

# PhD Workshop

## Sociolinguistic Creativity and Change in Marketing Discourse

11th March, 2015 | 10:00 – 16:00 | Haus der Universität

Prof. Adam Jaworski (University of Hong Kong)

Doctoral Programmes *Studies in Language and Society* (Bern)  
and *Multilingualism: Acquisition, Education and Society* (Fribourg)

### Target audience

The workshop is primarily aimed at participants of the doctoral programmes *Studies in Language and Society* (University of Bern) and *Multilingualism: Acquisition, Education, and Society* (University of Fribourg). We also welcome other doctoral students from the CSLS's partner institutions, including especially participants of the doctoral programmes *Transcultural Processes in Ibero-Romania* and *Linguistics* (Zurich) and doctoral students in the Network of Centres for Linguistics and Research Groups in Europe (LingNet Europe). Students from other Swiss universities, postdocs and advanced MA students may participate, if there are places left.

### Place

Haus der Universität,  
Schlösslistrasse 5, Bern  
[www.hausderuniversitaet.ch](http://www.hausderuniversitaet.ch)

### Time

11th March, 2015;  
10:00 – 16:00

### Registration

Email Nadja Bucheli by 4<sup>th</sup>  
March, 2015:  
[nadja.bucheli@csls.unibe.ch](mailto:nadja.bucheli@csls.unibe.ch)

### Host

Prof. Crispin Thurlow, Department of English, University of Bern

### Overview

Commodification of language under globalization has resulted in a notable separation of languages from traditional ethnic and national identities. Used as marketing resources, different language features and codes are increasingly used for symbolic and aesthetic purposes creating a new written register of brand names, advertising slogans and tag lines – *globalese*. The established links between speech and writing are severed or invented anew, depending on the local environments for their entextualization. In this workshop, we will discuss several examples of apparent, on-going, sociolinguistic change with regard to the blurring of boundaries between image and writing, and new syntactic, lexical and morphological choices combined with non-standard uses of punctuation marks, diacritics and other typographical innovations taking place in the commercial sphere. We will ask how these emplaced discourses create a sense of place as 'global' and what subject positions are available through their deployment.

### Preparation

Participating doctoral students are requested to submit a half-page abstract of their current research project. These should be emailed to Professor Crispin Thurlow by 17:00 on Friday 6<sup>th</sup> March, 2015 ([crispin.thurlow@ens.unibe.ch](mailto:crispin.thurlow@ens.unibe.ch)). These abstracts will help Professor Jaworski to connect quickly with your work.

Participants will be required to view three short video clips in advance of the workshop and prepare some initial research notes.

### Structure

10:00-12:00 Part 1: Interactive presentation by Prof. Jaworski  
12:00-14:00 Lunch  
14:00-16:00 Part 2: Practical analysis of media discourse data

Der Workshop ist Teil der Doktoratsprogramme *Studies in Language and Society* (Center for the Study of Language and Society, Universität Bern) und *Mehrsprachigkeit: Erwerb, Bildung und Gesellschaft* (Institut für Mehrsprachigkeit, Universität Freiburg).