

## CURRICULUM VITAE

# Barbara Soukup

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### CURRENT POSITION

**Assistant Professor** and **Austrian Science Fund (FWF) Elise Richter Research Fellow**, University of Vienna, Department of German (from 2019)

### PREVIOUS POSITIONS

Elise Richter Research Fellow, Austrian Academy of Sciences, Austrian Centre for Digital Humanities (ACDH), Research Department 'Variation and Change of German in Austria' (2018-2019)

Elise Richter Research Fellow, University of Vienna, Department of English and American Studies (2014-2018)

On parental leave (August 2016-October 2017 & February 2018-September 2018)

Post-doc, University of Vienna, Department of English and American Studies (2008-2014)

Graduate Teaching and Research Assistant, Georgetown University (Washington, DC), Department of Linguistics (2002-2007)

### EDUCATION

- 2002 – 2008      **Georgetown University**, Department of Linguistics  
Ph.D. in Linguistics  
Dissertation: *The strategic use of Austrian dialect in interaction: A sociolinguistic study of contextualization, speech perception, and language attitudes*  
Committee: Natalie Schilling (Chair), Deborah Schiffrin, Heidi Hamilton
- 2002 – 2005      **Georgetown University**, Department of Linguistics  
M.Sc. in Linguistics
- 1993 – 2000      **University of Vienna**, Departments of English and French  
Mag. phil. in English and French Studies (concentrations in linguistics and teaching)  
MA Thesis: *'Y'all come back now, y'hear!?' - Language attitudes in the United States towards Southern American English*  
Committee: Herbert Schendl (Chair), Peter Cichon, Manfred Draudt

### RESEARCH AREAS

Sociolinguistics: Sociolinguistic variation, linguistic landscapes, language attitudes and ideologies, perceptual dialectology, discourse and interaction analysis/ interactional sociolinguistics, language policy, empirical methods in sociolinguistics, cognitive sociolinguistics, folk linguistics, language and culture, endangered languages

## ACADEMIC AWARDS

- Since 2014      **Elise Richter Research Fellowship**, Austrian Science Fund (FWF), for the project "English in the linguistic landscape of Vienna, Austria (ELLViA)", FWF Project No. V-394-G23
- March 2013      Grant from the **ERASMUS Coordinator Mobility Program**, for visits to the University of Helsinki and University of Jyväskylä, Finland
- Summer 2012      Grant from the **Incoming Researcher Mobility Program**, Office of the University of Vienna Vice-President for International Affairs, for cooperation with Dr. Jennifer Sclafani of Georgetown University
- February 2010      **Research grant** from the University of Vienna Vice-President for International Affairs, for sociolinguistic fieldwork in Oman
- 2007-2008      **Doctoral tuition scholarship**, Georgetown University Graduate School of Arts and Sciences
- 2002 – 2007      **Graduate Teaching and Research Fellowship (full tuition and stipend)**, Georgetown University Graduate School of Arts and Sciences
- 2003, 2004, 2006, 2007      **Conference travel grants** from the Georgetown University Graduate School for Arts and Sciences and the Georgetown Department of Linguistics
- 2002-2004      **Post-graduate Stipend for Study Abroad** from the Austrian Federal Ministry of Education and Cultural Affairs
- 2002      **Socrates Adult Education grant** from the European Union, for travels to the conference "Integration - Interdisziplinarität - Internationalität" of the AKS (Arbeitskreis der Sprachenzentren, Sprachlehrinstitute und Fremdspracheninstitute) in Chemnitz, Germany
- 2001      **Achievement Award** from the University of Vienna English department for excellence in the M.phil. thesis
- 1999      **Förderungsstipendium (special research grant)** from the University of Vienna Faculty of Humanities and Cultural Sciences for the M.phil. thesis project
- 1999      **Special research grant** from the government of the region of Upper Austria for the M.phil. thesis project
- Spring 1997      **ERASMUS study abroad stipend** from the European Union for a semester of study at Université Paris 8 Vincennes-St Denis in Paris, France
- 1994      **Hans-Pinsker-Fund award** for outstanding achievement in historical linguistics (English Department, University of Vienna)

## PUBLICATIONS

### Authored book:

*Dialect Use as Interaction Strategy: A Sociolinguistic Study of Contextualization, Speech Perception, and Language Attitudes in Austria.* Wien: Braumüller (2009).

(Reviewed in: *Language in Society* 40, 2011; *Journal of Language and Social Psychology* 30, 2011; *Journal of Pragmatics* 43, 2011)

### **Co-edited book:**

King, Kendall, Natalie Schilling-Estes, Lyn Fogle, Jia Jackie Lou, and Barbara Soukup. 2008. *Sustaining linguistic diversity: Endangered and minority languages and language varieties*. Washington, DC: Georgetown University Press.

(Reviewed in: *Language in Society*, 2009; *Anthropology and Education Quarterly*, 2009; *Journal of Sociolinguistics*, 2010)

### **Articles:**

Soukup, Barbara. (in press). Über die empirische Spracheinstellungsforschung in Österreich. In: Pucher, Michael (ed.), *Akustische Phonetik und ihre multidisziplinären Aspekte: Ein Gedenkband für Sylvia Moosmüller*. Vienna: Verlag der Österreichischen Akademie der Wissenschaften.

Soukup, Barbara. 2020. Dialekt als Dialog – Soziolinguistisches zu Sprachgebrauch und Spracheinstellungen in Österreich. *Jahrbuch des Österreichischen Volksliedwerks* 69: 93-103.

Soukup, Barbara. 2020. Survey area selection in Variationist Linguistic Landscape Study (VaLLS): A report from Vienna, Austria. *Linguistic Landscape* 6(1): 52-79.  
<https://doi.org/10.1075/ll.00017.sou>

Amos, H. Will, and Barbara Soukup. 2020. Quantitative 2.0: Towards Variationist Linguistic Landscape Study (VaLLS) and a standard canon of LL variables. In: David Malinowski and Stefania Tufi (eds.), *Reterritorialising linguistic landscapes: Questioning boundaries and opening spaces*, 56-76. London: Bloomsbury.

