

Multilingual promotional discourses vs. monolingual practices in academia? Tensions in Higher Education in multilingual Switzerland

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ECSPM Online Symposium //
Multilingualism in higher education in Europe

Rechtswissenschaftliche Fakultät

«Die Universität Bern ist sehr zentral gelegen und in der Bundesstadt Bern nahe am politischen Geschehen. Mir gefallen das vielfältige Masterprogramm sowie die zahlreichen Möglichkeiten, an nationalen und internationalen Studentenprojekten teilzunehmen.»

Karin, 3. Semester Master Rechtswissenschaft

Politische Fragen in Staat und Gesellschaft, Gerechtigkeit und Ethik, wirtschaftliche Zusammenhänge oder die Lösung von Konflikten – all diese Themen sind Gegenstand der Rechtswissenschaft. Das Studium bereitet Sie konkret und praxisbezogen auf eines der breitesten und spannendsten Berufsfelder unserer Zeit vor.

An der Rechtswissenschaftlichen Fakultät werden Sie von Beginn an praxisbezogen auf einen juristischen Beruf vorbereitet. Dabei erleichtern Ihnen die bewährten Tutorienprogramme den Einstieg in den Studienalltag. Nach einer zweisemestrigen Einführungsphase arbeiten Sie mit erfahrenen und profilierten Personen in Forschung und Praxis gemeinsam an den Grundlagen des juristischen Metiers.

Nach sechs Semestern schliessen Sie das Hauptstudium mit dem Bachelordiplom ab.

Im Masterstudium haben Sie die freie Wahl und stellen Ihr Studium nach Ihren Interessen zusammen. Sie haben die Möglichkeit, in einem der fünf Schwerpunktgebiete Ihre Kenntnisse ganz nach Ihren Neigungen und Zielen zu vertiefen. Die Fakultät nimmt am Studienaustrauschprogramm «Erasmus» teil und unterhält bilaterale Austauschabkommen. Das ermöglicht Ihnen ein Auslandsemester an einer der Partnerfakultäten in Europa oder Übersee.

In Bern profitieren Sie von der Nähe zur Verwaltung der Bundesstadt und nicht zuletzt von einer der grössten und schönsten Freihandbibliotheken der Schweiz. Die Berner Fakultät ist die zweitgrösste Rechtsfakultät des Landes und erfreut sich traditionell positiver Rankings.

Als Absolvierende geniessen Sie eine hohe Akzeptanz auf dem Arbeitsmarkt – unabhängig davon, ob Sie eine Karriere als Anwalt/Anwältin, RichterIn oder NotarIn oder verantwortungsvolle Positionen in Wirtschaft, Politik oder Journalismus eingenommen haben.

Im Überblick

5 Departemente

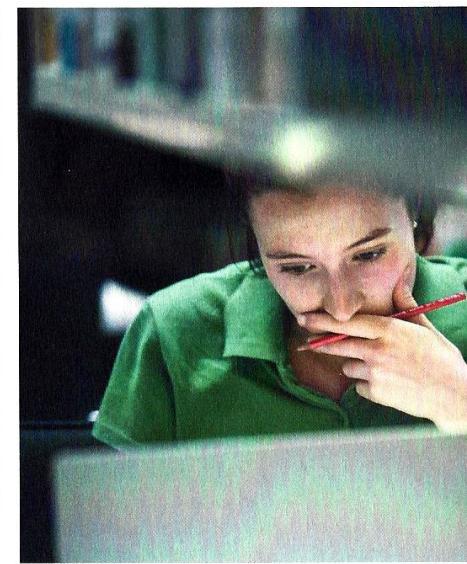
14 Institute

2'250 Studierende

davon weiblich: 53%

davon männlich: 47%

www.rechtswissenschaft.unibe.ch



Una scelta vantaggiosa per gli studenti ticinesi



«Nella nostra Facoltà studenti e docenti hanno tra loro un rapporto senza uguali in Svizzera, che mira a garantire un'ottima qualità della preparazione, in modo da raggiungere un livello competitivo sia all'interno della Confederazione che all'estero.»

