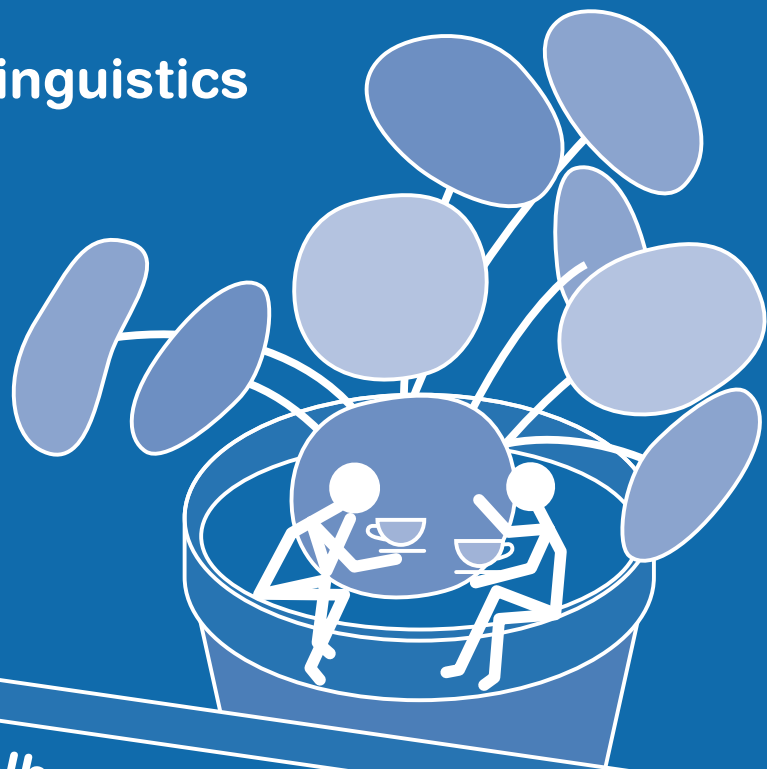


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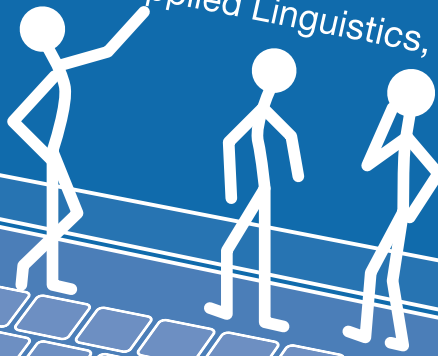
Università  
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Svizzera  
italiana



## PhD Toolbox Event

Doctoral Programme in Applied  
Linguistics: Managing Languages,  
Arguments and Narratives in the  
Datafied Society

School of Applied Linguistics, 4 – 5 May 2022



Sign up:  
[kusk@zhaw.ch](mailto:kusk@zhaw.ch)

## Wednesday, 4 May 2022

**Location: School of Applied Linguistics, SM O4.01**

15.00 – 16.00 **Introduction of the programme – Andrea Rocci, Daniel Perrin**

16.00 – 17.00 **Keynote – Srikant Sarangi**  
The transdisciplinary imperative: Some methodological, societal and ethical considerations

17.00 – 19.00 **PhD Toolbox Event**  
Location: Grüner Saal, 1st floor, Theaterstrasse 17  
Teaser: UAS & PhD – Making a difference

**Apéro**

## Thursday, 5 May 2022

**Location: School of Applied Linguistics, SM O4.25**

09.00 – 10.00 **Cerstin Mahlow**  
Development of self-learning material for corpus-assisted research

10.00 – 11.00 **Steve Oswald**  
On rhetorical effectiveness: An experimental inquiry

11.00 – 11.30 **Coffee Break**

11.30 – 12.30 **Marlies Whitehouse**  
Writing in Finance: Improving the communicative potential of financial analysts' recommendations

12.30 – 14.00 **Lunch Break**

14.00 – 15.00 **Olena Yaskorska-Shah**  
From data to model: Combining descriptive and normative approaches to argumentation

15.00 – 16.00 **Eva Kuske**  
How to write a dissertation in 15 minutes a day

16.00 – 17.00 **Panel Discussion – Chair: Daniel Perrin**  
Learnings from doing (trans-)disciplinary PhD research: drivers, challenges, outcomes

# Abstracts

## **The transdisciplinary imperative: Some methodological, societal and ethical considerations**

**Srikant Sarangi**

Aalborg University, Denmark | Cardiff University, UK | The Hong Kong Polytechnic University, Hong Kong

Taking the transgression of academy-induced disciplinary boundaries as the point of departure, this presentation draws attention to the limits of 'disciplinary vision' and deals with the semantic disambiguation of prefixes such as 'trans-', 'inter-', 'multi-' to index different conditions and consequences of boundary-crossing. Transdisciplinarity – or whatever term we choose to use – presumes a deep embedding in one's own discipline prior to crossing the boundaries. Paradoxically, the more one is embedded in one's discipline and inhabits a specific disciplinary mentality the more the discipline mutates into a 'terministic screen' in the Burkean sense.