Soukup, Barbara. 2019. Sprachreflexion und Kognition: Theorien und Methoden der Spracheinstellungsforschung. In: Gerd Antos, Thomas Niehr, and Jürgen Spitzmüller (eds.), *Handbuch Sprache im Urteil der Öffentlichkeit*, 83-106. Berlin: de Gruyter.  
<https://doi.org/10.1515/9783110296150-005>

Soukup, Barbara. 2019. Review of: Beeching, Kate, Chiara Ghezzi, and Piera Molinelli (2018). *Positioning the Self and Others*. Amsterdam: Benjamins. LINGUIST List.  
<https://linguistlist.org/issues/30/30-1679.html>

Soukup, Barbara. 2018. Contextualizing the Third Wave in Variationist Sociolinguistics: On Penelope Eckert's (2018) *Meaning and Linguistic Variation*. *Views* 27: 51-66.  
[https://anglistik.univie.ac.at/fileadmin/user\\_upload/i\\_anglistik/Department/Views/Uploads/VIEWS\\_Soukup\\_2018.pdf](https://anglistik.univie.ac.at/fileadmin/user_upload/i_anglistik/Department/Views/Uploads/VIEWS_Soukup_2018.pdf)

Soukup, Barbara. 2017. Historical sociolinguistic philology – a new hybrid discipline, its interests, and its scope. *Open Linguistics* 3: 673-678.  
<https://doi.org/10.1515/opli-2017-0034>

Soukup, Barbara. 2016. Doing 'speaking the (non-)standard' in the media: Methodological implications of a 'third wave' or 'Speaker Design' approach illustrated in an Austrian case study. *Taal en Tongval* 68(2): 151-172. <https://doi.org/10.5117/TET2016.2.SOUK>

Soukup, Barbara. 2016. English in the linguistic landscape of Vienna, Austria (ELLViA): Outline, rationale, and methodology of a large-scale empirical project on language choice on public signs from the perspective of sign-readers. *Views* 25: 1-24.  
[https://archiv-anglistik.univie.ac.at/fileadmin/user\\_upload/dep\\_anglist/Views\\_25\\_2016\\_Soukup\\_final\\_3.pdf](https://archiv-anglistik.univie.ac.at/fileadmin/user_upload/dep_anglist/Views_25_2016_Soukup_final_3.pdf)

Soukup, Barbara. 2015. Zum Phänomen 'Speaker Design' im österreichischen Deutsch. In: Alexandra N. Lenz and Manfred M. Glauninger (eds.), *Standarddeutsch im 21. Jahrhundert – Theoretische und empirische Ansätze mit einem Fokus auf Österreich*, 59-79. Göttingen: V&R.

- Soukup, Barbara. 2015. Mixing methods in the study of language attitudes: Theory and application. In: Alexei Prikhodkine and Dennis R. Preston (eds.), *Responses to language varieties: Variability, processes and outcomes*, 55-84. Amsterdam: John Benjamins.
- Soukup, Barbara. 2014. Konstruktivismus trifft auf Methodik in der Spracheinstellungsforschung: Theorie, Daten, Fazit. In: Christina Cuonz and Rebekka Studler (eds.), *Sprechen über Sprache: Perspektiven und neue Methoden der Spracheinstellungsforschung*, 143-168. Tübingen: Stauffenburg.
- Soukup, Barbara. 2013. Austrian dialect as a metonymic device: A cognitive sociolinguistic investigation of Speaker Design and its perceptual implications. *Journal of Pragmatics* 52: 72-82.
- Soukup, Barbara. 2013. The measurement of 'language attitudes' – a reappraisal from a constructionist perspective. In: Tore Kristiansen and Stefan Grondelaers (eds.), *Language (de)standardisation in late modern Europe: Experimental studies*, 251-266. Oslo: Novus.
- Soukup, Barbara. 2013. On matching speaker (dis)guises – revisiting a methodological tradition. In: Tore Kristiansen and Stefan Grondelaers (eds.), *Language (de)standardisation in late modern Europe: Experimental studies*, 267-285. Oslo: Novus.
- Soukup, Barbara, and Kathrin Kordon. 2012. ELF in international supervision: A nexus analysis approach. *Journal of English as a Lingua Franca (JELF)* 1(2): 315-335.
- Soukup, Barbara. 2012. Current issues in the social psychological study of 'language attitudes': Constructionism, context, and the attitude-behavior link. *Language and Linguistics Compass* 6(4): 212-224.
- Soukup, Barbara. 2012. Speaker design in Austrian TV political discussions. In: J.M. Hernández-Campoy and J.A. Cutillas-Espinosa (eds.), *Style-shifting in public: New perspectives on stylistic variation*, 81-99. Amsterdam: John Benjamins.
- Soukup, Barbara. 2011. Austrian listeners' perceptions of standard-dialect style-shifting: An empirical approach. *Journal of Sociolinguistics* 15(3): 347-365.
- Soukup, Barbara, and Sylvia Moosmüller. 2011. Standard language in Austria. In: Nikolas Coupland and Tore Kristiansen (eds.), *Standard languages and language standards in a changing Europe*, 39-46. Oslo: Novus.
- Soukup, Barbara. 2011. Speaker Design in the context of Southern American English: Process models and empirical evidence. *Brno Studies in English* 37(1): 125-138.
- Soukup, Barbara. 2011. Language attitudes in Oman regarding variation in English accents: A field study. *Views* 20(1): 36-60.
- Feizollahi, Zhaleh, and Barbara Soukup. 2011. The role of intonation in Austrian listeners' perceptions of standard-dialect shifting: An experimental approach. In: Frans Gregersen, Jeffrey K. Parrott, and Pia Quist (eds.), *Language variation - European perspectives III*, 31-42. Amsterdam: Benjamins.
- Soukup, Barbara. 2010. On the use of Austrian dialect for other-positioning in TV discussions. In: Minna Palander-Collin, Hartmut Lenk, Minna Nevala, Päivi Sihvonen, and Marjo Vesalainen (eds.), *Constructing identity in interpersonal communication / Construction identitaire dans la communication interpersonnelle / Identitätskonstruktion in der interpersonalen Kommunikation*, 215-226. Helsinki: Société Néophilologique.
- Soukup, Barbara. 2010. Austrian dialect as a metonymic device: A toolkit for gathering empirical evidence. *34th International LAUD Symposium - Cognitive Sociolinguistics: Language Variation in Its Structural, Conceptual and Cultural Dimensions*. Essen: LAUD.
- Soukup, Barbara. 2010. Navigating maps: Review and personal commentary on Ron Scollon's (2003) 'The dialogist in a positivist world'. *eVox* 4(1): 45-47.
- Soukup, Barbara. 2007. Dialect death by concentration: Glide-fronted /aw/ in Smith Island adolescent speech. *eVox* 1(1): 1-15.
- Soukup, Barbara. 2006. Language news in review: UNESCO and the quest for cultural diversity. *Language Policy* 5(2): 209-218.

