

## Curriculum Vitae

Last name: Flubacher  
First name: Mi-Cha Yvonne  
Date of birth: 2 May 1978  
Place of birth: Basel, Switzerland  
Nationality: Swiss

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### Areas of academic interest

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- Critical sociolinguistics, discourse analysis, sociolinguistic ethnography, applied linguistics
- Language, integration and migration; multilingualism at work; language, capitalism and neoliberalism; language, ethnicity/race and gender

### Academic positions

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- 02/2016 – **Institute of Linguistics**, University of Vienna: Postdoc University Assistant in Applied Linguistics
- 01/2013 – 06/2015 **Research Centre on Multilingualism**, Institute of Multilingualism at the University of Fribourg and the University of Teacher Education Fribourg, Switzerland: **Principal researcher** in the qualitative-ethnographic project “Access to the labour market, unemployment and language skills” with Prof. Alexandre Duchêne
- 09/2012 – 02/2013 **Institute of Multilingualism**, University of Fribourg and University of Teacher Education Fribourg: **Coordinator** of the Winter School “Sociolinguistics and Social Critique” (11–15/02/2013) and (ad interim) of the Institute’s doctoral programme “Multilingualism: acquisition, education and society”; **scientific collaborator** in the design of a Thematic Area for a EU FP7-Proposal with Prof. Alexandre Duchêne
- 07/2010 – 09/2011 **Institute of Multilingualism**, University of Fribourg and University of Teacher Education Fribourg: **Principal researcher** in the ethnographic project “When language becomes the subject of work: Multilingualism in Biel/Bienne’s call centres” with Prof. Alexandre Duchêne
- 11/2007 – 04/2010 **School of Applied Linguistics**, Zurich University of Applied Sciences, Winterthur, Switzerland: **Scientific collaborator** in the design of studies on English as Medium of Instruction and English in multinational companies in Switzerland, with Prof. Patrick Studer
- 01/2007 – 10/2010 **Department of Linguistics**, University of Bern, Switzerland: Doctoral student in the EU FP6 Project “LINEE: Languages In a Network of European Excellence” with Prof. Iwar Werlen
- 02/2006 – 09/2007 **Centre for the Study in Science and Technology (CEST)**; today Swiss Science Council, Berne, Switzerland: **Internship** in the area of Higher Education Studies (11 months); **principal researcher** in a mixed methods study on the choice of IT as field of study (9 months)

## Education and academic training

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12/2018	Teacher training on speech (“Speaking without stress”), Center for Teaching and Learning, University of Vienna, Austria
10/2017	Teacher training on reading scientific texts with students, Center for Teaching and Learning, University of Vienna, Austria
07/2016	Two-day workshop “Basic Qualification for Junior Staff – Teaching in Higher Education“, Center for Teaching and Learning, University of Vienna, Austria
02/2014 – 02/2015	Discourse Studies Article Writing Programme (Prof. Sari Pietikäinen, Jyväskylä Discourse Hub, University of Jyväskylä, Finland). Personal mentor: Prof. Monica Heller, University of Toronto, Canada
06/2009	LINEE Training Institute, Prague, Czech Republic (Prof. Jiri Nekvapil)
09/2008 – 08/2011	Pro*Doc (Swiss National Science Foundation Doctoral Programme) “Language as social and cultural practice“, associated doctoral student in the research module “Multilingualism in the social and professional space”
06/2008	LINEE Training Institute, Bolzano, Italy (Prof. Rita Franceschini)
06/2007	LINEE Training Institute, Brussels, Belgium (Prof. Peter Nelde)
01/2007 – 03/2013	Doctorate in Sociolinguistics at the Department of Linguistics, University of Bern, Switzerland with Prof. Iwar Werlen (Second supervisor: Prof. Alexandre Duchêne; additional member of jury: Prof. Rudolf de Cillia). Title in English: “Integration through language – the language of integration: A critical discourse analysis of the role of language in the integration policies of Switzerland and Basel 1998-2008”. Grade: Insigni cum laude (5,5/6)
10/1999 – 07/2005	University of Basel, Switzerland, lic. phil. I. (MA equivalent) Major: Sociology. Minors: English Linguistics; English Literature. Licentiate thesis in the sociology of language on standard German and the Swiss dialect in primary school classes in Basel: “‘Das Bleistift versorgen...’ Standardsprache und Dialekt im Unterricht der Primarschulen in Basel-Stadt”. Final grade: Insigni cum laude (5,5/6)

## Academic activities

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### Editorial expertise

#### Books

2019 –	Co-edited volume for Multilingual Matters: Speaking Subjects: <i>Biographical methods in multilingualism research</i> [manuscript submitted]
2017 – 2019	Co-edited volume for Zentrum für Integrationsstudien, TU Dresden: <i>Taboo and Transgression. The Power of the (Un)Told in Post-Migrant Society</i>
2013 – 2017	Co-edited volume for Multilingual Matters: <i>Language, Education and Neoliberalism: Critical Studies in Sociolinguistics</i>

