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Learn more about ALAPP 2025

10–12 September 2025

ALAPP 2025

15th International and Interdisciplinary Conference on Applied Linguistics and Professional Practice

Hosted by the School of Applied Linguistics,
Zurich University of Applied Sciences, Switzerland

ALAPP aims to bring together scholars from different disciplinary backgrounds, especially language and communication research and professional domains to share ideas and discuss innovations and interventions. Domains include, e.g., business, organisation studies, education, banking, health care, therapy, journalism, law, social care and welfare, immigration and border control, police work, translation and interpreting.

The ALAPP Masterclass is scheduled for Tuesday, 9 September 2025,
to be delivered by Srikant Sarangi

Plenary Speakers	**Alice Delorme Benites** Zurich University of Applied Sciences, Switzerland
	Erika Darics University of Groningen, Netherlands
	Peter Roger Macquarie University, Australia
Local Organising Commitee	**Daniel Perrin, Christine Benson,** **Dario D'Agostino, Martina Eberle**
ALAPP Founding Advisor	**Srikant Sarangi**

ALAPP 2025

Conference Programme
Wednesday, 10 September 2025

How to read the room numbers? SM O4.01 means that the room is located in the building SM, Theaterstrasse 15c, 8401 Winterthur on the 4th floor, and the room number is 01.

8:00 am	Registration	Main entrance
8:45 am	Opening Ceremony	Room: SM O3.01
9:00 am	Plenary 1 by Erika Darics **Applied to what** Chair: Dario D'Agostino	Room: SM O3.01

10:00 am	Tea and Coffee Break	Cafeteria Mäander

Invited Forum on Applied Linguistics and Applied Ethics I
Organizer: Srikant Kumar Sarangi

Parallel session
Chair: Alice Delorme Benites

10:30 am — Room: SM O3.01	10:30 am — Room: SM O3.13
Introducing the Forum Srikant Kumar Sarangi	**Understanding AI literacy practices for law: Institutional and professional perspectives compared across common law jurisdictions** Christoph Hafner
The Institutional Review Board protocol: Extreme or necessary? Lubie Alatriste	**Second language acquisition through communication training for professional practice with generative AI** Megumi Nishikawa
Ethical considerations on ethical considerations in guidelines for the use of AI in the newsroom Laura Delaloye Saillen, Yulia Kukles, Daniel Perrin	**AI and the university – exploring change in academic practices** Janus Mortensen

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12:00 pm	Lunch Break	Grüner Saal, ST building

Invited Forum on Applied Linguistics and Applied Ethics II
Organizer: Srikant Kumar Sarangi

Parallel session
Chair: Almut Koester

Parallel session
Chair: Laurent Filliettaz

1:30 pm — Room: SM O3.01	1:30 pm — Room: SM O3.13	1:30 pm — Room: SM O3.17
Ethics within the transdisciplinary framework of complexity theory Rick Evans, Stephanie Fuchs	**Polite, personalized, and persuasive: The anatomy of a professional email** Jackie Lay Kean Yeoh	**Minority language teaching and training in the RISE UP case study communities: do Aranese, Aromanian, Burgenland Croatian, Cornish and Seto teachers share any experiences?** Eva Maria Duran Eppler
Interpreting and translation ethics through the lens of philosophy: Maintaining accuracy in a fluctuating paradigm Mette Rudvin	**Preparing for a multilingual workforce: Student views on language use in Kazakhstan** Aliya Aimoldina	**Letting go of preconceptions, listening to participants: A contextually-attuned research agenda for English Medium Instruction** Catherine Box, Anne Pomerantz
On 'engagement ethics' and interpretive variability in qualitative inquiry – Open Discussion Srikant Kumar Sarangi	**Language(s) in the academic space – a case study on the linguistic diversity of a Swiss university** Philipp Dankel, Carolin Debray, Miriam Locher, Thomas C. Messerli	**Navigating interculturality: Chinese university English teachers' stance toward intercultural language teaching** Xinyue Zhou

Conference Programme
Wednesday, 10 September 2025

3:00 pm   Tea and Coffee Break   Cafeteria Mäander

Panel: Creativity in Language-Intensive Professional Practices in the Rising Era of GenAI
Organizers: Lauri Haapanen, Gilles Merminod, Daniel Perrin

3:30 pm   Room: SM O3.01

**Creativity:
The translator's magic potion?**
Alice Delorme Benites, Chantal Wright

How to study newswriters balancing routines and creativity in a changing environment
Gilles Merminod