Soukup, Barbara. 2001. 'Y'all come back now, y'hear!?' - Language attitudes in the United States towards Southern American English. *Views* 10(2): 56-68.

Soukup, Barbara. 1998. 'The Premonition' by Joyce Carol Oates. Online publication, in collaboration with the University of San Francisco, CA.

## **PRESENTATIONS**

### **Invited presentations:**

- ELLViA as Variationist Linguistic Landscape Study (VaLLS). Presentation and Discussion Session, University of Liverpool, UK, February 4, 2021. (Online)
- "SPEAKING (!) to the use of mixed methods in the study of language attitudes". Keynote, L2 Pronunciation Research Symposium, University of Jyväskylä, Finland, November 6, 2019.
- "Dialekt als Dialog – Soziolinguistisches zu Sprachgebrauch und Spracheinstellungen in Österreich". Invited Presentation, Sommerakademie des Österreichischen Volksliedwerks 2019: 'Volkskultur als Dialog: Wirkungen, Funktionen und Kontexte', Gmunden, Austria, August 23, 2019.
- "Variation as Dialogue in the Austrian Linguistic Landscape". Keynote at the 5th LRI (Language, Region, Identity) Workshop for Young Academics: 'Writing and Written Language in Everyday Life', Meran, Italy, June 6-7, 2019.
- "Über die experimentell-empirische Spracheinstellungsforschung in Österreich". Presentation at the "Workshop in Gedenken an Sylvia Moosmüller (1954-2018)", Austrian Academy of Sciences, April 8, 2019.
- "Zur Sprachwahl in Österreich – und was die Soziolinguistik davon lernen kann". Presentation, Department of German, University of Vienna, March 28, 2019.
- "Exploring language attitudes towards standard and dialect use in the Austrian linguistic landscape with the 'visual matched-guise technique'". Presentation at the SFB "German in Austria" conference "Standard Languages in Europe: Attitudes & Perception", University of Vienna, December 6-8, 2018. (conference co-organizer)
- "Spracheinstellungen im Wasserkreislauf: Eine interaktionell-soziolinguistische Theorie des Gebrauchs und der Bewertung von sprachlicher Diversität". Presentation at the Third Innsbruck Winterschool "Potenziale der Angewandten Linguistik: Sprachliche Diversität – Diversität in der Sprache", University of Innsbruck, Universitätszentrum Obergurgl, November 22-24, 2018.
- "Investigating the dialogical relationship between language use and language attitudes under a mixed-methods logic". Keynote, 3rd Mixed Methods International Research Association (MMIRA) Conference, University of Vienna, August 22-25, 2018.
- "Language attitudes: The big picture". Presentation, University of Salzburg, January 11, 2018.
- "An Interactional Model of 'Doing' Variation in the Linguistic Landscape". Presentation at the Conference "10 Jahre Perzeptive Varietätenlinguistik", Department of Romance Studies, University of Vienna, December 8-9, 2017.
- "English in the linguistic landscape of Vienna, Austria (ELLViA) – Das Projekt, seine Methodologie und erste Ergebnisse". Presentation and workshop, German Study Abroad Program of Emory University (USA), Vienna, June 16, 2017.
- "Young researchers' workshop" at the Association for Language Awareness (ALA) 2016 Conference, WU Vienna, July 19, 2016 (with Marie-Luise Pitzl, University of Vienna).
- "Methodologien in der variationistischen Sprachlandschaftsforschung (Variationist Linguistic Landscape Study)". Presentation, Department of Romance Studies, University of Vienna, May 2nd, 2016.

- "Mixed methods in der Soziolinguistik". Keynote presentation, 'Interdisziplinärer Datenworkshop im Rahmen des Projekts VAMUS', University of Salzburg, November 27-28, 2015.
- "'English in the linguistic landscape of Vienna, Austria (ELLViA)': Outline, methods, status, and implications". Presentation, Vienna University of Economics and Business (WU), November 5, 2015.
- "English in the linguistic landscape of Vienna, Austria (ELLViA) – Presentation of the project, its rationale, and methods". Presentation and workshop, German Study Abroad Program of Emory University (USA), Vienna, July 14, 2015.
- "Doing 'speaking the non/standard' in the media – with sociolinguists in hot pursuit". Plenary at the conference Taal & Tongval 2014 – (De)standardisation in Europe: qualitative and quantitative approaches, Universiteit Gent, November 28, 2014.
- "Attitüden und ihre Konzeption im Interesse einer methodisch integrierten Forschung". Paper presented at the Interdisciplinary methodology workshop for the project VAMUS, University of Innsbruck, September 25-26, 2014.
- "Das Phänomen 'Speaker Design' - Zur kommunikationsstrategischen Verwendung von soziolinguistischer Variation". Paper presented at the 'Linguistikzirkel', Vienna University of Economics and Business (WU), March 11, 2014.
- "Tracing occurrences and functions of English in the cityscape of Vienna, Austria". Paper presented at the second meeting of the Sociolinguistic Forum, Austrian Academy of Sciences, Vienna, May 8, 2013.
- "Strategic code-switching from an evolutionary perspective". Paper presented at the NatSide Research Group Memetics Workshop, University of Vienna, December 7<sup>th</sup>, 2012.
- "Sprachvariation und Sprachevaluation – eine methodische Zusammenschau". Paper presented at the symposium 'Sprechen über Sprache', University of Basel, Switzerland, January 19-20th, 2012.
- "'Speaker Design': Language variation as a contextualization device". Masaryk University Brno, Czech Republic, December 3rd, 2010.
- "Attitudes and English accents". Sultan Qaboos University, Oman, February 10, 2010.
- "Workshop: Research and fieldwork in sociolinguistics". Sultan Qaboos University, Oman, February 24, 2010.
- "Austrian language attitudes and language use: Exploring intertextual links". Paper presented at the Faculty of Languages and Linguistics (FLL) Graduate Colloquium, Georgetown University, Washington, DC, March 15th, 2007.