#### Journals

2016 –	Co-editor for articles in applied linguistics and sociolinguistics for <i>Wiener Linguistische Gazette</i>
2014 –	Special issues for <i>International Journal of Bilingualism and Bilingual Education</i> , <i>International Journal of Sociology of Language</i> , <i>Multilingua</i> , <i>Vals-Asla Bulletin</i> , <i>Wiener Linguistische Gazette</i>

### Association engagements

- 06/2018 – Member of the scientific advisory board of *ÖDAF-Mitteilungen*
- 06/2017 – Founding member of the peer-driven group “Language & Work”
- 2016 – Active member of the *Netzwerk SprachenRechte*
- 02/2016 – 07/2017 Co-direction with Rudolf de Cillia of Special Interest Group IDT, Fribourg, Switzerland: “Deutsch als Zweitsprache im Kontext sozialer Integration in den deutschsprachigen Ländern: berufliche Aus- und Weiterbildung im Fokus“
- 02/2014 – 01/2016 Member of the Executive Board of Vals-Asla (Swiss Association for Applied Linguistics)

### Organisation of events

- 2020 – Conference by Netzwerk SprachenRechte on language testing and evaluation [postponed to early 2022]. Co-organiser.  
<https://tagung-sprachenrechte.univie.ac.at/home/>
- 1–5/07/2019 Workshop “Ideologies of Communication: Practices, Scales, and Modes – a Meeting of University of Chicago and University of Vienna”. Co-organiser. 15 participants.
- 5–6/04/2019 4<sup>th</sup> Language and work-workshop “Language, labour and (im)mobilities”. Université de Lausanne. Co-organiser. 20 participants.
- 7–8/12/2018 3<sup>rd</sup> Language and work-workshop “Language, work and gender”, Copenhagen Business School. Co-organiser. 20 participants.
- 16–20/07/2018 International doctoral summer school: “Metapragmatics, language ideologies and positioning practices”, University of Vienna. External lecturers: Prof. Alexandra Jaffe, Joseph Park, and Michael Silverstein. 20 international participants. Co-organiser with Prof. Jürgen Spitzmüller.  
<https://metapragmatics.univie.ac.at/home/>
- 2–3/12/2017 1<sup>st</sup> Language and work-workshop: “‘Commodification’: The potential and limits of a concept”; Department of Linguistics, University of Vienna. 15 participants.
- 31/07/2017 Panel discussion on “Deutsch als Zweitsprache im Migrationszusammenhang – Brücke, Hürde oder Bürde?”, Internationale Tagung der Deutschlehrerinnen und Deutschlehrer (IDT), Fribourg, Switzerland.
- 16–17/05/2014 Semi-annual meeting of the Transnational Expert Advisory Forum on “Sprache und Migration” in Fribourg, Switzerland. 10 experts from Germany, Austria, South Tyrol and Switzerland.

### Advisory Board

- Project at the Department of Sociology, University Vienna: “Arbeitsvermittlung im Kontext migrationsbedingter sprachlicher Diversität” (2019-2021, funded by ÖNB Jubiläumsfonds, PI: Prof. Elisabeth Scheibelhofer).

### Scientific Committee

- *Conferences*: “L’image des langues: 20 ans après”, Université de Neuchâtel, Switzerland; “Minorisation linguistique et inégalités sociales”, University of Moncton, Canada; 13<sup>th</sup> International Conference of the Association for Language Awareness (ALA), Vienna; International Symposium on Bilingualism 2019, Edmonton, Canada; IRG2020, Fribourg, Switzerland; Sociolinguistics Symposium 2020, Hongkong; Vals Asla Conference 2016, Geneva, Switzerland.
- *Research foundations*: Research Foundation Flanders (Fonds Wetenschappelijk Onderzoek Vlaanderen, FWO).

- *PhD committee*: Andrea Sunyol, Departament de Filologia Anglesa i de Germanística, Universitat Autònoma de Barcelona, Spain

## Reviewing

- *Journal articles*: Bulletin Vals-Asla; European Journal of Applied Linguistics; Fachsprache – International Journal of Specialized Communication; International Journal of Bilingual Education and Bilingualism; International Journal of Linguistic Anthropology; International Journal of Multilingualism; International Journal of Sociolinguistics; International Journal of the Sociology of Language; Language, Culture & Society; Language Policy; Multilingua; Sprache im Beruf: Kommunikation in der Aus- und Weiterbildung, Forschung und Praxis; ÖDAF-Mitteilungen; Orbis Scholae; TESOL Quarterly; Writing and Pedagogy.
- *Chapters in edited volumes*: Peter Lang; Multilingual Matters.
- *Book proposals*: Routledge.
- *Manuscripts*: Oxford University Press.

