

Navn

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Titel

Lektor

Nationalitet

Dansk

Profil

Margrethe Petersen is Associate Professor of English. Her current research interests include English for Academic Purposes; communication of knowledge across knowledge asymmetries; and sociolinguistic aspects of the internationalisation of universities.

Uddannelse

cand.ling.merc. (Modern English), 1982, Aarhus School of Business.

Study abroad: Linguistic Institute, Stanford University, Palo Alto, California, USA (1987); Summer School in Linguistics, Universität Salzburg, Austria (1985); Nordic research program in syntactic theory, University of Iceland, Reykjavik, Iceland (1985); Department of Phonetics and Linguistics, University College London, London, England (1982-1983).

Akademiske ansættelser

Associate Professor, Department of Business Communication (formerly Department of Language and Business Communication), Aarhus University, 2007- ; Associate Professor, Department of English, Aarhus School of Business, 1989-2006; Assistant Professor, Department of English, Aarhus School of Business, 1985-1988; Research Fellow, Department of English, Aarhus School of Business, 1983-1984.

Administrative ansættelser

Responsible for the English Unit at the Aarhus School of Business, 2001-2011; first as Head of the Department of English, 2001-2004, subsequently – as the organization of ASB was repeatedly restructured - as Program Coordinator of all its Bachelor's and Master's programs on Modern English (including 60-70 undergraduate or postgraduate courses per year), 2005-2011.

Publikationer

Inclusive and Exclusive Identity Construction in Business Communication: The Case of Multimodal Signs in the Linguistic Landscape of a Danish University

Petersen, M. & Maier, C. D., jun. 2023, *EUKO 2022 – Diversity in der Wirtschaftskommunikation: Proceedings zur 22. interdisziplinären Tagung des Forschungsnetzwerkes Europäische Kulturen in der Wirtschaftskommunikation – European Cultures in Business and Corporate Communication (EUKO)*. Boßow-Thies, S. & Stumpf, M. (red.). Essen: Akademie Verlag, s. 76-77 2 s. (KCMS Schriftenreihe der FOM, Bind 7).

Inclusive and exclusive identity construction in business communication: The case of multimodal signs in the linguistic landscape of a Danish university

Petersen, M. & Maier, C. D., 6 okt. 2022.

Communicating inclusive and exclusive identities through multimodal signs in the linguistic landscape of a Danish university

Petersen, M. & Maier, C. D., apr. 2022, s. 12. 1 s.

Knowledge asymmetries, internationalisation and signage: The aspirations of online documents and the reality of signs

Fage-Butler, A. M., Petersen, M. & Lueg, K., 2014.

Knowledge Asymmetries: A Bourdieuan perspective on online discourse and offline public signs at an international university

Lueg, K., Petersen, M. & Fage-Butler, A. M., 2013.

EU language policy and the language goals and gains of exchange students in Scandinavia

Petersen, M., Shaw, P. & Caudery, T., 2012. 1 s.

Language as capital in international university education

Petersen, M. & Shaw, P., 2012. 1 s.

Public signs at the international university: some blind spots

Petersen, M., Fage-Butler, A. M. & Lueg, K., 2012. 1 s.

Aims and Methods in LSP Research - Current Trends

Engberg, J. & Petersen, M., 2011, *Current Trends in LSP Research: Aims and Methods*. Petersen, M. & Engberg, J. (red.). Bern: Peter Lang, s. 9-16 (Linguistic Insights - Studies in Language and Communication, Bind 144).

Current Trends in LSP Research: Aims and Methods

Petersen, M. (red.) & Engberg, J. (red.), 2011, Bern: Peter Lang. 323 s. (Linguistic Insights - Studies in Language and Communication, Bind 144).

Language and Exchange Students at Scandinavian Universities

Caudery, T., Petersen, M. & Shaw, P., 19 jan. 2010, 52 s.

ELF Users or English Learners: the aims of exchange students in Scandinavia

Petersen, M., Caudery, T. & Shaw, P., 2009.

Reducing Language Knowledge Asymmetries in a Temporary Setting

Petersen, M., Caudery, T. & Shaw, P., 2009.

