



Prof. Dr. Jürgen Spitzmüller
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Curriculum Vitae

1 Academic Training and Main Positions

- 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 DÜRSCHEID
- Sep. 2007 – Feb. 2013: Senior research assistant (department level), University of Zurich, Institute of German Studies
- 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*)
- 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 Visiting Positions

- Feb./Mar. 2007: Visiting scholar at the Gakushuin University, Tokyo
- Apr. – Oct. 2012: Visiting professor for media linguistics at the University of Hamburg, Institute of German Studies I and Institute of Media and Communication
- 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
October 2019:	Visiting professor at the Department of Humanities, Peter the Great Polytechnical University St. Petersburg
November 2019:	Visiting scholar at the Department of Czech Language and Theory of Communication, Charles University Prague

3 Research Focus

3.1 Doctoral Thesis

Title:	<i>Metasprachdiskurse. Einstellungen zu Anglizismen und ihre wissenschaftliche Rezeption.</i> [Metalanguage 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: <i>summa cum laude</i>)
Publication:	June 2005 (De Gruyter, Berlin/New York, series <i>Linguistik – Impulse & Tendenzen</i>)

3.2 Habilitation Thesis

Title:	<i>Graphische Variation als soziale Praxis. Eine soziolinguistische Theorie skripturaler ‘Sichtbarkeit’</i> [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 <i>Linguistik – Impulse & Tendenzen</i>)

3.3 Main Research Interests

- Sociolinguistics (interactional/ethnographic approaches)

- Language Ideologies/Metapragmatics
- Sociolinguistics of Scriptality/Multimodality
- Discourse studies
- Linguistics and/in publics

4 Organization of Conferences, Panels etc.

20–22/09/2023:	Panel <i>Sprache und soziale Ungleichheit – revisited</i> [Language and Social Inequality – revisited] (GAL-Kongress [Annual Meeting of the German Society of Applied Linguistics] 2023, Mainz) [with FLORIAN BUSCH and MI-CHA FLUBACHER]
28–29/09/2022:	Panel <i>Soziale Ökonomie der Medialität</i> [The Social Economy of Mediality] (GAL-Kongress [Annual Meeting of the German Society of Applied Linguistics] 2022, Würzburg) [with FLORIAN BUSCH]
20–23/09/2012:	Workshop <i>Ideologies of Design: Metapragmatics, Mediation, Materiality</i> . Chicago [with CONSTANTINE V. NAKASSIS]
9–12/12/2021:	46th Austrian Linguistics Conference (ÖLT), Vienna/online [with HANNES FELLNER, HELMUT GRUBER, FLORIAN HOIDN, ROSWITHA OUREDNIK, MARKUS PÖCHTRAGER, SONJA PRENDINGER and MARTIN REISIGL]
16–17/09/2021:	Panel <i>Sprache in Zeiten omnipräsent Kreativität: Kreativität, Sprachpraxis und Subjektivierung in der Spätmoderne</i> [Language in Times of Omnipresent Creativity: Creativity, Language Practice, and Subjectivity] (GAL-Kongress [Annual Meeting of the German Society of Applied Linguistics] 2021, Würzburg/online) [with FLORIAN BUSCH, ROBERT NIEMANN and STEFFEN SCHAUB]
7/12/2019:	Workshop <i>Sprache (in) der Politik: Linguistische Perspektiven auf aktuelle Entwicklungen</i> [Language in/of Politics: Linguistic Perspectives on Current Developments] (Österreichische Linguistiktagung [Austrian Linguistics Conference], Salzburg) [with HELMUT GRUBER and MARTIN REISIGL]
19–20/09/2019:	Panel <i>Soziolinguistik 2019: Theorien, Schlüsselkonzepte und Zugänge</i> [Sociolinguistics in 2019: Topics, Key Concepts and Approaches] (GAL-Sektionentagung [Annual Meeting of the German Society of Applied Linguistics] 2019, Halle a. d. Saale) [with STEFFEN SCHAUB]
1–5/07/2019:	Workshop <i>Ideologies of Communication: Practices, Scales, and Modes</i> . Vienna [with MICHAEL SILVERSTEIN]
10/06/2019:	Panel <i>The Order of Things and That Thing Called ‘Order’: Pragmatic Inquiry as a Metapragmatic Practice</i> (16th International Pragmatics Conference, Hong Kong) [with MI-CHA FLUBACHER and JONAS HASSEMER]
27/10/2018:	Workshop <i>Prekaritätserfahrungen: Soziolinguistische Perspektiven auf Subjekte/Praktiken in Ambivalenz, Liminalität und Krise</i> [Precarious Experiences: Sociolinguistic Approaches to Subjects and Practices in Ambivalence, Liminality, and Crisis] (Österreichische Linguistiktagung [Austrian Linguistics Conference], Innsbruck) [with MI-CHA FLUBACHER, JONAS HASSEMER and CHRISTIAN BENDL]
4–5/10/2018:	Conference <i>Sprache und Angst</i> [Language and Fear], Heidelberg (= annual conference of the Research Network <i>Language and Knowledge</i> 2018) [with GERD ANTOS, JOCHEN A. BÄR, DANIEL KNUCHEL, JANINE LUTH]
16–20/07/2018:	univie:summer school/GAL Research School <i>Metapragmatics, Language Ideologies & Positioning Practices</i> , Vienna (with MI-CHA FLUBACHER)

