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Curriculum Vitae

1 Portrait

- 1994 – 2000: Studies of German philology and history, University of Freiburg/Breisgau
- Dec. 1996 – Mar. 2000: Undergraduate scholar of the *Studienstiftung des Deutschen Volkes*
- May 2000: State examination in German philology and history
- Oct. 2000 – Feb. 2004: PhD studies (Germanic Linguistics), University of Freiburg/Breisgau
- Oct. 2000 – Dec. 2003: PhD scholar of the *Studienstiftung des Deutschen Volkes*
- Feb. 2004: PhD conferral (Dr. phil., University of Freiburg/Breisgau, Faculty of Language and Literature; primary thesis supervisor: Prof. Dr. JÜRGEN SCHIEWE)
- Jan. 2003 – Aug 2007: Research assistant at the University of Zurich, Institute of German Studies, chair of Prof. Dr. CHRISTA DÜRSCHIED
- Feb./Mar. 2007: Visiting scholar at the Gakushuin University, Tokyo
- Sep. 2007 – Feb. 2013: Senior research assistant (department level), University of Zurich, Institute of German Studies
- Apr. – Oct. 2012: Visiting professor for media linguistics at the University of Hamburg, Institute of German Studies I and Institute of Media and Communication
- Oct. 2012 – Feb. 2015: Delegate for the Bologna reform and academic advisor for German Studies (senior research assistant), University of Zurich, Institute of German Studies
- Mar. 2013: Conclusion of the Habilitation procedure at the Faculty of Arts and Social Sciences of the University of Zurich
- May 2013: Appointment to the position of a “Privatdozent” at the University of Zurich (Venia Legendi for *German Linguistics*)
- Winter term 2013/14: Lectureship at the University of Vienna, Department of Linguistics
- Mar. – Jun. 2014: Visiting professor for Sociolinguistics and Discourse Analysis at the University of Vienna, Department of Linguistics
- Aug. 2014: Nomination for the chair of Applied Linguistic at the University of Vienna, Department of Linguistics (accepted)
- As of Mar. 2015: Full professor (chair of Applied Linguistics) at the University of Vienna, Department of Linguistics

2 Research focus

2.1 PhD thesis

- Title: *Metasprachdiskurse. Einstellungen zu Anglizismen und ihre wissenschaftliche Rezeption.* [Metalinguage Discourses. Attitudes towards Anglicisms and their linguistic reception]
- Supervisor: Prof. Dr. JÜRGEN SCHIEWE (Freiburg i. Br., currently Greifswald)
- Abstract: The thesis investigates the reasons for the diverging attitudes towards language change in science and public, focussing on the discourse on Anglicisms in the timeframe of 1990 to 2001. The analysis is based on a corpus that consists of diverse mass-media documents (texts from newspapers, magazines as well as radio and TV broadcasts) and of linguistic publications on the topic. It uses a discourse analytical approach that reconstructs the central folklinguistic and linguistic concepts by means of an analysis of the metalanguage (metaphors, metalinguistic expressions) and of the argumentative patterns (topoi).
- Assessment: Thesis accepted by the Faculty of Philology of the University of Freiburg in February 2004 (rating: *summa cum laude*)
- Publication: June 2005 (De Gruyter, Berlin/New York, series *Linguistik – Impulse & Tendenzen*)

2.2 Habilitation thesis

- Title: *Graphische Variation als soziale Praxis. Eine soziolinguistische Theorie skripturaler ‘Sichtbarkeit’* [Graphic variation as a social practice. A sociolinguistic theory of scriptal visibility]
- Abstract: The thesis deals with the social functions of graphic-scriptal variation (spelling, graphetics, typography). On the one hand, it aims to widen the scope of multimodality research, which is currently mainly based on semiotic and stylistic concepts, by an interpretive-sociolinguistic approach to multimodality. On the other hand, it aims to widen the focus of sociolinguistics itself, which mainly focuses on speech and thus is suffering from a ‘spoken language bias’. The project thus follows recent calls for a “sociolinguistics of writing”, but extends this topic from spelling to multimodal issues. The Habilitation thesis discusses theoretical implications of a turn of linguistics towards scriptal visibility and materiality, it presents methodical and conceptual proposals for a sociolinguistic analysis of graphic phenomena, and it exemplifies graphic variation as a social practice, amongst others, by analyses of multimodal processes of identity construction, ideology brokerage, and genre constitution.
- Assessment: Habilitation thesis accepted by the Faculty on November 2, 2012, Habilitation procedure concluded on March 8, 2013
- Publication: September 2013 (De Gruyter, Berlin/New York, series *Linguistik – Impulse & Tendenzen*)

2.3 Main research interests

- Sociolinguistics
- Visual communication
- Text design
- Discourse analysis
- Language attitudes/language ideologies
- Folk Linguistics