Students on exchange in Scandinavia: Motivation, Interaction, ELF development

Shaw, P., Caudery, T. & Petersen, M., 2009, *English as a Lingua Franca: Studies and Findings*. Mauranen, A. & Ranta, E. (red.). Newcastle-upon-Tyne: Cambridge Scholars Press, s. 178-199 22 s.

First Responses to Submissions: reasons for bad news

Petersen, M., 2008, *Book of abstracts*. Aarhus School of Business, Aarhus University, Department of Language and Business Communication, Research Group for Knowledge Communication, s. 31 1 s.

Going on exchange to Scandinavia to improve language skills: a realistic student ambition?

Caudery, T., Petersen, M. & Shaw, P., 2008.

Incoming exchange students' learning and use of *lingua franca* English and local languages in Scandinavia

Caudery, T., Petersen, M. & Shaw, P., 2008. 1 s.

Is ERASMUS furthering multilingualism? The case of non-language exchange students in Scandinavia

Petersen, M., 2008. 1 s.

Promoting lingua franca English in Europe: perceived patterns of interaction and language use among exchange students at four Scandinavian universities

Caudery, T., Petersen, M. & Shaw, P., 2008.

The Motivations of Exchange Students at Scandinavian Universities

Caudery, T., Petersen, M. & Shaw, P., 2008, *Students, Staff and Academic Mobility in Higher Education*. Byram, M. & Dervin, F. (red.). Newcastle: Cambridge Scholars Press, s. 114-130 17 s.

Communicating specialized knowledge - negotiating knowledge communication between writer and editor

Petersen, M., 2007.

European, national and university language policies - and their impact on exchange students' language learning and language use

Petersen, M., Caudery, T. & Shaw, P., 2007.

Exchange students' motivations and language learning success

Caudery, T., Petersen, M. & Shaw, P., 2007. 3 s.

Multilingualism - a European Union goal - and incoming exchange students' language learning and language use in Scandinavia

Caudery, T., Petersen, M. & Shaw, P., 2007.

"One Wears a Melon, Another a Cylinder": Language Learning in the *Lingua Franca* English Bubble

Shaw, P., Caudery, T. & Petersen, M., 2007. 16 s.

The 16th European LSP Symposium in Hamburg - 27th August - 1st September 2007 - Specialized Language in Global Communication

Engberg, J., Kastberg, P. & Petersen, M., 2007, I: *Fachsprache: International Journal of Specialized Communication*. 3-4, Vinter, s. 166-168 3 s.

The Language Environments of Exchange Students at Scandinavian Universities

Caudery, T., Petersen, M. & Shaw, P., 2007, *Researching Content and Language Integration in Higher Education*. Wilkinson, R. & Zegers, V. (red.). Maastricht: Maastricht University Language Centre, s. 233-250 18 s.

The Language Environments of Exchange Students at Scandinavian Universities

Caudery, T., Petersen, M. & Shaw, P., 2006, *Ikke angivet*. Universiteit Maastricht, Bind ICLHE 2006 Conference. s. 54 1 s.

The Language Environments of Exchange Students at some Scandinavian Universities

Caudery, T., Petersen, M. & Shaw, P., 2006. 1 s.

Language and disciplinary differences in a biliterate context

Petersen, M. & Shaw, P., 2002, I: *World Englishes*. 21, 3, s. 357-374 18 s.

Academic biliteracy: transitional or stable?

Petersen, M. & Shaw, P., 2000.

Danish - a Language with a Future?

Petersen, M. & Shaw, P., 1999, I: *A T A Chronicle*. 28, 7, s. 14-17 4 s.

Not Waving, Not Drowning, But Maybe Submerging?

Petersen, M. & Shaw, P., 1999, I: *A T A Chronicle*. 28, 10, s. 46-49 4 s.

Beliefs and Practices about Writing in a Foreign Language among Economists Working in Two Languages
Petersen, M. & Shaw, P., 1998.

Translation and Genre
Petersen, M., 1997.

Translation, Quality and Growth
Petersen, M., 1997.

Er oversætteren i en loyalitetsklemme mellem teksten og kunde?
Petersen, M., 1996.

Translation and Quality Management: some implications for the theory, practice and teaching of translation
Petersen, M., 1996, I: Hermes. 16, s. 201-220 20 s.

