

Curriculum Vitae

Personal	Daniel Perrin Born October 6, 1961, in Bern; Swiss citizenship German and French (bilingual); English (level C2; working language) www.danielperrin.net
Affiliation	Zurich University of Applied Sciences School of Applied Linguistics, Institute of Applied Media Studies Theaterstrasse 15c, P.O. Box, CH-8401 Winterthur, Switzerland +41 79 694 9757 daniel.perrin@zhaw.ch
Current position	Professor for media linguistics, Director of the Institute of Applied Media Studies, Vice Dean of the School of Applied Linguistics, Zurich University of Applied Sciences.

Education **From Journalism to Teaching, Research, and Management**

2016 – 2017	Swissuniversities Higher Education Management Executive Program.
2011	Habilitation in applied linguistics; University of Bern, Switzerland. Thesis title: The linguistics of newswriting.
1997	PhD in linguistics; University of Bern, Switzerland. Thesis title: Optimizing journalistic writing strategies (Journalistische Schreibstrategien optimieren).
1995	MA in linguistics and communication studies; University of Bern, Switzerland. Thesis title: Twelve strategies for functional writing for the media (Zwölf Strategien für funktionales Medientexten).
1987	MA in secondary education (German, French, music, computer sciences); University of Bern, Switzerland.
1981	Professional education in news journalism; Swiss National Radio.

Academe **Professional Experience and Service**

2017 – 2020	President of AILA, International Association of Applied Linguistics (designated).
2017	Visiting Professor at the School of Foreign Languages, Shanghai Jiao Tong University, China (scheduled for 20–29 April).
2015	Conference Chair, European Conference on Language and Digital Communication, Winterthur.
2014 – 2017	Vice President of AILA, International Association of Applied Linguistics.

2014	Visiting Professor at the Institute of German Studies, University of Giessen, Germany.
2014	Visiting Professor at the School of Journalism and Communication Studies, Peking University, China.
2013	Visiting Professor at the Faculty of Languages and Linguistics, University of Malaya, Kuala Lumpur, Malaysia.
2012	Visiting Professor at the Center for Writing Studies, University of Illinois at Champaign–Urbana.
2012	Acting Dean of the School of Applied Linguistics, Zurich University of Applied Sciences.
2008 – 2014	Secretary General of AILA, International Association of Applied Linguistics.
2008 – ...	Guest lecturer in applied linguistics research into language in media and public discourse; Universities of Lausanne and Lugano.
2005 – ...	Director of the Institute of Applied Media Studies, School of Applied Linguistics, Zurich University of Applied Sciences. Annual turnover with research, consulting, and BA, MA and Executive MA programs: € 7 million.
2004 – ...	Vice Dean of the School of Applied Linguistics, Zurich University of Applied Sciences. Annual turnover, including research, consulting, and BA, MA and Executive MA programs: € 20 million.
2004 – ...	Guest lecturer in applied linguistics research into language in media and public discourse; University of Bern.
2004 – 2012	Guest lecturer in applied linguistics research into language in media and public discourse; University of Tübingen.
2000 – ...	Professor for applied linguistics research into language in media and public discourse; Zurich University of Applied Sciences (100%).
1999	Founder of the Research Center for Professional Writing, University of Bern (20%).
1999	Developer and manager of the first academic course program for journalists and communication professionals in Switzerland, Zurich University of Applied Sciences (20%).
1987 – 1998	Lecturer in media education, Institute for Educational Science, University of Bern (20%).

Praxis

Professional Experience in the Language Sector

1999 – 2001	Writing coach and member of the chief editorial board; Tages-Anzeiger (the most widely distributed Swiss quality newspaper); tamedia publishing group, Zurich (60%).
1996 – 2000	Program head and manager of the language training programs; Swiss School of Journalism, Lucerne (40%).
1987 – 1996	Member of the executive committee; Atelier Perrin & Krauthammer Communications. Customers from ABB to Zurich Insurance.
1984 – 1996	Language teacher: Swiss Hotel Association / Swiss Commercial Employees Association (20–60%).

- 1982 – 1987 Print media journalist; Der Bund and St. Galler Tagblatt, Switzerland; Die Zeit, and Frankfurter Allgemeine Zeitung, Germany.
- 1979 – 1982 Radio journalist and presenter; Schweizer Radio DRS (Swiss public broadcasting company (40%).

Networks **Memberships in Scientific Organizations**

- 2014 – ... Member of the editorial advisory board of EuJAL, European Journal of Applied Linguistics.
- 2012 – ... Member of the editorial advisory board of AJMS, International Journal of Applied Journalism and Media Studies.
- 2008 – ... Member of the Executive Board of AILA: Secretary General (2008–2014); Vice President (2014–2017); President (2017–2020).
- 2007 – ... Member of the editorial advisory board of SComS, Studies in Communication Sciences. Journal of the Swiss Communication and Media Research Association.
- 2007 – 2010 Member of the editorial advisory board of InJAL, International Journal of Applied Linguistics. Editor since 2010.
- 2006 – 2014 Board member of GAL, German Association for Applied Linguistics.
- 2005 – 2009 Member of the International Committee and the Research Networks Committee of AILA, the International Association of Applied Linguistics.
- 2005 – 2009 President of VALS-ASLA, the Swiss Association for Applied Linguistics.
- 2004 – ... Member of the editorial advisory board of www.zeitschrift-schreiben.eu.
- 2001 – 2009 Board member of SGKM, the Swiss Association for Communication and Media Studies.

Research **Selected Funded Research Projects (*Lead)**

- 2016 – 2018 “Innovative Data Visualization and Visual-Numeric Literacy (INDVIL)”. Project partners: Universities of Agder; University of Bergen; Norwegian University of Science and Technology; University of Sheffield; Zurich University of Applied Sciences, Chair of Applied Media Linguistics: EUR 380,000.
- 2011 – 2015 “Argumentation in newsmaking process and product”. Prodoc Research Module funded by the Swiss National Science Foundation: EUR 470,388.
- 2011 – 2013 “Modeling Writing Phases”. Project funded by the Swiss National Science Foundation: EUR 120,000.*
- 2008 – 2012 “Learning to Write Effectively”. COST Action ISO703. Project funded by the European Cooperation in the field of Scientific and Technical Research: EUR 500,000.