- 29/06/2018: Symposium *Institutionelle Kommunikation (im Gedenken an Florian Menz)* [Institutional Communication (in memory of Florian Menz)], Vienna [with RUDOLF DE CILLIA, HELMUT GRUBER, MARTIN REISIGL]
- 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 DÜRSCHEID]
- WS 2001/02: Lecture series *Streitfall Sprache – Sprachkritik als angewandte Linguistik?* (University of Freiburg) [with KERSTEN SVEN ROTH, BEATE LEWELING and DAGMAR FROHNING]

5 Scientific Societies and Networks

- *Verband für Angewandte Linguistik* (verbal = Austrian society for Applied Linguistics) [<http://www.verbal.at>] [2018–2022: executive chairman, 2022–: president]
- *Gesellschaft für Angewandte Linguistik* (GAL = German society for Applied Linguistics) [<http://www.gal-ev.de>] [member of the advisory board and co-chair of the section *Sociolinguistics*]
- Interdisciplinary Research Platform *Mediatized Lifeworlds: Young people's narrative constructions, connections and appropriations* (#YouthMediaLife), University of Vienna [<https://youthmedialife.univie.ac.at/>] [core team member]
- Research Network *Sprache und Wissen – Probleme öffentlicher und professioneller Kommunikation* [*Language and Knowledge – problems in public and professional communication*] [<http://sprache-und-wissen.de>] [Co-chair of the domain *Sprachreflexion – Sprachkritik – Sprachideologie* (Language Reflection – Language Critique – Language Ideology)]
- *Netzwerk Leseforschung* (Network Reading Research) [<https://www.netzwerk-leseforschung.fau.de>]
- Research Network *Methoden und Praxis der kontrastiven Diskurslinguistik* (KoDiL) [*Methods and practice of contrastive discourse linguistics*] (University of Greifswald, Universität Szczecin) [associated member]
- Conference Network *Diskurs – interdisziplinär* [*Discourse as an interdisciplinary phenomenon*] [<http://www1.ids-mannheim.de/lexik/sprachlicherumbruch/diskursinterdisziplinaer/>]

6 Academic Committees and Administration (Selection)

- As of June 2017: Deputy head of the Department of Linguistics, University of Vienna.
- Oct. 2016 – Oct. 2018: Co-chairman of the professorial council of the *Faculty of Philological and Cultural Studies*, University of Vienna
- As of Oct. 2016: Faculty conference of the *Faculty of Philological and Cultural Studies*, University of Vienna (2016–18: substitute member, as of 2018: full 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)

