



3rd CALL FOR PROPOSALS

We are pleased to announce the **third call for proposals with an extended deadline** for the 15th International and Interdisciplinary Conference on Applied Linguistics and Professional Practice (ALAPP).

The extended proposal deadline is **15 May 2025**.

ALAPP 2025 will be hosted by the School of Applied Linguistics at Zurich University of Applied Sciences, **10th – 12th September 2025**. The Pre-ALAPP Masterclass is scheduled on **09 September 2025**.

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

ALAPP 2025 will feature the following plenary speakers:

- **Alice Delorme Benites (Zurich University of Applied Sciences, Switzerland)**
- **Erika Darics (University of Groningen, Netherlands)**
- **Peter Roger (Macquarie University, Australia)**

ALAPP 2025 is open to proposals that broadly fall within the scope of Applied Linguistics and Professional Practice Studies. We welcome submissions on a wide range of themes, including:

- Language, communication, and the professions
- Health care communication
- Institutions and professions
- Expertise and professional practice
- Information and Communication Technologies (ICT) in professional contexts
- Multimodality in professional practice
- Professional practice, discourse, and the new media
- Interpreting and translation in institutional/professional settings
- Language awareness and reflexivity in the professions
- Communication training for professionals
- Professional practice and communication in the age of globalization
- Artificial intelligence and professional practice
- Ethical conduct in professional practice
- Research methodologies and research ethics
- Collaborative research across professional boundaries
- Challenges in communicating research findings

We particularly welcome submissions on the following special themes:

- Corporate communication in the post-COVID era
- Social justice, communication, and professional practice
- Artificial intelligence and professional practice
- Ethical conduct in professional practice

SUBMISSION GUIDELINES

Proposals include panels, individual presentations (oral or poster) and work-in-progress sessions.

Please visit the ALAPP 2025 website <https://www.zhaw.ch/en/linguistics/research/alapp-2025> to upload your proposal.

For all submissions, clearly indicate:

- Abstract title, author names, and full institutional affiliations of the responsible (presenting) author and collaborating authors.
- Contact e-mail address for the responsible author.
- Up to three conference themes (feel free to indicate themes beyond the list above).

1) PANELS

Panels should address a common theme, content or methodological area, and will be scheduled for 90 minutes or multiples of 90 minutes. A 90-minute panel usually includes 3 individual presentations.

Panel organizers should submit a) an overview description of no more than 300 words highlighting the panel's content and objectives, including 3-5 keywords; b) an abstract of no more than 250 words for each individual presentation within the panel. Also provide information about the panel members and the coordinator, including full institutional affiliations and e-mail addresses.

2) INDIVIDUAL ORAL/POSTER PRESENTATIONS

Proposals for individual papers (no more than 250 words) must clearly indicate a preference for oral or poster presentation and should include 3-5 keywords. Following the peer review process, the organisers will determine whether a proposal is selected for oral or poster presentation. Poster presenters must be present to discuss their work during the dedicated sessions. Oral presentations will typically be scheduled in sessions of 90 minutes, with 30 minutes (20 minutes for presentation + 10 minutes for discussion) allocated to each individual presentation.

3) WORK-IN-PROGRESS

Proposals for work-in-progress should be no more than 250 words targeted at oral presentation and should include 3-5 keywords. Individual presentations will be allocated 30 minutes (15 minutes for presentation + 15 minutes for discussion). This format is particularly suitable for early career

researchers, postgraduate students, and experienced researchers undertaking/planning pilot projects or interested in reporting preliminary results. Please choose “oral presentation” as presentation type and indicate in the appropriate box if your proposal falls into this category.

PROPOSAL SUBMISSION DEADLINE: **15 May 2025**

PROPOSAL REVIEW & SELECTION CRITERIA

All proposals, except panel proposals, undergo a double-blind peer-review process. For panels, the reviewers will have access to the names of the panel coordinators and the panellists.

Please note that COMET conference policy is one oral presentation per presenter. You may choose to submit more than one proposal, but normally only one proposal will be accepted for oral presentation. An additional accepted proposal may be presented as poster. Any individual presenter – even as part of a team – is limited to one oral presentation and one poster presentation.

There is no fixed format for writing proposals, but we suggest the following structure: Background (including findings from and absences in previous literature); Aim/Objective (including research question); Methodology (research design, type of data, participants, analytical framework); Results/Findings; and Conclusion (including practical relevance).

Please note that the following criteria will form the **basis for peer review**:

- originality of the topic and its relevance to the conference
- background contextualisation of the study
- relationship between title and content
- structural organisation
- theoretical/methodological appropriateness
- clarity of claims and relevance

Individual panels are reviewed in their entirety on the above criteria but also on the basis of their relevance to broader issues in applied linguistics and professional practice; the overall coherence of the proposal; and the usefulness of the panel to participants.

Decisions about acceptance/rejection will be communicated by **mid-June 2025**. Following formal acceptance, the responsible (presenting) authors must register participation prior to the finalisation of the conference programme. **Early registration opens mid-June 2025.**

Enquiries

Please visit the ALAPP 2025 website <https://www.zhaw.ch/en/linguistics/research/alapp-2025> for further details regarding submission guidelines or for additional information about the conference.

To find out more about Zurich University of Applied Sciences, Department of Applied Linguistics, visit: <https://www.zhaw.ch/en/linguistics>

To find out more about the beautiful city of Winterthur, visit: <https://winterthur.com/de/winterthur-entdecken.html>

For enquiries about abstract submission or other queries, please contact the Local Organising Committee. **E-mail: alapp2025.linguistik@zhaw.ch**

We are delighted to confirm that this will be an in-person event – we look forward to seeing you in Winterthur!

Local Organizing Committee:

Christine Benson, Dario D'Agostino, Daniel Perrin

Zurich University of Applied Sciences

ALAPP Founding Advisor:

Srikant Sarangi

Aalborg University / Cardiff University

