debates around the restitution of the Benin bronzes and Parthenon sculptures in the British Museum (1960-2024).” **Inès Zidi** (Université Paris 8, Transcrit)

12h–14h : Déjeuner | *Lunch*

14h–14h30

“Social media and the question of cultural variation/diversity: a case study of news influencers presented in an applied foreign language curriculum (LEA).” **Fiona Rossette-Crake** (Université Paris Nanterre)

14h30–15h

« Sitcoms, FASP et communautés de pratique : quelles cultures professionnelles enseigner en LEA ? » **Lily Schofield** (Université Rennes 2, LIDILE)

15h–15h30 : Pause café | *Coffee Break*

15h30–16h

« Caractériser la culture spécialisée des interactions institutionnelles pour former des locuteurs culturellement compétents ». **Muriel Conan** (École nationale vétérinaire d'Alfort)

16h–16h30

« L'hôtel est-il le lieu du multiculturalisme ou celui de l'acculturation ? Focus sur les interactions orales à la réception ». **Clarisse Thouvenot** (Université Lumière Lyon 2, CeRLA)

16h30–16h45 : Clôture | *Closing*



## On the Interplay between Epistemology and Culture in Business Communication

**Mathew Gillings**

Institute for Languages and Discourse in Business, WU Vienna University of Economics and Business

**Mathew Gillings** is an Assistant Professor at the WU Vienna University of Economics and Business. His research interests lie primarily in corpus-assisted discourse studies, and he has applied to the method to a range of areas including business communication, deception, and (im)politeness. Much of this work takes a methodological angle, examining how the approach can be usefully triangulated with other methods of linguistic analysis. He is an Associate Editor of *Pragmatics* (John Benjamins), co-author of *Corpus-Assisted Discourse Studies* (CUP, 2023) and the author of *Corpus Linguistic Approaches to Deception Detection* (Routledge, 2024).

### Abstract

In English for Specific Purposes (ESP), the study of specialised cultures—particularly within professional contexts such as business—demands methodological precision and epistemological awareness. This talk explores how different research methods, shaped by distinct epistemologies, may lead to differing understandings of culture in specialised contexts. Focusing primarily on corpus-assisted discourse analysis (Gillings et al., 2023), I will examine how its focus on contrastive techniques such as keyword analysis tends to foreground difference (Taylor, 2013), yet in doing so, such an approach oversimplifies the fluidity of cultural boundaries. In contrast, emerging AI-assisted approaches offer new affordances, but also introduce their own issues, particularly with respect to cultural bias, hallucinations, and accountability (Curry et al., 2024; Gillings et al., 2024).

Drawing on examples from business communication, I will illustrate how methodological choices influence not only our findings, but also what we overlook (Gillings and Jaworska, 2025) — especially when it comes to the interplay between specialized, national, and transnational cultures. I argue that the epistemological assumptions embedded in our tools shape our conclusions about cultural phenomena, and that recognizing these assumptions is essential for a more nuanced understanding of professional discourse.

Finally, I will reflect on the challenges and opportunities of interdisciplinarity, particularly between linguistics and adjacent fields such as communications and organizational studies. This talk thus aims to contribute to ongoing discussions about the scope of culture in business communication research and, following recent calls such as Marchi and Taylor (2018), to advocate for greater methodological reflexivity in our analyses.

### References

- Curry, N., Baker, P., and Brookes, G. (2024). "Generative AI for Corpus Approaches to Discourse Studies: A Critical Evaluation of ChatGPT." *Applied Corpus Linguistics* 4 (1): 100082.
- Gillings, M. and Jaworska, S. (2025). "How Humans and Machines Identify Discourse Topics: A Methodological Triangulation." *Applied Corpus Linguistics* 5 (1): 100121.
- Gillings, M., Kohn, T., and Mautner, G. (2024). "The Rise of Large Language Models: Challenges for Critical Discourse Studies." *Critical Discourse Studies*.
- Gillings, M., Mautner, G., and Baker, P. (2023). *Corpus-Assisted Discourse Studies*. Cambridge: Cambridge University Press.
- Marchi, A. and Taylor, C. (2018). "Introduction: Partiality and Reflexivity." In *Corpus Approaches to Discourse: A Critical Review*, edited by C. Taylor and A. Marchi, 1–15. London: Routledge.
- Taylor, C. (2013). Searching for Similarity Using Corpus-Assisted Discourse Studies. *Corpora* 8 (1): 81–113.