

## Job description: PhD Position

### DC2 – Title of IRP2:

#### *Language Ideologies in Industry, Science and Politics*

**Researcher profile:** Doctoral candidate.

**Research fields:** Applied Linguistics, Sociolinguistics, 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](http://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 Mannheim** (diploma conferred by the **University of Mannheim**).

#### **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 IRP2:

IRP2 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, IRP2 investigates Language Ideologies in Industry, Science and Politics.

Recruiting University: University of Zurich (UZH), Switzerland

Partner University for the Joint Doctorate: University of Mannheim (UMA), Germany

### Objectives:

Metapragmatic behaviour is shaped by language ideologies that are influenced by social discourses and, in turn, shape linguistic behaviour: IRP2 examines language ideologies in industry, academia and politics, e.g., analysing the treatment of EN as lingua franca, political positions towards national and minority languages and the consideration of pluri-/multilingualism. IRP2 will develop fundamental theoretical and empirical insights for the MultiLAWa research project:

- 1) Compile data samples consisting of texts (from IRP1 corpora), interview data and advertising material about digital language and pluri-/multilingualism;
- 2) Reveal, analyse and understand assumptions about language in the context of the digital, pluri-/multilingual society in industry, academia and politics.

### Expected Results:

- Multimodal data set of texts, interview data and advertising material in DE, EN and FR;
- Framework of language ideologies and consequences in industry academia and politics;
- Catalogue of language ideologies used in the digital age, their characteristics and impacts;
- One podcast aimed at a non-scientific audience, thereby improving the public's understanding of science during the secondment at RHET-AI

## **Secondment:**

- Center for Rhetorical Science Communication Research on Artificial Intelligence, Unit 1, Karlsruhe (Germany), 3 months

## **Special selection criteria for the IRP2:**

**Languages:** English and German at level B2 (written and spoken).

**Methodology/Digital skills:** Knowledge of corpus linguistic or other empirical methods are necessary.

## **For further information contact the co-supervisors of IRP2:**

Noah Bubenhofer, [noah.bubenhofer@ds.uzh.ch](mailto:noah.bubenhofer@ds.uzh.ch)

Florence Oloff, [oloff@uni-mannheim.de](mailto:oloff@uni-mannheim.de)