



Linguistic Diversity in Professional Settings: Needs, Policies and Practices

Conference Program



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Time	Thursday, May 2	
08:00 – 09:00	Registration Sitzungssaal 3 AD.0.089	
09:00 – 09:30	Welcome address Sitzungssaal 1 AD.0.114	
09:30 – 10:30	Dannerer, Monika de, en Universität Innsbruck Between "searching for" and "struggling with": Professional settings as a lens for conceptualising and dealing with linguistic diversity Sitzungssaal 1 AD.0.114	
10:30 – 11:00	Coffee break – Kaffeejause - Intervalo para café - Kahvitauko - コーヒーブレイク - Pausa caffè	
	Session 1 Sitzungssaal 1 AD.0.114	Session 2 Sitzungssaal 2 AD.0.122
11:00 – 11:30	Carvalho da Fonseca, Livia Cristina & Ribeiro Berger, Isis en, pt Universidade Estadual do Oeste do Paraná Managing multilingualism at the workplace: <i>in vitro</i> and <i>in vivo</i> language policies of Itaipu hydroelectric powerplant	Zehetgruber, Magdalena de, en, fr WU Wien "Jede weitere Fremdsprache ist ein Vorteil, da man dadurch punkten kann" - Linguistic diversity for the labour market from recruiters' perspective
11:30 – 12:00	Jakkula, Maria Annukka en, fi Tampereen yliopisto Perceptions of paraprofessional interlingual translation competence	Holzinger, Clara de, en Universität Wien Addressing societal multilingualism in street-level bureaucracies
12:00 – 12:30	Messner, Monika de, en, fr, it Universität Innsbruck "So, just la régularité del tempo, eh?" – The orchestra rehearsal as multilingual professional setting	Savych, Zlatozlava en, uk WU Wien Language and communication in old-age care settings: Perspectives of migrant care workers from Ukraine
12:30 – 13:00	Bernal, Carla & Schnitzer, Johannes ca, en, es WU Wien Multilingualism and minority languages in external corporate communication: an analysis of Spanish websites	Draxl, Anna-Katharina de, en Universität Wien How highly qualified EU-migrants from CEE countries experience the importance of language(s) in professional settings in Vienna
13:00 – 15:00	昼休み - Pausa per dinar - Pausa pranzo - Pause déjeuner – Lounastauko - Pauza za ručak	
15:00 – 15:30	Tůma, František bs, cs, de, en, hr WU Wien Beyond words: Pointing at technical drawings in multilingual workplace meetings	Meyer, Almut & Kuosa, Anne-Maria de, en, sv Turun yliopisto Encountering linguistic diversity in professional settings - An example from the legal language teaching
15:30 – 16:00	Schnitzer, Johannes & Zehetgruber, Magdalena de, en, WU Wien "Sorry for not writing in English, this is too much 'Beamtensprech'" – Multilingualism at the Department of Business Communication at Vienna University of Economics and Business	Ayer, Dorothee & Rüeger, Danièle en, fr Université de Fribourg/Haute école de gestion Fribourg Training future professionals through linguistic e-tandem
16:00 – 16:30	Solin, Anna en, fi Helsingin yliopisto Writing practices in the multilingual workplace: a study of university administrators	Meier, Gabriela & Styger, Esther de, en School of Education University of Exeter/Berufs- und Weiterbildungszentrum Buchs Sargans Roles of languages in technical vocational education: Case study results from the Swiss-Liechtenstein border region
16:30 – 17:00	Pausa para café - Pauza za kavu - Pause café - Přestávka na kávu - Pausa per café - কফি ব্রেক	
17:00 – 18:30	Panel Discussion: en Linguistic Diversity in Professional Settings: Needs & Policies Sitzungssaal 1 AD.0.114 with Catherine Danielopol-Hofer, Austrian Federal Ministry of Education, Science and Research Claudia Deutsch, European Commission Arnulf Gressel, Austrian Economic Chambers Eva Lavric, University of Innsbruck Sabine Tritscher-Archan, ibw Austria – Research & Development in VET Moderated by Martin Stegu, WU	
19:00	Višejezična večera - Monikielinen illallinen - Multilingual Conference Dinner - Cena multilingue @Luftburg – Kolarik im Prater Regional and organic cuisine	