2005 – 2010	“Idée suisse: Language policy, norms, and practice as exemplified by Swiss radio and television (SRG SSR)”. Project funded by the Swiss National Science Foundation: EUR 130,000.*
2004 – 2006	“Digital Repository of Shareable Learning Objects Introducing to Communication and Media Studies”, subproject of “Language in the Media”. Project funded by the Swiss National Science Foundation: EUR 10,000.*
2004 – 2006	“Advancement of reading and writing skills of engineering students”, subproject of “Theoretical basics of text production”. Project funded by the Swiss National Science Foundation: EUR 20,000.*
2001 – 2003	“Qualification profiles in online journalism”. Project funded by the Swiss Federal Office of Communications (BAKOM): EUR 60,000.*
1997 – 2000	“Strategies of mass media news production”. Project funded by the Swiss Federal Office of Communications (BAKOM): EUR 100,000.

Publications I Articles in Peer-Reviewed Journals

2017 in prep.	The pragmatics of financial communication. Intertextual dynamics and linguistic strategies. <i>International Journal of Business Communication</i> , 54(4) (with Palmieri, Rudi and Whitehouse, Marlies).
2016 in print	Investigating intercultural communication in the workplace. <i>Applied linguistics as research on, for, and with practitioners. JACET International Convention Selected Papers</i> , 3. Translation in the newsroom. Losing voices in multilingual newsflows? <i>Journal of Applied Journalism and Media Studies</i> (with Ehrensberger-Dow, Maureen and Zampa, Marta).
2016	Arguing with oneself. The writing process as an argumentative soliloquy. <i>Journal of Argumentation in Context</i> , 5(1), 9–28 (with Zampa, Marta).
2015	Realism, social cohesion, and media policy making. The case of Swiss public broadcasting. <i>European Journal of Applied Linguistics</i> , 2(1), 111–133. Institutional learning from a newsroom minority. The case of the Swiss public service broadcasting company. <i>Journal of Applied Journalism and Media Studies</i> , 4(1), 169–187. Comprehensibility and comprehensiveness of financial analysts' reports. <i>Studies in Communication Sciences</i> , 15(1), 111–119 (with Whitehouse, Marlies).
2014	Investigating language and the media. The case of newswriting. <i>AILA review</i> , 26, 57–78.
2013	Applying a newswriting research approach to translation. <i>Target</i> , 25(1), 77–92 (with Ehrensberger-Dow, Maureen).
2012	Stancing. Strategies of entextualizing stance in newswriting. <i>Discourse, Context & Media</i> , 1(2–3), 135–147.

- Transdisciplinary action research. Bringing together communication and media researchers and practitioners. *Journal of Applied Journalism and Media Studies*, 1(1), 1–15.
- 2011 Language policy, tacit knowledge, and institutional learning. The case of the Swiss national broadcast company. *Current Issues in Language Planning*, 4(2), 331–348.
- “There are two different stories to tell” – collaborative text-picture production strategies of TV journalists. *Journal of Pragmatics*, 43(7), 1865–1875.
- Position paper. Towards a linguistics of news production. *Journal of Pragmatics*, 43(7), 1843–1852 (with Catenaccio, Paola, Cotter, Colleen, Desmedt, Mark, Garzone, Giuliana, Jacobs, Geert, Lams, Lutgard, Macgilchrist, Felicitas, Richardson, John E., Van Hout, Tom, and Van Praet, Ellen).
- 2009 Capturing translation processes to access metalinguistic awareness. *Across Languages and Cultures* 10(2), 275–288 (with Ehrensberger-Dow, Maureen).
- 2008 Media linguistics from a European perspective. Language diversity and medial globalization in Europe. Introduction. *Bulletin vals-asla* 87(1), 1–6 (with Wyss, Eva L.).
- Dire et faire. Analyse des relations entre normes et pratiques de la langue au sein d’une société publique de radiotélévision multilingue. Le cas de SSR idée suisse. *Bulletin vals-asla* 87(1), 55–71 (with Gnach, Aleksandra).
- 2007 Children’s writing processes when using computers. Insights based on combining analyses of product and process. *Research in Comparative and International Education*, 2(1), 13–28 (with Gnach, Aleksandra, Wiesner, Esther and Bertschi-Kaufmann, Andrea).
- 2006 Professional writing in professional settings. *Zeitschrift Schreiben*. http://www.zeitschrift-schreiben.eu/cgi-bin/joolma/index.php?option=com_wrapper&Itemid=42
- Journalists’ language awareness. Inferences from writing strategies. *Revista Alicantina de Estudios Ingleses*, 19, 319–343 (with Ehrensberger-Dow, Maureen).
- 2005 Publizistischer Sprachgebrauch als kognitive und soziale Tätigkeit. Was Medienlinguistik der Kommunikations- und Medienwissenschaft nützt. *Medienwissenschaft Schweiz*, 2005(2), 56–62.
- 2004 Reden schreiben (Rezension von: Roehreke, Imai-Alexandra: Reden schreiben. Konstanz: UVK 2002). *Publizistik*, 1, 107–108.
- 2003 Progression analysis (PA). Investigating writing strategies at the workplace. *Journal of Pragmatics*, 35(6), 907–921.
- 2002 Schreiben als Konfliktmanagement. Flash extra. Sonderheft 2002 des Magazins des Verbandes Schweizer Presse, 55–59.
- 2000 Schreibprozess. Von der Idee zum fertigen Text. *Message*, 3, 116–123.
- 1999 Woher die Textbrüche kommen. Der Einfluß des Schreibprozesses auf die Sprache im Gebrauchstext. *Zeitschrift für Deutsche Sprache*, 2, 134–155.

Publications II Journal and Series Editorships

- 2014 – ... Editor: De Gruyter Handbook of Applied Linguistics series.
2010 – ... Editor: InJAL, International Journal of Applied Linguistics.
2008 – 2009 Associate Editor: InJAL, International Journal of Applied Linguistics.
2004 – 2008 Series Editor: Series: Writing – Media – Profession. Wiesbaden: Verlag für Sozialwissenschaften.

