International Conference

LANGUAGE AT WORK

Research Advances in Social Sciences

Facultat de Ciències Jurídiques
UNIVERSITAT ROVIRA I VIRGILI
Tarragona (Catalonia, Spain)
June 7-8, 2018

Supporting Institutions

Language at Work Conference
Research Advances in Social Sciences

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Aims and Scope

The conference aims to foster discussion among social scientists about the relations between language and work, including occupations, labor processes and employment conditions. Within this broad field, the conference will focus on the central role language plays in labor processes. We start from the centrality of language in the information society, since information is linguistically coded and, for a wide range of products and services, language becomes raw material. Language is thus a key component of productivity, employability, wages, and control. First and additional languages, computer languages, numerical systems, scripts or protocols can be approached as today's working tools that must be mastered by professionals on an everyday basis. Beyond the classical "language industries" whose outputs are books or translations, today's conversations and texts are produced in a wide range of workplaces where they can be understood as the final product of the labor process.

Adopting an interdisciplinary perspective, the conference will bring together scholars engaged in research on workplace language skills and their implications for broader social and economic concerns, including social and economic inclusion, job security, long-life learning, unionization, gender inequalities, and wage differentials.

Topics:

- Defining and measuring language skills related to job performance
- Language standardization/agency and production processes
- "Linguistic-jobs" and "non-linguistic" jobs
- Non-natural languages in the labor market. Technical and numerical languages
- Professions and sectorial language. Jargons, company speak
- Language skills, wages, employment, and employability
- Language as raw material, tool, and product
- Language, hiring, and promotion
- Social and economic implications of language work

Program

	Thursday, 7 June 2018		Friday, 8 June 2018	
8:00 8:45	Registration, Hall Sala de Graus			
8:45 9:15	Welcome Speeches, (Room Sala de Graus)			
9:15 10:30	Plenary (Room Sala de Graus) *Economic theory and the diffusion of languages* Prof. Florian Coulmas University of Duisburg-Essen (Germany) *Language as a corporate asset* Prof. Krishna S. Dhir University of Hawaii at Hilo (USA)		Plenary (Room Sala de Graus) *The literal cost of linguistic assimilation for immigrant minorities* Prof. Orhan Agirdag Katholieke Universiteit te Leuven (Belgium) *Not only privilege and exclusion, but also resistance and democratization: The multiple power effects of multilingualism at the workplace* Dr. Claudine Gaibrois, University of Saint Gallen (Switzerland)	
10:30 11:00	Coffee Break		Coffee Break	
11:00 12:25	Parallel Session 1 in Spanish and English Language (Room 420) *Validation of labour language intensity scale (ILT)* Antoni Vidal-Suñé, M. Belén López- Panisello,Universitat Rovira i Virgili (Spain) *English-Spanish Linguistic Acculturation and Occupational Access at the U.S.-Mexico Border* Maria Cristina Morales, University of Texas at El Paso (US) *Classification of labour occupations through language skills using artificial neural networks analysis* M. Carme Molina Cobo; M. Teresa Sorrosal Forradellas; Antoni Vidal- Suñé Universitat Rovira i Virgili (Spain)	Parallel Session 2 (Room 423) *Water cooler talk: conversations at work and conversational work* Lisandre Labrecque-Lebeau, CIUSSS Centre-sud-de-l'île-de-Montréal (Canada) *The work of being an informed consumer: Is there a digital divide in the case of responsible consumption?* Eleni Papaoikonomou; Matias Carlos Ginieis Iribarren; Rafael Böcker Zavaro Universitat Rovira i Virgili (Spain) *Language and witchcraft as a trade: Insights from Machakos County, Kenya* Purity M. Nthiga; Gatitu Kiguru; Phyllis W. Mwangi; Caryn Kimuyu Kenyatta University (Kenya)	Parallel Session 6 (Room 420) *Language-Intensity-Similarity, and -Competences, and the cross-border labour market in Europe* Roman Szul, University of Warsaw (Poland) *The Welsh National Sabbatical Scheme: Building and strengthening the Welsh language capacity of the education workforce in Wales* Christina Marie Wagoner Cardiff University (United Kingdom) *Immigrants' educational credentials leading to employment outcomes: The role played by language skills* Javier Mato Díaz; María Miyar Busto; Rodolfo Gutiérrez Palacio Universidad de Oviedo and UNED (Spain)	Parallel Session 7 (Room 423) *Two worlds of scripts: Call Centres and public services. The case of gender violence hotlines in Spain* Amado Alarcon; Blanca Deusdad; Tinka Schubert Universitat Rovira i Virgili (Spain) *Commercial multilingualism in migrant businesses: Neoliberal language polices, commodification of 'non-standardness' and linguistic exploitation* Maria Sabaté-Dalmau, Universitat de Lleida (Catalonia, Spain) *The importance of being employable. Construction of membership category 'Employable Graduate' in the MOOC unlocking your employability* Katarzyna Aleksiejuk Graduate of the University of Edinburgh, currently unaffiliated (United Kingdom)
12:30 13:15	Plenary (Room Sala de Graus) *We're a small team pretending to be a big one'; negotiating collective identities at work,* Prof. Jo Angouri, University of Warwick (United Kingdom)		Plenary (Room Sala de Graus) *Language challenges in the workplace: The soviet diaspora in the US innovation economy,* Prof. Sheila M. Puffer, Northeastern University (USA)	
	Free time for lunch		Free time for lunch	

Time			Parallel Session 8 (Room 420)	Parallel Session 9 (Room 423)
15:00 16:25	Session 3 (Room 423) *The language of algorithms and the changes in police work* Natalie P. Byfield St. John's University (USA) *A Pluri-Ethno-Linguistic fragmentation index* Stéphanie Cassilde; Kelly Labart CEHD (Belgium); FERDI (France) *Political correctness and linguistic creativity on the job market. How much do they (mis)inform?* Ilona Delekta University of Silesia (Poland)		*Integrating corpus-based tools in translators' work environment: Cognitive and professional implications* Sandrine Peraldi, University College Dublin (Ireland) *Translation management and digitalization in the Swiss Federal Government* Till Burckhardt, University of Geneva (Switzerland) *State language in state administ ration: Language policy in Geo rgia and real language practices* Tamari Lomtadze, Akaki Tsereteli State University Kutaisi (Georgia)	*Linguistic corpus of names of professions as applied source for job searching: A technical challenge* Sandrine Fuentes; Hugo Valenzuela-Garcia Universitat Autònoma de Barcelona (Spain) *Preliminary meta-analysis on the linguistic validity of self-reporting* Ester Torres-Simon Universitat Rovira i Virgili (Spain) *Migrants and the EU 2020 strategy: Towards occupational inclusion* Nune Ayvazyan Universitat Rovira i Virgili (Spain)
16:30 17:10	Plenary (Room Sala de Graus) *Local languages in the labour market: The case of Catalan,* Prof. Antonio Di Paolo (Universitat de Barcelona, Spain)		16:30-17:00 Closure (Room Sala de Graus) & 17:00-45 Farewell Cocktail	
17:15 18:45	Parallel Session 4 (Room 420) *Multilingualism in the workplace: The importance of industry sectors for strategic language management* Guro Refsum Sanden Aalborg University (Denmark) *Language used at work: a comparative study by countries and gender through a language intensity index* Teresa Corbella, Amado Alarcón, Universitat Rovira i Virgili (Spain) *Languages at work in the Basque Autonomous Community* Karin van der Worp University of the Basque Country, UPV/EHU (Spain)	Parallel Session 5 (Room 423) *Communication skills in the workplace: The Kenyan Graduates' achilles heel?* Phyllis W. Mwangi; Purity M. Nthiga; Gatitu Kiguru Kenyatta University (Kenya) *Foreign languages and employability in Europe* Daniele Mazzacani Libera Università di Bolzano (Italia) *What key competences the occupations have?* Catherine S. Capelo & M. Angeles Serrano Universitat Rovira i Virgili (Spain)	18:00-19:00. RecerCaixa/MEC Project Meeting. (Room Sala de Graus)	
18:45	Guided tour to the city of Tarragona			
21:15	Dinner: at Restaurant Palau del Baró			

Keynote Speakers

Florian Coulmas

Senior Professor for Japanese Society and Sociolinguistics

Institute of East Asian Studies (IN-EAST) and Faculty of Social Sciences

Duisburg Essen University (Germany)

From 1968 to 1975, Florian Coulmas studied Sociology, Philosophy, and German Studies at Freie Universität Berlin and at Paris Sorbonne (1969–1970). He completed his PhD at Bielefeld University in 1977. In 1980, he fished his habilitation at Düsseldorf University where he worked as a privatdozent thereafter. In 1987, he became Professor of Sociolinguistics at Chūō University.