In acknowledging the increasing epitomisation of transdisciplinarity as desirable and value-added, especially in terms of institutional imperatives and funding prerequisites, the metaphor of 'holy grail' seems apposite. The core of the rest of my presentation is three-fold: methodological issues, mainly concerning the need for a reappraisal of what constitutes data and data analysis beyond disciplinary boundaries; societal relevance and translational affordances of the trans-disciplinary endeavour, which may be characterised by a shift from data-driven to problem-oriented research; and the ethical commitment required of researchers, especially in terms of managing the 'dilemma of rigour or relevance', following Donald Schön. In conclusion, I draw attention to the challenges surrounding the existential differences in ontologies and epistemologies across given disciplinary communities of practices/discourses/interpretations when embarking on transdisciplinary research.

## **PhD Toolbox Event**

Only rarely do we get insight into the day-to-day tasks a PhD student is working on, especially during the quiet, retrieved writing phases. This event allows for a closer look behind the scenes of a PhD student's workspace, thematic focus, and tools. An entire toolbox may be required to manage work-life balance, scheduling, social networking, and prioritizing tasks. In an informal setting, we get to share strategies for managing a PhD.

## **Development of self-learning material for corpus-assisted research**

**Cerstin Mahlow**

Zurich University of Applied Sciences

For scientific research using linguistic corpora we currently develop a competence framework to help students and researchers alike to reflect on relevant competences and knowledge. Based on this framework we design and implement material to support practice-oriented, needs-oriented, and self-directed learning. Learning takes place in relevant practical situations in a goal-oriented, professional, and flexible manner. We include explanatory videos, interactive tasks, real-world use cases and testimonials to support situated learning. Users are introduced to relevant theories and practices. They are encouraged to explore our corpus Swiss-AL and to transfer their acquired skills to their own projects and data.

## **On rhetorical effectiveness: An experimental inquiry**

**Steve Oswald**

University of Fribourg

What does it mean for an argument to be rhetorically effective? This talk discusses, albeit in an exploratory way, whether the three Aristotelian rhetorical dimensions (logos, ethos, pathos) can be investigated more in-depth in the pursuit of more fine-grained accounts of persuasiveness. An outline of some answers to these questions will be provided through a discussion of current experimental projects devoted to persuasive aspects of implicit meaning, rephrase strategies and fallacies. In so doing, I will show that an experimental account of rhetorical effectiveness can (i) improve our knowledge of the effect arguments have on people, (ii) empirically ground the importance of choosing the appropriate linguistic resources in argumentative practices to support our rhetorical goals, and (iii) help us better understand how argumentation can impact our communicative practices.

## **Writing in finance:**

### **Improving the communicative potential of financial analysts' recommendations**

**Marlies Whitehouse**

Zurich University of Applied Sciences

This doctoral thesis identifies and analyses problems of text production in finance from three complementary perspectives and explains why solving these problems benefits theory, practice, and society at large. Thereby, it carries out a research project in transdisciplinary collaboration from the very first to the very last step and proposes evaluated and valid measures to improve writing in finance.

## **From data to model: Combining descriptive and normative approaches to argumentation**

**Olena Yaskorska-Shah**

Università della Svizzera italiana

In modern argumentation theory, scholars tend to distinguish between descriptive and normative approaches to argumentation. Normative models predefine features of sound argumentation, which allow further evaluation of real-life reasoning. However, descriptive models illustrate human reasoning as it is, without evaluative work. Such a distinction seems not to be very productive while dealing with big data. Here, on the one hand, we need to recognise real-life argumentation, yet on the other hand, we should be able to orient ourselves within a large number of arguments and find ones that make sense in the discourse. Therefore, argument analysis in big data requires a combination of both approaches. During the talk, we will present our solution to this issue.

## **How to write a dissertation in 15 minutes a day**

**Eva Kuske**

Zurich University of Applied Sciences

A Doctor of Philosophy is a degree at the highest academic level, and its pursuit can seem like a daunting task. Although the process of working on a PhD can be long and stressful, it is also rewarding, eye-opening and – actually doable. In my talk, I will discuss the most important steps involved in writing a dissertation, starting with the development of a research idea and the search for a suitable supervisor; continuing with the challenges of writer's block and ending with the final steps of revision and publication. I will conclude that "the best dissertation is a done dissertation" (Bolker, 1998) and that its pursuit is certainly worth the effort.