Publications III Monographs and Edited Books

- 2017 in print Handbook of language and the media. London: Routledge (with Cotter, Colleen; Eds.).
Schreiben in der Finanzkommunikation. Wiesbaden: Springer (with Whitehouse, Marlies).
- 2015 Medienlinguistik. Konstanz: UVK (= UTB series 2503). 3rd, extended edition.
- 2014 Writing and Text Production. De Gruyter Handbooks of Applied Linguistics, Vol. 10. New York et al.: De Gruyter (with Jakobs, Eva-Maria; Eds.).
- 2013 Linguistics of Newswriting. Amsterdam et al: John Benjamins.
Zuhören im Coaching. Wiesbaden: VS Springer (with Albrecht, Christine).
Schreiben mit System. PR-Texte planen, entwerfen, verbessern. Handbuch für Studium und Praxis. Wiesbaden: Springer VS (with Stücheli-Herlach, Peter; Eds.).
- 2011 Medienlinguistik. Konstanz: UVK (= UTB series 2503). 2nd, extended edition.
- 2010 Muster und Variation. Medienlinguistische Perspektiven auf Textproduktion und Text. Frankfurt am Main: Lang (with Luginbühl, Martin; Eds.).
- 2006 Medienlinguistik. Konstanz: UVK (= UTB series 2503).
- 2001 Wie Journalisten schreiben. Ergebnisse angewandter Schreibprozessforschung. Konstanz: UVK.
- 2000 Wie Texte sich wirklich schreiben. Schreibforschung und Schreibpraxis am Beispiel der journalistischen Nachricht. Essen: Linguistic Agency.

Publications IV Handbook Contributions

- 2017 in print Media linguistic approaches. In Colleen Cotter & Daniel Perrin (Eds.), Handbook of language and media. London: Routledge.
Multilingualism and the media. In Colleen Cotter & Daniel Perrin (Eds.), Handbook of language and media. London: Routledge (with Ehrensberger-Dow, Maureen, and Zampa, Marta).

- Media and quoting. In Colleen Cotter & Daniel Perrin (Eds.), *Handbook of language and media*. London: Routledge (with Haapanen, Lauri).
- Medieninfrastrukturen organisationaler Kommunikation. In Stephan Habscheid, Andreas Müller, Britta Thörle, & Antje Wilton (Eds.), *Handbuch Sprache in Organisationen*. Berlin: de Gruyter.
- 2016 In die Geschichten erzählen. Die Analyse von Narration in öffentlicher Kommunikation. In Stefanie Averbek-Lietz & Michael Meyen (Eds.), *Handbuch nichtstandardisierte Methoden der Kommunikationswissenschaft* (pp. 241–255). Wiesbaden: Springer VS (with Wyss, Vinzenz).
- 2014 Introduction and research roadmap. Writing and text production. In Eva-Maria Jakobs & Daniel Perrin (Eds.), *Handbook of writing and text production* (Vol. 10, pp. 1–24). New York et al.: De Gruyter (with Jakobs, Eva-Maria).
- Methodology: From speaking about writing to tracking text production. In Daniel Perrin & Eva-Maria Jakobs (Eds.), *Writing and text production* (Vol. 10, pp. 79–111). New York et al.: De Gruyter (with Grésillon, Almuth).
- Modes and media perspectives. In Eva-Maria Jakobs & Daniel Perrin (Eds.), *Handbook of writing and text production* (Vol. 10, pp. 177–180). New York et al.: De Gruyter (with Hicks, Troy).
- Production modes. Writing as materializing and stimulating thoughts. In Eva-Maria Jakobs & Daniel Perrin (Eds.), *Handbook of writing and text production* (Vol. 10, pp. 181–208). New York et al.: De Gruyter (with Jacobs, Geert).
- Beyond single modes and media. In Eva-Maria Jakobs & Daniel Perrin (Eds.), *Handbook of writing and text production* (Vol. 10, pp. 231–253). New York et al.: De Gruyter (with Hicks, Troy).
- 2013 Medienlinguistik. In Günter Bentele, Hans-Bernd Brosius & Otfried Jarren (Eds.), *Lexikon Kommunikations- und Medienwissenschaft* (2 ed., pp. 207–208). Wiesbaden: VS Springer.
- Medienrhetorik. In Günter Bentele, Hans-Bernd Brosius & Otfried Jarren (Eds.), *Lexikon Kommunikations- und Medienwissenschaft* (2 ed., pp. 215). Wiesbaden: VS Springer.
- Public Storytelling. In Günter Bentele, Hans-Bernd Brosius & Otfried Jarren (Eds.), *Lexikon Kommunikations- und Medienwissenschaft* (2 ed., pp. 278). Wiesbaden: VS Springer.
- Rede. In Günter Bentele, Hans-Bernd Brosius & Otfried Jarren (Eds.), *Lexikon Kommunikations- und Medienwissenschaft* (2 ed., pp. 288). Wiesbaden: VS Springer.
- Redundanz. In Günter Bentele, Hans-Bernd Brosius & Otfried Jarren (Eds.), *Lexikon Kommunikations- und Medienwissenschaft* (2 ed., pp. 288–289). Wiesbaden: VS Springer.
- Rhetorik. In Günter Bentele, Hans-Bernd Brosius & Otfried Jarren (Eds.), *Lexikon Kommunikations- und Medienwissenschaft* (2 ed., pp. 297). Wiesbaden: VS Springer.