Julia Berto, Vice-Rectora dell'Università di Lucerna

Vantaggio geografico

Lucerna ha una posizione geografica molto strategica: si trova nel cuore della Svizzera ed è quindi raggiungibile con facilità e rapidità sia dal Ticino che da qualsiasi altra parte del paese.

Lezioni in italiano

Consapevole delle innumerevoli difficoltà che uno studente ticinese deve affrontare nello studio del diritto in una lingua straniera diversa da quella parlata abitualmente, la nostra Facoltà offre appositamente delle lezioni parallele in lingua italiana. Durante il primo semestre viene tenuto dal Prof. Michele Luminati il corso di Introduzione alla scienza e alla prassi giuridica, mentre nel terzo e quarto semestre un docente esterno tiene il corso di Tedesco giuridico I e II. Su richiesta è poi possibile organizzare un corso di ripetizione in italiano su tutte le materie trattate durante i primi due semestri.

Vantaggi per gli esami

Importante è anche il sostegno offerto dalla nostra Facoltà per gli esami scritti. Anzitutto gli studenti italofoni hanno diritto a un prolungamento della durata dell'esame: durante i primi 4 semestri di un'ora e nel quinto e sesto semestre di mezz'ora. Durante gli esami scritti è inoltre possibile avere a disposizione i testi di legge anche in italiano e utilizzare un proprio dizionario. Si può, infine, presentare richiesta scritta per sostenere gli esami di Master in italiano, qualora il docente sia disponibile.

Docenti italofoni

Numerosi sono i docenti di lingua italiana: attualmente vi sono il Prof. Michele Luminati, la Prof. Martina Caroni, il Prof. Stephen V. Berti e il Prof. Paolo Becchi. Ciò permette agli studenti ticinesi, soprattutto se in difficoltà con la lingua, di porre loro domande e di ricevere chiarimenti e risposte in italiano.

Mentore

Il primo giorno di Università tutti gli studenti vengono affidati a una professorella o a un professore che farà loro da mentore per tutta la durata dello studio. Gli studenti ticinesi, a differenza degli altri, creano un unico gruppo con un mentore di lingua italiana. Questo agevola il crearsi di amicizie in un ambiente ancora estraneo.



«Nella nostra Facoltà gli studenti ticinesi sono facilitati nel superamento della barriera linguistica del tedesco grazie a ottimi corsi di introduzione.»

Giovanni Maria Fares, studente dell'Università di Lucerna

IUCIM

Nell'aprile 2007 alcuni studenti ticinesi hanno fondato la IUCIM, l'Associazione degli studenti italofoni di Lucerna (www.iucim.ch). Questo gruppo di studenti è molto affiatato e s'impegna sia ad organizzare attività culturali ed extrauniversitarie sia ad aiutare i nuovi studenti nei loro primi passi in Facoltà. La IUCIM è quindi un valido sostegno sotto tutti i punti di vista.