### **Conference presentations:**

- "Traumatic crises as revaluation opportunities for stigmatized varieties: Maintaining strength and a sense of community with Emilian and Viennese". Paper presented at the online conference "New Contexts for the Use of Minoritized Languages/Varieties – NEWCON2020", University of Zadar, Croatia, May 26-28, 2021. (with Jessica Iubini-Hampton, University of Liverpool)
- "Auf der Jagd nach Non-Standard und Fremdsprachen in Wien – Ein app-basiertes Citizen Science Projekt". Poster presented at Österreichische Citizen Science Konferenz 2020 (Online conference), September 14-16, 2020.
- "The stuff the LL is made of: A report from the 'count-all' project 'ELLViA – English in the linguistic landscape of Vienna, Austria'". Paper presented at Xscapes 2018 (10th Linguistic Landscapes International Workshop), University of Bern, May 2-4, 2018.

- "An integrated theory of language attitudes for mixed methods research". Paper presented at the Sociolinguistics Symposium 21, University of Murcia, Spain, June 15-18, 2016.
- "'Transgressive' signs in the LL of Vienna, Austria". Paper presented at the 8th Linguistic Landscapes International Workshop, Liverpool, UK, April 27-29, 2016 (with Christina Schuster, University of Vienna).
- "Variationist LL study and the question of the survey area: a report from the project 'English in the linguistic landscape of Vienna, Austria' (ELLViA)". Paper presented at the 37<sup>th</sup> International LAUD Symposium, Landau, Germany, April 4-6, 2016.
- "Towards a canon of variables in quantitative LL research". Paper presented at the 37<sup>th</sup> International LAUD Symposium, Landau, Germany, April 4-6, 2016 (with H. Will Amos, University of Liverpool).
- "English in the linguistic landscape of Vienna, Austria (ELLViA) - outline and rationale of a new project". Paper presented at Linguistic Landscape 7, University of California at Berkeley, May 7-9, 2015.
- "Speaker/Author Design from the perspective of synchronic linguistics". Paper presented at the conference 'WW\_HistSlx 2015 - Strategies of Language Variation: Transcultural Perspectives' within the Cooperation Network *Sociolinguistic Forum*, Austrian Academy of Sciences, Vienna, April 24-25, 2015.
- "Das Projekt 'English in the linguistic landscape of Vienna, Austria (ELLViA)'"'. Poster presented at the 41st Österreichische Linguistiktagung (ÖLT), Vienna University of Economics and Business, December 6-8, 2014.
- "How Speaker Design shapes linguistic landscapes: A Viennese case study". Paper presented at the Sociolinguistics Symposium 20, University of Jyväskylä, Finland, June 15-18, 2014.
- "Exploring Austrian digital residents' communication habits, skills and needs as resources for tertiary (English) language teaching". Paper presented at the Sociolinguistics Symposium 20, University of Jyväskylä, Finland, June 15-18, 2014 (with Marlene Miglbauer; FH Wiener Neustadt).
- "Englisch in der Wiener Sprachlandschaft - eine soziolinguistische Studie zur Sprachwahl auf öffentlichen Schildern aus der Perspektive von RezipientInnen". Paper presented at the 40. Österreichische Linguistiktagung, Universität Salzburg, November 22-24, 2013.
- "Speaker evaluation as a speech event: A social constructionist recast of experimental research on 'language attitudes' and its implications". Paper presented at the International Congress of Linguists (ICL) 19, Geneva, Switzerland, July 21-27, 2013.
- "Investigating Austrians' differentiation of 'English' vs. 'German' via speech perception elicitation". Paper presented at the conference 'Language and Super-diversity: Explorations and interrogations', University of Jyväskylä, Finland, June 5-7, 2013.
- "'Matched guise technique' vs. 'Open guise technique' in the elicitation of language attitudes: Insights from a comparative study". Paper presented at Experimental Approaches to Perception and Production of Language Variation (ExAPP) 2, University of Copenhagen, March 20-22, 2013.
- "The matched (dis)guise technique and its alternative, the 'open guise'". Paper presented at the Sociolinguistics Symposium 19, Freie Universität Berlin, August 21-24, 2012.
- "Exploring situations of ELF use via ethnographic 'nexus analysis': Some data from an international consulting context". Paper presented at the Fifth International Conference on English as a Lingua Franca (ELF 5), Boğaziçi University, Istanbul, Turkey, May 24-26, 2012 (with Kathrin Kordon, University of Vienna/beraterInnengruppe naschmarkt).

- "Zum Phänomen 'speaker design' im österreichischen Deutsch". Paper presented at the conference Deutsch in Österreich: Theoretische und empirische Aspekte der Variationslinguistik und Mehrsprachigkeitsforschung, Vienna, April 19-21, 2012.
- "Methodological issues in speech perception elicitation". Paper presented at New Ways of Analyzing Variation (NWAV) 40, Georgetown University, Washington, DC, October 27-30, 2011.
- "Language attitudes towards English accents in Oman". Paper presented at the 16<sup>th</sup> World Congress of Applied Linguistics (AILA), Beijing, China, August 23-28, 2011.
- "Conversational contextualization from a cognitive sociolinguistic perspective". Paper presented at the i-mean@UWE2 Context and Meaning Conference, University of the West of England, Bristol, April 13-15, 2011.
- "Experimental methods for eliciting Austrian listeners' dialect perceptions – a critical reflection". Paper presented at Experimental Approaches to Perception and Production of Language Variation (ExAPP), University of Groningen, November 11-12, 2010.
- "Matched-guise experimentation as a speech event: A recast and its implications". Paper presented at the Sociolinguistics Symposium 18, University of Southampton, September 1-4, 2010. (Panel Organizer, 'New Approaches in the Study of Language Attitudes')
- "Standard-dialect shifts as a face-aggravating strategy in Austrian TV discourse". Paper presented at the 5th International Symposium on Politeness, University of Basel, June 30-July 2, 2010.
- "Austrian dialect as a metonymic device: A toolkit for gathering empirical evidence". Paper presented at the 34th International LAUD Symposium 'Cognitive Sociolinguistics', Landau in der Pfalz, Germany, March 15–18, 2010.
- "Intonationskontur als perzeptuelles Unterscheidungsmerkmal im österreichischen Deutsch". Paper presented at the 37. Österreichische Linguistiktagung, Universität Salzburg, December 5-7, 2009 (with Zhaleh Feizollahi, Georgetown University).
- "Style-shifting as an interactional resource for other-positioning in Austrian TV political discussions". Paper presented at Dialogic Language Use 2: Constructing Identity in Interpersonal Communication, Helsinki, Finland, August 19-21, 2009.
- "Intonation as a factor in Austrian listeners' perceptions of standard-dialect shifting: Experimental approach and socio-phonetic analysis". Paper presented at the International Conference on Language Variation in Europe (ICLaVE) 5, University of Copenhagen, June 25-27, 2009 (with Zhaleh Feizollahi, Georgetown University).
- "Austrian listeners' perceptions of standard-dialect shifting: An experimental approach". Poster presented at the workshop Production, Perception, Attitude (PPA), Leuven, Belgium, April 2-3, 2009.
- "Zur Wechselbeziehung zwischen Sprachgebrauch und Spracheinstellungen in Österreich". Paper presented at the 36. Österreichische Linguistiktagung (ÖLT), Vienna, December 5-8, 2008.
- "Language attitudes <> language use: Two case studies and their implications". Paper presented at the Sociolinguistics Symposium 17, Amsterdam, April 3-5, 2008. (Panel Organizer, 'Doing things with an attitude: Interdisciplinary explorations of the relationship of language attitudes and social action')
- "Austrian listeners' perceptions of style-shifting: An experimental approach and socio-phonetic analysis". Paper presented at NWAV 36, University of Pennsylvania, October 11-14, 2007 (with Zhaleh Feizollahi, Georgetown University).
- "Investigating listeners' perception of Austrian standard-dialect shifts as a basis for discourse analysis". Paper presented at the American Association for Applied Linguistics (AAAL) Annual Conference, Costa Mesa, California, April 21-24, 2007.