Currently, Coulmas is Professor of Language and Culture of Modern Japan at the University of Duisburg-Essen. From October 2004 until September 2014, he was the Director of the German Institute for Japanese Studies in Tokyo. Coulmas lived in Japan for many years. He has published on Grapholinguistics, Sociology of language, and Japanology. He regularly writes for the Japan Times, the Frankfurter Allgemeine Zeitung, and the Neue Zürcher Zeitung. In 2016, Coulmas was awarded the Meyer-Struckmann-Prize for Research in Arts and Social Sciences.

Jo Angouri

Centre for Applied Linguistics

University of Warwick (United Kingdom)

Jo Angouri is Professor and Director of Undergraduate Studies in Applied Linguistics at the University of Warwick, UK and a Visiting Distinguished Professor at Aalto University, School of Business, Finland. Jo is co-directing two international research networks, one under the Warwick-Monash alliance on Migration Identity and Translation and one under AILA on Migrants in Working life. Jo has had visiting positions in institutions in Europe, New Zealand and Australia. Her research expertise is in sociolinguistics, pragmatics and critical discourse analysis. Her current work focuses on boundary crossing, workplace interaction, multilingualism and political discourse and ideology. In the last ten years Jo has published 60 refereed papers, three special issues, two books, three edited volumes and two conference proceedings. Jo has recently completed a monograph on Culture, Discourse, and the Workplace (Routledge, 2018) and has co-edited a volume on Negotiating Boundaries at Work (2017, EUP- with Janet Holmes and Meredith Marra). Jo is the founding editor of Language at Work series (Multilingual Matters) is also co-editing Discourse Approaches to Politics, Society and Culture for John Benjamins.

Krishna S. Dhir

Professor of Management Science

Former Dean of Business

College of Business and Economics

University of Hawaii at Hilo (USA)

Is Professor of Management Science and former Dean of Business at the University of Hawaii at Hilo, in USA; and Visiting Professor of Management at Széchenyi University in Győr, Hungary. He has advised a number of universities in Australia, Hungary, India, Malaysia, Switzerland, and the United Kingdom, on matters of accreditation, curriculum quality, and student learning. He has had corporate experience with BioStar Medical in Boulder, Colorado; CIBA-GEIGY AG in Basle, Switzerland; and Borg-Warner in Parkersburg, West Virginia. Dr. Dhir was the President of the Decision Sciences Institute, which honored him with its *Dennis E. Grawoig Distinguished Service Award*. Pennsylvania State University at Harrisburg's gave him the *James A. Jordan Jr. Award for Teaching Excellence*. The Emerald Literati Network gave him the *Award of Excellence* for his research. He is a recipient of the Gold Medal of the St. John Ambulance Association of India. Dr. Dhir's 2007 book, *The Dean's Perspective: Issues in Academic Leadership in Schools of Business*, published by the Decision Sciences Institute, was translated into Japanese in 2011 by Chuo-Keizai-Sha of Tokyo, Japan. Dr. Dhir has published in a number of journals and books. A Fellow of the Operational Research Society (FORS) in UK, Dr. Dhir holds a Ph.D. from the University of Colorado in Boulder. Much of his research focuses on language, corporate communications, and knowledge creation.

Orhan Agirdag

Education and Society professor

Faculty of Psychology and Educational Sciences

Katholieke Universiteit te Leuven (Belgium)

Orhan Agirdag is affiliated to the Laboratory for Education and Society as a tenure track professor. Formerly, he worked at Ghent University and was a Fulbright Fellow at the UCLA. He is also associated to University of Amsterdam. His doctoral thesis on school segregation is multiple awarded. In his research Orhan Agirdag combines insights from sociology, linguistics and educational sciences. More specifically, he investigates how broad social trends (such as growing ethnic diversity and technological developments) are related to various teaching and learning processes. He uses both qualitative and quantitative research methods. Orhan Agirdag's academic works are included in several book chapters and are published in many scholarly journals. As a multilingual researcher, he writes in English, Dutch and Turkish.

Sheila M. Puffer

Professor of International Business

University Distinguished Professor

Northeastern University (USA)

Professor Puffer has research and teaching interests in international business and management and entrepreneurship, with emphasis on Russia, the Former Soviet Union, and other emerging markets.

Professor Puffer is a fellow at the Davis Center for Russian Studies at Harvard University. She has served as program director of the Gorbachev Foundation of North America at Northeastern. She worked for six years as an administrator in the Government of Canada and has consulted for a number of private and nonprofit organizations.

Professor Puffer was the editor of The Academy of Management Executive and a member of the Academy's Board of Governors (1999-2002). She serves on numerous editorial boards, including the Journal of International Business Studies, Journal of World Business, and European Journal of International Management. She was a track chair at the 2014 Academy of International Business meetings and has been a keynote speaker at numerous international conferences.

She is University Distinguished Professor, 2011- (the highest award for faculty, for having achieved international recognition and distinction for contributions to education and research that cross disciplinary boundaries).

Claudine Gaibrois

Research Institute for Organizational Psychology

University of St. Gallen and
Zurich University of Applied Sciences (Switzerland)

Is a Lecturer in Culture, Society and Language at the Zurich University of Applied Sciences and an External Lecturer on Managing Multilingual Companies at St. Gallen University and at EM Strasbourg Business School. She received her PhD from St. Gallen University for her thesis on the discursive construction of power relations in multilingual organisations. Her research interests include linguistic and cultural diversity, communication in organisational contexts, intercultural communication and power relations.
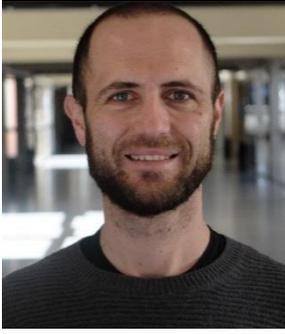
Antonio Di Paolo

Department of Econometrics, Statistics and Applied Economics

Researcher at AQR-IREA Research Group (UB)

Researcher at Language & Occupations Research Project (URV)

Universitat de Barcelona (Spain)

The research interests of professor Di Paolo focuses mainly on the fields of Education Economics, Labor Economics, Language Economics, and Applied Microeconometrics. In 2014 he carried out the DAAD Research Visiting Fellowship (spent at DIW, Berlin); in 2013 he received the "Pasqual Maragall Chair" Grant for Research in Applied Economics (topic: Change in Language of Instruction and Returns to Schooling in Catalonia, joint with Lorenzo Cappellari), in 2010 he obtained the "Generalitat de Catalunya" prize of Institute of Catalan Studies (IEC).

Scientific Committee Members:

Amado Alarcón Alarcón (*Universitat Rovira i Virgili, Spain*); Till Burckhardt (*Université de Gèneve, Switzerland*); Stéphanie Cassilde (*Centre d'Études en Habitat Durable, Belgium*); Florian Coulmas (*Duisburg Essen University, Germany*); Antonio Di Paolo (*Universitat de Barcelona, Spain*); Federico Farini (*Middlesex University in London, United Kingdom*); Keiji Fujiyoshi (*Otemon Gakuin University, Japan*); Michele Gazzola (*Humboldt-Universität zu Berlin, Germany*); Nadezhda Georgieva-Stankova (*Trakia University, Bulgaria*); Maria Guadalupe González (*Universidad Pedagógica Nacional, Mexico*); Cecilio Lapresta (*Universitat de Lleida, Spain*); Josiah McC Heyman (*University of Texas at El Paso, USA*); Maria Cristina Morales (*University of Texas at El Paso, USA*); Anthony David Pym (*Universitat Rovira i Virgili, Spain*); Roland Terborg (*Universidad Nacional Autónoma de México, Mexico*); Ester Torres Simón (*Universitat Rovira i Virgili, Spain*); Trinidad Valle (*Fordham University, USA*); Antoni Vidal-Suñé (*Universitat Rovira i Virgili, Spain*); Johanna Woydack (*University of Vienna, Austria*).

