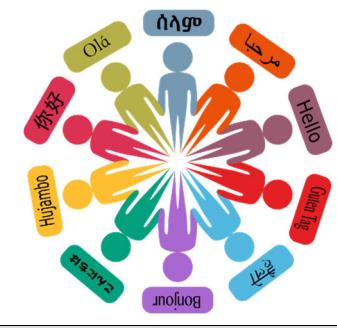


# Linguistic Diversity in Professional Settings: Needs, Policies and Practices



## Conference Program

Time	Thursday, May 2	
08:00 – 09:00	<b>Registration</b> Sitzungssaal 3 <a href="#">AD.0.089</a>	
09:00 – 09:30	<b>Welcome address</b> Sitzungssaal 1 <a href="#">AD.0.114</a>	
09:30 – 10:30	<b>Dannerer, Monika</b> <small>Universität Innsbruck</small> Between "searching for" and "struggling with": Professional settings as a lens for conceptualising and dealing with linguistic diversity <small>Sitzungssaal 1 AD.0.114</small>	
10:30 – 11:00	<b>Coffee break – Kaffeejause - Intervalo para café - Kahvitauko - コーヒーブレイク - Pausa caffè</b>	
	<b>Session 1</b> <small>Sitzungssaal 1 AD.0.114</small>	<b>Session 2</b> <small>Sitzungssaal 2 AD.0.122</small>
11:00 – 11:30	<b>Awal, Abdul</b> <small>Uniwersytet Łódzki</small> Navigating linguistic diversity in professional settings: insights from Bangladesh	<b>Zehetgruber, Magdalena</b> <small>WU Wien</small> "Jede weitere Fremdsprache ist ein Vorteil, da man dadurch punkten kann" - Linguistic diversity for the labour market from recruiters' perspective
11:30 – 12:00	<b>Carvalho da Fonseca, Lívia Cristina &amp; Ribeiro Berger, Isis</b> <small>Universidade Estadual do Oeste do Paraná</small> Managing multilingualism at the workplace: <i>in vitro</i> and <i>in vivo</i> language policies of Itaipu hydroelectric powerplant	<b>Holzinger, Clara</b> <small>Universität Wien</small> Addressing societal multilingualism in street-level bureaucracies
12:00 – 12:30	<b>Jakkula, Maria Annukka</b> <small>Tampereen yliopisto</small> Perceptions of paraprofessional interlingual translation competence	<b>Savych, Zlatoslava</b> <small>WU Wien</small> Language and communication in old-age care settings: Perspectives of migrant care workers from Ukraine
12:30 – 13:00	<b>Messner, Monika</b> <small>Universität Innsbruck</small> "So, just la régularité del tempo, eh?" – The orchestra rehearsal as multilingual professional setting	<b>Draxl, Anna-Katharina</b> <small>Universität Wien</small> How highly qualified EU-migrants from CEE countries experience the importance of language(s) in professional settings in Vienna
13:00 – 14:30	<b>昼休み - Pausa per dinar - Pausa pranzo - Pause déjeuner – Lounastauko - Pauza za ručak</b>	
14:30 – 15:00	<b>Tuma, František</b> <small>WU Wien</small> Beyond words: Pointing at technical drawings in multilingual workplace meetings	<b>equalizent HANS UP</b> HANS UP is an interactive exhibition that takes visitors on an exciting journey into the world of silence  Guided tour in English for conference participants only (max. 15 people, prior <b>registration necessary</b> )
15:00 – 15:30	<b>Schnitzer, Johannes &amp; Zehetgruber, Magdalena</b> <small>WU Wien</small> "Sorry, the e-mail is in German, this is too much 'Beamtensprech'" – Multilingualism at the Department of Business Communication at Vienna University of Economics and Business	
15:30 – 16:00	<b>Solin, Anna</b> <small>Helsingin yliopisto</small> Writing practices in the multilingual workplace: a study of university administrators	<b>Ayer, Dorothée &amp; Rüeger, Danièle</b> <small>Université de Fribourg/Haute école de gestion Fribourg</small> Training future professionals through linguistic e-tandem
16:00 – 16:30	<b>Meyer, Almut &amp; Kuosa, Anne-Maria</b> <small>Turun yliopisto</small> Encountering linguistic diversity in professional settings – An example from the legal language teaching	<b>Meier, Gabriela &amp; Styger, Esther</b> <small>School of Education University of Exeter/Berufs- und Weiterbildungszentrum Buchs Sargans</small> Roles of languages in technical vocational education: Case study results from the Swiss-Liechtenstein border region
16:30 – 17:00	<b>Pausa para café - Pauza za kavu - Pause café - Přestávka na kávu - Pausa per café - কফি ব্ৰেক</b>	
17:00 – 18:30	<b>Panel Discussion:</b> Linguistic Diversity in Professional Settings: Needs & Policies <small>Sitzungssaal 1 AD.0.114</small> with Catherine Danielopol-Hofer, Austrian Federal Ministry of Education, Science and Research Claudia Deutsch, European Commission Arnulf Gressel, Austrian Economic Chambers Sabine Tritscher-Archan, ibw Austria – Research & Development in VET Moderated by Martin Stegu, WU	
19:00	<b>Višejezična večera - Monikielinen illallinen - Multilingual Conference Dinner - Cena multilingue</b> <small>@Luftburg – Kolarik im Prater</small> Regional and organic cuisine	