- "On the strategic use of dialect in Austrian TV political discussions". Paper presented at the 81st Annual Meeting of the Linguistic Society of America (LSA), Anaheim, California, January 4-7, 2007.
- "Investigating the dialogic relationship of language attitudes and speaker design". Paper presented at NWA 35, The Ohio State University, Columbus, Ohio, November 9-12, 2006.
- "Interactional functions of standard-dialect switching in Austrian TV political discussions". Paper presented at the Sociolinguistics Symposium 16, Limerick, Ireland, July 6-8, 2006.
- "The joint construction of friendship". Paper presented at The Language and Identity Tapestry conference of the Georgetown Linguistics Society (GLS), Georgetown University, February 18-20, 2005.
- "Dialect death by concentration: Glide-fronted /aʊ/ in Smith Island adolescent speech". Paper presented at the Sociolinguistics Symposium 15, Newcastle, UK, April 1-4, 2004.
- "War at the gas pump: A Nexus approach". Paper presented at the 102<sup>nd</sup> Annual Meeting of the American Anthropological Association (AAA), Chicago, November 18-23, 2003. (Panel Organizer, 'Toward an Activist Ethnography of Communication: Nexus Analysis')
- "On country-boying and other ways to (not) get a job". Paper presented at SECOL LXVIII, Georgetown University, April 11-13, 2003.

### **Science-to-public ('Third Mission'):**

- Interview for the article 'lokalmatador\_in no 476 - Vegane Kuchen auch to go' for the street paper *Augustin*, by Uwe Mauch, March 22, 2021.
- Interview for the episode "Corona and German" of the podcast *Yellow of the Egg* by Luke Green, February 9<sup>th</sup>, 2021. <https://yellowoftheegg.com/> , <https://open.spotify.com/episode/3YyriOb0J9VtTRWqdL8Vei>
- Interview for the article "Helio Tower und Kirschblütentraum" by Ingeborg Waldinger, *Wiener Zeitung*, January 30-31, 2021.
- Interview for "Wie moderne Dialektforschung in Österreich funktioniert" by Ute Maurnböck-Mosser, within the broadcast series "Dimensionen", Radio Ö1, December 30, 2020.
- Interview for the article "Kaffee to go oder zum Mitnehmen?" by Cornelia Grobner, *Die Presse*, September 12, 2020. <https://www.diepresse.com/5866134/kaffee-to-go-oder-zum-mitnehmen>
- Interview for the article "'Don't let your Hunzi brunzi': Sprachforschung. Eine Germanistin findet auf Wiens Straßen so manche Ungereimtheit und nicht alles lustig." by Uwe Mauch, *Kurier*, July 23, 2020. <https://kurier.at/freizeit/leben-liebe-sex/sprachforschung-dont-let-your-hunzi-brunzi/400979165>
- "Vegane Kuchen – auch to go". Report on the project ELLViA by Barbara Wohlsein, *uni:view* (research newsletter of the University of Vienna), July 15, 2020. <https://medienportal.univie.ac.at/uniview/wissenschaft-gesellschaft/detailansicht/artikel/vegane-kuchen-auch-to-go/>
- Interview for "Wie Corona die Sprache infiziert", radio broadcast by Claudia Friedrich, Radio WDR 5, April 6, 2020. <https://www1.wdr.de/mediathek/audio/wdr5/wdr5-scala-hintergrund/audio-wie-corona-die-sprache-infiziert-100.html>
- "Sprache in Zeiten der Corona-Krise". (Edited) guest commentary, *uni:view* (research newsletter of the University of Vienna), March 25, 2020. <https://medienportal.univie.ac.at/uniview/wissenschaft-gesellschaft/detailansicht/artikel/sprache-in-zeiten-der-corona-krise/>

This commentary was re-edited and published on [derstandard.at](http://derstandard.at) in the section 'Forum+' as "Wie heißt es richtig: "Karantäne" oder "Kwarantäne"?", March 27, 2020.

<https://www.derstandard.at/jetzt/livebericht/2000115288239/redcontent/1000184435/semesterfrage-forumwie-heisst-es-richtig-karantaene-oder-kwarantaene?responsive=false>

The full-length version of my commentary was published as a blog entry for the SFB DiÖ ('Deutsch in Österreich') / Citizen Science Project 'Iam DiÖ', March 31, 2020.