Local Organizing Committee (URV):

Amado Alarcón Alarcón (President), Antoni Vidal-Suñé (co-President), Tinka Tabea Schubert, M. Teresa Sorrosal, M. Carmen Molina, Nune Ayvazyan, Maria Jesús Muiños, Teresa Corbella, Belén López, Josep Ubalde, Carla Aguilar, Mar Joanpere (technical secretary).

Guided tour to the city of Tarragona

(Thursday, 7 June 2018, 18:45 h – 21 h)

Made with a guide by the company Itinere.

TARRAGONA ROMANA (Tarraco Roman City)

Tarraco was the capital of the Hispania Citerior, one of the largest provinces of the Roman Empire. From Itinere, we propose you a fascinating journey that will surprise you by the coexistence of the locals with the imperial past of the city. The historical center of Tarragona (known as Part Alta) is based, from the Middle Ages, on the ancient Roman Acropolis. We will visit the oldest Roman walls of the peninsula and we will discover, strolling through the present streets, the great Provincial Forum and the recent excavations of the Circus. We will walk through the vaults that support stadium stands where thousands of spectators enjoyed *ludi circensis* or horse racing. Finally, we will finish the visit to the amphitheater, located by the sea.
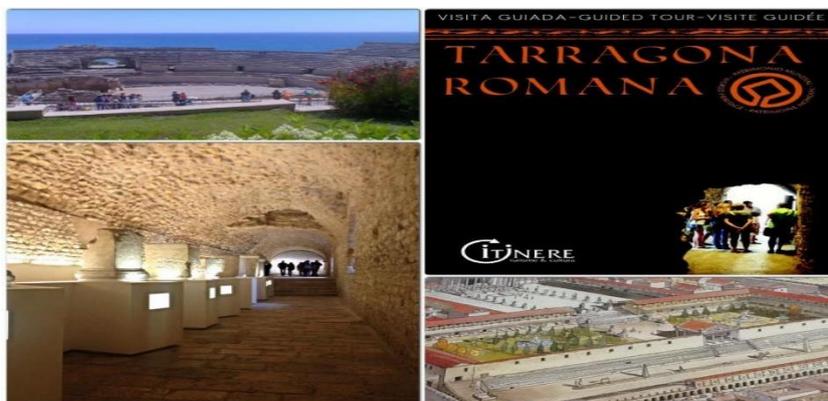
Dinner

(Thursday, 7 June 2018, 21 h)

At Restaurant Palau del Baró (C/ Santa Anna 3, Tarragona)

Confirm your assistance to the Organizing Committee

ABSTRACTS

Plenary Sessions

Economic theory and the diffusion of languages
Florian Coulmas
Duisburg Essen University (Germany)

Since Adam Smith, economists have taken an interest in various aspects of language. Reviewing some of the resulting models, this paper addresses the question of whether economic theories can explain the diffusion of languages. To this end, it looks at various areas where in the course of the past half century or so language has become an object of economic interest. Particularly topical are political economy, decolonization and migration, development, globalization and trade, commodification, human capital, and languages as means of exchange. In connection with the last point it discusses the question whether economic concepts such as 'value', 'network effects' and 'externality' can have a more than metaphorical meaning when applied to language.

Language as a corporate asset
Krishna S. Dhir
University of Hawaii at Hilo (USA)

I shall present the concept of language as a corporate asset. Early analogy between language and money created barriers to the understanding of the role of language in the corporate setting. However, current analogies between money and message, and currency and language, form the basis of the ideas I shall offer. The use of language involves a process of production. The role of language in emerging knowledge economy, globalisation of business, and workforce diversity is examined. The value a language offers to the corporate organization is dependent on its functionality from the corporation's perspective. I shall discuss the economics of language from the perspectives of economists, linguists, and corporate planners. Finally, an example will illustrate how a global corporation may formulate its language policy.

The literal cost of linguistic assimilation for immigrant minorities
Orhan Agirdag
Katholieke Universiteit te Leuven (Belgium)

In this study, I will show the results of my research that focuses on the relation between bilingualism and income for youngsters with roots in immigration. The research question is whether students' bilingual proficiencies have an impact on their future earnings. For this purpose, I made use of three different data-sets from the United States, i.e. the National Education Longitudinal Study (NELS), the Children of Immigrants Longitudinal Study (CILS) and the Education Longitudinal Study (ELS). Based on Latent Class Analysis, I made a distinction between three linguistic minority groups: limited bilinguals, balanced bilinguals and English-dominant group. For both CILS and NELS, the results of regression analyses show that balanced bilingual students earn significantly more as adults at the beginning of their career than those linguistic minorities who linguistically assimilated and remained only proficient in English. Even after controlling for cognitive ability, educational attainment and parental socio-economic status, the additional cost of complete linguistic assimilation is estimate at $2100 to $3300 annually. For the more recent ELS data, the findings indicate that balanced bilinguals even have higher earning advantages than the older NELS and CILS data. Currently, I am trying to replicate these findings with European data; however, this is not straightforward due to data restrictions. Research and policy implications of these results are discussed.

Not only privilege and exclusion, but also resistance and democratization: The multiple power effects of multilingualism at the workplace
Claudine Gaibrois
University of St. Gallen (Switzerland)

Research on power effects of multilingualism has tended to focus on problematic aspects so far. It has shown that people possessing relevant language skills may be privileged and powerful thanks to their language competences. Reversely, the language "have nots" face obstacles in career progression or even exclusion, which might also lead to "faultlines" between white collars and blue collars (Barner-Rasmussen and Aarnio 2011). In my talk, I will put the underaddressed productive power effects of multilingualism center stage. Using illustrations from my research in Switzerland (Gaibrois 2015), I will show that organizational members develop a number of strategies to counterbalance the problematic power effects of multilingualism at work, ranging from resistance to using even limited skills in a second or third language as resource or commonly creating hybrid languages. Such languages are no longer "owned" by their native speakers (House 2003). Rather, speakers move in a no man's land between primary languages, in which all participants are on equal terms (Canagarajah 2007). From this perspective, the use of English as "lingua franca" of business, which is frequently criticized for various reasons, might also be viewed as having a democratizing effect among non-native speakers (Steyaert, Ostendorp and Gaibrois 2011). In general, all these forms of language use can be interpreted as making it possible for organizational members "to express voice" (Janssens and Steyert 2014, p.637) and to organize "specific participation opportunities" (Mondada 2004, S. 21) through the mobilization of multiple linguistic resources.

'We're a small team pretending to be a big one'; negotiating collective identities at work
Jo Angouri
University of Warwick (United Kingdom)

Working in groups and teams is the main modus operandi of the modern workplace. Looking into the work of teams provides an insight into the ways organisations in the abstract and shared systems of meaning are negotiated, reproduced and/or resisted. Membership in these formations comes with an awareness of ways of doing and ways of being. In order to claim membership, employees negotiate and align with what indexes participation to the specific formation. This process is largely, but not exclusively, linguistically done. Fitting in the team implies a process of accommodation which, however, is not equally shared between the members. The newcomer to a team is typically expected to negotiate their way in the team depending on their role and position as well as the (micro-) politics of their immediate setting.

In this paper, I draw on current and recently completed work and discuss how employees do membership to a group. I take a critical stance and bring together analytical principles from interaction analysis and critical discourse studies. I present data from two settings, a new employee negotiating hegemonic ideologies and hierarchies and a team of newly established middle managers. The analysis shows that employees actively negotiate the power im/balance in enacting their professional roles and identities and do belonging and fitting in in the process. I close the paper with a discussion of the strengths and limitations of the current theoretical and methodological apparatus for the study of workplace interaction and provide directions for further research.