Programme

- Multilingual political situation in Switzerland
 - Dominant language ideologies?
 - recent reforms → competition among universities
 - Instrumental promotional discourses in the reproduction of language ideologies
 - Broader questions → multilingualism ties in with an increasing marketization of higher education
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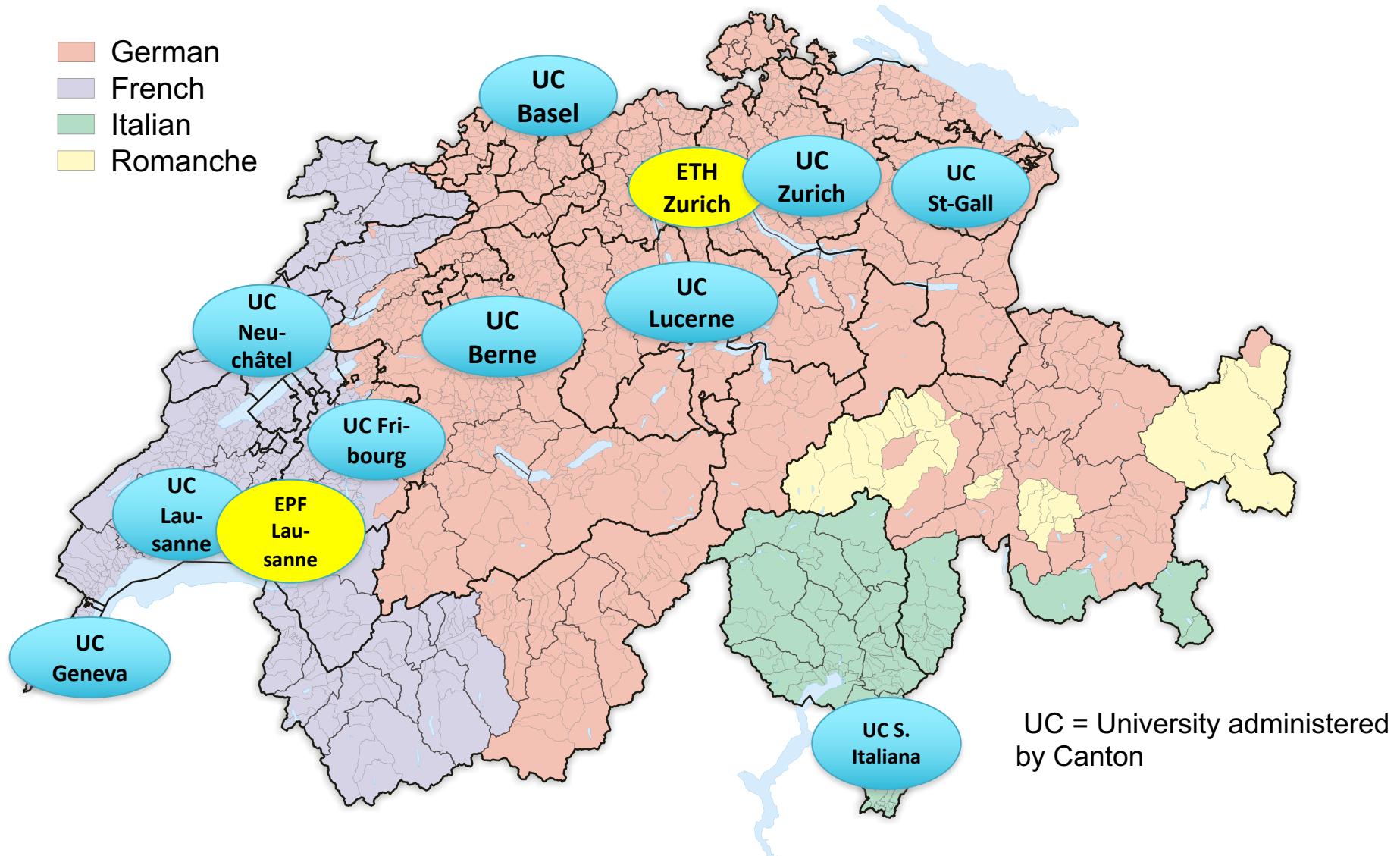
Guiding questions

- ... under what conditions is Swiss plurilingualism mobilised as a promotional resource in the context of tertiary education?
 - ... how do promotional discourses and university practices vary?
 - What are the reasons for this variability?
 - And which tensions can we observe?
-

What we will be focussing on...

- the political-economic situation of the Higher education system in Switzerland
 - the functional role assigned to certain languages and dominant (language-) ideologies in times shaped by capitalist competition
 - regional history and traditions
-

Universities and language regions in Switzerland



Political-economic situation of the higher education system in Switzerland

- More competition → competition seen as positive
- Shift from the financial support based on costs to the support based on achievement

“Das HFKG setzt in Verbindung mit dem kantonalen Hochschulkonkordat und der Zusammenarbeitsvereinbarung im Hochschulbereich zwischen Bund und Kantonen Artikel 63a der Bundesverfassung um. Nach diesem Verfassungsartikel sorgen Bund und Kantone gemeinsam für einen qualitativ hochstehenden, wettbewerbsfähigen und koordinierten Hochschulraum. Dieser umfasst die kantonalen Universitäten, die ETH, die Fachhochschulen inklusive der pädagogischen Hochschulen sowie andere Institutionen des Hochschulbereichs.“