3 Organization of conferences, panels etc.

- 2–3/12/2016: Conference *Perzeptionslinguistische Perspektiven auf Mehrsprachigkeit: Einstellungen, Ideologien, Positionierungspraktiken* [Folk-linguistic perspectives on multilingualism: attitudes, ideologies, social positioning], Dusseldorf [with KERSTEN SVEN ROTH]
- November 2016: Workshop *Soziale Positionierung als sprachliche Praxis: theoretische Konzepte und methodische Zugänge* [Social positioning as a linguistic practice: theoretical concepts and methodical approaches] (Österreichische Linguistiktagung [Austrian Linguistics Conference], Graz) [with MI-CHA FLUBACHER and CHRISTIAN BENDL]
- 16/06/ 2016: Colloquium *Language Ideologies: Bridging the Gap between Social Structures and Local Practices* (Sociolinguistics Symposium 21, Murcia) [with BRIGITTA BUSCH]
- 30/06/2011: Panel *Metalinguistic Discourse on Language Contact and Globalization* (Third Conference on *Language Contact in Times of Globalization* [LCTG3], University of Greifswald) [with SPIROS A. MOSCHONAS]
- 26/08/2008: Panel *Zugänge zu diskursiver Diversität/Approaches to discursive diversity* (AILA 2008 – 15th *World Congress of Applied Linguistics*, Essen) [with INGO H. WARNKE]
- 6–8/09/2006: Panel *Methoden der Diskurslinguistik nach Foucault* (41. Linguistic Colloquium, Mannheim) [with INGO H. WARNKE]
- 22–24/09/2005: Panel *Textdesign und Textwirkung in der massenmedialen Kommunikation* (Annual meeting of the *Gesellschaft für Angewandte Linguistik*, Koblenz) [with KERSTEN SVEN ROTH]
- 17–19/02/2005: International Conference *Perspektiven der Jugendsprachforschung/Current Developments in Research into the Language of Young People* (Zurich) [chair of CHRISTA DÜRSCHIED]
- WS 2001/02: Lecture series *Streitfall Sprache – Sprachkritik als angewandte Linguistik?* (University of Freiburg) [with KERSTEN SVEN ROTH, BEATE LEWELING and DAGMAR FROHNING]

4 Scientific societies and networks

- *Gesellschaft für Angewandte Linguistik* (GAL = German society for Applied Linguistics) [<http://www.gal-ev.de>]
- *Verband für Angewandte Linguistik* (verbal = Austrian society for Applied Linguistics) [<http://www.verbal.at>] [member of the extended board]
- Research Network *Sprache und Wissen – Probleme öffentlicher und professioneller Kommunikation* [*Language and Knowledge – problems in public and professional communication*] [<http://sprache-und-wissen.de>]
- *Urban Space Research Network* (USRN) [<http://www.usrn.de>]
- Research Group *Sociolinguistics of Scriptality* (SoS) [<http://www.heterographia.org>]
- Research Network *Methoden und Praxis der kontrastiven Diskurslinguistik* (KoDiL) [*Methods and practice of contrastive discourse linguistics*] (University of Greifswald, Universität Szczecin) [associated member]
- *Zurich Center for Linguistics* (ZuKL) [<http://www.linguistik.uzh.ch>]
- Conference Network *Diskurs – interdisziplinär* [*Discourse as an interdisciplinary phenomenon*] [<http://www1.ids-mannheim.de/lexik/sprachlicherumbruch/diskursinterdisziplinaer/>]

5 Academic committees and administration (selection)

- As of June 2017: Deputy head of the Department of Linguistics, University of Vienna.
- As of Oct. 2016: Professorial council of the *Faculty of Philological and Cultural Studies*, University of Vienna (co-chairman)

- As of Oct. 2016: Faculty conference of the *Faculty of Philological and Cultural Studies*, University of Vienna (substitute member)
- As of Oct. 2016: Studies conference of the *Directorate of Studies for Musicology and Linguistics* (SPL 16), University of Vienna (permanent member)
- Nov. 2006 – Feb. 2013: *Vereinigung Akademischer Mittelbau der Universität Zürich* (VAUZ) [Association of the Non-Professorial Academic Staff of the University of Zurich] (November 2006 to June 2011: member of the board)
- Nov. 2006 – Jun. 2011: *Board of the Faculty of Arts and Social Sciences*, University of Zurich (delegate of the non-professorial academic staff)

