

DC2 Elsa Marie LIND

Title of IRP2: *Language Ideologies in Industry, Science and Politics*

Research fields: Applied Linguistics, Sociolinguistics, Discourse Analysis

Co-supervisors of IRP2:

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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 Mannheim** (diploma conferred by the **University of Mannheim**).

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

Languages: English, French, German