Local languages in the labour market: The case of Catalan
Antonio Di Paolo
Universitat de Barcelona (Spain)

The aim of this talk is to present an overview of the existing evidence regarding the role of the knowledge of Catalan, the local language of Catalonia, in the labour market of this bilingual Spanish region. The first part of the presentation will provide a picture of the sociolinguistic and economic background of Catalonia, followed by a description of the main language policies that affected the use of Catalan and its economic and social value. In the second part of the speech, we will describe the main evidence from the existing papers that analyse the impact of the knowledge of Catalan on employment and occupational outcomes. Subsequently, we will review the results from the works that consider earnings return to proficiency in Catalan, firstly among national and foreign migrants in Catalonia and, secondly, among all residents but taking into account the selection process into private and public occupations (being Catalan a prerequisite for entering the latter). The third part of the presentation will describe the more recent contributions on the effect of the Language-in-Education policy that introduced Catalan, together with Spanish, as the medium of instruction in Catalan schools. These papers analyse, respectively, the earnings effects of language exposure at school, as well as the impact of language skills (induced by the language policies) on partnership formation and on the patterns of intergenerational transmission of languages across generations

Language challenges in the workplace: The soviet diaspora in the US innovation economy
Sheila M. Puffer
Northeastern University (USA)

This presentation aim of fostering discussion of the centrality of language in labor processes, and will do so from an interdisciplinary perspective. Is based on in-depth interviews we conducted with more than 150 accomplished entrepreneurs and other technical professionals working in two leading innovation hubs in the United States: Silicon Valley and Boston-Cambridge. They are highly educated and skilled technical professionals working in software, hardware, social media, information technology, biotechnology, and medical devices. The interviewees emigrated from 11 of the 15 republics of the former Soviet Union over the past 40 years, with emphasis on those who came more recently. While they are of various ethnic backgrounds including Russian, Ukrainian, Kazakh, Armenian, and Estonian, they are all Russian-speaking. Most received their university education in mathematics, computer science, physics, biology, and other sciences in the former Soviet Union, and many pursued further education in the United States.

One of the topics of the interviews is language. In my presentation I will use interviewees' quotes and reflections to illustrate the major topics of the conference. First is the possession of bilingual and even multilingual skills. Many of these citizens of the former Soviet Union had various mother tongues, yet all were educated using the Russian language, the common language of the Soviet Union. Many individuals then learned other languages to study and work abroad, such as German and Hebrew, and all interviewees learned English in order to function in the United States. Each language provides a unique way of thinking and seeing the world that can foster creativity but also has potential for confusion regarding both communication functionality and personal identity. Second, with their scientific and technical educations, the interviewees shared the common language of technical and numerical languages. Third, these immigrants faced challenges in understanding jargon and company speak in their adopted American high technology workplaces. Fourth, their facility in utilizing English effectively as well as adapting their communication styles from direct to more indirect has an impact on their employability including recruitment and selection, retention, and promotion to leadership positions. Fifth, their decisions about whether to modify their names had the potential for social implications in terms of networking and mentoring opportunities as well as of shaping their complex identities. All of these linguistic factors are ultimately tied to the ability of these talented immigrant technical professionals to contribute to the US innovation economy.

I will conclude my presentation by encouraging the interdisciplinary conference participants to consider these immigrants from the former Soviet Union to the United States as examples of individuals of other ethnic backgrounds and in other parts of the world, and to encourage research among these other groups, such as the case of recent migrants into the European Union. I will also encourage conference participants to apply the lenses of institutional theory, imprinting theory, and identity theory to examine the role of language skills in the workplace adaptation and job peformance.

Parallel Sessions

The work of being an informed consumer: Is there a digital divide in the case of responsible consumption?
Eleni Papaoikonomou; Matias Carlos Ginieis Iribarren; Rafael Böcker Zavaro
Universitat Rovira i Virgili (Spain)

Some might say that a good consumer is an informed consumer. Nowadays, new technologies and the Internet appear to have facilitated access to information by making it easier and more symmetric. It is argued that the Internet can provide tools that could render consumers free and citizens protected (Howells, 2005). Furthermore, as highlighted by Castells (1998), being able to access, use and adapt information technology is critical in order to access and generate knowledge, power or wealth. However, not all can equally make the same use of what the Internet has to offer. This may be due to lack or limited access to Internet and new technologies or due to limited capacity to gather and interpret the available information because of language, education, content etc., a phenomenon known as digital divide (Warschauer, 2011). This study focuses on consumers who make an effort to adopt responsible consumption lifestyles. Responsible consumer decision making is defined by diverse social and environmental concerns, therefore remaining informed in a changing and dynamic context becomes crucial (Papaoikonomou, Valor and Ginieis, in press). Previous research has emphasized the difficulties in relation to information search and its use in the ethical consumer context (Papaoikonomou and Alarcón, 2017). By adopting a qualitative, exploratory approach we aim to understand from a linguistic perspective how these consumers experience their search for information and identify the difficulties and coping strategies they employ. Our findings aim to shed light on how digital linguistic capacities define the search for information and decision making of consumers who desire to remain updated in order to be consistent with their decision to lead responsible lifestyles.

Water cooler talk: Conversations at work and conversational work
Lisandre Labrecque-Lebeau
CIUSSS Centre-sud-de-l'île-de-Montréal (Canada)

Everyday conversations reveal the great normative preoccupations of societies, both in their themes, the great "provinces of meaning" of daily life, and in their modalities, a number of "know-how" and skills to mobilize. They are also essential vectors of daily socialization. Each conversation universe has its own modalities and unfolds according to a precise normativity. The world of work is one of the main worlds of conversation we have studied: we talk about work and we talk at work. It is thus a raw material that directly raises the social norms surrounding work and its processes. Discussions at work take place in specific places and times (near the water dispenser, coffee machine, elevator, reception area, hallways). These various "neutral" places and conversations constitute the ordinary activity of the workplace. We analyzed narratives of work-related conversations and conversations at work from twenty participants. Five broad themes inform us about the representations of work in conversations: 1) catching up about work and at

work, the news sharing that constitutes conversation cruising speed; 2) work as self-revelation, self-definition and self-realization; 3) work as a set of problems in the daily life of individuals; 4) work as a set of obligatory, utilitarian and daily relationships with colleagues; and finally 5) work as a set of performative conversations that transform oral exchanges into actions. The universe of paid work is often analysed today from the perspective of a great tension between the injunction for personal fulfilment through work, and the world of domination and suffering that it constitutes. Contemporary individuals seek to singularize themselves through work and in conversations about work: it becomes a statutory and a aesthetic experience insofar as it resonates with a way of life and a broader experience of reality.

A Pluri-Ethno-Linguistic fragmentation index
Stéphanie Cassilde (CEHD, Belgium); Kelly Labart (FERDI, France)

While diversity may appear as an engine for economic and social development, it was also mentioned as a negative factor in the literature by several authors, who used ethno-linguistic fragmentation index (ELF index) as an explanatory variable. ELF index was computed with groups defined as strictly separately from each other. However, in real life of multi-ethnic and multilingual societies, a person might belong to several groups simultaneously being multi-racial, binational and/or plurilingual. The present article aims to tackle this issue and proposes a construction of a pluri-ethno-linguistic fragmentation index (PELF index). PELF index is a generalization of the ELF index and its main advantage is that it provides a measurement of ethno-linguistic fragmentation that takes into account the real communication practices of individuals within a country. The implications of PELF index are discussed from the crucial case of Luxembourg, which is chosen to undertake a proof by contradiction. The empirical part of this article is based on the Cultural Practices Survey 2009 data set (Enquête sur les Pratiques Culturelles 2009 / EPC 2009). Nationality and mother tongue variables allow first to compute ELF index in order to have a benchmark both toward other fragmentation data sets, and toward PELF index. Then, PELF index is computed in three different environments. Indeed, interviewees were asked to indicate which was the first and the second language they are using at work (or at the university), with friends, and at home (with the family). The empirical part supports the theoretical expectation: the value of the PELF index is significantly smaller than the value of the ELF index. Moreover, the difference between ELF and PELF index for Luxembourg suggests that there is a high linguistic cohesion at work and with friends.