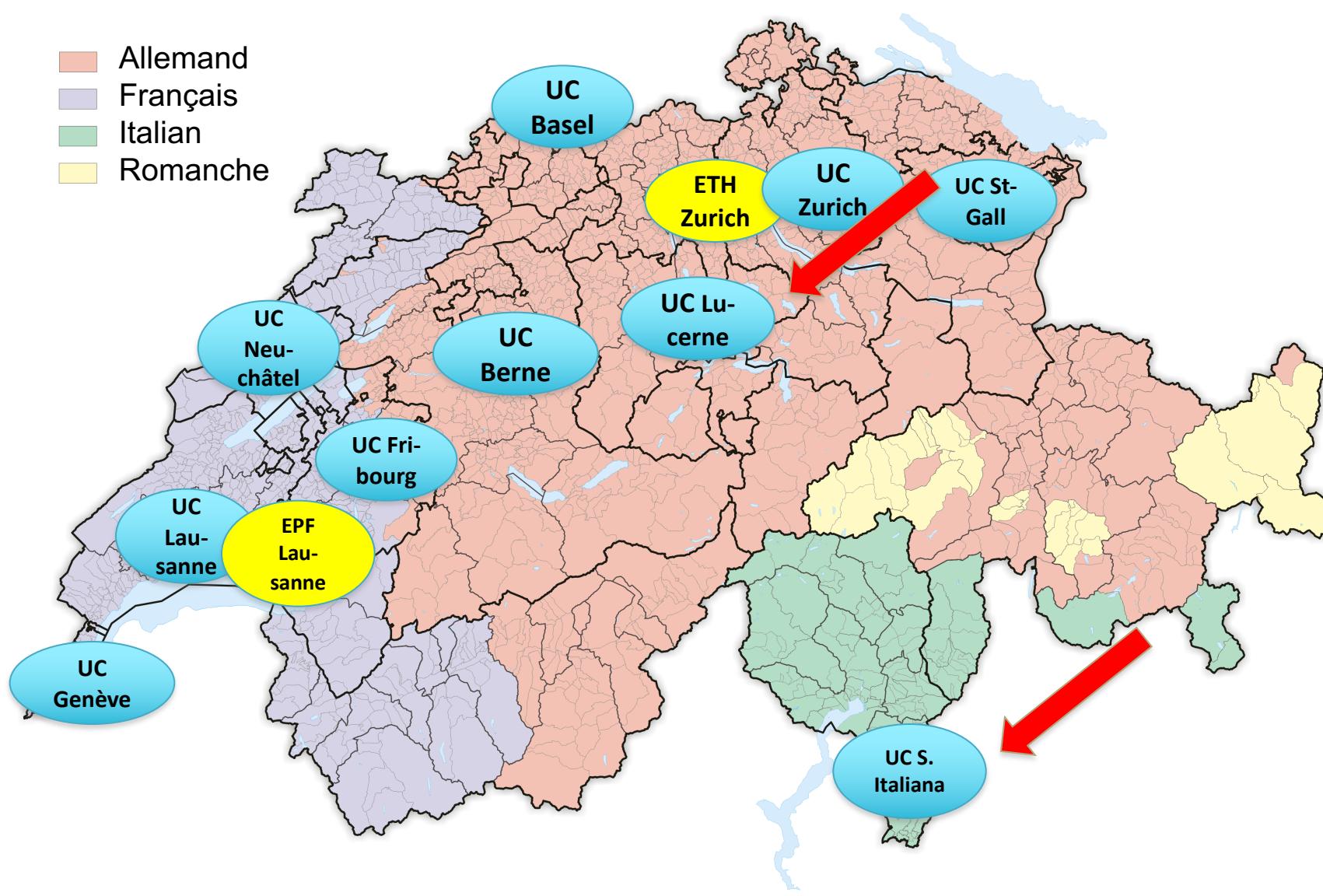
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According to this constitutional article, the Confederation and the cantons shall jointly **ensure a high-quality, competitive and coordinated higher education area**. This includes the cantonal universities, the Federal Institutes of Technology, the universities of applied sciences including the universities of teacher education and other institutions in the higher education sector.