- Slogan. In Günter Bentele, Hans-Bernd Brosius & Otfried Jarren (Eds.), *Lexikon Kommunikations- und Medienwissenschaft* (2 ed., pp. 312–313). Wiesbaden: VS Springer.
- Symbol. In Günter Bentele, Hans-Bernd Brosius & Otfried Jarren (Eds.), *Lexikon Kommunikations- und Medienwissenschaft* (2 ed., pp. 325–326). Wiesbaden: VS Springer.
- Verständigung. In Günter Bentele, Hans-Bernd Brosius & Otfried Jarren (Eds.), *Lexikon Kommunikations- und Medienwissenschaft* (2 ed., pp. 350). Wiesbaden: VS Springer.
- 2009 Schrift Schreiben Schreiber. Textlinguistische Perspektive. In Oda Wischmeyer (Ed.), *Lexikon der Bibelhermeneutik. Begriffe Konzepte Theorien* (pp. 520–521). Berlin et al.: De Gruyter.
- 2008 Media competence. In Rickheit, Gert & Strohner, Hans (Eds.), *The Mouton-de Gruyter Handbooks of Applied Linguistics: Communicative competence* (Vol. 1, pp. 277–312). New York: Mouton de Gruyter (with Ehrensberger-Dow, Maureen).
- Training of writing and reading. In Rickheit, Gert & Strohner, Hans (Eds.), *The Mouton-de Gruyter Handbooks of Applied Linguistics: Communicative competence* (Vol. 1, pp. 359–393). New York: Mouton de Gruyter (with Jakobs, Eva-Maria).
- 2006 Textproduktion. In Tsvasman, Leon R. (Ed.), *Großes Lexikon der Medien und Kommunikation* (pp. 322–325). Würzburg: Ergon.
- Mediensprache. In Tsvasman, Leon R. (Ed.), *Großes Lexikon der Medien und Kommunikation* (pp. 265–270). Würzburg: Ergon.
- Medienlinguistik. In Bentele, Günter, Brosius, Hans-Bernd & Jarren, Otfried (Eds.), *Lexikon Kommunikations- und Medienwissenschaft* (pp. 177). Wiesbaden: VS Verlag für Sozialwissenschaften.
- Rede. In Bentele, Günter, Brosius, Hans-Bernd & Jarren, Otfried (Eds.), *Lexikon Kommunikations- und Medienwissenschaft* (pp. 242). Wiesbaden: VS Verlag für Sozialwissenschaften.
- Redundanz. In Bentele, Günter, Brosius, Hans-Bernd & Jarren, Otfried (Eds.), *Lexikon Kommunikations- und Medienwissenschaft* (pp. 242–243). Wiesbaden: VS Verlag für Sozialwissenschaften.
- Rhetorik. In Bentele, Günter, Brosius, Hans-Bernd & Jarren, Otfried (Eds.), *Lexikon Kommunikations- und Medienwissenschaft* (pp. 248–249). Wiesbaden: VS Verlag für Sozialwissenschaften.
- Slogan. In Bentele, Günter, Brosius, Hans-Bernd & Jarren, Otfried (Eds.), *Lexikon Kommunikations- und Medienwissenschaft* (pp. 264). Wiesbaden: VS Verlag für Sozialwissenschaften.
- Symbol. In Bentele, Günter, Brosius, Hans-Bernd & Jarren, Otfried (Eds.), *Lexikon Kommunikations- und Medienwissenschaft* (pp. 276). Wiesbaden: VS Verlag für Sozialwissenschaften.
- Verständigung. In Bentele, Günter, Brosius, Hans-Bernd & Jarren, Otfried (Eds.), *Lexikon Kommunikations- und Medienwissenschaft* (pp. 299). Wiesbaden: VS Verlag für Sozialwissenschaften.

- 2016 in print Working with large data corpora in real-life writing research. In Kirk Sullivan & Eva Lindgren (Eds.), *Observing writing: insights from keystroke logging*: Brill.
- Produktionsforschung. In Nina-Maria Klug & Hartmut Stöckl (Eds.), *Sprache im multimodalen Kontext*. Berlin: De Gruyter (with Klemm, Michael and Michel, Sascha).
- Vom fokussierten zum beiläufigen Schreiben. Sprachgebrauchswandel in journalistischer Nachrichtenproduktion. In Dagmar Knorr & Katrin Lehnen (Eds.), *Schreiben im Übergang von Bildungsinstitutionen*. Frankfurt Main et al.: Lang (with Gnach, Aleksandra).
- 2016 Vom vielschichtigen Planen. Textproduktions-Praxis empirisch erforscht. In Arnulf Deppermann, Helmuth Feilke, & Angelika Linke (Eds.), *Praktiken. Sprache, Kommunikation, Kultur* (Vol. 2015, pp. 431–455). Berlin et al.: De Gruyter.
- Beiläufiges Schreiben. Sprachgebrauchswandel im Journalismus. In Jianhua Zhu, Jin Zhao, & Michael Szurawitzki (Eds.), *Germanistik zwischen Tradition und Innovation. Akten des XIII. Kongresses der Internationalen Vereinigung für Germanistik (IVG)* (pp. 179–183). Frankfurt am Main: Lang (with Gnach, Aleksandra).
- Funktionales Zuhören als Gesprächskompetenz im Coaching. Ein empirischer Ansatz zur Qualitätssicherung. In Robert Wegener, Silvia Deplazes, Melanie Hasenbein, Hansjörg Künzli, Beat Uebelhart, & Annamarie Ryter (Eds.), *Coaching als individuelle Antwort auf gesellschaftliche Entwicklungen* (pp. 426–436). Wiesbaden: Springer VS (with Albrecht, Christine).
- 2015 Investigating the backstage of newswriting with process analyses. In Chris Paterson, David Lee, Anamik Saha, & Anna Zoellner (Eds.), *Advancing media production research. Shifting sites, methods and politics* (pp. 161–177). New York: Palgrave Macmillan.
- Multimodal writing in the newsroom. Paradigmatic, syntagmatic, and navigational variants. In Arlene Archer & Esther Breuer (Eds.), *Multimodality in writing* (pp. 135–152). Bingley: Emerald.
- Schreiben statt schämen. Mit Sprache aus der Enge finden. Zwei Projektberichte. In Monique Honegger (Ed.), *Schreiben und Scham. Wenn ein Affekt zur Sprache kommt* (pp. 147–166). Gießen: Psychosozial-Verlag (with Ibello, Elena, and Keller, Andrea).
- Investigating real-life writing processes. In Georgeta Cislaru (Ed.), *Writing(s) at the crossroads* (pp. 33–54). Amsterdam et al.: John Benjamins (with Grésillon, Almuth).
- Applying a newswriting research approach to translation. In Maureen Ehrensberger-Dow, Susanne Göpferich, & Sharon O'Brien (Eds.), *Interdisciplinarity in translation and interpreting process research* (pp. 79–94). Amsterdam et al.: John Benjamins (with Ehrensberger-Dow, Maureen).
- 2014 Application à l'écriture professionnelle journalistique. In Christophe Leblay & Gilles Caporossi (Eds.), *Temps de l'écriture*. Enregistrements