## University committees/panels

03–09/2020	Originally member of the commission for the habilitation candidate Dr. Pitzl-Hagin, English Department, University of Vienna
05/2018	Member of panel for selection of postdoc candidate in Applied Linguistics, Department of Linguistics, University of Vienna
06/2016	Consulting body for pre-selection of tenure track candidates in Applied Linguistics, Department of Linguistics, University of Vienna

## Mobility

07/2018	1-week research stay, Institute for Education, Bergische Universität Wuppertal
05/2017	1-week Erasmus Teaching Mobility at the Center for Multilingualism in Society across the Lifespan, University of Oslo

## Projects

01–06/2020	“ <i>Spracherleben – Mehrsprachigkeit in Kugy-Klassen am Slowenischen Gymnasium/Slovenska gimnazija (SLOG) in Klagenfurt/Celovec aus Sicht von Schüler_innen</i> ”, project lead by Prof. Brigitta Busch [completed]
06/2018–	“ <i>Muttersprachlicher Unterricht: Einschätzungen und Erlebnisse Muttersprachlicher Lehrpersonen in Österreich heute</i> ”, with Prof. Sara Hägi-Mead, Bergische Universität Wuppertal [on-going]
02/2016–	“ <i>Language, ethnicity and exoticisation: Language, Ethnicity and Exoticisation: The Thai Massage Studio as an Ethnographic Sociolinguistic Case Study</i> ” [on-going]
01/2013–06/2015	“ <i>Access to the labour market, unemployment and language skills</i> ”, project lead by Prof. Alexandre Duchêne [completed]

## Teaching

### Department of Linguistics, University of Vienna (in German)

[WS2020 –	maternity leave]
SS 2020	“ <i>Besondere Probleme der Sprachenpolitik: postkolonial</i> ”. MA/BA-seminar. Guest lecture by Sibö Kanobana (Gent University)

- WS 2019 “Minderheitenforschung”. MA-seminar. Guest lectures by Dr. Katharina Tyran (University of Vienna) & Dr. Elisabeth Barakos (Aston University)
- SS 2019 “Besondere Probleme der Sprachenpolitik Sprache und Macht”. MA-seminar. Guest lecture by Taegu Kim (PhD student, University of Vienna)
- WS 2018 “Thematische Vertiefung: Gedenken – ein linguistisches Arbeitsfeld”. BA-seminar (with Christian Bendl). Guest lecture by Dr. Catherine Diederich (PH St. Gallen/University of Zurich)
- “Weiterführende LV aus Sprachlehrforschung, Sprachlernforschung und Sprachenpolitik: Sprache und politische Ökonomie”. MA-seminar (with Jonas Hassemer). Guest lecture by Dr. Beatriz Lorente (University of Bern)
- SS2018 “Weiterführende LV aus Diskursanalyse und Soziolinguistik: Bourdieu und die Linguistik”. MA-seminar. Guest lecture by Prof. Dr. Duchêne (University of Fribourg)
- WS 2018 “Minderheitenforschung”. MA-seminar. Guest lectures by Dr. Martina Zimmermann (PH Luzern) & Dr. Klara Bilić-Meštrić (University of Zagreb).
- SS 2017 “Besondere Probleme der Sprachenpolitik: postkolonial”. MA-seminar (with Jürgen Spitzmüller). Guest lecture by Ilse Porstner (PhD student, University of Vienna)
- “Weiterführende LV aus Diskursanalyse und Soziolinguistik: Diskursanalyse: Krise, Liminalität & Prekarität”. MA-seminar (with Jürgen Spitzmüller). Guest lecture by Jonas Hassemer (PhD student, University of Vienna)
- WS 2016 “Weiterführende LV aus Diskursanalyse und Soziolinguistik: Diskursanalyse als Methode für Linguistik und Mehrsprachigkeitsforschung”. MA-seminar. Guest lecture by Dr. Lil Reif (University of Klagenfurt)
- SS 2016 “Besondere Probleme der Sprachpolitik: Mehrsprachigkeit?!” MA-seminar. Guest lecture by Dr. Niku Dorostkar (then: University of Vienna)
- WS 2016 – Privatissimum “Sprachlehr- und -lernforschung, Sprachenpolitik II” (with Brigitta Busch).

### Swiss universities

- SS 2015 “Language and Social Inequality”. BA-seminar, English Department, University of Bern. Guest lecture by Dr. Beatriz Lorente (University of Basel)
- “Politik, Wirtschaft und Mehrsprachigkeit”. MA-seminar, Institute of Multilingualism Research and Foreign Language Teaching, University of Fribourg. German-French. Guest lecture by Dr. Sebastian Muth (University of Fribourg)
- WS 2014 “Voices of Modernity: A Reading”. Doctoral seminar (with Sebastian Muth), Institute of Multilingualism, University of Fribourg.
- “Kritische Pädagogik der Vielfalt”. BA-seminar (with Mariana Steiner), University of Teacher Training Fribourg. German-French.