7 Supervision and Review of Doctoral Theses¹

- Pend.** Pending: LISA BLASCH: *Authentizität als 'soziales Zeichen' in politischer Kommunikation. Zur (visuellen) Indexikalität und Metapragmatik einer sozialen Kategorie im politischen Feld*. University of Innsbruck [primary supervisor; secondary supervisor: Prof. Dr. SILKE MEYER and Prof. Dr. THOMAS SCHRÖDER].
- Pending: DANIEL GREEN: *Adverbial Indeterminacy in Criminal Proceedings. A Corpus-Aided Analysis of Judicial Discourse at Austrian Criminal Courts*. University of Vienna [supervisor].
- Pending: FLORIAN GROSSER: *Negotiating 'Competence'. Metapragmatic Stancetaking in Interactions of L1 and L2 Users of Japanese*. University of Vienna [co-supervisor with Assoc. Prof. Dr. PATRICK HEINRICH].
- Pending: SABINE KARLEN: *Zur visuellen Gestaltung frühneuzeitlicher Handschriften*. University of Bern [secondary supervisor; primary supervisor: Prof. Dr. LUISE KEMPF].
- Pending: CARINA LOZO: *Beyond the Binary – Gender Stereotypes in Voices*. University of Vienna [supervisor].
- Pending: LARYN McLERNON: *Improving Health Literacy Training and Communication Competencies for Health Professionals in Austria and Canada. A Comparative Study*. University of Vienna [co-supervisor with Dr. KRISTINE SØRENSEN].
- Pending: MANDANA PIROOZFAR: *Persian-German speaking Iranians in Vienna. The Impact of Migration on Language Attitudes and Identity*. University of Vienna [supervisor].
- Pending: IRYNA WEHR: *The Linguistic Landscape of the Alps-Adriatic Region. An interpretive study of public signage*. University of Vienna [supervisor].
- Subm.** Submitted: TAEGU KIM: *Soziale Positionierungen auf dem Bindestrich. Eine soziolinguistische Untersuchung zu Sprachideologien und Identitätskonstruktionen von Deutsch-Koreaner*innen in Sprachbiografien*. University of Vienna [co-supervisor with Prof. Dr. BRIGITTA BUSCH].
- 2023** 2023: SOPHIA BURNETT: *White Flag Typography*. PhD thesis, CY Cergy Paris Université [reviewer; supervisor: Prof. Dr. JULIEN LONGHI and Prof. Dr. CATHERINE MARSHALL].

¹ In accordance with the *General Data Protection Regulation (Regulation [EU] 2016/679)* the following list includes the name of a thesis author only if s/he has given explicit written consent. “Pending” refers to doctoral projects for which a dissertation agreement has been signed (after faculty approvement).

- 2023: JONAS HASSEMER: *Languaged Work/ers. An Ethnography of Linguistic Labour and Professional Selves in Refugee Support Work.* PhD thesis, University of Vienna [co-supervisor with Prof. Dr. BRIGITTA BUSCH].
- 2023: DANIEL KNUCHEL: 'HIV | AIDS' in der Ära der Post-Infektiosität. *Korpuspragmatische Analysen zur sprachlichen Konzeptualisierung einer Infektionskrankheit.* PhD thesis, University of Zurich [reviewer; supervisor: Prof. Dr. ANGELIKA LINKE and Prof. Dr. EKKEHARD FELDER].
- 2023: VUKAŠIN STOJILJKOVIĆ: *Construction and Deconstruction of Serbian Ethnolinguistic Identity at the Turn of the 21st Century.* PhD thesis, University of Vienna [co-supervisor with Prof. Dr. BRIGITTA BUSCH].
- 2022** 2022: SABINE LEHNER: "It's still like a border, you know?" *Grenznarrative von Asylwerber:innen in Österreich. Kritisch-soziolinguistische Analysen.* PhD thesis, University of Vienna [co-supervisor with Prof. Dr. RUTH WODAK].
- 2021** 2021: ANNICKA VIEREGGE: *Bewertung, Variation und Wandel der Präpositionalkasus im Deutschen. Der Einfluss metapragmatischer Urteile auf die Rektion von Präpositionen.* PhD thesis, University of Bamberg [secondary reviewer; supervisor and primary reviewer: Prof. Dr. RENATA SZCZEPANIAK].
- 2020** 2020: CHRISTIAN BENDL: *Polyhistorizität im öffentlichen Raum. Zur Konzeptualität und Funktion semiotisch-diskursiver Raum-Zeit-Aneignungen am Wiener Heldenplatz.* PhD thesis, University of Vienna [co-supervisor with Prof. Dr. BRIGITTA BUSCH].
- 2020: FLORIAN BUSCH: *Digitale Schreibregister. Kontexte, Formen und metapragmatische Register.* PhD thesis, University of Hamburg [secondary supervisor and secondary reviewer; primary supervisor and primary reviewer: Prof. Dr. JANNIS ANDROUTSOPoulos].
- 2020: ANDI GREDIG: *Schreiben mit der Hand. Begriffe, Diskurs, Praktiken.* PhD thesis, University of Zurich [secondary supervisor and secondary reviewer; primary supervisor and primary reviewer: Prof. Dr. CHRISTA DÜRSCHIED].
- 2019** 2019: 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. PhD thesis, University of Vienna [co-supervisor with Prof. Dr. BRIGITTA BUSCH].
- 2018** 2018: FABIENNE SERAPHINE MÜLLER: *Sprachwissenschaft und Öffentlichkeit. Gegeneinander, neben-einander – miteinander.* PhD thesis, University of Zurich [secondary supervisor and secondary reviewer; primary supervisor and primary reviewer: Prof. Dr. CHRISTA DÜRSCHIED].
- 2015** 2015: VERENA HOFSTÄTTER: *Repräsentationsregime in der österreichischen Minderheitenschutzpolitik. Subjektfigur und Subjektpositionen zwischen Diskurs und Biographie.* PhD thesis, University of Vienna [primary reviewer; supervisor: Prof. Dr. BRIGITTA BUSCH and Assoc. Prof. Dr. RUDOLF DE CILLIA].
- 2014** 2014: *Klimawandel im Diskurs. Korpusassistierte multimodale Diskursanalyse im digitalen Zeitalter.* PhD thesis, University of Hamburg [secondary supervisor and secondary reviewer; primary supervisor and primary reviewer: Prof. Dr. JANNIS ANDROUTSOPoulos].
- 2012** 2012: *Jugendtypische Sprechweisen in Serekunda, Gambia. Wirklichkeitsdeutungen einer subjektiven Lebenswelt.* PhD thesis, University of Hamburg [external member of the committee; supervisor and primary reviewer: Prof. Dr. ROLAND KISSLING].

