



Call for Papers:

Bulletin VALS/ASLA 2008/1 (Peer reviewed, included in MLA bibliography)

**Media linguistics from a European perspective:
language diversity and medial globalization in Europe**

Language use, whether epistemic, mnemonic, or communicative, is increasingly linked to technical media and these media, in turn, are converging. There is a clear tendency towards mobile, globally-networked computers that facilitate both individual and institutional, personal and business as well as intimate and public discourse.

What does this signify for Europe, distinguished by its multilingualism within a small space and by the strong position until now of its public mass media with their language policy mandates? The VALS/ASLA Bulletin 2008 (1) will permit an in-depth examination of and reflection on this issue. Examples of questions that individual contributions could address include:

- What features and characteristics of language use can be observed and expected in the course of media developments in Europe?
- Which language problems and conflicts emerge in the context of media-supported communication?
- Which developments influenced by and influencing language emerge at the interfaces of media-supported discourse in the public arena, in business, and in science and academe?
- Is there such a thing as a European identity defined by language and media or rather are there various European identities in a globalized and interconnected world?

Abstracts (approx. 1,000 characters long) should be sent to info@vals-asla.ch by 20 February 2007 in German, French, Italian, or English. The editors (Daniel Perrin and Eva Lia Wyss) will notify authors of acceptance by 15 March 2007.

The VALS/ASLA Bulletin 2008 (1) will appear in the summer of 2008. The editors will submit a proposal for a media linguistics symposium based on the contributions in this issue. The symposium will be part of the thematic strand « The potential of linguistic diversity in Europe » at AILA 2008 - the 15th World Congress of Applied Linguistics, 24-29 August 2008, in Essen, Germany.

Daniel Perrin et Eva Lia Wyss, info@vals-asla.ch