## Guest lectures (a selection)

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- 01/2021 Invited lecture "Multilingual migrant economies: A sociolinguistic ethnography of Thai massage in Vienna" in the Doctoral Training Unit "Capitalizing on Linguistic Diversity in Education" (DTU CALIDIE), University of Luxembourg [online].
- 06/2020 Invited lecture "Einschätzungen von Arbeitssuchenden und ihren Sprachkompetenzen: Zwischen Motivation, Integration und Investition", Institut Institut für Kommunikationswissenschaft, Universität Duisburg-Essen [online], BA-/MA-course Prof. Dr. Hannes Krämer.
- 10/2019 Invited lecture "Regulating language: a comparison of integration policies in Switzerland and Austria" in the English Department lecture series, University of Lausanne.
- 06/2019 Invited lecture "Spannungsfeld Arbeit, Integration und Sprachkompetenzen: Eine soziolinguistische Diskussion", Linguistikzirkel WU Wien.
- 11/2018 Invitation by Dr. Marián Sloboda, Department of Central European Studies, Charles University, Prague. Lecture in MA course: "Language and ethnic economies: challenges and questions for linguistic anthropology".  
Presentation in research seminar: "Official discourse in interview data: ignorance, 'whitewashing' or erasure?"
- 10/2018 Invited lecture "Mehrsprachigkeit und das neoliberale Sprachregime" in the lecture series on "Mehrsprachigkeit. Herausforderungen und Perspektiven für Schule und Gesellschaft", jointly organised by Dr. Hannes Schweiger and Dr. Beatrice Müller (University of Vienna), Prof. Sara Hägi-Mead (Bergische Universität Wuppertal) and Dr. Michael Dobstadt (TU Dresden).
- 10/2017 Key note "Critical ethnography" in the 2-day doctoral training "Language, Ethnography and Activism", organized by Dr. Miguel Pérez-Milans and Dr. Alfonso Del Percio, UCL Institute of Education.
- 07/2017 Key note "Discourses of Integration: Languages, Skills and Professional Integration" in the 1-week Summer School "Vocational Integration in Post-Migrant Society", organized by Prof. Friedrich Funke & Prof. Sara Hägi-Mead, Zentrum für Integrationsstudien, TU Dresden.
- 05/2017 Doctoral workshop at the Center for Multilingualism in Society across the Lifespan, University of Oslo: "Linguistic ethnography and reflexivity".  
Guest lecture in linguistics seminar: "How to be 'exotic' in Europe: a sociolinguistic ethnography in Thai massage studios".
- 12/2016 Invitation by Dr. Niku Dorostkar: High School, Vienna. "Dialekt, Bildung & Integration: Ein Schweizer Exkurs" (in German).
- 10/2015 Invitation by Prof. Christiane Hohenstein: MA-Seminar, Department of Interpretation Studies, Zürcher Hochschule für Angewandte Wissenschaften (ZHAW): "Migration und Umwelt: ein diskursiver Zugang".

## Teaching outside of university (third mission)

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- 07/2020 Organisation of and teaching in 1-week-module on language acquisition, sociolinguistics and migration for a certification course for mother-tongue teachers in Austria, PH Wien (University of Teacher Education Vienna), Austria. (Modul 3: Grundlagenwissen Spracherwerbsforschung, Soziolinguistik & Migrationsforschung)
- 11/2019 Lecture & workshop "Sprache und Macht: Soziolinguistische Erörterungen", 11. Tagung Nachbarsprachen, PH Höllabrunn, Austria,

- 02/2018 Workshop “Erlebte und gelebte Mehrsprachigkeit” in training course for school librarians, PH Wien (Teacher Training College Vienna), Austria.
- 10/2017 Organisation of and teaching in 1-week-module on language acquisition, sociolinguistics and migration for a certification course for mother-tongue teachers in Austria, PH Wien (University of Teacher Education Vienna), Austria. (Modul 3: Grundlagenwissen Spracherwerbsforschung, Soziolinguistik & Migrationsforschung)
- 10/2017 Lecture in 1-day-workshop on language acquisition via Media, dialect and integration at Bildungszentrum Salzkammergut (BIS), Ebenensee, Austria: “Dialekt und Integration”. Organised by COMMIT.