Two new universities



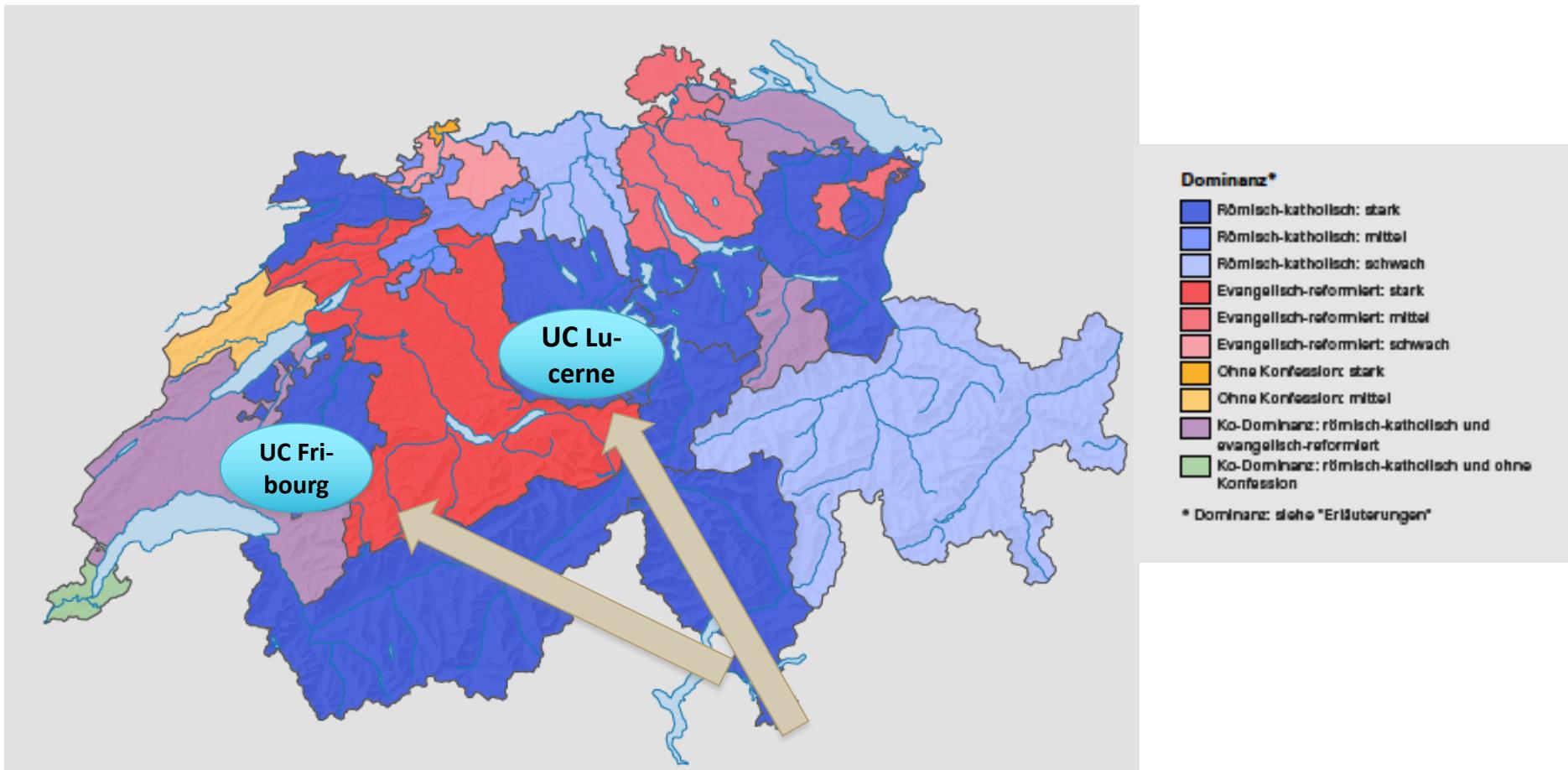
Functional role of language and dominant language ideologies

- Resource and instrument for work
- Means to address new markets → marker of distinction
- Capitalization
- Tertiary education: means for universities and students and their marketing