- et représentations (pp. 171–192). Louvain-la-Neuve: Academia-L'Harmattan (with Laemmel, Sibylla).
- 2013 Coaching im Umgang mit Medien. In Eric Lippmann (Ed.), *Coaching. Angewandte Psychologie für die Beratungspraxis* (3 ed., pp. 201–214). Heidelberg: Springer.
- 2012 Shaping the multimedia mindset. Collaborative writing in journalism education. In Chris Thaiss & Gerd Bräuer (Eds.), *Writing programs worldwide. Profiles of academic writing in many places* (pp. 389–400). Fort Collins, Colorado: The WAC Clearinghouse and Parlor Press.
- Coming to grips with complexity. Dynamic Systems Theory in the research of newswriting. In Charles Bazerman, Chris Dean, Karen Lunsford, Suzie Null, Paul Rogers, Amanda Stansell & Terry Zawacki (Eds.) *International Advances in Writing Research. Cultures, Places, Measures* (pp. 539–558). Anderson: Parlor.
- Translating the news. A globally relevant field for applied linguistics research. In Christina Gitsaki & Richard Baldauf (Eds.), *The future of applied linguistics. Local and global perspectives* (pp. 352–372). Cambridge: Cambridge Scholars (with Ehrensberger-Dow, Maureen).
- Modeling writing phases. In Mark Torrance, Denis Alamargot, Montserrat Castello, Franck Ganier, Otto Kruse, Anne Mangen, Liliana Tolchinsky & Luuk Van Waes (Eds.), *Learning to write effectively. Current trends in European research* (pp. 395–398). Bingley: Emerald (with Wildi, Marc).
- Idée Suisse. language policy and writing practice of public service media journalists. In Mark Torrance, Denis Alamargot, Montserrat Castello, Franck Ganier, Otto Kruse, Anne Mangen, Liliana Tolchinsky & Luuk Van Waes (Eds.), *Learning to write effectively. Current trends in European research* (pp. 339–344). Bingley: Emerald (with Burger, Marcel, Fürer, Mathias, Gnach, Aleksandra, Schanne, Michael, & Wyss, Vinzenz).
- Die Progressionsanalyse als ethnografisch-transdisziplinärer Mehrmethodenansatz. In Wiebke Loosen & Armin Scholl (Eds.), *Methodenkombinationen in der Kommunikationswissenschaft. Methodologische Herausforderungen und empirische Praxis* (pp. 308–331). Köln: Halem.
- “La voie tranquille”. Routine und Emergenz in Formulierungsprozessen als service public. In Helmuth Feilke & Katrin Lehnen (Eds.), *Schreib- und Textroutinen. Theorie, Erwerb und didaktisch-mediale Modellierung* (pp. 215–239). Frankfurt am Main et al.: Lang.
- 2011 Journalistisches Schreiben. Coaching aus medienlinguistischer Perspektive. In Karlfried Knapp, Gerd Antos, Michael Becker-Mrotzek, Arnulf Deppermann, Susanne Göpferich, Joachim Grabowski, Michael Klemm & Claudia Villiger (Eds.), *Angewandte Linguistik. Ein Lehrbuch* (3 ed., pp. 255–275). Tübingen et al.: Francke.
- “das, was wir in der Tagesschau den Rausschmeißer nennen”. Altro- und Ethnokategorisierung von Textsorten im Handlungsfeld journalistischer Fernsehnachrichten. In Stephan Habscheid (Ed.),

- Textsorten und sprachliche Handlungsmuster. Linguistische Typologien der Kommunikation (pp. 577–596). Berlin et al.: De Gruyter (with Luginbühl, Martin).
- Textoptimierung. In Stephan Habscheid (Ed.), Textsorten und sprachliche Handlungsmuster. Linguistische Typologien der Kommunikation (pp. 638–658). Berlin et al.: De Gruyter (with Antos, Gerd, & Hasler, Ursula).
- Kritische Situationen und gute Praktiken. Text-Bild-Strategien in der Nachrichtenproduktion. In Hajo Diekmannshenke, Michael Klemm & Hartmut Stöckl (Eds.), Bildlinguistik (pp. 213–229). Berlin: Erich-Schmidt-Verlag (with Gnach, Aleksandra).
- From walking to jumping. Statistical modeling of writing processes (with Furer, Mathias, Gantenbein, Thomas, Sick, Beate, & Wildi, Marc).
- 2010 Progression analysis. Tracing journalistic language awareness. In Quifang Wen & Limin Jin (Eds.), *ELT in China* (5). Selected papers from the 5th international conference on ELT in China (pp. 485–510). Beijing: Foreign Language Teaching and Research Press (with Ehrensberger-Dow, Maureen).
- Wie sich Formate verändern. Die Mustervariation der “Geschichte” in Fernsehnachrichten. In Hans-Jürgen Bucher, Thomas Gloning & Katrin Lehnen (Eds.), *Neue Medien – neue Formate. Ausdifferenzierung und Konvergenz in der Medienkommunikation* (pp. 145–165). Frankfurt am Main: Campus.
- Public Storytelling in konvergenten Medien. Produktionsmuster reflektieren, variieren und weiterentwickeln lernen. In Eva-Maria Jakobs, Katrin Lehnen & Kirsten Schindler (Eds.), *Schreiben und Medien. Schule, Hochschule, Beruf* (pp. 187–201). Frankfurt am Main et al.: Lang (with Stücheli-Herlach, Peter, & Weber, Wibke).
- 2009 Statistical Modeling of Writing Processes. In Charles Bazerman (ed.), *Traditions of writing research* (pp. 378–393). New York: Routledge (with Wildi, Marc).
- 2008 Progression Analysis. Tracing Journalistic Language Awareness. In Burger, Marcel (Ed.), *L'analyse linguistique des discours des médias: théories, méthodes en enjeux. Entre sciences du langage et sciences de la communication et des médias* (pp. 155–182). Québec: Nota Bene (with Ehrensberger-Dow, Maureen).
- 2007 Schreiben und Führen. Domänenspezifische Schreibkompetenz für Manager/Leader. In Jakobs, Eva-Maria & Lehnen, Katrin (Eds.), *Coaching und berufliches Schreiben* (pp. 123–140). Wiesbaden: Verlag für Sozialwissenschaften.
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- 1995 Kurze Sätze, wenig Passiv. Agentursprache im Selbstanspruch. In Blum, Roger, Hemmer, Katrin & Perrin, Daniel (Eds.), Die Aktualitäten. Nachrichtenagenturen in der Schweiz (pp. 143–167). Bern: Haupt (with Perrin, Petra).