### Supervision of MA theses (co-supervision with Univ.-Doz. Dr. Brigitta Busch)

- 2018 – 2020 Nathalie Depari: Sprachenrepertoires und Identitätsdarstellungen von Jugendlichen mit indonesisch-österreichischen Eltern
- 2017 – Rebecca Spindler-Ulrich: Mehrsprachigkeit in einem internationalen Wiener Unternehmen
- 2016 – 2018 Katharina Müller: Sprachlehrkonzepte im ehrenamtlichen DaZ-Unterricht. Deutsch als Zweitsprache für geflüchtete Jugendliche
- 2016 – 2018 Anna Steinkress: Spracherleben vor dem Hintergrund der Deutschlernpflicht in Österreich

### Publications

#### **Books and special issues**

- Kraft, Kamilla & **Flubacher**, Mi-Cha (eds) (2020). The promise of language: Betwixt empowerment and the reproduction of inequality. *International Journal of the Sociology of Language* 264.
- Flubacher**, Mi-Cha, Hassemer, Jonas, Bendl, Christian & Spitzmüller, Jürgen (eds) (2020). Prekaritätserfahrungen: Soziolinguistische Perspektiven. *Wiener Linguistische Gazette* 85.
- Flubacher**, Mi-Cha & Hägi-Mead, Sara (eds) (2019). Taboo and Transgression. The Power of the (Un)Told in Post-Migrant Society (Theoretische Beiträge des Zentrums für Integrationsstudien, Band 1). Dresden: Zentrum für Integrationsstudien.
- Flubacher**, Mi-Cha, Duchêne, Alexandre & Coray, Renata (2018). *Language Investment and Employability: The Uneven Distribution of Resources in the Public Employment Service*. Basingstoke: Palgrave Macmillan.
- Spitzmüller, Jürgen, **Flubacher**, Mi-Cha & Bendl, Christian (eds) (2017). Soziale Positionierung als Praxis und Praktik: Theoretische Konzepte und methodische Zugänge. *Wiener Linguistische Gazette* 81.
- Flubacher**, Mi-Cha & Del Percio, Alfonso (eds) (2017). *Language, Education and Neoliberalism: Critical Studies in Sociolinguistics*. Bristol: Multilingual Matters.
- Flubacher**, Mi-Cha, Diederich, Catherine & Dankel, Philipp (2016). Neue Perspektiven in der empirischen Linguistik: Arbeiten von jungen Forschenden in der Schweiz – Nouvelles perspectives dans la linguistique empirique: Travaux des jeunes chercheurs en Suisse – New perspectives in empirical linguistics: Studies from young researchers in Switzerland. *Bulletin de la VALS/ASLA – Bulletin suisse de linguistique appliquée* 104.
- Flubacher**, Mi-Cha & Yeung, Shirley (2016). Discourses of Integration: Language, Skills, and the Politics of Difference. *Multilingua, Journal of Cross-Cultural and Interlanguage Communication* 35(6).
- Flubacher**, Mi-Cha (2014). *Integration durch Sprache – die Sprache der Integration: Eine kritische Diskursanalyse zur Rolle der Sprache in der Schweizer und Basler Integrationspolitik 1998-2008*. Wien: Vienna University Press (V&R Unipress).



## Journal articles [peer-reviewed unless marked]

- Flubacher**, Mi-Cha (2020). Desire and confusion: A sociolinguistic ethnography on affect in the ethnic economy of Thai massage. *International Journal of the Sociology of Language* 264. 115-135. (DOI: <https://doi.org/10.1515/ijsl-2020-2096>)
- Hassemer, Jonas & **Flubacher**, Mi-Cha (2020). Prekäre Ethnographie: Zur Rolle von Prekaritätserfahrungen im ethnographischen Erkenntnisprozess. *Wiener Linguistische Gazette* 85. 153-178. (DOI: [https://wlg.univie.ac.at/fileadmin/user\\_upload/p\\_wlg/852020/Hassemer-Flubacher-prekaere-ethnographie.pdf](https://wlg.univie.ac.at/fileadmin/user_upload/p_wlg/852020/Hassemer-Flubacher-prekaere-ethnographie.pdf))
- Flubacher**, Mi-Cha (2020). 'Selling the self': Packaging the narrative trajectories of workers for the labor market. *International Journal of Multilingualism* 17(1). 30-45. In special issue by Maria Rosa Garrido and Maria Sabaté-Dalmau, "Transnational trajectories of emergent multilingual workers in a globalized marketplace: Entrepreneurial Selves and neoliberal regimes". (DOI: <https://doi.org/10.1080/14790718.2020.1682249>)
- Spitzmüller, Jürgen, **Flubacher**, Mi-Cha & Bendl, Christian (2017). Soziale Positionierung: Praxis und Praktik. Einführung in das Themenheft. *Wiener Linguistische Gazette* 81. 1-18. [not peer-reviewed]
- Flubacher**, Mi-Cha & Bendl, Christian (2017). Editorial. *Wiener Linguistische Gazette* 80. iii-viii. [not peer-reviewed]
- Flubacher**, Mi-Cha, Diederich, Catherine & Dankel, Philipp (2016). Einführung. *Bulletin de la VALS/ASLA — Bulletin suisse de linguistique appliquée* 104. 1-7. [not peer-reviewed]
- Yeung, Shirley & **Flubacher**, Mi-Cha (2016). Discourses of integration and the politics of difference: An introduction. *Multilingua, Journal of Cross-Cultural and Interlanguage Communication* 35(6). 599-616.
- Flubacher**, Mi-Cha, Coray, Renata & Duchêne, Alexandre (2016). Language, integration and the labour market: The regulation of diversity. *Multilingua, Journal of Cross-Cultural and Interlanguage Communication* 35(6). 675-696.
- Duchêne, Alexandre & **Flubacher**, Mi-Cha (2015). Quand légitimité rime avec productivité: la parole d'œuvre plurilingue dans l'industrie de la communication. *Anthropologie et Sociétés* 39(3). 173-196.

