

Job description: PhD Position

DC1 – Title of IRP1:

Discourses on Language Awareness and Pluri-/Multilingualism in Digital Society: A Metapragmatic Analysis

Researcher profile: Doctoral candidate.

Research fields: Applied Linguistics, Sociolinguistics, Corpus Linguistics, Discourse Analysis

Type of contract: Temporary.

Job status: Full-time.

Duration: 36 months.

Application deadline: 8 July 2026, 11:59 pm (CEST)

Envisaged job starting date: 1 November, 2026.

How to apply:

See application process and application form on the project website: www.multilawa.eu, cf. <Recruitment>, <https://www.multilawa.eu/recruitment-for-applying/general-information/>

Hiring organisation and offer posting contact details

Organisation: University of Zurich, Zurich

Number of positions available: 1.

Country: Switzerland.

Address: Universität Zürich, Deutsches Seminar, Schönberggasse 9, 8001 Zürich

This PhD position is part of a double-degree programme. Upon completion, candidates will be awarded **one joint doctoral degree**, on two PhD diplomas, following research stays at both institutions: **University of Zurich** (diploma conferred by **University of Zurich**) and the **University of Warsaw** (diploma conferred by the **University of Warsaw**).

Offer description

In brief:

We are looking for 1 Doctoral Candidate (DC) to join our project at multiple sites in the EU with a master's degree (or equivalent) in a relevant field with appropriate background for the doctoral project, such as a **Master of Arts**, **Master of Translation**, **Master of Education**, or a **Master of Science** in Linguistics or a closely related discipline.

MultiLAWa:

The MultiLAWa initiative is an interdisciplinary research programme that promotes the concept of **Multilingual Language Awareness** as it investigates Language Awareness in multilingual

contexts, zooming in on Critical Language Awareness, Metalinguistic Awareness, and Practical Language Awareness. Adopting a broad understanding of Language Awareness as a general, socially embedded competence, the project addresses major language-related challenges in a rapidly digitalising society and contributes to the development of sustainable, inclusive, and pluri-/multilingual ecosystems across Europe.

MultiLAWa capitalises on the diverse expertise of its 26 interacting partners and can rely on a solid and highly experienced **multi-stakeholder partnership**. Thanks to the exceptional collaboration between 10 universities in 8 European countries and 16 associated partners, the DC will benefit from an international, interdisciplinary and intersectoral training, including in-depth training in key research skills in the fields of (Applied) Linguistics, Digital Linguistics and Language Technologies, Gender Linguistics, Interactional Linguistics, Sociolinguistics, Lexicography, Terminology, LSP, Didactics and Language Policy and transferable skills (e.g. Open Science, Intellectual Property Rights, Ethics, Scientific Presentation, etc.).

The consortium will train 14 DCs as **plurilingual ambassadors of plurilingualism** in research excellence by using both **English** and **German** for internal communication during the training events and to achieve the respective research objectives in their multilingual Individual Research Project.

Scientific context of the Individual Research Project IRP1:

IRP1 is embedded into **Work Package 1 (WP1)** ‘Multilingual communication and resources in the Digital Age: discourses, practices, stereotypes’. WP1 investigates how the concepts of Language Awareness and pluri-/multilingualism are discursively constructed, ideologically framed, and technologically mediated in digital contexts across various societal fields (e.g., media, education, industry, politics). It will provide a research-based catalogue of arguments and language ideologies, with particular attention to issues of linguistic justice, gender fairness, and inclusion.

In this context, IRP1 investigates discourses on Language Awareness and Pluri-/Multilingualism in Digital Society by using a metapragmatic approach.

Recruiting University: University of Zurich (UZH), Switzerland

Partner University for the Joint Doctorate: University of Warsaw (UW), Poland

Objectives:

From a metapragmatic point of view, Language Awareness and pluri-/multilingualism are concepts to which all language users refer explicitly or implicitly through their linguistic actions: they learn languages, use translation tools, define a corporate language, etc. These language acts are publicly debated; there are therefore discourses on Language Awareness. IRP1 aims to grasp the significance of Language Awareness in society, politics and business. DC1 will conduct an empirical-quantitative discourse analysis using large text datasets (media in CH, DE, EN and FR or PL, depending on the profile of the recruited researcher) to gain a reliable picture of the positions and arguments in discourses around Language Awareness and pluri-/multilingualism. The results are an indicator of how pronounced and in connection with which topics Practical language Awareness, Metalinguistic Awareness and Critical Language Awareness are present in the discourse:

- 1) Corpus linguistic big data analysis of mass media discourse;
- 2) Qualitative analysis based on the quantitative findings;

3) Identify possible levers to positively influence and/or raise both Metalinguistic Awareness and Critical Multilingual Language Awareness in Europe.

Expected Results:

- Text dataset containing media texts of outlets, annotated regarding standards in corpus linguistics;
- In-depth description of discourses about Language Awareness and pluri-/multilingualism in Europe;
- Catalogue of positions and arguments in discourses around Language Awareness and pluri-/multilingualism with their significance and characteristics

Secondment:

- Leibniz Institute for the German Language, Mannheim (Germany), 3 months

Short Stay:

- Charles University, Prague (Czech Republic)

Special selection criteria for the IRP1:

Languages: English and German at level B2 (written and spoken), basic knowledge of Polish is an advantage.

Methodology/Digital skills: Experience in quantitative (text) data analysis, e.g. corpus linguistics, is necessary. Experience in qualitative text and/or discourse analysis. Programming skills are a plus.

For further information contact the co-supervisors of IRP1:

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