Publications VI Selected Popular Books

- 2016 Schreiben im Beruf. Wirksame Texte durch effiziente Arbeitstechnik (3 ed.). Berlin: Cornelsen Pocket Business (with Rosenberger, Nicole).
- 2011 Collective order. Tokyo urban life. Köln: König (with Born, Marius and Whitehouse-Furrer, Marlies).
- 2008 Schreiben im Beruf. Wirksame Texte durch effiziente Arbeitstechnik (2 ed.). Berlin: Cornelsen Pocket Business (with Rosenberger, Nicole).
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- 2001 Schreiben ohne Reibungsverlust. Schreibcoaching für Profis. 3rd, extended edition. Zürich: Werd.
- 1999 Schreiben ohne Reibungsverlust. Schreibcoaching für Profis. Zürich: Werd.
- 1995 NetzWerkBuch Computer. Lehrmittel für die Mittel- und Oberstufe. Bern/Köln/Wien: Zytglogge (with Jörg, Petra).
- Falsch verbunden. Das schonungslose Telefonbuch. Bern: Benteli (with Jörg, Petra).
- 1989 Sag's Basic, Programmierkurs. Zürich: SJW.
- 1987 Diamantenburger mit Sabrina. Computerkrimis. Zürich: SJW.
- 1986 Computer mal menschlich, Lehrmittel für die Mittel- und Oberstufe. Bern/Köln/Wien: Zytglogge.

Publications VII Selected Popular Book Chapters and Articles

- 2016 Die Kunst des In-die-Geschichten-Erzählens. In Marlies Prinzing (Ed.), Die Kunst der Story (pp. 95–111). Thun: Werd Weber.
- 2013 Ideen kann man trainieren. 20minuten (2013–02–15), p. 21.

- 2012 Zehn Gebote für den richtigen Umgang mit Social Media. NZZ am Sonntag (2012–08–15), p. 15.
- 2011 Speaking the same language. Public Service Review: European Union (21), 50–51.
- 2010 Ankommen im Web 2.0. Public Storytelling (2010). Impact, 2010 (11), 17–21 (with Rosenberger, Nicole, Stücheli-Herlach, Peter, & Wyss, Vinzenz).
- 2004 Wie Erfahrene schreiben. In Fachjournalisten-Verband, Deutscher (Ed.), Fachjournalismus. Expertenwissen professionell vermitteln (pp. 87–102). Konstanz: UVK.
- 1998 Beitragsreihe "Werkstatt Kreatives Schreiben". Sage und Schreibe. Die Fachzeitschrift für Medienberufe, 9/98, 25–31; 10/98, 35–41; 11/98, 25–31; 12/98, 27–33.
- Von Metacrawlern und Hypertexten. In Kruse, Otto (Ed.), Handbuch Studieren (pp. 150–161). Frankfurt am Main et al.: Campus.
- 1997 Den Link finden. Kriterien für Auswahl und Einsatz von Hypermedia-Lernsoftware. Schweizer Lehrerinnen- und Lehrerzeitung, 5(97), 14–19.
- Textwissenschaftliche Aspekte hypermedialen Lernens. Geschichte und Informatik, 7(8), 29–44.

Presentations Selected Reviewed Conference Presentations

- 2016 Keynote: Applied linguistics in a globalizing world. The case of professional writing and the digital literacy shift. Paper presented at the 3rd East Asia AILA and 2016 ALAK International Conference: Applied linguistics in a globalizing Asia, Honam University, Gwangju, South Korea.
- Invited presentation: Professional text production and the digital literacy shift. From focused writing to writing by-the-way. Paper presented at the 50th Anniversary Conference of the Dartmouth Institute, Dartmouth.
- ReCAL symposium: Translation across domains. A case for combining research frameworks. Paper presented at the 49th Annual Meeting of the British Association for Applied Linguistics: Taking stock of Applied Linguistics – Where are we now?, Cambridge.
- ReCAL symposium: Developing a TD-informed applied linguistics research culture. Collaboration between researchers and practitioners. Paper presented at the AAAL 2016 conference, Orlando.
- Panel: Knowledge transformation. The relation between researchers and practitioners. Paper presented at the 6th International Conference on Applied Linguistics and Professional Practice: Transnational flows and professional practice, University of Copenhagen (with Gravengaard, Gitte, and Whitehouse, Marlies).
- Workshop: The art of communication in applied linguistics. Paper presented at the 8th AILA junior researchers' meeting in applied

2015

linguistics: Rethinking applied linguistics. Mobility, diversity and communication, Tallinn University (with Pavlenko, Aneta).

Translation in the news. An instance of non-professional practice? Multi-semiotic writing and translation in the newsroom. Paper presented at the 3rd International Conference on Non-Professional Interpreting and Translation, Winterthur.

Opening speech: Celebrating our research. Paper presented at the 7th AILA Europe junior researchers' meeting in applied linguistics: Language and digital communication, Zurich University of Applied Sciences, Winterthur.

Keynote: Investigating intercultural communication in the workplace. Applied linguistics as research on, for, and with practitioners. Paper presented at the JACET 54th International Convention, Kagoshima University.

Plenary: Investigating intercultural communication in the digital workplace. Paper presented at the 7th AILA junior researchers' meeting in applied linguistics: Language and digital communication, Zurich University of Applied Sciences, Winterthur.

Plenary: Vom Schreiben davor und danach. Textproduktions-Praxis empirisch erforscht. Paper presented at the 41. Jahrestagung des Instituts für Deutsche Sprache: Praktiken – Sprache, Kommunikation, Kultur, IDS Mannheim.

Panel: The pragmatics of financial communication. Paper presented at the 14th International Pragmatics Conference, University of Antwerp (with Eshraghi, Arman, Palmieri, Rudi, and Whitehouse, Marlies).

Panel: Communication as translation. Paper presented at the 5th international conference on applied linguistics and professional practice: Language, discourse and action in professional practice, Università degli Studi di Milano.

Roundtable: Combining research frameworks in applied linguistics. Paper presented at the 5th international conference on applied linguistics and professional practice: Language, discourse and action in professional practice, Università degli Studi di Milano.

Workshop: Planning your research career. Paper presented at the 7th AILA junior researchers' meeting in applied linguistics: Language and digital communication, Zurich University of Applied Sciences, Winterthur.

Doing narratives. Why we cannot but tell into our stories. Paper presented at the Exploratory workshop of the Center for Narrative Studies in Science, Weissbad.

Public Storytelling. Paper presented at the IAMCR Conference, Montréal.

ReCAL symposium: How is transdisciplinarity conceived and practiced in applied linguistic research? Paper presented at the JACET 54th International Convention, Kagoshima University.