## Book chapters

- Flubacher**, Mi-Cha (2020). Language ideology. In Christina Gansel and Constanze Spiess (eds.), *Wörterbuch zur "Textlinguistik, Stilistik und Diskurslinguistik"*. De Gruyter: Wörterbücher zur Sprach- und Kommunikationswissenschaft (WSK) Online. ([https://db.degruyter.com/view/WSK/wsk\\_id2c6b2603-b543-4134-b1df-ea10e94b90d0?pi=0&moduleId=common-word-wheel](https://db.degruyter.com/view/WSK/wsk_id2c6b2603-b543-4134-b1df-ea10e94b90d0?pi=0&moduleId=common-word-wheel))
- Flubacher**, Mi-Cha & Hägi-Mead, Sara (2019). Taboo and transgression in the context of migration, integration, and diversity. In Flubacher, Mi-Cha & Hägi-Mead, Sara (eds) (2019). *Taboo and Transgression. The Power of the (Un)Told in Post-Migrant Society* (Theoretische Beiträge des Zentrums für Integrationsstudien, Band 1). Dresden: Zentrum für Integrationsstudien. 5-14.
- Flubacher**, Mi-Cha (2019). Discourse analysis. In Jeroen Darquennes, Joe Salmons & Wim Vandebussche (eds), *Language Contact: An International Handbook*. Berlin: De Gruyter. 623-636. [peer-reviewed]
- Flubacher**, Mi-Cha & De Cillia, Rudolf (2019). DaZ im Kontext sozialer Integration in den deutschsprachigen Ländern: Berufliche Aus- und Weiterbildung im Fokus. In Thomas Studer, Cornelia Gick, Brigitte Forster Vosicki (eds), *Tagungsband der IDT2017, Vol. 3: Sprachenpolitik: Expertenberichte und Freiburger Resolution*. Berlin: Erich Schmidt Verlag. 134-149.
- Flubacher**, Mi-Cha (2018). „Sprache“, Integration & Arbeit. Eine soziolinguistische Annäherung. In Sonja Engelage (ed.), *Migration und Berufsbildung in der Schweiz*. Zürich: Seismo. 53-76.



- Del Percio, Alfonso & **Flubacher**, Mi-Cha (2017). Language, education and neoliberalism: Introduction. In Mi-Cha Flubacher & Alfonso Del Percio (eds), *Language, Education and Neoliberalism: Critical Studies in Sociolinguistics*. Bristol: Multilingual Matters. 1-18. [peer-reviewed]
- Zimmermann, Martina & **Flubacher**, Mi-Cha (2017). Win-win?! Language regulation for competitiveness in a university context. In Mi-Cha Flubacher & Alfonso Del Percio (eds), *Language, Education and Neoliberalism: Critical Studies in Sociolinguistics*. Bristol: Multilingual Matters. 204-228. [peer-reviewed]
- Del Percio, Alfonso, **Flubacher**, Mi-Cha & Alexandre Duchêne (2017). Language and political economy. In Ofelia Garcia, Nelson Flores & Massimiliano Spotti (eds), *Oxford Handbook of Language and Society*. Oxford: Oxford University Press. 55-75.
- Flubacher**, Mi-Cha (2016). On 'promoting and demanding' integration. A discursive case study of immigrant language policy in Basel. In Elisabeth Barakos & Johann W. Unger (eds), *Discursive Approaches to Language Policy*. London: Palgrave Macmillan. 231-252.
- Flubacher**, Mi-Cha (2015). Vom Diskurs zur Praxis: Mehrsprachigkeit und Integration als Analysegegenstand. In Verena Krausneker & Marie-Luise Volgger (eds), „*Meine Sprachen, meine Forschung und ich...*“ Festschrift für Rudolf de Cillia. Wien: Peter Lang. 155-167.