**Critical Serendipity Literacy:
The Most Human Skill in the Age of Automated Journalism**
Lauri Haapanen

Parallel session
Chair: Miriam Locher

3:30 pm   Room: O3.13

Assessing Filipino students' perceptions of inclusivity in the education college classroom
Noel B. Manarpiis

«Didactics of la F/francophonie» as a contextualised didactics: towards effective promotion of plurilingualism and variation in multilingual contexts
Sylvain II Medzogo

Emergent register: Retrocasting register learning through process tracing
Rick Evans, Stephanie Fuchs, Jean Hunter

Parallel session
Chair: Christoph Hafner

3:30 pm   Room: O3.17

Patterns of professional language in forensic authorship analysis [work-in-progress]
Martina Eberle

«This is one little problem we have with communication; we'll get better»: understanding expertise in digital forensic settings [work-in-progress]
Piotr Węgorowski

5:00 pm   Drinks reception   Cafeteria Mäander

Conference Programme
Thursday, 11 September 2025

8:00 am	Registration Day 2	Main entrance

8:40 am   **Announcement of ALAPP 2026 and the Candlin Researcher Award**   SM O3.01

9:00 am   Plenary 2, The Candlin Lecture by Peter Roger   SM O3.01
**Patterns of collaboration in applied linguistic research:
solving real problems in healthcare practice**
Chair: Srikant Kumar Sarangi

10:00 am   Tea and Coffee Break   Cafeteria Mäander

Parallel session Chair: Eveliina Korpela	**Parallel session** Chair: Dorien Van De Mieroop	**Parallel session** Chair: Lubie Alatriste
10:30 am Room: SM O3.01	10:30 am Room: SM O3.13	10:30 am Room: SM O3.17
Migrant domestic workers in Hong Kong: Psychosocial and existential uncertainty with cancer Madhu Neupane Bastola	**Innovation through practice: Detheorising as a key principle in the TEFE teacher training framework** Helena Lohrova, Alena Proskova	**Implementing Language for Work** Matilde Grünhage-Monetti, Alexander Braddell, Christophe Portefin
Understanding directness across cultures: Insights from intercultural healthcare contexts Badryah Alalawi	**Mimetic actions and multimodality as interactional competence: The case of a continuing education program in the field of special needs education** Laurent Filliettaz, Cecilia Mornata	**Language, culture and architecture: A contrastive study of architectural terminology** María Elena Zapatero - Rodríguez
	The role of language in fighting food waste Kamilla Kraft, Camilla Udsen, Maja Effersøe Khan, Sofie Emilie Abrahamsen Søndergaard, Janus Mortensen	**Reappraising language work: Speechwriters, status competition, and elite precarity** Gwynne Mapes

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12:00 pm   Lunch Break   Grüner Saal, ST building

1:00 pm   **Poster Session**   Grüner Saal, ST building
Chair: Srikant Kumar Sarangi

Exploring the multimodal role of synchronous captioning in navigating syntactic asymmetry problems in remote simultaneous interpreting: An eye-tracking study
Meng Du

Predicting readability of Czech legal writing using linguistic features
Ivan Kraus

**Absenteeism as an accepted cultural act:
A case study of higher education English major students in Kuwait**
Munirah Alajlan, Fatma AlHaidari

Conference Programme
Thursday, 11 September 2025

Parallel session
Chair: Peter Roger

1:30 pm   SM O3.01

«Several years ago, I did thread lifting too»: Chronotope and identity construction of medical cosmetology clients
Yanfeng Mao, Songqing Li

Exploring veterinarian-client-pet identity construction through relational work in English veterinary consultations [work-in-progress]
Eleonora Kacl

Utilizing EM/CA to explore trust formation in manual-based rehabilitative interactions in probation [work-in-progress]
Asbjørn Laursen Storgaard, Mie Femø Nielsen, Ann Merrit Rikke Nielsen

Parallel session
Chair: Alice Delorme Benites

1:30 pm   SM O3.13

The learning effects of English as a Medium of Instruction (EMI) trans-languaging practiced in Arabic-speaking medical faculties at Sabha University, Libya
Mayouf Ali Amarif, Fatima Saleh Aboushala

Harnessing AI for enhanced English accuracy and fluency: Insights from Kuwaiti EFL learners [work-in-progress]
Anar Hamdan AlRuwaie

The social drivers of health and professional practice: Surveying the impact of online training curriculum
Tiffany Bourelle, Faerl Torres

Parallel session
Chair: Louise Tranekjær

1:30 pm   SM O3.17

Salespeople's expert identity construction in service encounters
Dorien Van De Mieroop, Kim Schoofs

Critical moments and communicative expertise in policing: de-escalating
Fiona O'Neill, Louis Everuss