N as a Specifier in NP in English: a syntactic analysis
Petersen, M., 1988, Aarhus: Aarhus School of Business, Department of English.

Remarks on Passive Participles, Adjectives with Bare NP-Arguments, and Some Related Phenomena in Danish and English: a syntactic study
Petersen, M., 1988, Aarhus: Aarhus School of Business, Department of English.

Projekter

Udvekslingsstuderendes oplevelse og vurdering af nordiske sprog og engelsk på nordiske universiteter (Utbytestudenters upplevelse och värdering av nordiska språk och engelska på nordiska universitet)
Petersen, M., Shaw, P. & Caudery, T.
Nordplus Sprog
01/01/2005 → 31/12/2007

Aktiviteter

Reflections from "Diversity and Inclusion across Languages" conference, Vienna
Margrethe Petersen (Foredragsholder)
17 maj 2022

Diversity and Inclusion across Languages
Margrethe Petersen (Deltager)
29 apr. 2022 → 30 apr. 2022

Hermes (Tidsskrift)
Margrethe Petersen (Redaktør)
1 aug. 2021 → ...

Dansk Teknologihistorisk Selskab: Seminar og årsmøde 2019
Margrethe Petersen (Deltager)
20 sep. 2019

Nordic Journal of English Studies (Tidsskrift)
Margrethe Petersen (Fagfællebedømmer)
1 sep. 2019 → 30 okt. 2019

Nordic Association of English Studies (NAES) - Aarhus

Margrethe Petersen (Deltager)

8 maj 2019 → 10 maj 2019

The 19th NIC conference on intercultural communication

Margrethe Petersen (Taler)

23 nov. 2012

The 19th NIC conference on intercultural communication

Margrethe Petersen (Arrangør)

22 nov. 2012 → 24 nov. 2012

LingCorp seminar

Margrethe Petersen (Taler)

2 nov. 2012

Dansk Teknologihistorisk Selskabs Årsmøde 2012

Margrethe Petersen (Deltager)

15 sep. 2012

Multidisciplinary Approaches in Language Policy and Planning

Margrethe Petersen (Taler)

7 sep. 2012

Multidisciplinary Approaches in Language Policy and Planning

Margrethe Petersen (Deltager)

6 sep. 2012 → 8 sep. 2012

Encompassing Knowledge Mediation

Margrethe Petersen (Deltager)

10 maj 2012 → 12 maj 2012

Industrimiljøer

Margrethe Petersen (Deltager)

27 apr. 2012 → 28 apr. 2012

CALPIU'12

Margrethe Petersen (Taler)

2 apr. 2012

CALPIU'12

Margrethe Petersen (Deltager)

1 apr. 2012 → 4 apr. 2012

Internationalisation Network seminar

Margrethe Petersen (Deltager)

25 jan. 2012

Linguistic Insights - Studies in Language and Communication (Tidsskrift)

Margrethe Petersen (Redaktør)

1 jan. 2011 → 15 dec. 2011

Dansk Teknologihistorisk Selskabs Årsmøde 2010

Margrethe Petersen (Deltager)
17 sep. 2010 → 18 sep. 2010

IEEE-Transactions on Professional Communication (Tidsskrift)

Margrethe Petersen (Fagfællebedømmer)
jul. 2010 → ...

360 degrees around Knowledge Asymmetries

Margrethe Petersen (Deltager)
6 maj 2010 → 8 maj 2010

Workshop on Internationalisation of Universities

Margrethe Petersen (Arrangør)
19 jan. 2010

Linguistic colloquium

Margrethe Petersen (Arrangør)
18 jan. 2010

Forskningsnetværk (uspecificeret) (Ekstern organisation)

Margrethe Petersen (Medlem)
jan. 2010 → ...

(Re)Conceptualising LSP Research - Methods and Aims (Tidsskrift)

Margrethe Petersen (Redaktør)
jan. 2010 → ...

Methods and Aims: (Re-)Conceptualising LSP Research (Tidsskrift)

Margrethe Petersen (Redaktør)
9 sep. 2009 → ...

Ahmad, Khurshid, and Maria Teresa Musacchio: Worrying or Re-Assuring Words for the Market?