### Media work

- 09/2020 "Staatsbürgerschaftsprüfung als Belastungsprobe", *Heimat Fremde Heimat*, 27 September 2020, ORF 3. TV interview as representative of Netzwerk SprachenRechte to formulate criticism on B1 and 'value' tests for residence and citizenship
- 09/2020 "Der 'ganz normale' Rassismus", *Im Brennpunkt*, 24 September 2020, ORF 3. Joint TV interview with Dr. Verena Krausneker as part of documentary on racism in Austria. [<https://youtu.be/WhHHAnzaGLO>]
- 02/2018 "Darf man noch Fräulein sagen", *Café Puls*, 26 February 2018, Puls 4. Short TV-interview. [<https://www.puls4.com/cafepuls/Videos/beitraege/Darf-man-noch-Fraeulein-sagen-604810>]
- 10/2017 "Sprache und Behinderung", *Konkret*, 17 October 2017, ORF 2. Joint TV interview with Dr. Verena Krausneker. [<https://www.youtube.com/watch?v=-6XJpgyRsZE>]
- 05/2017 "Wie uns die Worte von Politikern manipulieren", Momcilo Nikolic for *vice.com*. Expert-interview on the manipulative possibilities of language in politics. [[https://www.vice.com/de\\_at/article/wje3vx/wie-uns-die-worte-von-politikern-manipulieren](https://www.vice.com/de_at/article/wje3vx/wie-uns-die-worte-von-politikern-manipulieren)]
- 12/2016 "Sag's mit Emoji. Wie die Österreicher die neuen Symbole einsetzen werden", *Café Puls*, 15 December 2016, Puls 4. Short TV-interview. [<http://www.puls4.com/cafepuls/Videos/beitraege/Sag-s-mit-Emoji-Wie-die-Oesterreicher-die-neuen-Symbole-einsetzen-werden>]
- 08/2014 "A l'égal des clients, le bilinguisme s'accoude au zin", *Echo Magazine*, 10-13. Contributing expert knowledge for an article on the bilingual situation in the French-German speaking city Biel/Bienne in Switzerland

### Further publications (a selection)

- Flubacher**, Mi-Cha & Heller, Monica (2020). Wie die Nazis Fuchs und Hirsch aus dem Deutschen Fussball "entfernten". *Bajour*, 17 October 2020. Kolumne Bolzplatz <http://bajour.ch/a/VeKvAPfk8dqul1vL>
- Flubacher**, Mi-Cha (2017). Meinung: Wieviel Sprache braucht Integration? *IQ konkret* (2017/1). 7.
- Krausneker, Verena & **Flubacher**, Mi-Cha (2017). Anti-rassistischer Sprachgebrauch: Eine Handlungsanleitung. In *ZARA Rassismusreport 2016: Einzelfall-Bericht über rassistische Übergriffe*

und Strukturen in Österreich. Wien: ZARA (Zivilcourage und Anti-Rassismus Arbeit). 78-80.  
[[https://www.zara.or.at/\\_wp/wp-content/uploads/2017/03/ZARA\\_Rassismus\\_Report\\_2016\\_web\\_fin.pdf](https://www.zara.or.at/_wp/wp-content/uploads/2017/03/ZARA_Rassismus_Report_2016_web_fin.pdf)]

**Flubacher**, Mi-Cha, Coray, Renata, Duchêne, Alexandre, Zurbriggen, Seraphina, Pante, Isaac & Singy, Pascal (2015). Wie wichtig sind Sprachen bei der Stellensuche?, *Panorama* 6. 5-6.

Duchêne, Alexandre, Singy, Pascal, Coray, Renata, **Flubacher**, Mi-Cha, Zurbriggen, Seraphina Zurbriggen & Pante, Isaac (2015). *Öffentliche Arbeitsvermittlung und Sprachkompetenzen; Placement public et compétences linguistiques*. Fribourg: Research Centre on Multilingualism.

## Talks

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### Organized panels

- 06/2019 International Pragmatics Association (IPRA), Hong Kong, China. Panel with Jürgen Spitzmüller & Jonas Hassemer: "The order of things and that thing called order: Pragmatic inquiry as a metapragmatic practice".
- 10/2018 Österreichische Linguistiktagung (ÖLT), Innsbruck, Austria. Panel with Jürgen Spitzmüller, Christian Bendl & Jonas Hassemer: "Prekaritätserfahrungen – Soziolinguistische Perspektiven auf Subjekte/Praktiken in Ambivalenz, Liminalität und Krise".
- 06/2018 Sociolinguistics Symposium 22 (SS22), Auckland, New Zealand. Panel with Brook Bolander: "Rethinking regions".
- 12/2017 Österreichische Linguistiktagung (ÖLT), Klagenfurt, Austria. Panel with Brigitta Busch: "Einschluss / Ausschluss – Perspektiven der Angewandten Sprachwissenschaft". Discussant: Martina Zimmermann, PH Luzern.
- 06/2017 International Symposium on Bilingualism (ISB11), Limerick, Ireland. Panel with Kamilla Kraft: "Multilingualism, work, and integration: between emancipation and stratification". Discussant: Cécile Vigouroux, Simon Fraser University.
- 11/2016 Österreichische Linguistiktagung (ÖLT), Graz, Austria. Panel with Jürgen Spitzmüller and Christian Bendl: "Soziale Positionierung als sprachliche Praxis: theoretische Konzepte und methodische Zugänge".
- 06/2016 Sociolinguistics Symposium 21 (SS21), Murcia, Spain. Panel with Beatriz Lorente: "Language practices and the (re)production of the 'Other'".
- 01/2016 Vals-Asla Colloquium 2016, Geneva, Switzerland. Panel with Alfonso Del Percio: "Marketing Multilingual Switzerland".