Time	Friday, May 3	
9:00 – 10:00	<p>Matrisciano-Mayerhofer, Sara de, en, fr  <i>Ruhr-Universität Bochum</i> Multilingualism as the key of integration? The role of linguistic diversity in French company magazines <i>Sitzungssaal 1 AD.0.114</i></p>	
	<p>Session 1 <i>Sitzungssaal 1 AD.0.114</i></p>	<p>Session 2 / Workshop <i>Sitzungssaal 5 AD.0.095</i></p>
10:00 – 10:30	<p>Flubacher, Mi-Cha & Studer, Patrick de, en  <i>Zürcher Hochschule für Angewandte Wissenschaften</i> Teaching Linguistic Diversity Management: Challenges and opportunities</p>	<p>Weder, Franzisca <i>WU Wien</i> Sustainability. Linguistic, terminological and conceptual diversity</p>
10:30 – 11:00	<p>Martin, Karin & Heller, Colin en, it  <i>FH Kärnten</i> Multilingualism in business and language management - A potential approach to raise awareness among future managers about multilingualism in a business setting. A pilot project of the Carinthia University of Applied Sciences, Intercultural Management program</p>	
11:00 – 11:30	Coffee break - Kaffeejause - Intervalo para café - Kahvitauko - コーヒーブレイク - Pausa caffè	
	<p>Session 1 <i>Sitzungssaal 1 AD.0.114</i></p>	<p>Session 2 <i>Sitzungssaal 2 AD.0.122</i></p>
11:30 – 12:00	<p>Kabalin Borenić, Višnja & Kiss Kulenović, Boglarka en, hr  <i>Sveučilište u Zagrebu</i> Preparing students for linguistic diversity in the workplace through developing a training programme</p>	<p>Okamura, Akiko en, ja  <i>高崎経済大学</i> How do the advertisers use English and linguistic diversity in the Japanese housing market?</p>
12:00 – 12:30	<p>Warren, David & Reddy-Hrisenko, Krishne en, fr  <i>FH Technikum Wien</i> Preparing for the Mid 21st Century Workplace: The Challenges and Opportunities Associated with Linguistic Diversity in the Context of the 4 C's - Creativity, Communication, Critical Thinking and Collaboration</p>	<p>Tolvanen, Eveliina & Kuosa, Anne-Maria & Wide, Camilla de, en  <i>Turun yliopisto</i> Linguistic landscapes in the public sector</p>
12:30 – 13:00		<p>Martínez Sosa, Maria Isabel en, es  <i>Barna Management School</i> Challenges and opportunities in the communication of Community-Based Tourism in the Dominican Republic</p>
13:00 – 14:30	Pausa para el almuerzo - লাঞ্চ ব্রেক - Mittagspause - Přestávka na oběd - Pausa para o almoço	
14:30 – 15:00	<p>Volgger, Marie-Luise & Atzlesberger, Ute Maria & Frauscher, Bernadette & Rückl, Michaela de, en  <i>Universität Wien/Universität Salzburg/CEBS/Bildungsdirektion Wien</i> Why and with what goals learn and teach second foreign languages? Conceptual reflections on integrated language education at vocational secondary schools (BHS) in Austria</p>	<p>Leal, Alice & Dladla, Celimpilo de, en, pt, zu  <i>University of the Witwatersrand</i> Multilingual language policies in institutions of higher learning: Wits University in South Africa</p>
15:00 – 15:30	<p>Salaberry, Rafael en, es  <i>Rice University</i> Expanding linguistic diversity in professional settings: The potential of translanguaging</p>	<p>Bicsar, Andrea de, en, hu  <i>PH Burgenland</i> Which language makes the difference? The role of multilingualism at a university college of teacher education</p>
15:30 – 16:00	<p>Schlabach, Joachim de, en, sv  <i>Turun yliopisto & TU Darmstadt</i> Plurilingual business communication and linguistic diversity - About plurilingual proficiency, plurilingual courses, and impact studies</p>	<p>Claes, Marie-Thérèse en, fr  <i>WU Wien</i> Are we speaking the same language?</p>
16:00 – 16:30	Pausa para café - Pauza za kavu - Pause café - Přestávka na kávu - Pausa per café - কফি ব্রেক	
16:30 – 18:00	<p>Panel discussion de  Linguistic Diversity in Professional Settings: Practices <i>Sitzungssaal 1 AD.0.114</i> with Zeynep Arslan, Vienna Healthcare Association Monika Haider, equalizent Christoph Hadek, Austrian Post Aleksandra Panek, Counselling Center for Migrants in Vienna - Contact points for people with qualifications gained abroad Moderated by Bernadette Hofer-Bonfim, WU</p>	
18:00	Apéro - A Glaserl Wein - Anepo - Aperitivo - Get-together	
	Throughout the conference, the interactive exhibition HANDS UP will be present on campus. HANDS UP is an interactive exhibition that takes visitors on an exciting journey into the world of silence. You can register for the exhibition on our conference website .	
	The exhibition is financed with the kind support of the Rectorate of the Vienna University of Economics and Business (WU) and the Competence Center for Sustainability Transformation and Responsibility (STaR)	