<https://dioe.at/details/artikel/2370/>

- "ELLViA - English in the Linguistic Landscape of Vienna, Austria: Ein DiÖ-Satellitenprojekt stellt sich vor" - Blog entry for the SFB DiÖ ('Deutsch in Österreich') / Citizen Science Project 'Iam DiÖ', February 15, 2019.  
<https://dioe.at/details/artikel/1820/>
- Interview for "Anglizismen: WTF?", entry by Stefan Schallert on the blog 'Schrödingers Katze', July 11, 2016.  
<https://www.schroedingerskatze.at/anglizismen-ein-glaubenskrieg/>
- "(Englisch) studieren an der Universität Wien". Introductory workshop for students of the Vienna Polytechnic, June 29, 2016.
- "Auch der Mistkübel 'spricht' Englisch". *uni:view* (research newsletter of the University of Vienna), interview-based report on the project ELLViA, March 16, 2016.  
<https://medienportal.univie.ac.at/uniview/forschung/detailansicht/artikel/auch-der-mistkuebel-spricht-englisch/>
- "'Englisch ist jung und cool, Dialekt klingt so nach Goldhaubengruppe': Spracheinstellungen und ihre Auswirkungen im Alltag". Public presentation and discussion in the course of the 'Campus Festival' celebrating the University of Vienna's 650<sup>th</sup> anniversary, June 14, 2015.
- "So wurde Englisch zur Weltsprache", interview for the radio program *Ö3 Wecker*, May 6, 2014.
- Interview for the article "Soziolinguistik: Dialekt dient zum 'Owischoassln'" (on my dissertation) by Veronika Schmidt, *Die Presse*, October 13, 2008.

## TEACHING

### Full semester courses

#### **University of Vienna** (from 2008)

- Seminar 'Masterarbeit' (MA/MEd thesis seminar for Master's students, with Lars Bülow, Peter Ernst, Manfred Glauning, and Alexandra N. Lenz, Fall 2020, Spring 2021)
- 'Sprache und Diskriminierung' (MA/MEd seminar, S'21)
- 'Sprachperzeption' (Vorlesung, S'21)
- 'Dialekt in der Wiener Sprachlandschaft' (MA/MEd seminar, F'20)
- 'Spracheinstellungen' (BA/BEd proseminar, F'20)
- 'Doing Sociolinguistics/Machma Soziolinguistik' (PhD seminar, with Lars Bülow and Alexandra N. Lenz, F'20)
- 'Anglizismen im öffentlichen Raum in Österreich' (MA/MEd seminar, S'20)
- 'Spracheinstellungen in der Wiener Sprachlandschaft' (MA/MEd seminar, F'19)
- 'English in Vienna' (BA/MA seminar, S'16)
- 'Approaching English Linguistics' (lecture, F'10, S'11, F'11, S'12, F'12, S'13, F'13, S'14)
- 'Sociolinguistics and School' (MA-ELT course, F'13, S'14)
- 'Introductory Seminar Linguistics' (BA proseminar, F'12, F'13, S'14)
- 'English in Vienna' (MA requirement course, S'13)

- 'Research Methods in Linguistics' (MA requirement course, team-taught variously with Christiane Dalton-Puffer, Evelien Keizer, Gunther Kaltenböck, Nikolaus Ritt, Anita Santner, Barbara Seidlhofer, Ute Smit, S'10, F'10, F'11, S'12, F'12)
- 'Linguistic Landscaping' (BA proseminar, S'12)
- 'Sprache in Österreich' (MA requirement course, interdisciplinary MA program 'Austrian Studies', with Manfred Glauninger, F'11)
- 'Variation, Style-shifting and Code-switching in the Context of English' (MA requirement course, S'11)
- 'Language and the Mind' (MA requirement course, F'10)
- 'Introduction to the Study of Language' (lecture, S'09, F'09, S'10)
- 'Ethnography of Communication' (proseminar, S'10)
- 'Interactional Discourse Analysis' (proseminar, F'09)
- 'Sociolinguistic Field Methods: Investigating Language Attitudes and Ideologies' (proseminar, S'09)
- 'Sociolinguistics: Language in the USA' (proseminar, F'08)

### **Georgetown University** (Washington, DC, USA)

'Introduction to Language' (undergraduate general linguistics course at the Linguistics Department, Fall 2003, F'04, F'06)

### **Individual sessions**

- |      |  |
|------|--|
| 2020 | "Sociolinguistics". Session in the lecture "Communication, Code & Culture", University of Vienna, June 9, 2020.  |
|      | "Linguistic Landscaping". Session in the lecture series 'Germanistik digital', University of Vienna, March 27, 2020.   |
|      | "Sociolinguistics". Session in the lecture "Communication, Code & Culture", University of Vienna, January 20, 2020.  |
| 2018 | "'Schlussverkauf' oder 'Sale'? Englisch trifft Deutsch in der Wiener Sprachlandschaft". Session in the lecture series 'Deutsch in Österreich', Department of German, University of Salzburg, October 31, 2018. |
|      | "Wiens Sprachlandschaften". Session in the lecture series 'Deutsch in Österreich - Vielfalt - Wandel - Einstellungen', Department of German, University of Vienna, October 24, 2018.                           |
| 2017 | "'Melange zum Mitnehmen' vs. 'Coffee to go' - Englisch in der Wiener Sprachlandschaft". Session in the lecture series 'Deutsch in Österreich', Department of German, University of Vienna, November 8, 2017.   |

### **Further academic teaching experience**

- |             |   |
|-------------|---|
| Spring 2005 | <b>Teaching Assistant</b> , 'Language in the USA' (Georgetown University; Lecturer: Ralph Fasold)                     |
| Spring 2003 | <b>Teaching Assistant</b> , 'Sociolinguistics and Education' (Georgetown University; Lecturer: Kendall King)          |
| Fall 2002   | <b>Teaching Assistant</b> , 'Introduction to Language' (Georgetown University; Lecturer: Solomon Sara, S.J.)          |
| Fall 1998   | <b>Tutor</b> for the Linguistics Pro-seminar courses, University of Vienna Department of English and American Studies |
| 1995-1997   | <b>Tutor</b> , University of Vienna Department of Educational Science ('Zentrum für das Schulpraktikum')              |

## TEACHING QUALIFICATIONS

- 2019-2020 Certification for Teaching Competence in Motivating Students to Complete Their Studies ("**Studierende zum Abschluss motivieren: Strategien und Tools zur Unterstützung von Studierenden beim 'Projekt Masterarbeit'**"), University of Vienna.
- 2003 Completion of the '**Linguistics Teaching Practicum**'  
Training course for tertiary education linguistics teachers, Georgetown University, Washington, DC
- 1993-2001 **Pedagogical teacher education and certification program** in English and French studies, for the Austrian secondary level (University of Vienna and Vienna School Board)

## SUPERVISION

### MA thesis:

Ongoing:

Klein, Bianca. Anglizismen in der Werbesprache. MEd thesis, University of Vienna.