Margrethe Petersen (Andet)
17 aug. 2009

Dahl, Trine: 'These Results Should Be Useful for Future Research': Research Article Conclusion Sections as Sites of Promotion

Margrethe Petersen (Andet)
17 aug. 2009

Edminster, Jude R.: From Manuscript to Digital: Remediating the Geology Field Notebook

Margrethe Petersen (Andet)
17 aug. 2009

Koskela, Merja: From Bureaucrats to the Public on the Internet - Methodological Aspects of Intertextual Analysis

Margrethe Petersen (Andet)
17 aug. 2009

Sangiorgi, Simona: The 'As if' game of Textual Hyperreality: A Case Study

Margrethe Petersen (Andet)
17 aug. 2009

Textual and Genre Analysis

Margrethe Petersen (Foredragsholder)

17 aug. 2009

XVII European Symposium on Languages for Specific Purposes : Methods and Aims - (Re)Conceptualising LSP Research

Margrethe Petersen (Arrangør)

17 aug. 2009 → 21 aug. 2009

Aarhus Universitet (AU) (Ekstern organisation)

Margrethe Petersen (Medlem)

11 maj 2009 → ...

UNLI: University Network for Language and Internationalisation (Ekstern organisation)

Margrethe Petersen (Medlem)

11 maj 2009 → ...

ELF Users or English Learners: the aims of exchange students in Scandinavia

Margrethe Petersen (Foredragsholder)

7 apr. 2009

University Network on Language and Internationalisation (Ekstern organisation)

Margrethe Petersen (Medlem)

apr. 2009 → ...

AILA (Association Internationale de Linguistique Appliquée) (Ekstern organisation)

Margrethe Petersen (Medlem)

15 jan. 2009 → ...

EU Language Policy: the case of incoming exchange students in Scandinavia

Margrethe Petersen (Deltager)

12 jan. 2009

Dansk Teknologihistorisk Selskab (Ekstern organisation)

Margrethe Petersen (Medlem)

2009 → ...

Going on exchange to Scandinavia to improve language skills - a realistic student ambition?

Margrethe Petersen (Foredragsholder)

17 dec. 2008

Kamwangamalu, Nkonko M.: Reflections on a language policy's balance sheet: The case of South Africa

Margrethe Petersen (Foredragsholder)

29 aug. 2008

Mehisto, Peeter: Stakeholder perspectives and lesson observations: Keyfactors in successful CLIL programme management

Margrethe Petersen (Foredragsholder)

28 aug. 2008

Is ERASMUS furthering multilingualism? The case of non-language exchange students in Scandinavia.

Margrethe Petersen (Foredragsholder)

26 aug. 2008

Promoting *lingua franca* English in Europe: perceived patterns of interaction and language use among exchange students at four Scandinavian universities.

Margrethe Petersen (Foredragsholder)

23 aug. 2008

AILA (Ekstern organisation)

Margrethe Petersen (Medlem)

aug. 2008 → ...

First Responses to Submissions: reasons for bad news

Margrethe Petersen (Foredragsholder)

20 maj 2008

Knowledge Communication and Multimodality

Margrethe Petersen (Foredragsholder)

17 maj 2008

Incoming exchange students' learning and use of *lingua franca* English and local languages in Scandinavia.

Margrethe Petersen (Foredragsholder)

7 mar. 2008

Udvekslingsstuderendes sprogmiljø og sprogindlæring

Margrethe Petersen (Arrangør)

29 nov. 2007

Communicating specialized knowledge - negotiating knowledge communication between writer and editor

Margrethe Petersen (Foredragsholder)

30 aug. 2007

Multilingualism - a European Union goal - and incoming exchange students' language learning and language use in Scandinavia

Margrethe Petersen (Foredragsholder)

30 aug. 2007

European, national and university language policies - and their impact on exchange students' language learning and language use.

Margrethe Petersen (Foredragsholder)

25 maj 2007

Nordic Conference for English Studies : Workshop on Internationalization and *lingua franca* English

Margrethe Petersen (Deltager)

25 maj 2007

Language policies and language experiences: the case of exchange students at four Scandinavian universities

Margrethe Petersen (Foredragsholder)

8 dec. 2006