Our group investigates the impact of non-nativeness on communication: what happens when communicators do not share the same language or the same culture or neither. We will briefly discuss our mission and present our group, but we will also illustrate three of our current research projects. Ulrike Nederstigt will present an eye-tracking study on bilingual and monolingual advertising, Huib Kouwenhoven will present a preview of his corpus on formal and informal non-native English and Marianne Starren will discuss the first results of the VILLA-project, that focuses on what we can learn from initial language learners.