

## Doctoral program in Applied Linguistics: Argumentation in professional practice

### Partners:

Zurich University of Applied Sciences, School of Applied Linguistics

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Università della Svizzera italiana, Faculty of Communication Sciences

### What?

- First edition of the doctoral program in Applied Linguistics, focused on argumentation in professional practice
- Approved and funded by *swissuniversities*
- Directed and managed by the Department of Applied Linguistics of the Zurich University of Applied Sciences (ZHAW) and the Faculty of Communication Sciences of the Università della Svizzera italiana (USI)
- Supported by a scientific committee including: Mark Aakhus (Rutgers University), Corina Andone (University of Amsterdam), Lorenzo Cantoni (USI), Frans van Eemeren (University of Amsterdam), Maureen Ehrensberger-Dow (ZHAW), Sara Greco (USI), Jos Hornikx (Radboud University), Paul van den Hoven (University of Utrecht), Antonio Iannaccone (University of Neuchâtel), Geert Jacobs (University of Ghent), Ulla Kleinberger (ZHAW), Steve Oswald (University of Fribourg), Rudi Palmieri (University of Liverpool), Srikant Sarangi (University of Aalborg).

### When?

- From September 2017 onward

### Where?

- In Lugano and Winterthur

### What is it about – and why is it relevant?

In recent years, the relevance of argumentation – i.e. of the practices of social reasoning and reasoning – in all spheres of society has emerged from a wide range of studies. In particular, the centrality of argumentation for professions is becoming more and more pivotal. This is all the more the case for language and communication professionals, who produce semiotic objects aimed at spreading information, shaping public opinion and influencing the behavior of citizens and customers. Moreover, argumentation plays a key role in multilingual and multimodal settings, where it interacts with other rhetorical modes such as narration and explanation. Therefore, looking at the argumentative dimension is key to improving both output and procedures in language and communication professions. This task falls within the realm of applied linguistics, the discipline that studies the relation between language and real-life problems.

### *How is it going to be structured?*

- Goals:
  - filling a gap in doctoral education, i.e. the training of PhD candidates researching language and communication in professions from an applied linguistics viewpoint and in collaboration with practitioners
  - helping graduate students doing applied research on these professions to gain an adequate theoretical background, which provides them with a critical perspective and aids them in solving open issues in the professions concerned
  - offering graduate students doing research on e.g. journalism, organizational communication, translation, and argumentation a close connection to the professional fields, so that they can better understand interests, demands and problems of the real world
  - develop theoretical solutions that both bring theory a step forward and foster good practice in the professional fields
- The program offers:
  - support for individual research supervision from university and ZHAW professors
  - doctoral courses
  - colloquia for the scientific exchange among the program's participants
  - transdisciplinary workshops for the transfer of competences between the academic and the professional world
  - support for the participation in international conferences and for the publication in journals
  - an evaluation at the end of each course; a positive evaluation allots ECTS
  - a diploma supplement for PhD graduates

### *Who can participate?*

- Candidates enrolled as doctoral students at a Swiss university
- Candidates both at the beginning or already at a more advanced stage of their doctoral research
- Admission of candidates with a Master from a university of applied sciences is possible at USI upon evaluation of each profile

Prospective candidates should send their academic CV, a description of their research focus and a motivation letter (including how your research topic fits into the program's topic) to Dr. Marta Zampa ([marta.zampa@zhaw.ch](mailto:marta.zampa@zhaw.ch)) by **June 30<sup>th</sup>, 2017**.

We look forward to receiving your application!

Best regards,

*Prof. Dr. Daniel Perrin*, program co-director  
*Prof. Dr. Andrea Rocci*, program co-director  
& *Dr. Marta Zampa*, program manager

## Schedule of seminars and events

	Date	Location	Title/topic	Includes	Combined events	ECTS
1	15-16 September 2017	Winterthur	<i>Argumentation and professional practices; Fundamentals of argumentation theory</i>			1
2	5-6 February 2018	Lugano	<i>Argumentation and language</i>		ARGAGE (7-9.2.2018)	2
3	20-21 April 2018	To be defined	<i>Applied linguistics and linguistic theory</i>	Steering board meeting		1
4	27-30 August 2018	To be defined	<i>Dealing with data: collection and dissemination</i>	Colloquium		2
5	29-30 October 2018	Lugano	<i>Language and social interaction</i>	Steering board meeting	ECREA (31.10-03.11.2018)	2
6	4-8 February 2019	To be defined	<i>Argumentation in the professions (1)</i>	Colloquium		2
7	6-7 April 2019	To be defined	<i>Argumentation in the professions (2)</i>			1
8	9-13 July 2019	To be defined	<i>Argumentation, professions and multimodality</i>			2
9	8-9 September 2019	To be defined	<i>Challenges and opportunities of transdisciplinary research</i>	Transdisciplinary workshop		1
10	13-17 January 2020	To be defined	<i>Controversies in the public sphere</i>			2
11	3-4 April 2020	To be defined	<i>Strategic aspects of communication</i>			1
12	6-9 July 2020	To be defined	<i>Procedural aspects of communication</i>	Steering board meeting		2
13	28-29 August 2020	To be defined	<i>Closing the books, opening the field</i>	Transdisciplinary workshop		1