Time	Friday, May 3	
<b>9:00 – 10:00</b>	<b>Matrisciano-Mayerhofer, Sara</b> <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>	
	<b>Session 1</b> <i>Sitzungssaal 1 AD.0.114</i>	<b>Session 2 / Workshop</b> <i>Sitzungssaal 5 AD.0.095</i>
<b>10:00 – 10:30</b>	<b>Flubacher, Mi-Cha &amp; Studer, Patrick</b> <i>Zürcher Hochschule für Angewandte Wissenschaften</i> Teaching Linguistic Diversity Management: Challenges and opportunities	<b>Weder, Franziska</b> <i>WU Wien</i> Sustainability. Linguistic, terminological and conceptual diversity
<b>10:30 – 11:00</b>	<b>Martin, Karin &amp; Heller, Colin</b> <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	
<b>11:00 – 11:30</b>	<b>Coffee break - Kaffeejause - Intervalo para café - Kahvitauko - コーヒーブレイク - Pausa caffè</b>	
	<b>Session 1</b> <i>Sitzungssaal 1 AD.0.114</i>	<b>Session 2</b> <i>Sitzungssaal 2 AD.0.122</i>
<b>11:30 – 12:00</b>	<b>Kabalin Borenić, Višnja &amp; Kiss Kulenović, Boglarka</b> <i>Sveučilište u Zagrebu</i> Preparing students for linguistic diversity in the workplace through developing a training programme	<b>Okamura, Akiko</b> <i>高崎経済大学</i> How do the advertisers use English and linguistic diversity in the Japanese housing market?
<b>12:00 – 12:30</b>	<b>Warren, David &amp; Reddy-Hrisenko, Krishne</b> <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	<b>Tolvanen, Eveliina &amp; Kuosa, Anne-Maria &amp; Wide, Camilla</b> <i>Turun yliopisto</i> Linguistic landscapes in the public sector
<b>12:30 – 13:00</b>	<b>Bernal, Carla &amp; Schnitzer, Johannes</b> <i>WU Wien</i> Multilingualism and minority languages in external corporate communication: an analysis of Spanish websites	<b>Martínez Sosa, María Isabel</b> <i>Barna Management School</i> Challenges and opportunities in the communication of Community-Based Tourism in the Dominican Republic
<b>13:00 – 14:30</b>	<b>Pausa para el almuerzo - লাঙ্ঘ ব্ৰেক - Mittagspause - Přestávka na oběd - Pausa para o almoço</b>	
<b>14:30 – 15:00</b>	<b>Volgger, Marie-Luise &amp; Atzlesberger, Ute Maria &amp; Frauscher, Bernadette &amp; Rückl, Michaela</b> <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	<b>Leal, Alice &amp; Dladla, Celimpilo</b> <i>University of the Witwatersrand</i> Multilingual language policies in institutions of higher learning: Wits University in South Africa
<b>15:00 – 15:30</b>	<b>Salaberry, Rafael</b> <i>Rice University</i> Expanding linguistic diversity in professional settings: The potential of translanguaging	<b>Bicsar, Andrea</b> <i>PH Burgenland</i> Which language makes the difference? The role of multilingualism at a university college of teacher education
<b>15:30 – 16:00</b>	<b>Schlabach, Joachim</b> <i>Turun yliopisto &amp; TU Darmstadt</i> Plurilingual business communication and linguistic diversity - About plurilingual proficiency, plurilingual courses, and impact studies	<b>Claes, Marie-Thérèse</b> <i>WU Wien</i> Are we speaking the same language?
<b>16:00 – 16:30</b>	<b>Pausa para café - Pauza za kavu - Pause café - Přestávka na kávu - Pausa per caffè - কফি ব্ৰেক</b>	
<b>16:30 – 18:00</b>	<b>Panel discussion</b> Linguistic Diversity in Professional Settings: Practices <i>Sitzungssaal 1 AD.0.114</i> with Zeynep Arslan, Vienna Healthcare Association Monika Haider, equalalent Christoph Hadek, Austrian Post  Moderated by Bernadette Hofer-Bonfim, WU	
<b>18:00</b>	<b>Apéro - A Glaserl Wein - Απέρο - Aperitivo – Get-together</b>	
<b>equalalent HANDS UP</b>	Throughout the conference, the interactive exhibition <b>HANDS UP</b> will be present on campus.  HANDS UP is an interactive exhibition that takes visitors on an exciting journey into the world of silence. More information on the registration modalities will follow shortly on our conference website.	
 STaR Center for Sustainability Transformation and Responsibility	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)	
	 WIRTSCHAFTS UNIVERSITÄT VIENNA UNIVERSITY OF ECONOMICS AND BUSINESS	