### Workshops/ Roundtables

- 07/2017 Internationale Tagung der Deutschlehrerinnen und Deutschlehrer (IDT), Fribourg, Switzerland.  
Workshop with Rudolf de Cillia: "Deutsch als Zweitsprache im Kontext sozialer Integration in den deutschsprachigen Ländern: berufliche Aus- und Weiterbildung im Fokus".  
Organisation and moderation of a roundtable discussion on German as a second language in the context of migration (original title in German: "Deutsch als Zweitsprache im Migrationszusammenhang – Brücke, Hürde oder Bürde?")

### Conference papers

- 06/2019 International Pragmatics Association (IPRA), Hong Kong, China. "Reflexive ethnography: shifting and ambiguous positions", in the panel with Jürgen Spitzmüller & Jonas Hassemer: "The order of things and that thing called order: Pragmatic inquiry as a metapragmatic practice".

- 10/2018 Österreichische Linguistiktagung (ÖLT), Innsbruck, Austria. "Liminalität und Prekarität im epistemologischen Fokus einer reflexiven Ethnographie" with Jonas Hassemer, in the panel "Prekaritätserfahrungen – Soziolinguistische Perspektiven auf Subjekte/Praktiken in Ambivalenz, Liminalität und Krise", co-organised with Jürgen Spitzmüller, Christian Bendl & Jonas Hassemer.
- 09/2018 International Conference on Sociolinguistics (ics2), Budapest, Hungary. "Female ethnic economies and the trappings of desire. A sociolinguistic perspective", in the panel: "Language and affective capitalism", organised by Alfonso Del Percio & Kati Dlaske.
- 08/2018 Sociolinguistics Symposium 22 (SS22), Auckland, New Zealand.  
 "From Orientalism to Exoticism: Sociolinguistic re-essentialisation or deconstruction of regions?", in the panel "Rethinking regions", co-organized with Brook Bolander.  
 "From the protection of languages to postulating a right to language – The Network Language Rights (Netzwerk SprachenRechte) in Austria" with Brigitta Busch, in the *invited panel* "Advocacy in language policy", organised by Elana Shohamy & Piet van Avermaet.  
 "Interconnections between language, work and ethnicity: A case study of Thai massage studios in Vienna", in the panel "Making workers: Language, migration and the politics of the Self", organised by Sibö Kanobana & Sara Nyssen.
- 06/2017 International Symposium on Bilingualism 11 (ISB11), Limerick, Ireland. "Bilingual competences as a condition for commodification: an ethnography of Thai massage studios in Vienna", in the *invited panel* "Bilingualism and commodification: Taking stock and moving forward", organised by Helen Kelly-Holmes.
- 06/2016 Sociolinguistics Symposium 21 (SS21), Murcia, Spain.  
 "A sociolinguistic perspective on the 'Other': An introduction", in the panel "Language practices and the (re)production of the 'Other'" co-organised with Beatriz Lorente.  
 "The institutional management of language competences in the context of unemployment: A case study" (with Renata Coray), in the panel "Local, nation-state and international linguistic regimes at the crossroads: Transnational trajectories of language world workers in globalised labour spaces", organised by Maria Rosa Garrido and Maria Sabaté-Dalmau.
- 04/2016 AAAL 2016 (American Association for Applied Linguistics, Orlando, USA. "On the commodification of the 'exotic' and its limits: a theoretical approach", in the panel "Exploring the limits of language commodification: Changing regimes of value in space and time", organised by Sebastian Muth.
- 01/2016 Vals-Asla Colloquium 2016, Geneva, Switzerland. "Branding, bilingualism, and barriers: A tale of two cities", in the panel "Marketing multilingual Switzerland", co-organised with Alfonso Del Percio
- 06/2015 The Sociolinguistics of Globalization, Hong Kong. "The management of a multilingual workforce: an ethnography of a Swiss call centre" in the panel "Virtual workplace talk", organised by Johanna Woydack.
- 12/2014 Österreichische Linguistiktagung, Vienna, Austria. "Sprachnachweis Schweiz" (invited talk) in the panel "Netzwerk SprachenRechte".
- 09/2014 Explorations in Ethnography, Language and Communication 5 (EELC5), Manchester, England. "Multilingual, but unemployed? An ethnographic analysis of the role of language and the access to the labour market".
- 06/2014 Sociolinguistics Symposium 20 (SS20), Jyväskylä, Finland. "On the negotiation of desirability: Foreign workers in the Swiss labour market" in the panel: "The Desire

for Mobility and Multilingualism: Between Public Discourse and Subjective Agency”, organised by Martina Zimmermann.

02/2014

Informal Research Group (IRG) Conference, Fribourg, Switzerland. “Language and the labour market. An ethnographic approach to questions of access to the labour market, unemployment and language skills”.