Mujkić, Melissa. Entdeckung der sprachlichen Vielfalt im öffentlichen Raum Luxemburgs anhand von Schildern in Wartehäuschen diverser Haltestellen. MA thesis, University of Vienna.

Seereiner, Sophia. Bodenständiger Powidl, abgehobenes Pflaumenmus? Spracheinstellungen zu Austriazismen und Deutschlandismen zwischen den Generationen. MEd thesis, University of Vienna.

Stocker, Rebecca. Varietäten in der Linguistic Landscape Wiens und der Perzeption (informierter) Lai\*innen. MA thesis, University of Vienna.

Wallet, Maria Christine. Eine kontrastive Analyse von Zeitschriften für unterschiedliche Altersgruppen. MEd thesis, University of Vienna.

Completed:

Schuster, Christina. 2018. "Analyzing stickers in the linguistic landscape of Vienna, Austria". MA thesis, University of Vienna.

### BA theses:

Füchsl, Franziska. 2016. "ELL[N]ViA: English in the linguistic landscape of Neubaugasse, Vienna/Austria". BA thesis, University of Vienna.

Holzer, Timna. 2016. "English and discourse types in the linguistics landscape of the 7th Viennese district and of Vienna's main commercial street". BA thesis, University of Vienna.

Jilek, Barbara. 2016. "English in the Linguistic Landscape of three Viennese streets". BA thesis, University of Vienna.

Langebner, Barbara. 2016. "Linguistic Landscape in Vienna: A comparison of the LL in the Mariahilferstraße and in the Neubaugasse, two Viennese shopping streets". BA thesis, University of Vienna.

Mandahus, Lena Barbara. 2016. "It's a sign! English text in the linguistic landscape of Vienna: A field study of Neubaugasse, Mariahilfer Straße, and Wimbergergasse". BA thesis, University of Vienna.

Milchrahm, Vanessa. 2016. "Multilingualism in Vienna: A linguistic landscape study of shopping and residential streets in Vienna's 7th district". BA thesis, University of Vienna.

Mittendorfer, Matthias. 2016. "The use of English in the linguistic landscape of Vienna". BA thesis, University of Vienna.

## **SERVICE ('ESTEEM FACTORS')**

- **Advisory Board** member:
  - Project 'Memory and ideology in the linguistic landscape: Commemorative (re) naming in East Germany and Poland 1916-2016' (PIs: Isabelle Buchstaller, University of Duisburg-Essen & Malgorzata Fabiszak, University of Poznan) (from 2018)
  - Project 'VAMUS - Verknüpfte Analyse von Mehrsprachigkeiten am Beispiel der Universität Salzburg' (PIs: Monika Dannerer, University of Innsbruck & Peter Mauser, University of Salzburg) (2014-2018)
- Member of the **Board of Chairs**, 'Soziolinguistisches Forum', Austrian Academy of Sciences (society of Viennese sociolinguists; <https://www.oeaw.ac.at/sociolinguistics/>) (from 2015)
- **Co-Editor-in-chief**, *Journal Views (Vienna English Working Papers)* (2009-2010, with Lotte Sommerer)
- **Coordinator of the Linguistics Staff**, University of Vienna Department of English and American studies (2011-2014)
- **Editorial Board member**, *Journal Views* (2009-2016 & 2018)
- **ERASMUS student exchange coordinator**, University of Vienna Department of English and American Studies (2008-2014)
- **External expert reviewer:**
  - Deutsche Forschungsgemeinschaft (DFG)/ Beethoven CLASSIC 4 (2021)
  - Deutsche Forschungsgemeinschaft (DFG)/ ORA (Open Research Area in Europe for the social sciences) (2015)
  - 'Ernst Mach weltweit' stipend of the Austrian Ministry of Education (2013)
- **Organizing Committee member:**
  - International Conference on Language Variation in Europe (ICLaVE) 11, to be held at the University of Vienna in July 2021.
  - SFB 'German in Austria' conference 'Standard Languages in Europe (SLiE): Attitudes & Perception', Austrian Academy of Sciences, December 6-8, 2018 (with Alexandra N. Lenz and Wolfgang Koppensteiner)
  - 'ExAPP 2016 - 3rd Conference on Experimental Approaches to Perception and Production of Language Variation', University of Vienna, September 21-14, 2016 (with Alexandra N. Lenz, Nikolaus Ritt, and Juliane Fink)
  - Conference 'WW\_HistSlx 2015: Strategies of Language Variation – Transcultural Perspectives', Austrian Academy of Sciences, Vienna, April 24-25, 2015 (with Chiara Barbati, Andrea Cuomo, Vincent Eltschinger, Christian Gastgeber, Manfred Glauning, Claudia Römer, and Pavlina Rychtárová)
  - 'Third International Conference of English as a Lingua Franca (ELF3)', University of Vienna, May 22-25, 2010 (with Barbara Seidlhofer, Henry Widdowson, Heike Böhringer, Angelika Breiteneder, Cornelia Hülbauer, Leo Lippert, Stefan Majewski, Ruth Osimk, Marie-Luise Pitzl, Claudio Schekulin, and Anita Wolfartsberger)

- 'Georgetown University Round Table on Languages and Linguistics (GURT): Endangered and Minority Languages and Language Varieties – Defining, Documenting and Developing', Georgetown University, Washington, DC, March 3-5, 2006 (with Kendall King, Natalie Schilling, Lyn Fogle, and Jia Jackie Lou)
- **President**, Georgetown Graduate Linguistics Student Association (2004-2005)
- **Selection Committee member**, Joint Study international student exchange program, University of Vienna (2012, 2014)
- **Vice-coordinator**, Georgetown University Linguistics Speaker Series (2007)
- **Vice-president**, Georgetown Graduate Linguistics Student Association (2003-2004)

**Peer reviewing** for (i.a.): *eVox* (2008); *Folia Linguistica* (2009); *Language Learning* (2010); *Journal of English Linguistics* (2013); *Language and Linguistics Compass* (2014); *Journal of Multilingualism* (2014); *Acta Linguistica Hafniensia* (2015); *Language Policy* (2016); *Journal of Linguistic Geography* (2017); *Linguistics and Education* (2017); *Language Awareness* (2017); *Complutense Journal of English Studies* (2017); *Journal of English as a Lingua Franca* (2017, 2018); *Ampersand* (2018); *Lingua* (2018); *Language in Society* (2015, 2018); *Poznan Studies in Contemporary Linguistics* (2019); *Journal of Sociolinguistics* (2017, 2018, 2019), *Linguistics Vanguard* (2020), *Linguistic Landscape* (2020), *Language* (2021).