Commercial multilingualism in migrant businesses: Neoliberal language polices, commodification of 'non-standardness' and linguistic exploitation
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Universitat de Lleida (Catalonia, Spain)

This paper analyses language socialisation and language work practices in a migrant-tailored 'ethnic'call shop in a peripheral neighbourhood near Barcelona. The data come from a two-year network ethnography of 20 heterogeneous migrants from Pakistan, Morocco and various places of Latin America (aged 27-52, mostly unemployed and undocumented), and include interviews, naturally-occurring interactions, official documents and visual materials (e.g. text messages, room-for-rent advertisements, remittances receipts). I claim that these enterprises emerge both as alternative subsistence spaces for migrants to access transnational-life resources by evading registration authorities (e.g. shelter, unregistered SIM cards) and as pioneering Information and Communication Technology businesses of the language industry (Sabaté i Dalmau 2014). From a critical sociolinguistic perspective, I analyse the political economy of language and the regimes of employability regulated by/for migrant populations. I show that migrants' socialisation/work practices consist of non-standard 'multilingua francas' (Makoni & Pennycook 2012) grounded upon Spanish,

conceived of as the 'language of integration' indexing 'proper' citizenship behaviour (Pujolar 2007) and employability 'abilities'. I show that these amalgamations of local and distantcodes and literacies containing translinguistic practices (Jacquemet 2010), dismissed as the 'non-quite languages'of de-skilled workers (Gal 2006), have become profitable (i.e. crafteable, distributable, sellable) linguistic ways of being/living, on being inserted into the market rationalities of the globalized 'new economy' (Heller & Duchêne 2012). I suggest that the commercialization of these stigmatized ways of writing/speakingcommodify 'grassrootsness' and are managed through individual language workers, now acting as language brokers who provide non-schooled migrants with technoliteracy capitals, through unpaid language work. I conclude that this enforces migrant workers to engage with current neoliberal language/work regimes based on self-actualization and self-disciplining into hegemonic commercial languages and simultaneously forces them to do the multilingual job of the Spanish Telecommunications sector, which contributes to understanding migrants' linguistic exploitation in largely under-explored workplace realms.

Two worlds of scripts: Call Centres and public services. The case of gender violence hotlines in Spain
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In literature on call centres, mainly from a labor perspective, and literature on the use of protocols in health care have both highlighted controversies around the rationalization of language in the use of scripts. The former strand of literature has rather focused on the implications of this rationalization on the work process and the call centre workers, discussing the levels of taylorization of information or service work and its criticism. In the medical field, the use of protocols has been put forward with a different logic. Advocates for the use of protocols in health care state that they enhance quality of medical care. Yet, also in this context the bureaucratization of health care practices have been mentioned as a critique. In both cases special emphasis of the critique is placed on the autonomy of the professional in terms of a deskilling of the professional and a resulting fear for a lowered quality of the service provided. In the present paper we analyze the implications of these two worlds of protocols –the rationalization of the work process in a call centre and the use of protocols by health care providers – in the context of the gender violence hotlines in Spain. We attempt to disentangle the diverse logics behind the use and implementation of the protocols and the implications for the workers at the frontline (in Lipsky's terms street-level bureaucrats) and the service provision. Therefore, we distinguish between a capitalistic logic that aims mainly at increasing cost-efficiency through call centres and the logic of public services which is rather aimed at quality, access and reducing costs. Building on Marxist and neo-Marxist approaches versus a Weberian approach of the ethic of responsibility we analyze these processes in our case study of call centres providing service to victims of gender violence in Spain.

Languages at work in the Basque Autonomous Community
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In the Basque Autonomous Community (BAC), the presence of the local minority language Basque has gradually increased in the workplace due to recent Language policies, although the local majority language Spanish is still clearly prevalent. At the same time, due to internationalization, English has also gained in importance as a Lingua Franca for international work-related activities (Van der Worp et al., 2017). As Alarcón (2005) states, language use in the workplace is strongly characterized by the relation to the companies' aim of obtaining economic

benefit. Companies search for communicative efficiency, often opting for linguistic homogenization as a strategy to lower the costs. Language diversity is thus usually seen as a barrier to economic efficiency (Solé et al. 2005). In this paper the complex "glocal" linguistic repertoire in the workplace in the BAC is studied, in a context of local (bilingual) and global (multilingual) concerns. As a theoretical framework, a diagnostic model based on the theory of contextual dependence of professional discourse (Gunnarsson, 2009) and the holistic view on multilingualism (Cenoz and Gorter, 2014) is proposed. Through this model, three elements of multilingualism in the workplace are studied: 1) the multilingual professional, 2) the professional linguistic repertoire, and 3) the context in which the companyies operate. Data was collected by means of interviews with 25 professionals in directive positions of 14 internationally operating companies in the BAC. Additionally, questionnaire data was collected among 194 future professionals about language use in the workplace. The results reveal among others i) the unequal use and proficiency in the minority, majority and global language, ii) the predominance of English as a foreign language as compared to other foreign languages, iii) barriers inside the companies to develop a multilingual working environment and iv) differing policies for the languages in the companies' linguistic repertoire.

Preliminary meta-analysis on the linguistic validity of self-reporting
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Several social surveys, and among them some occupational language surveys, use subjects' self-reports as a measure of language proficiency. Self-reporting has also been successfully applied in Second Language Acquisition (SLA) to learn about speakers'intended language behaviour, attitudes, beliefs and awareness of L2 and L2 related issues, or even collecting biodata of L2 learners. However, using self-reporting to evaluate second language acquisition levels has been more widely embraced in the Social Sciences than in SLA, where it has met constant revisions. This presentation provides a meta-analysis of the research on self-reported vs. tested language proficiency analysis, from a linguistic perspective. It aims to identify some of the factors that might invalidate claims based on self-report proficiency.

Validation of labour language intensity scale (ILT)
Antoni Vidal-Suñé; M. Belén López-Panisello
Universitat Rovira i Virgili (Spain)

The paper presents the analysis of validation of the scale of labour intensity Linguistics (ILT), based on requirements in language skills, presenting different labor occupations. This is used data base or ' Net, which, among others, provides an assessment of various linguistic components for different occupations in the context of the United States of America in the year 2015 and SOC-2010 classification. The processing of data is carried out by means of factor analysis using specific software for structural equation models, checking the reliability and validity of the resulting scale. The scale obtained may subsequently be used by researchers to study the impact and influence that presented the linguistic components of the work in the labor productivity, the employability of workers, the results business, the generation of competitive advantages based on the language, among others.

Classification of labour occupations through language skills using artificial neural networks analysis

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This work aims to classify different labour occupations, using SOC-2010 and O'Net data for USA in 2015, into different categories depending on the requirements of each occupation in terms of language skills. The main objective is to group the occupations that have similar requirements in the same category. This analysis will be done using a specific kind of artificial neural networks, self-organizing maps. Our results can help to study the impact and influence of work's linguistic components in the labor productivity, the employability of workers, business results and the generation of competitive advantages based in language, among others.

Migrants and the EU 2020 strategy: Towards occupational inclusion
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The large-scale European project on multilingualism MIME: Mobility and Inclusion in a Multilingual Europe (FP7-SSH-2013-1), tries to identify the best language policies that include both "mobility" and "inclusion". Our research group that belongs to Work Package 4 "Mediation", has carried out a research project in the Tarragona area, Spain, where some 51 respondents from ex-Soviet countries were interviewed, mainly about how language (or, more concretely the local languages: Spanish and Catalan) contributes to their inclusion. At the same time, they were asked about their professional occupation and level of studies. The research results showed that of 51 respondents, 60% reported to have a higher education diploma, but only 17% work in non-manual jobs. This percentage reveals that there is a serious problem of overqualification and underemployment, where the two most salient factors are language barriers and heavy bureaucratic processes to legalize diplomas and work experience gained at home. Russian language and culture is, together with its workforce,a valuable asset to be conserved in a Europe where workforce is shrinking speedily: an estimated 12 per cent contraction of the EU working-age population is expected by 2030 (International Organization for Migration 2013: 17), while the EU 2020 Strategy targets at 75% of the 20-64 year-olds to be employed and at least 40% of 30-34–year-olds to complete third level education. In a Europe where migration is growing rapidly (Department of Economic and Social Affairs 2016), there is a pressing need to support the linguistic needs of migrants to make them competitive in different aspects of their day-to-day life, as well as to make bureaucratic processes of recognition of qualifications more flexible if we want to achieve the EU 2020 Strategy. Keywords: Migrants, inclusion, language, workforce.

