

DC1 Katharina KACERA

Title of IRP1: *Discourses on Language Awareness and Pluri-/Multilingualism in Digital Society: A Metapragmatic Analysis*

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

Co-supervisors of IRP1:

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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**).

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)

Languages: English, German, Polish