6 PhD theses supervision and reviewing

- Pending: CHRISTIAN BENDL: *Polyhistorizität im öffentlichen Raum. Zur Konzeptualität und Funktion semiotisch-diskursiver Raum-Zeit-Aneignungen am Wiener Heldenplatz*. University of Vienna (co-supervisor with Prof. Dr. B. BUSCH)
- Pending: ANDI GREDIG: *Schreiben mit der Hand: Wieso eigentlich?* University of Zurich (secondary supervisor; primary supervisor: Prof. Dr. CH. DÜRSCHIED)
- Pending: JONAS HASSEMER: *Positioning (in) the Liminal. A Linguistic Ethnography of Communicative Practices and Professional Discourse in Social Work*. University of Vienna (co-supervisor with Prof. Dr. B. BUSCH)
- Pending: FABIENNE MÜLLER: *Populäre Sprachkritik aus wissenschaftlicher Sicht. Darstellung und Kritik*. University of Zurich (secondary supervisor; primary supervisor: Prof. Dr. CH. DÜRSCHIED)
- Pending: ILSE PORSTNER: *“Kolonialismus und Imperialismus” im Geschichtsunterricht – Konzeption und Erleben von “Fremdheit” in Lehrbüchern und in der Klasse. Eine multimodale diskursanalytische Untersuchung von Repräsentation und Rezeption*. University of Vienna (co-supervisor with Prof. Dr. B. BUSCH)
- Pending: IRYNA SHERSTOBITOVA: *The Linguistic Landscape of the Alps-Adriatic Region. An interpretive study of public signage*. University of Vienna (supervisor).
- Pending: VUKAŠIN STOJILJKOVIĆ: *Construction and Deconstruction of Serbian Ethnolinguistic Identity at the Turn of the 21st Century*. University of Vienna (co-supervisor with Prof. Dr. B. BUSCH)
- Pending: EVA WOHLFARTER: *Die deutsche Sprache in Wien: Rollenzuschreibungen, Diskurse, Sprachideologien und Einstellungen*. University of Vienna (co-supervisor with Prof. Dr. A. LENZ)
- 2015: VERENA HOFSTÄTTER: *Repräsentationsregime in der österreichischen Minderheitenschutzpolitik. Subjektfigur und Subjektpositionen zwischen Diskurs und Biographie*. University of Vienna (primary reviewer)
- 2014: JANA TEREICK: *Klimawandel im Diskurs. Korpusassistierte multimodale Diskursanalyse im digitalen Zeitalter*. PhD Thesis, University of Hamburg (secondary supervisor and reviewer; primary supervisor and reviewer: Prof. Dr. J. ANDROUTSOPOULOS)
- 2012: SHIRIN AGHA-MOHAMMAD-BEIGUI: *Jugendtypische Sprechweisen in Serekunda, Gambia. Wirklichkeitsdeutungen einer subjektiven Lebenswelt*. PhD Thesis, University of Hamburg (external member of the committee; primary supervisor: Prof. Dr. R. KIESSLING)

7 Scientific cooperation

7.1 Coordination

As of Oct. 2008: Co-chair of the domain *Deutsche Sprache* (German Language) in the research network *Sprache und Wissen – Probleme öffentlicher und professioneller Kommunikation* [*Language and Knowledge – problems in public and professional communication*] (with GERD ANTOS and JOCHEN A. BÄR)

7.2 Project consultancy

As of 2016: Cooperating partner of the SNF research project *What's up, Switzerland? Language, Individuals, Ideologies in Mobile Messaging* (chaired by ELISABETH STARK, Zurich)

As of 2014: Cooperating partner of the Sparkling Science project *My Literacies. Approaches to literacies in multimodal and multilingual contexts – The view of the child* (chaired by NADJA KERSCHHOFFER-PUHALO, Vienna)

Apr. 2006 – Mar. 2009: Member of the external board of the JSPS research project *Contrastive German/Japanese media linguistics* (chaired by MANABU WATANABE, NORIKO OKAMOTO, MASAHIKO KOGA, Tokyo)

7.3 Peer reviewing (conferences)

July 2016: Conference of the *Association for Language Awareness (ALA)* 2016, Vienna

December 2014: *8th International Conference on Language Variation in Europe (ICLaVE)*, Leipzig

December 2012: *7th International Conference on Language Variation in Europe (ICLaVE)*, Trondheim

June 2010: *16th World Congress of Applied Linguistics (AILA 2011)*, Beijing (Strand “Sociolinguistics”)

7.4 Peer reviewing (publications)

- *International Journal of Applied Linguistics* (Wiley-Blackwell)
- *Pragmatics & Beyond N. S.* (Benjamins)
- *Zeitschrift für Diskursforschung/Journal for Discourse Studies* (Beltz)
- *Germanistische Arbeitshefte* (De Gruyter)
- *Beiträge zur Interkulturellen Germanistik* (Narr)
- *ÖDaF-Mitteilungen* (V & R unipress)
- *ZDL Beihefte* (Steiner)

Vienna, June 30, 2017

Prof. Dr. Jürgen Spitzmüller