English-Spanish Linguistic Acculturation and Occupational Access at the U.S.-Mexico Border
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In this globalization era, scholars have predicted that linguistic skills are becoming more relevant in the job market. This study examines linguistic acculturation in terms of speaking, reading, and writing English and Spanish and how it determines labor market allocation in a city along the U.S-Mexico border. This project builds upon Alarcón's et al. (2014) where he classifies occupations according to language usage and then determines the value of Spanish-English bilingualism in each occupational category. Specifically, based on a survey collected in El Paso, Texas, USA from March to August 2014 (N= 519) I develop a measure of linguistic acculturation to English and Spanish based on speaking, reading, and writing and using logistic regression determine how it predicts access to occupational linguistic categories (i.e. high symbolic analysts,

low symbolic analysts, high-in-person service workers, low in-service workers, and manual workers). Supporting my hypotheses this study finds that acculturation to analytical English skills increase the odds of employment in occupations classified as high and low symbolic analysts. Moreover, decreases in English acculturation increases the odds of employment in manual occupations. Therefore, it is not knowing Spanish that determines access to manual occupations rather it is not knowing English. Surprisingly, however, Spanish acculturation only influences employment in high in-person service work (HISW). In particular, workers acculturated to Spanish are less likely to be employed in HISW, accounting for demographics, experience, and informal labor characteristics. In conclusion, this study reveals that even along the U.S.-Mexico border that is geographically and culturally connected to Mexico, speaking, reading, and writing English, rather than Spanish, determines variations in labor market access. Specifically, Spanish skills do not determine access (or lack there of) to occupations, rather variations in English skills funnel workers into occupations.

Immigrants' educational credentials leading to employment outcomes: The role played by language skills
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The transferability of human capital has been one of the main focuses in the analysis of the integration of immigrants in the empirical and theoretical literature. In addition to the problem of recognition of educational credentials and the lack of social networks, language is one of the factors that literature has detected as key to human capital transfer. This paper considers the role played by Spanish language skills in the labour integration of migrants in Spain, given that about half of the immigrant population had Spanish as their native language, and given the language learning activity of the remaining immigrants. Using the Labour Force Survey special module on the labour market situation of immigrants (INE 2015), the purpose of the research is twofold. First, measuring the direct effect of language on occupational outcomes, especially in terms of skills attainment, is intended. Second, an analysis is made that aims at estimating the indirect effect of language in the access to skilled occupations, to the extent that it allows transferring educational credentials acquired in the country of origin.

The importance of being employable. Construction of membership category 'Employable Graduate' in the MOOC unlocking your employability
Katarzyna Aleksiejuk
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Massive Open Online Courses (MOOCs), open access online courses aimed at unlimited audience, are becoming increasingly popular amongst both educators and learners. This study focuses on the construction of 'employable graduate' identity taking place in the MOOC Unlocking Your Employability available on the platform Open edX. The course, offered by the University of Queensland and addressed primarily to students, provides advice on how to make oneself attractive to prospective employers. The research material comprises 94 video tutorials, descriptions of the videos, summaries of the modules, quizzes and exercises as well as 16 forum discussions. Both the providers and participants co-construct the categories of 'employable graduate' and its contrastive relational counterpart 'unemployable graduate'. Employability is conceptualised as belonging to a universally applicable social category with a set of stable properties that can be enacted both within and beyond professional encounters, rather than having certain industry specific skills activated in institutional settings. The 'employable graduates' are specific type of people who approach life in a right way, while the 'unemployable graduates' are 'lacking' as both job applicants and society members. The participants are instructed how to modify their behaviour to be authorised to claim membership of the preferred category. I use the

method of Membership Categorisation Analysis (MCA) based on the work of Harvey Sacks. MCA focuses on strategies used for self- and other-categorisation. People understand interpersonal relationships by organising persons into categories working as a storage system for common-sense knowledge that facilitates construction and re-production of social order, moral norms and other aspects of social reality. MCA is an empirical, bottom-up approach that focuses on people's own perspective as they recognise one another as certain sorts of persons, as well as make sense of and co-construct their taken-for-granted reality.

Communication skills in the workplace: The Kenyan Graduates' achilles heel?

Phyllis W. Mwangi; Purity M. Nthiga; Gatitu Kiguru
Kenyatta University (Kenya)

Today, there is a glut of job seekers and a paucity of jobs. This can be attributed to the fact more and more people, male and female alike, are becoming more educated and acquiring professional qualifications in various fields. Life expectancy has generally gone up and so people are holding onto jobs longer. In addition, easy access to information makes it possible for job advertisements to reach many people. All these factors make the job market a highly competitive landscape where only the best can succeed. Drawing data from interviews with persons who sit in hiring and promotion panels, this paper sought to establish the place of communication skills in hiring and promotion decisions in leading service and manufacturing industries in Kenya. The findings reveal that organizations value strong communication skills in their workforce and regard them as critical determinants of success for their enterprises. However, the findings also show that not many organizations have invested on in-service training on communication skills in the work place. This is despite the fact that many employers indicated they were aware of customer complaints that relate to the poor communications skills of their employees. The discussion shows that employers expect graduates from tertiary institutions to be well equipped with strong writing and oral communication skills applicable in the workplace. However, there seems to be a mismatch between such expectations and the reality on the ground. Employers complain that most fresh graduates in Kenya join the job market strong in technical and professional knowhow but weak in communication skills. The paper argues that this weakness could be traced to how communication skills are taught at various levels in the Kenyan education system.

Integrating corpus-based tools in translators' work environment: Cognitive and professional implications

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Corpus-based tools and methodologies are being increasingly incorporated in translators' training programmes as an effective means to develop several key competencies among future translators (Bowker 1998, Bennett 2010, Kübler 2001, 2011). Indeed, many researchers have demonstrated the relevance of corpora and especially that of parallel corpora in order to help students find appropriate equivalents, identify and understand translation standards and strategies as well as highlight differences in use and style between the source and the target language (Aston 1999, Beeby & al. 2009, Loock 2016). However, the use of corpus-based tools alongside CAT and MT tools remains an exception in a professional context(Picton2015, Frérot 2016, Peraldi 2017). The purpose of this communication is therefore to discuss the many implications of the introduction of corpus-based among professional translators. More specifically, this presentation builds on the findings of a field experiment launched two years ago at the translation centre of the French Ministry of Finance (Remfort, Peraldi 2017)in order to determine if these new methodologies can be integrated in the translators' work environment without disrupting

their work habits and increasingcognitive efforts (Martikainen & Kübler 2016), while enhancing the quality of highly technical translations. Indeed, the centre's translators are often required to translate non-recurring and non-documented topics for which the use of translation memories is of no use. This very pragmatic issue led us to assess the relevance and theease of use of comparable corpora in order to help translators in their daily activity. How can these linguist-oriented tools be integrated in a translation environment? Which functionalities are most relevant? What type of translation problems can be addressed? From a methodological point of view, a multilingual and threefoldcorpus (of a specialised and an explanatory nature)was compiled according to specific linguistic criteria (Pearson, Bowker 2002, Peraldi 2011) in the field of trademark licences and tested in real-life professional situations. A combined approach of think-aloud protocols, surveys and interviews allowed us to gather the opinions and the feelings of the translating team. This paper aims at describing the first results of this study with a view to encouraging the integration of corpus-based tools during the translation process in a professional setting.

Language-Intensity, -Similarity, and –Competences, and the cross-border labour market in Europe
Roman Szul
University of Warsaw (Poland)

Existence of many languages in Europe is a factor influencing intensity and characteristics of cross-border labour markets. Language factor has three aspects: "language-intensity" of jobs, or required degree of mastering a language to fulfil an occupation; similarity of languages – of the native language of immigrant workers and the local language; and competences in local language as foreign language by immigrants. "Language-intensity" divides labour market into sectors: high language-intense where full and correct, passive and active, written and oral command of language is necessary (most intellectual jobs), medium language-intense sector, where limited active and passive, mostly in oral form, command is needed (e.g. personal services) and low language-intense sector where very limited passive command is sufficient or even no command is required when one gets orders from persons dealing as intermediaries (agriculture, construction, etc.). Depending on language competences, cross-border labour migrants finds jobs in one of the three sectors. Similarity of languages has also several degrees, from full identity (as language of Irish workers in the UK), to full mutual intelligibility (as between Czech and Slovak, this intelligibility being also officially confirmed in treaties between Czechia and Slovakia), to some degree of intelligibility in oral form (as between Slavonic languages: Ukrainian and Russian, and Polish, Czech and Slovak, enabling 1-2 million Ukrainians in recent years finding jobs in medium and low language-intense sectors in Poland, Czechia and Slovakia), to similarity facilitating learning languages (as between Romanian and Romance languages, which is a reason of preferring Spain and Italy as migration destinations by Romanians). Popularity of English and German (e.g. in Poland) as foreign languages facilitates emigration from several countries to the UK, Ireland and Germany. On the other hand, attractiveness of working in Western Europe stimulates learning West European languages in Central-Eastern Europe.