Literatur und Professionalität. Wer nicht mitmisch, bleibt auf der Strecke? Katharina Hacker trifft Daniel Perrin. Paper presented at the Gesprächsreihe Literatur und ihre Vermittler, Literaturhaus Stuttgart.

Der Beitrag der Angewandten Linguistik zur Energiewende. Paper presented at the Energie Dialog, Zurich University of Applied Sciences.

Making applied linguistics matter. The case of investigating tacit knowledge in the newsroom. Paper presented at the AAAL 2015 conference, Toronto.

2014

Opening speech: Official launch of the Malaysian Association of Applied Linguistics. Paper presented at the 1st MAAL-SAAL Symposium: Advancing applied linguistics through problem-oriented and interdisciplinary research, Kuala Lumpur, Malaya University.

Opening speech: Eine kleine Geschichte der Erforschung beruflichen Schreibens. Paper presented at the 5. internationale Konferenz des Forums wissenschaftliches Schreiben: Berufliches Schreiben – Schreiben in den Berufen, Zurich University of Applied Sciences, Winterthur.

Keynote: Because language matters. A transdisciplinary approach to professional communication. Paper presented at the 1st MAAL-SAAL Symposium, Kuala Lumpur, Malaya University.

Roundtable: Writing and text production in the professions.

Shortcomings and potential of current research. Paper presented at the 3rd International Conference on Writing Research: Writing across borders, Paris, Université Paris Sorbonne (with Jakobs, Eva-Maria).

Workshop: What journalists do at work. An internal perspective on news production. Paper presented at the 4th international conference on applied linguistics and professional practice: Learning through and for professional practice, University of Geneva (with Burger, Marcel).

“Well one has- there are those unwritten laws”. Journalistic reflections on linguistic and content choices in the writing process. Paper presented at the 4th international conference on applied linguistics and professional practice: Learning through and for professional practice, University of Geneva (with Zampa, Marta).

Equity analysts' recommendations: Why they are of little use to most investors. Paper presented at the 1st International Conference on Discourse approaches to Financial Communication: Bridging the gap between texts and markets, Monte Verità, Ascona Switzerland (with Whitehouse, Marlies).

Funktionales Zuhören als Gesprächskompetenz im Coaching. Ein empirischer Ansatz zur Qualitätssicherung. Paper presented at the 3. Internationaler Coaching-Fachkongress: Coaching meets Research Coaching in der Gesellschaft von morgen, University of Applied Sciences and Arts Northwestern Switzerland, Olten (with Albrecht, Christine).

2013

Keynote: Drivers of change. Investigating routine and emergence in journalism. Paper presented at the 5th International Language in the

Media Conference: Redefining journalism. Participation, practice, change, London, Queen Mary University.

Keynote: Dynamics at the process/product interface. The case of stance and stancing in news writing. Paper presented at the Crossroads Conference: The process/product interface in writing research, Paris, Sorbonne.

Keynote: Combining research frameworks. The case of linguistics of newswriting. Paper presented at the 3rd International Conference on Applied Linguistics and Professional Practice (ALAPP 2013): Collaboration across disciplinary and professional boundaries, Kuala Lumpur, Malaya University.

Keynote: Coming to grips with dynamics and complexity. Methodological challenges to real-life writing research. Paper presented at the X. Prowitec Symposium: Methods in writing process research, Hamburg University.

Keynote: "On, for, and with practitioners". Quality criteria of transdisciplinary research. Paper presented at the SGKM 2013 Conference: Transdisciplinarity in communication and media research, Zurich University of Applied Sciences.

Panel: Leadership and Discourse. Exploring leadership practices, image construction and power management. Paper presented at the 13th International Pragmatics Conference, Delhi (with Ilie, Cornelia, and Jacobs, Geert).

Language, leadership and decision making, Newsroom management in times of change. Paper presented at the 13th International Pragmatics Conference, Delhi (with Barkho, Leon, and Jacobs, Geert).

Transdisciplinary Action Research and Applied Linguistics. The case of investigating and improving newswriting. Paper presented at the VALS-ASLA 2013 Conference: What is the relevance of linguistic research for society? Questioning the notion of "impact", University of Basel.

Tacit knowledge as the missing link. Knowledge transfer and the Idée Suisse project. Paper presented at the Public Service Broadcasting Conference: Transnationalism, localism and identity in the digital age, University of Leeds.

Investigating stancing. What process-oriented research can tell us about journalism. Paper presented at the ICA/IACC Workgroup Conference: Advancing media production research, University of Leeds.

Translating the News. Internal and external multilingualism in the newsroom. Paper presented at the 19th International Congress of Linguistics, University of Geneva.

2012

Keynote: Mehrsprachigkeit als Tacit Knowledge im global vernetzten Journalismus. Paper presented at the VALS-ASLA 2012 Conference: Le rôle des pratiques langagières dans la constitution des espaces sociaux pluriels d'aujourd'hui. Un défi pour la linguistique appliquée, Lausanne.

Guest Lecture: Coming to grips with dynamics and complexity. Methodological challenges to real-life writing research. Paper presented at the Visiting Professor's plenary at the Center for Writing Studies, University of Illinois, Urbana-Champaign.

Invited colloquium: Transdisciplinary action research. Bringing together communication and media researchers and practitioners. Paper presented at the IAMCR Conference, launch of the International Journal of Applied Journalism and Media Studies, Durban.

Bedingungen schaffen für Einfälle. Storytelling und Kreativität. Paper presented at the QUAJOU 2012 conference: Journalismus – ein Geschichtenerzähler. Möglichkeiten und Grenzen des Storytelling, Winterthur.

"on fait un peu le laboratoire" – Routine und Emergenz im Textsortenwandel. Paper presented at the Kontrastive Medienlinguistik 2012 Conference: Hybridisierung und Differenzierung. Kontrastive Perspektiven linguistischer Medienanalyse, Zurich.

Modeling Writing Phases. Paper presented at the 7th Days of Swiss Linguistics: Die Empirie in der Linguistik, Lugano.

Linguistik anwenden. Von Lust und Nutz der Sprachwissenschaft. Paper presented at the inaugural address at the University of Bern.

Writing as a global leadership competence. Paper presented at the 3rd Dialogin Conference 2011: Global leadership competence, Constance.

"voilàààààà wow!" Verbalizing emotions in collaborative newswriting. Paper presented at the 13th International Conference of the EARLI Special Interest Group on Writing, Porto.

Using Progression Analysis in the Idée Suisse project. Paper presented at the Argupolis 2 inauguration day, Lugano.