Avoiding responsibility in service encounters: A multimodal discourse analysis of negative responses to requests [work-in-progress]
Buqing Yu, Dorien Van De Mieroop

3:00 pm   Tea and Coffee Break   Cafeteria Mäander

Parallel session
Chair: Janus Mortensen

3:30 pm   Room: SM O3.01

Effects of linguistic alignment on perceptions of AI and human doctors
Max S. Dunn, Stefano Occhipinti

Providing reassurance while closing the topic: The use of stance marker alright in online medical consultations
Ying Jin

Beyond the algorithm: A sociolinguistic analysis of trustworthiness in human-AI mental health communication [work-in-progress]
Fei Ji, Honglin Xiang

Parallel session
Chair: Srikant Kumar Sarangi

3:30 pm   Room: SM O3.13

Situated language learning for migrant slaughterhouse workers through digital games
Kevin Reay Wrobetz

Mediating change: Professional discourses about social work within the digital transformation in Norwegian healthcare
Angelee Elisabeth Keiserås, Riina Kiik, Gunhild Tøndel

Pragmatic markers and professional practice in care home interactions
Almut Koester

Parallel session
Chair: Erika Darics

3:30 pm   Room: SM O3.17

The impact of AI on the double-bind writing situation of financial analysts
Marlies Whitehouse

The 5-P-model of questioning practices in business coaching – Putting linguistic-psychological research findings into practice
Melanie Fleischhacker, Eva-Maria Graf

Culture of constructive dialogue – Good practice in communication in agile teams
Sylvia Bendel Larcher, Esther Galliker

5:00 pm   Networking Break

6:00 pm   Conference Dinner   jederziit im Gate27
                                                                     Theaterstrasse 27b, 8400 Winterthur

Conference Programme
Friday, 12 September 2025

8:30 am	Registration Day 3	Main entrance

9:00 am   Plenary 3 by Alice Delorme Benites   SM O4.01
Escaping the echo chambers: renegotiating the role of language/ communication professionals in AI-enhanced communication
Chair: Daniel Perrin

10:00 am   Tea and Coffee Break   Cafeteria Mäander

Parallel session
Chair: Piotr Węgorowski

10:30 am   Room: SM O4.01

Pre-service English language teachers' perceptions of the pedagogical use of genAI tools: A case study
Marlene Miglbauer

How professors' understanding of 'what was' and 'what is' informs their views of medium of instruction
Shelley Kathleen Taylor

Assessing the effectiveness of an online language learning programme for university EFL learners
Sultanah Abdulmajeed

Parallel session
Chair: Gilles Merminod

10:30 am   Room: O3.13

Taking experiential learning to task in student-led presentations
Domenica DelPrete, Catherine Box

Multiliteracies-based pedagogy and multimodal communicative competence: professionalising ESP courses
Naouel Zoghlami, Muriel Grosbois

English/ Arabic machine translation problems online: A case study of Instagram platform commentary sections
Cherifa Benkaddour

Parallel session
Chair: Fiona O'Neill

10:30 am   Room: O3.17

Balancing vision and veracity: An analytical framework for argument-narrative interplay in startup communication
Marius Born

**Polyphony in the climate coverage in Australian, British and Canadian children's news
[work-in-progress]**
Wout Van Praet

**Business Italian in Austria: Preliminary findings of a study on current Italian needs in Austrian companies
[work-in-progress]**
Cristiana Dondi

12:00 pm   Lunch Break   Grüner Saal, ST building

Panel: Sustainable talk at work – an interactional perspective on social sustainability in diverse workplaces
Organizers: Louise Tranekjær, Niina Lilja, Johanna Komppa, Eveliina Korpela

1:00 pm   SM O4.01

Learning professional language with peers: Observations on language workshops in a specialised healthcare unit
Johanna Komppa, Eveliina Korpela

Language brokering in multilingual construction work
Niina Lilja

The role of language in workplace sustainability
Louise Tranekjær

Parallel session
Chair: Vanesa Rodriguez Tembras

1:00 pm   SM O3.13

Imposed identity: the no-exit framework of Chineseness
Yi She, Noor Aqsa Nabila Mat Isa

**When policy meets practice: Discursive constructions of teaching workforce diversity in Welsh government policy documents and Cardiff classrooms
[work-in-progress]**
Anaer Yeerjiang

2:30 pm	Short Break	
2:45 pm	ALAPP Open Forum – Chair: Srikant Kumar Sarangi	SM O4.01
3:45 pm	Closing Session	SM O4.01
4:00 pm	Farewell Drinks and Networking	Cafeteria Mäander