The Welsh National Sabbatical Scheme: Building and strengthening the Welsh language capacity of the education workforce in Wales
Christina Marie Wagoner
Cardiff University (United Kingdom)

This talk will discuss the results of two case studies concerning the effectiveness and best practices of the Welsh National Sabbatical Scheme (WNSS) in building and strengthening the Welsh language capacity of the education workforce in Wales.

Since 1999, pupils in Wales within statutory education are required to study Welsh either as a first or second language from ages 5 to 16. In 2003, the Welsh Assembly Government both affirmed that "it is crucial that there are sufficient teachers available to teach through the medium of Welsh, at all levels" (p. 42) and felt that the population of bilingual teachers could not by itself move forward with the bilingual provision asked of them. Consequently they introduced a pilot programme called the National Practitioner' Training Programme (NPTP) that evolved into the WNSS.

In 2013 and 2014, two case studies were conducted examining the sylfaen | foundation level course targeted toward English-medium primary teachers to answer three research questions: how does the course affect the self-reported Welsh fluency of practitioners; how does the course affect the self-reported confidence levels of practitioners in using Welsh; and what are the best practices of the course?

The results of these case studies found that the WNSS sylfaen | foundation course was effective in increasing practitioners' self-reported Welsh fluency and confidence levels; consequently helping to build the Welsh language capacity of the education workforce. Best practices of the course included its intensity/immersion, the course materials, and the meicro ddysgu | micro teaching activity. This last activity gave practitioners the opportunity to practice using their newly acquired Welsh skills in a simulated work environment, which was found to help build their confidence to increase their use of Welsh upon returning to their own classrooms; thereby helping to strengthen the Welsh language capacity of the education workforce.

Foreign languages and employability in Europe
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Università di Bolzano (Italia)

The relations between languages and the labor market have been receiving great attention in Language Economics, and their analysis is often perceived as a crucial topic in the field. Against this backdrop, the bulk of existing research focuses on a worker's linguistic skills and their wage returns, while their effects on individual employment status appear to be less investigated. First step of a PhD thesis, this research project aims to explore how foreign language knowledge affects employability of native Europeans, relying on the central role of compulsory schooling systems and existing differences among countries. The empirical literature on returns to education usually applies variations in compulsory schooling laws, looking for causal evidence on different outcomes like earnings, health, crime, and so on. In particular cases, such as with migration, this framework has been extended to linguistic variables, with interesting results. Following this approach, our research intends to use the "language-extended" schooling framework to investigate effects of foreign languages on individuals' employability in different European countries. National education systems can be seen as the main providers of skills in foreign languages and, due to their mandatory nature, exogenous to many individual features. Thus, the reforms in foreign language teaching that took place over time across Europe have generated relevant within- and between-country differences for a large number of people. This considerable amount of variation could be employed in studying the effects of a "compulsory treatment" in foreign languages on an individual's employability. To do this, we are currently integrating a large dataset from the Eurostat Adult Education Survey with an excellent database on compulsory education reforms for thirty-one European countries, setting the stage for causal inferences.

Language and witchcraft as a trade: Insights from Machakos County, Kenya
Purity M. Nthiga; Gatitu Kiguru; Phyllis W. Mwangi; Caryn Kimuyu
Kenyatta University (Kenya)

Witchcraft is defined as the use of magical powers for religion, healing, seeing into the future or causing harm. The belief in the powers of witchcraft is widespread in Africa.

Due to these perceived magical powers, people from different walks of life seek various forms of treatments from witchdoctors. As such, witchcraft in Africa is a trade complete with its jargon. This study was a lexical semantic analysis of the language used by witchdoctors in Machakos County in Kenya. The objectives of the study were to: identify and describe the lexical items used in a specific way by the witchdoctors, to determine the word formation processes involved in forming the lexical items and lastly to explore the socio-psychological factors governing the use of the language. Four witchdoctors were sampled randomly: two male and two female and data collected through interviews, observation and recorded discourses as the researchers presented themselves for treatment sessions by the witchdoctors. The data collected was translated from Kikamba into English and analysed through qualitative content analysis. It was found that the witches use unique words such as kititi to refer to a gourd that relays messages from the gods to the witchdoctors and kamuti (a small tree) to refer to magical powers. It emerged that the greatest socio-psychological factor governing the use of this jargon is to create a sense of mystery by invoking supernatural powers through which the witchdoctor is able to psychologically control and manipulate the client. This paper argues that obscure language is the tool of trade exploited by witchdoctors in order to enhance social exclusion and consequently sustain the belief in the magical powers of the witch doctors Key words: witch doctors, jargon, Kikamba, Machakos.

Political correctness and linguistic creativity on the job market. How much do they (mis)inform?
Ilona Delekta
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The current English bizspeak used in English-speaking companies attempts to fulfil the postulates of political correctness by using a euphemistic language and more and more creative lexis in order to motivate employees, stimulate their creativity (the generation of Millennials in particular) and win over new clients or keep and existing ones. To achieve this, business organisations provide 'recommended language' manuals for their employees or allow them to coin new work-related terminology. The presentation is based on many examples (in English) excerpted from on-line newspaper articles, job advertisements, company websites or traditional dictionaries. The collected material and discussed bizspeak-related research, however, indicate some drawbacks of this creative approach at workplace i.e. problems with appropriate understanding of such politically correct and/or creative terms even by English native speakers. Presented examples refer to lexis related to names of job positions used in some renowned companies, specific work activities as well as forbidden and recommended vocabulary items for communication with clients. Translating this terminology into other languages also poses a challenge in international business contexts. Should the translator focus on a creative aspect or be more 'traditional' (and thus more informative) while searching for equivalents? Such excessive lexical creativity can lead to misunderstandings, for example, when companies use various names for the same job position or work-related activities. Consequently such a jargon known only to a limited number of people creates unnecessary communication barriers and gives both employees and outsiders a sense of exclusion, which in turn contradicts the idea of political correctness. Recruiters or applicants might also not be sure of who is innovation sherpa that can square the circle. So, perhaps we had better call a spade a spade to make business more successful and less frustrating?

Translation management and digitalization in the Swiss Federal Government
Till Burckhardt
University of Geneva (Suïssa)

With three official and one partly official languages,the Swiss federal government is one of the most multilingual public administrations in the OECD countries.During over a

century, institutional translation was limited to a very restricted set of texts, such as legally binding acts. The implementation of public policies was –and is still is –largely devolved to mostly unilingual cantons and municipalities(executive federalism), while internal communication is based on the principle of intercomprehension(receptive bilingualism).During the last three decades the issuesof language governance and language policy and planninghave gained momentum in the Swisspolitical debate, with an increasing involvement of Parliament in the definition of the objectives and the design of language policies. Moreover, the digitalization of government, which started with an ever-growing number of texts available online led to asteady increase of the number of texts available in the three official languages, which could partly compensated through efficiencygains based on computer-assisted translation (CAT) tools and through a rationalisation of the translationprocedures.The proposed paper aims at identifying the drivers that increased the demand for texts in all official languages and the responses in terms of management of the translation services (language services) within the federal administration. Unlike other –more extensively discussed –multilingual administrations such as the Canadian federal government or the European institutions, the Swiss federal administration does not have a single centralised translation agency, but internalizes the translation at the level of each administrative unit, with a rather limited horizontal coordination. This organizational system leads to the emergence of different alternative approaches to institutional translationA comparative analysis of these modelsbased on dataon the staff and the drafting language of thexts, leads to the conclusion that twolanguage management models coexist within the Federal Administration. On the one hand, there are units in which the German language clearly dominates, while the French language does not play a significant role for internal communication, as texts are almost exclusively drafted in German. On the other hand, there is an alternative model based on receptive bilingualism, in which French and German coexist as procedural languages and in which texts are produced in both languages. Despite significant efforts to upgrade the status of Italian within the federal government, our study shows that these effects are widely limited to external communication, while at internal level itis almost exclusively used as vernacular among native speakers. Moreover, the translation from and to English, which is reflected in the staff figures of translators from/to English plays an increasingly important role. Nonetheless, the lacking status of this language leads to a situation, in which there is no consistent approach on how the resources are invested in this field.