8 Scientific Cooperation

8.1 Editorial Work

- As of 2019: Series editor of *Sprache im Kontext* [Language in Context] (De Gruyter), with MONIKA DANNERER and EVA VETTER

- As of 2019: Member of the editorial board of *Zeitschrift für Rezensionen zur germanistischen Sprachwissenschaft* (ZRS) [Journal for Reviews in German Linguistic Studies] (De Gruyter)
- As of 2019: Member of the editorial board of the journal *Terra Linguistica* [of Peter the Great Polytechnical University St. Petersburg]
- As of 2019: Editorial board of the book series *Grapholinguistics and Its Applications* (ed. YANNIS HARALAMBOUS, Fluxus Editions, OpenAccess)
- As of 2022: Member of the editorial board of the journal *Sociolinguistica* (De Gruyter)
- As of 2022: Member of the extended editorial board of the book series *Edinburgh Sociolinguistics* (ed. PAUL KERSWILL und ANA DEUMERT, Edinburgh University Press)

8.2 Coordination

- As of Oct. 2008: Co-chair of the domain *Sprachreflexion – Sprachkritik – Sprachideologie* (Language Reflection – Language Critique – Language Ideology) 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)

8.3 Project Consultancy

- 2016 – 2019: 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 KERSCHHOFER-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)

8.4 Peer Reviewing (Conferences)

- June 2021: *Sociolinguistics Symposium 23*, Hong Kong
- June 2020: *G21C (Grapholinguistics in the 21st Century)*, Paris
- 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”)

8.5 Peer Reviewing (Publications)

- *Beiträge zur Geschichte der deutschen Sprache und Literatur* (De Gruyter)
- *Bloomsbury Academic* (Bloomsbury)
- *Handbook of Pragmatics* (Benjamins)
- *International Journal of Applied Linguistics* (Wiley-Blackwell)
- *Pragmatics & Beyond* N. S. (Benjamins)
- *Zeitschrift für Diskursforschung/Journal for Discourse Studies* (Beltz)
- *GAiA* (oekom)

- *Germanistische Arbeitshefte* (De Gruyter)
- *Beiträge zur Interkulturellen Germanistik* (Narr)
- *Japanese Studies* (Routledge)
- *Journal of Multilingual and Multicultural Development* (Routledge)
- *Journal of Sociolinguistics* (Wiley-Blackwell)
- *Language & Communication* (Elsevier)
- *Linguistik Online*
- *ÖDaF-Mitteilungen* (V & R unipress)
- *Social Semiotics* (Routledge)
- *Text & Talk* (De Gruyter)
- *Zeitschrift für Angewandte Linguistik* (De Gruyter)
- *Zeitschrift für Sprachwissenschaft* (De Gruyter)
- *ZDL Beihefte* (Steiner)

Wien, am 14. Februar 2024



Prof. Dr. Jürgen Spitzmüller