## FIELDWORK AND RESEARCH PROJECTS

- 'Digitizing Sylvia Moosmüller's *Hochsprache und Dialekt in Österreich* (1991)' (2019-2021, in cooperation with the Austrian Centre for Digital Humanities and Cultural Heritage (ACDH-CH), Austrian Academy of Sciences, and supported by an assistantship sponsored by the Dean's Office of the Faculty of Philological and Cultural Studies, University of Vienna)
- 'English in the linguistic landscape of Vienna, Austria (ELLViA)', Austrian Science Fund (FWF) Project No. V-394-G23 (2014-2020)
- 'Exploring Austrian Digital Residents' communicative habits, skills, and needs as resources for tertiary-level (English) language learning' (Winter 2013/14, with Marlene Miglbauer, University of Applied Sciences Wiener Neustadt)
- 'Pilot project: English in the Viennese linguistic landscape' (Spring 2013)
- 'Social perceptions and associations of English in Austria' (Fall 2012, Spring 2013)
- 'Testing modifications of the matched guise technique' (Spring 2010, Spring 2012, Fall 2012)
- 'Austrians' language attitudes regarding English accents' (Fall 2011)
- 'Speech perception elicitation in Austria – test/re-test' (Summer 2010, Summer 2011, Fall 2014)
- 'Language attitudes in Oman towards different accents in English' (Spring 2010)  
Local partner in Oman: Najma Al Zidjaly, Sultan Qaboos University (SQU)
- 'A comparison of language attitudes in Oman towards Baluchi and Arabic' (Spring 2010)  
Local partners in Oman: Najma Al Zidjaly, SQU; Hammal Al Belushi, SQU
- 'The role of intonation in speech perception in Austria' (Spring 2009, with Zhaleh Feizollahi, Georgetown University)
- 'Language attitudes in Austria towards standard and dialect' (Summer 2006, fieldwork for the dissertation)
- 'Differentiating standard and dialect in Austria - a speech perception elicitation test' (Summer 2005, fieldwork for the dissertation)

- Contributions to the ongoing research project 'Dialect change and preservation on Smith Island' (Fall 2002)  
Principal Investigator: Natalie Schilling (Georgetown University)
- 'Language attitudes in the United States towards Southern American English' (Spring 1999, M.phil. project)  
Local partner institutions in the USA: University of Vermont; St. Michael's College, Vermont; University of Tennessee at Knoxville; Tennessee Technological University; East Tennessee State University

## FURTHER PROFESSIONAL EXPERIENCE

- 2005-2008      Consultant, **UNESCO Endangered Languages Programme** (Cultural Sector, Intangible Heritage Division; Paris, France)
- Continued management of the 'Register of Good Practices in Language Preservation' (launched in 2005; see below)
  - Preparatory research and organizational work for the third edition of the UNESCO *Atlas of the World's Languages in Danger of Disappearing*
  - Research and organizational work for UNESCO's contribution to the UN-wide Biodiversity Indicator Project (2010 BIP)
- Summer 2005      Internship, **UNESCO Endangered Languages Programme**, Paris, France
- Redesigning, launching, and managing the 'Register of Good Practices in Language Preservation'; researching and compiling a list of academic programs in endangered languages; designing a brochure presenting the Endangered Languages Programme, its history, mission, and initiatives
- Winter 2001/2002      **Contracted** by the **Austrian University Rector's Conference** for the compilation of a comprehensive report on academic activities connected with the 'European Year of Languages 2001'  
(<https://www.univie.ac.at/rekobericht/index.html>)
- 2001-2002      Management Team, **University of Vienna Language Center**  
(<https://sprachenzentrum.univie.ac.at/>)
- Tasks included founding, establishing, and co-managing the Language Center; implementation, coordination, and assessment of a new public language course program; curriculum development; national and international networking; office and event management; compilation of a (co-authored) report on the current status of foreign language use and teaching at Viennese universities and other institutions.
- 2000-2001      **High School Teacher** of English and French at GRG Laaer Berg-Straße in Vienna, Austria
- This year of teaching completed my qualification as secondary-level school teacher in the Austrian school system (with distinction).
- Summer 1999      Internship at **APA** (Austrian press agency), International Politics division (with a stipend from the Austrian Academy of Journalism)

## FURTHER PROFESSIONAL SKILLS

- Statistical analysis (particularly in the context of speaker evaluation experiments); including use of ANOVA/GLM, t test, Wilcoxon signed-rank and Mann-Whitney U test, chisquare, binomial sign test, VARBRUL/rbrul analysis.
- Software: MS Office, SPSS, Adobe Photoshop, Citavi, R (basics), STX (basics), atlas.ti (basics)
- Certification for Human Subject Research: Georgetown University (2005); U.S. National Institute of Health (online certification, 2011)
- Training courses in: 'Multiple Choice Exam Design' (2010); 'Project Management' (2012); 'Media/PR for Scientists' (2014); 'Leadership in Academic Contexts' (2011, 2019); 'Diversity and Gender' (2013, 2019); 'Conflict Management' (2019); 'SAM - Studierende zum Abschluss motivieren' (2019-2020)

## LANGUAGES

German (native)

Spanish (fair)

English (near-native)

Latin (reading)

French (fluent)

Italian (reading)

## MEMBER,

- FWF Special Research Program (**SFB**) '**German in Austria**: Variation–Contact–Perception' (F60) (<https://dioe.at/>)
- **VERBAL** (österreichischer Verband für angewandte Linguistik; <http://www.verbal.at/>)
- **Soziolinguistisches Forum**, Austrian Academy of Sciences
- **Wiener Sprachgesellschaft** (<https://www.univie.ac.at/indogermanistik/wsg/>)
- International research network **SLICE** ('Standard Language Ideology in Contemporary Europe'; <https://lanchart.hum.ku.dk/research/slice/>)
- **AILA Research Network 'Folk Linguistics'** (<https://aila.info/research/list-of-rens/overview-of-rens/folk-linguistics/>)