Linguistic corpus of names of professions as applied source for job searching: A technical challenge

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Nowadays Natural Language Processing requires very large corpuses of detailed and fine-grained linguistic data sets. In this respect, we present and analyze the French/Spanish dictionary of names of professions (DicPro), a linguistic data corpus created by one of the authors. Among others, polysemy, lexical fixation or the degree of technical specialization of given professions are major challenges in the design and creation of this type of dictionaries. For this reason linguistic analysis must be particularly and exhaustively formalized. DicPro follows the microstructural model laid by the LDI (Universidad de Paris 13), in which every dictionary entry is associated with different lexicographic fields (morphology, semantics, syntax) with the aim to stablish single lexical units and avoid polysemic forms. The real challenge, however, lies in implementing these corpus to online job search through efficient technological tools able to bridge these linguistic singularities (polysemy, semantic particularities, or cultural translations (mesero by camarero, for instance). By presenting these linguistic multi-linguistic bodies of professions we wish to engage in dialogue with language technologists and data processing in order

to generate, design and implement effective and applicable professions search tools in format multilingual that make this double tradition, linguistic and cultural (contextual) possible. We believe that the collaboration between the treatment of natural language, only apps' design, and linguistic analysis find in this specific context a very fertile and applied ground. Keywords: TAL, DicPro, translation, job search, online

The language of algorithms and the changes in police work
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Police work constitutes the curating of information about individuals and groups based on ideologies of crime and criminality. That information is raw material that is placed in categories and classifications for the purpose of analysis to enhance the performance of police work, whose priorities are determined by periodic institutional strategies. This process has been an important font in the generation of language in police work. The transition to a digital, information/data-based society and the introduction of new technologies in police work, for example, GeoSpatial software and data analytics or algorithms have tremendously increased the amounts and types of information or raw material collected by police for use in their work. These new technologies and access to a wide array of digital data outside of the typical purview of traditional policing have allowed for the creation of a tremendous amount of new categories and classifications of information about individuals and groups. This represents a significant transformation in the types of surveillance practices conducted by police workers. As such, it likely represents a transformation in ideologies of crime and criminality that broadens the catchment area of what it means to commit a crime.

State language in state administration: language policy in Georgia and real language practices
Tamari Lomtadze
Akaki Tsereteli State University Kutaisi (Georgia)

Georgian is most often used in state and local government institutions. After the collapse of the Soviet Union its monopolistic function was renewed most quickly and successfully taking into account the formality of socio-linguistic function of this language in state administration/s, stronger subjugation to state ideology, regulations and control from the Kremlin. Currently Georgian is dominating as an official language in central as well as local/regional state administrations. However, in the regions with non-Georgian ethnic majorities Georgian still faces some major difficulties and challenges. Bilingualism (and, moreover, in some cases trilingualism), practiced in public administrations of these regions, needs to be regulated by state authorities. The change of language hierarchy is characterized by slow changes in the choice of communication language. It should be noted that despite the presence of bilingual situation of daily communication it is not legalized in the form of juridical status. One of the key elements affecting the language situation is the distribution of labor by ethnic belonging in certain sectors in these regions. The majority of the employees in the public sector are ethnic non-Georgians who are required to study Georgian. In addition, Russian is dominating in the state administrations of the occupied regions of the so-called 'South Ossetia' and Abkhazia.   Except for these regions, state administration is the area in which Georgian is most widely used and therefore – least endangered. The backbone of the language policy of Georgia is the status of the Georgian language as the sole higher language in the language hierarchy on the whole territory of Georgia (except for the Autonomous Republic of Abkhazia where Abkhazian language is granted the status of co-official language alongside with Georgian by constitution). The

Official Language Law provides that the official language shall be used for record-keeping and documents in state and local government institutions.

What key competences the occupations have?

Catherine S. Capelo; M. Angeles Serrano
Universitat Rovira i Virgili (Spain)

To contribute to the success of the Knowledge Society and achieve personal fulfillment, active citizenship, social cohesion and employability, a set of key competences has been defined as a basis of citizenry's learning and working life (European Parliament, 2006). Key competences include basic skills such as communication in the mother tongue, in foreign languages, mathematical competence or digital competence. On the other hand, the occupational structure in the informational capitalism behaves as a changing system which acquires different forms depending on the work division, the inclusion of technologies or the openness to new activities; generating a continuous update in the occupational classification systems. However, to what extent these systems of occupational classification are taking into account the analysis based on key competences? This is the starting point of this paper, which aims to present the preliminary findings of the analysis conducted in the frame of the research project "Linguistic Competencies in the Digital Age: Improving Productivity and Labor Employability" (2017-2019) granted by the RecerCaixa programme. Such analysis will end with the construction of a tool to make possible the evaluation of the key competences available in the definitions of occupations in the main global systems. In a future, such tool will allow to know which key competences are developed by any subject according to the occupation he/she attains. The tool will be useful to develop individualized training itineraries to facilitate that any subject answers and adapts to the continuous changes of our present society. To elaborate this tool the analysis is based on a qualitative approach. The analysis started from a review of data in order to extract the implicit terms within the definitions of the main systems of occupations. The obtained data is then extrapolated and classified according to the definition given for each key competence used.

Language used at work: a comparative study by countries and gender through a language intensity index

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Workers' skills at occupational level are the subject of institutional discourse in the interests of the workers' employability and competitiveness of enterprises in a changing environment characterized by the centrality of information and communication technologies. In this paper we propose a quantitative index to measure the intensity of skills used at work, which is calculated with data from the Adult Skill Survey, an international questionnaire sponsored by the OECD within the PIAAC. Results are split by occupations using ISCO-08 classifications of Occupations (ISCO-08 at 4 levels and ISCO at one digit) and by gender. The index focuses on language skills in a broad sense (reading, writing, speaking, mathematical language and man-machine language). Competencies are conditioned by data availability. According to results, there are differences between the intensity of skills used at work across occupations and there are also gender differences: a) Qualified occupations show a more intensive use of language; b) Intensity of language used at work is stronger in men than in women.

Multilingualism in the workplace: The importance of industry sectors for strategic language management

Guro Refsum Sanden

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Increased internationalisation and cooperation across national borders raises the need for both domestic and multinational companies to think strategically about multilingualism. In this talk, I will draw on empirical data from financial service and manufacturing companies to illustrate how industry-specific differences affect firm-level language strategy choices. Financial services and manufacturing represent two industry sectors with significantly different operational and administrative processes, which have implications for how companies operating within these sectors address issues of multilingualism and linguistic diversity. On the one hand, financial service companies, which sell an intangible asset by providing services to their customers, are largely dependent on local language communication as part of a successful customer-company relationship (Holmquist & Grönroos, 2012). On the other hand, manufacturing companies are dependent on hiring production workers who tend to have lower foreign language skills than other groups of employees (Barner-Rasmussen & Aarnio, 2011), which also creates a need for local language communication at the front-line level. Characteristics of different industry sectors can therefore carry great importance when it comes to evaluating the effectiveness of distinctive manager-driven initiatives; their implementation ultimately seeking to satisfy the linguistic and communicative needs of multilingual workplaces. In sum, the main argument presented in this talk is that the dynamics of discreet industry sectors provide a stronger basis for strategic language management.

The Language & Occupations Research Project (URV)

The aim of this project is twofold: 1. to design a scale of Labor Linguistic Specialization (LLS) and 2. to assign linguistic intensity values to the occupations within the CNO-2011 (National Classification of Occupations in Spain); ISCO-2008 (International Standard Classification of Occupations) and SOC-2010 (Standard Classification of Occupations in the United States). The scale will be constructed taking into account three main dimensions: a) diversity (number of languages and registers); b) scope (areas and communication channels) and c) quality (level of knowledge in the use of language). To classify the occupations by the Scale of LLS has four main applications to: 1) analyze the employability of workers, 2) analyze how the linguistic components of production processes can increase the productivity and competitiveness of enterprises, 3) to evaluate the implications of the scale LLS in the bargaining processes related with labor categories and 4) to develop specific training activities according to the level of LLS in each occupation. The research has three phases: 1. the Scale of LLS will be reviewed to clarify the dimensions and indicators that will be part of it; 2. a panel of at least 90 experts from Spain, USA, Mexico, Germany, Austria and Switzerland, will assign values to each occupation, and 3. the scale will be implemented to key issues relating with how job categories are built within the context of informational society: a) the relationship between LLS and employability of workers; b) effects of new linguistic requirements of the work will be analyze particularly those related whit promotion within collective agreements. The LLS scale will be published on-line and in a regime of open access to international scholars.

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