

Name

Margrethe Petersen
Department of Business Communication
Fuglesangs Allé 4
8210 Aarhus V
Denmark
E-mail: mpe@asb.dk
Phone: 87164881
Office: L124



Title

Associate Professor

Nationality

Danish

Profile

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.

Education

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).

Academic Positions

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 Positions

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.

Publications

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. (eds.). Essen: Akademie Verlag, p. 76-77 2 p. (KCMS Schriftenreihe der FOM, Vol. 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 Oct 2022.

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

Petersen, M. & Maier, C. D., Apr 2022, p. 12. 1 p.

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 p.

Language as capital in international university education

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

Public signs at the international university: some blind spots

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

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. (eds.). Bern: Peter Lang, p. 9-16 (Linguistic Insights - Studies in Language and Communication, Vol. 144).

Current Trends in LSP Research: Aims and Methods

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

Language and Exchange Students at Scandinavian Universities

Caudery, T., Petersen, M. & Shaw, P., 19 Jan 2010, 52 p.

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. (eds.). Newcastle-upon-Tyne: Cambridge Scholars Press, p. 178-199 22 p.

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, p. 31 1 p.

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 p.

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

Petersen, M., 2008. 1 p.

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. (eds.). Newcastle: Cambridge Scholars Press, p. 114-130 17 p.

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 p.

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 p.

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

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

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. (eds.). Maastricht: Maastricht University Language Centre, p. 233-250 18 p.

The Language Environments of Exchange Students at Scandinavian Universities

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

The Language Environments of Exchange Students at some Scandinavian Universities

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

Language and disciplinary differences in a biliterate context

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

Academic biliteracy: transitional or stable?

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

Danish - a Language with a Future?

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

Not Waving, Not Drowning, But Maybe Submerging?

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

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, In: Hermes. 16, p. 201-220 20 p.

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.

Projects

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

Activities

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

Diversity and Inclusion across Languages
Margrethe Petersen (Participant)
29 Apr 2022 → 30 Apr 2022

Hermes (Journal)
Margrethe Petersen (Editor)
1 Aug 2021 → ...

Dansk Teknologihistorisk Selskab: Seminar og årsmøde 2019
Margrethe Petersen (Participant)
20 Sept 2019

Nordic Journal of English Studies (Journal)
Margrethe Petersen (Reviewer)
1 Sept 2019 → 30 Oct 2019

Nordic Association of English Studies (NAES) - Aarhus

Margrethe Petersen (Participant)

8 May 2019 → 10 May 2019

The 19th NIC conference on intercultural communication

Margrethe Petersen (Speaker)

23 Nov 2012

The 19th NIC conference on intercultural communication

Margrethe Petersen (Organizer)

22 Nov 2012 → 24 Nov 2012

LingCorp seminar

Margrethe Petersen (Speaker)

2 Nov 2012

Dansk Teknologihistorisk Selskabs Årsmøde 2012

Margrethe Petersen (Participant)

15 Sept 2012

Multidisciplinary Approaches in Language Policy and Planning

Margrethe Petersen (Speaker)

7 Sept 2012

Multidisciplinary Approaches in Language Policy and Planning

Margrethe Petersen (Participant)

6 Sept 2012 → 8 Sept 2012

Encompassing Knowledge Mediation

Margrethe Petersen (Participant)

10 May 2012 → 12 May 2012

Industrimiljøer

Margrethe Petersen (Participant)

27 Apr 2012 → 28 Apr 2012

CALPIU'12

Margrethe Petersen (Speaker)

2 Apr 2012

CALPIU'12

Margrethe Petersen (Participant)

1 Apr 2012 → 4 Apr 2012

Internationalisation Network seminar

Margrethe Petersen (Participant)

25 Jan 2012

Linguistic Insights - Studies in Language and Communication (Journal)

Margrethe Petersen (Editor)

1 Jan 2011 → 15 Dec 2011

Dansk Teknologihistorisk Selskabs Årsmøde 2010

Margrethe Petersen (Participant)
17 Sept 2010 → 18 Sept 2010

IEEE-Transactions on Professional Communication (Journal)

Margrethe Petersen (Reviewer)
Jul 2010 → ...

360 degrees around Knowledge Asymmetries

Margrethe Petersen (Participant)
6 May 2010 → 8 May 2010

Workshop on Internationalisation of Universities

Margrethe Petersen (Organizer)
19 Jan 2010

Linguistic colloquium

Margrethe Petersen (Organizer)
18 Jan 2010

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

Margrethe Petersen (Editor)
Jan 2010 → ...

Research Network (unspecified) (External organisation)

Margrethe Petersen (Member)
Jan 2010 → ...

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

Margrethe Petersen (Editor)
9 Sept 2009 → ...

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

Margrethe Petersen (Other)
17 Aug 2009

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

Margrethe Petersen (Other)
17 Aug 2009

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

Margrethe Petersen (Other)
17 Aug 2009

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

Margrethe Petersen (Other)
17 Aug 2009

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

Margrethe Petersen (Other)
17 Aug 2009

Textual and Genre Analysis

Margrethe Petersen (Lecturer)

17 Aug 2009

XVII European Symposium on Languages for Specific Purposes : Methods and Aims - (Re)Conceptualising LSP Research
Margrethe Petersen (Organizer)
17 Aug 2009 → 21 Aug 2009

Aarhus University (AU) (External organisation)

Margrethe Petersen (Member)
11 May 2009 → ...

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

Margrethe Petersen (Member)
11 May 2009 → ...

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

Margrethe Petersen (Lecturer)
7 Apr 2009

University Network on Language and Internationalisation (External organisation)

Margrethe Petersen (Member)
Apr 2009 → ...

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

Margrethe Petersen (Member)
15 Jan 2009 → ...

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

Margrethe Petersen (Participant)
12 Jan 2009

Dansk Teknologihistorisk Selskab (External organisation)

Margrethe Petersen (Member)
2009 → ...

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

Margrethe Petersen (Lecturer)
17 Dec 2008

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

Margrethe Petersen (Lecturer)
29 Aug 2008

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

Margrethe Petersen (Lecturer)
28 Aug 2008

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

Margrethe Petersen (Lecturer)
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 (Lecturer)
23 Aug 2008

AILA (External organisation)

Margrethe Petersen (Member)
Aug 2008 → ...

First Responses to Submissions: reasons for bad news

Margrethe Petersen (Lecturer)
20 May 2008

Knowledge Communication and Multimodality

Margrethe Petersen (Lecturer)
17 May 2008

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

Margrethe Petersen (Lecturer)
7 Mar 2008

Exchange students' language environments and language learning

Margrethe Petersen (Organizer)
29 Nov 2007

Communicating specialized knowledge - negotiating knowledge communication between writer and editor

Margrethe Petersen (Lecturer)
30 Aug 2007

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

Margrethe Petersen (Lecturer)
30 Aug 2007

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

Margrethe Petersen (Lecturer)
25 May 2007

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

Margrethe Petersen (Participant)
25 May 2007

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

Margrethe Petersen (Lecturer)
8 Dec 2006