Narration und Argumentation. Paper presented at the Mediensprache Mediendiskurse 2012 Conference: Narration und Argumentation, Winterthur.

Language policy, tacit knowledge, and institutional learning. The case of the Swiss national broadcast company. Paper presented at the International Conference on Media and Media Practices in Minority and Competitive Contexts: From local to global, Edmonton.

Ethnography. Understanding practitioners' perspectives. Paper presented at the European Science Foundation Exploratory Workshop on Mediating the Past: Memory practices between social cohesion and fragmentation, Braunschweig.

Tacit knowledge as the missing link. Knowledge transformation in the Idée Suisse project. Paper presented at the 2nd International Conference of Applied Linguistics and Professional Practice: Integrating theory and professional practice, Sydney.

2011

Panel: More than "mixed methods". Balancing research frameworks in the linguistic pragmatic analysis of news production practices.

Paper presented at the 12th International Pragmatics Conference: Pragmatics and its interfaces, Manchester.

Panel: Coming to grips with complexity. Applying recent research frameworks in the investigation of newswriting. Paper presented at the 2nd International Conference on Writing Research: Writing across borders, Washington D.C.

Panel: Authoring across borders. The Mouton-de Gruyter handbook of writing and text production. Paper presented at the 2nd International Conference on Writing Research: Writing across borders, Washington D.C.

Panel: Multilingualism in the newsroom. Process perspectives from media linguistics. Paper presented at the AILA World Congress: Harmony in diversity. Language, culture, society, Beijing.

"...We have fewer inhibitions with languages nobody knows". Translation practices in globalized media production. Paper presented at the AILA World Congress: Harmony in diversity. Language, culture, society, Beijing.

Dynamic systems theory in the research of newswriting. Paper presented at the 2nd International Conference on Writing Research: Writing across borders, Washington D.C.

Realist social theory in the research of newswriting. Paper presented at the AILA World Congress: Harmony in diversity. Language, culture, society, Beijing.

Stancing. Strategies of entextualizing stance in newswriting. Paper presented at the 12th International Pragmatics Conference: Pragmatics and its interfaces, Manchester.

Realist social theory in the research of newswriting. Paper presented at the 12th International Pragmatics Conference: Pragmatics and its interfaces, Manchester.

2010 Keynote: "There are two different stories to tell here": TV journalists' collaborative text-picture production strategies. Paper presented at the Launch of the Interdisciplinary Text and Media Forum, Ghent.

Panel: Multilingual practices in the pre-convergent newsroom. Paper presented at the Mercator Network Conference: Media convergence and linguistic diversity, Aberystwyth.

Panel: Online-Kommunikation. Textproduktion und Textrezeption unter neuen Vorzeichen. Paper presented at the SGKM 2010 Conference: Online-Kommunikation. Aktuelle Tendenzen und Dynamiken, Lucerne.

Workshop: Tacit knowledge as the missing link. Knowledge transformation in the Idée Suisse project. Paper presented at the TD 2010 Conference: Implementation in inter- and transdisciplinary research, practice and teaching, Geneva.

Workshop: Feedback in progress. Input des Textcoaches. Paper presented at the QUAJOU 2010 Conference: Vom Briefing über das Gegenlesen zum Feedback. Beispiele der Qualitätssicherung aus dem Alltag der Redaktionen, Winterthur.

- “Das ist Zürichdeutsch, das kennt man”. Übersetzen als Tacit knowledge im Journalismus. Paper presented at the 6th Days of Swiss Linguistics: Sprache und Kognition, Neuchâtel.
- “... bei Sprachen, welche die Mehrheit nicht versteht [...], haben wir weniger Hemmungen” – Translation practices in an increasingly multilingual environment. Paper presented at the Mercator Network Conference: Media convergence and linguistic diversity, Aberystwyth.
- Translating the news. Paper presented at the ALAA 2010 conference: Future directions in applied linguistics. Local and global perspectives, Brisbane.
- The linguistics of newswriting. Investigating professional writing competence. Paper presented at the VALS-ASLA 2010 Conference: Linguistic competences in education and at work, Zurich.
- Syntagmatische, paradigmatische und navigatorische Varianten: Die journalistische "Geschichte" in medienkonvergenten Umgebungen. Paper presented at the SGKM 2010 Conference: Online-Kommunikation. Aktuelle Tendenzen und Dynamiken, Lucerne.
- Wie das Vergnügen in die Texte kommt: Perspektiven prozeduraler Medienlinguistik. Paper presented at the Kontrastive Medienlinguistik Conference: Innovation, Spiel, Kreativität. Presstextsorten jenseits der "News". Medienlinguistische Perspektiven, Salzburg.
- Kollaborative Text-Bild-Produktion im Nachrichtenfernsehen. Paper presented at the Mediensprache Mediendiskurse 2010 Conference, Mainz.
- Funktionales Zuhören als Gesprächskompetenz im Coaching. Paper presented at the VALS-ASLA 2010 Conference: Linguistic competences in education and at work. Transitions and transformations, Zurich (with Albrecht, Christine).
- 2009 Investigating TV journalists' collaborative text production strategies. Paper presented at the ICA 2009 Conference: Journalism in the 21st century. Between globalization and national identity, Melbourne.
- ...
- 2008 Cumulated deviation of a linear trend. Describing writing phases with statistical tools. Paper presented at the 1st International Conference on Writing Research: Writing across borders, Santa Barbara.
- ...
- 2007 Opening presentation: Basic narratives in visualization. Paper presented at the International Visualization Summit, Zurich (with Weber, Wibke).
- ...
- 2006 Writing by primary school children: differences between age groups. Paper presented at the 10th International Conference on Language and Social Psychology, Bonn (with Gnach, Aleksandra).
- ...
- 2005 Verstanden werden. Vom doppelten Interesse an theoriebasierter, praxisgerichteter Textberatung. Paper presented at the Text –

Verstehen. Grammatik und darüber hinaus. 41. Jahrestagung des
Instituts für Deutsche Sprache, IDS Mannheim.

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2000

Writing strategies and text structures. Paper presented at the 8th
International Conference of the EARLI Special Interest Group on
Writing, Verona.

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1998

Analyzing text progression at the writer's workplace. A theory-based
tool for the coach. Paper presented at the 7th International
Conference of the EARLI Special Interest Group on Writing, Poitiers.

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