[cf. Boutet 2008; Bourdieu 1979; Cameron 2000; Duchêne & Heller 2012; Heller 2003; Kelly-Holmes 2006; Piller 2001; Spilker 2010; Irvine 1989; Urciuoli 2003, 2010; Martín Rojo & Del Percio 2019]

The region, its history and traditions

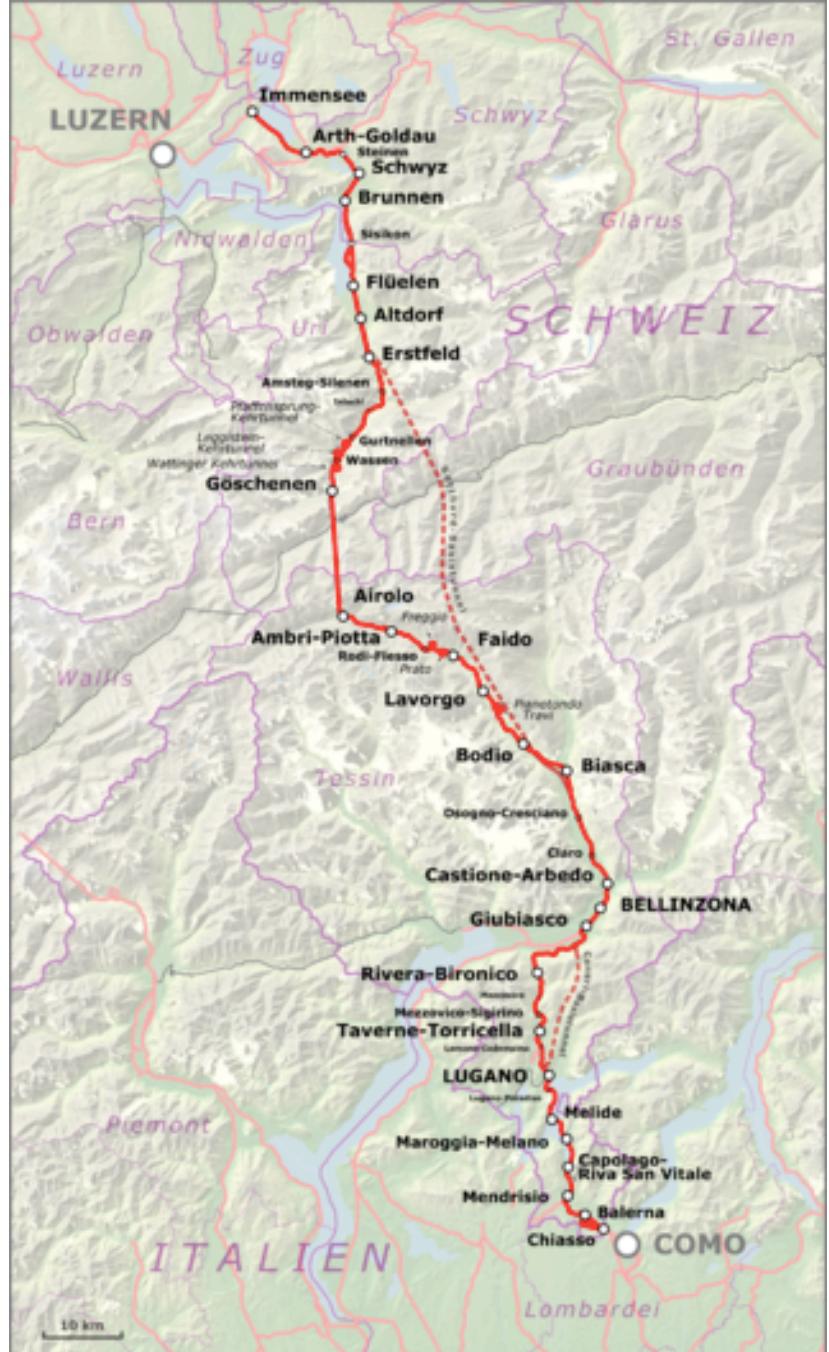
- from confession to tradition [cf. Altermatt 2009; Metzger 2010]



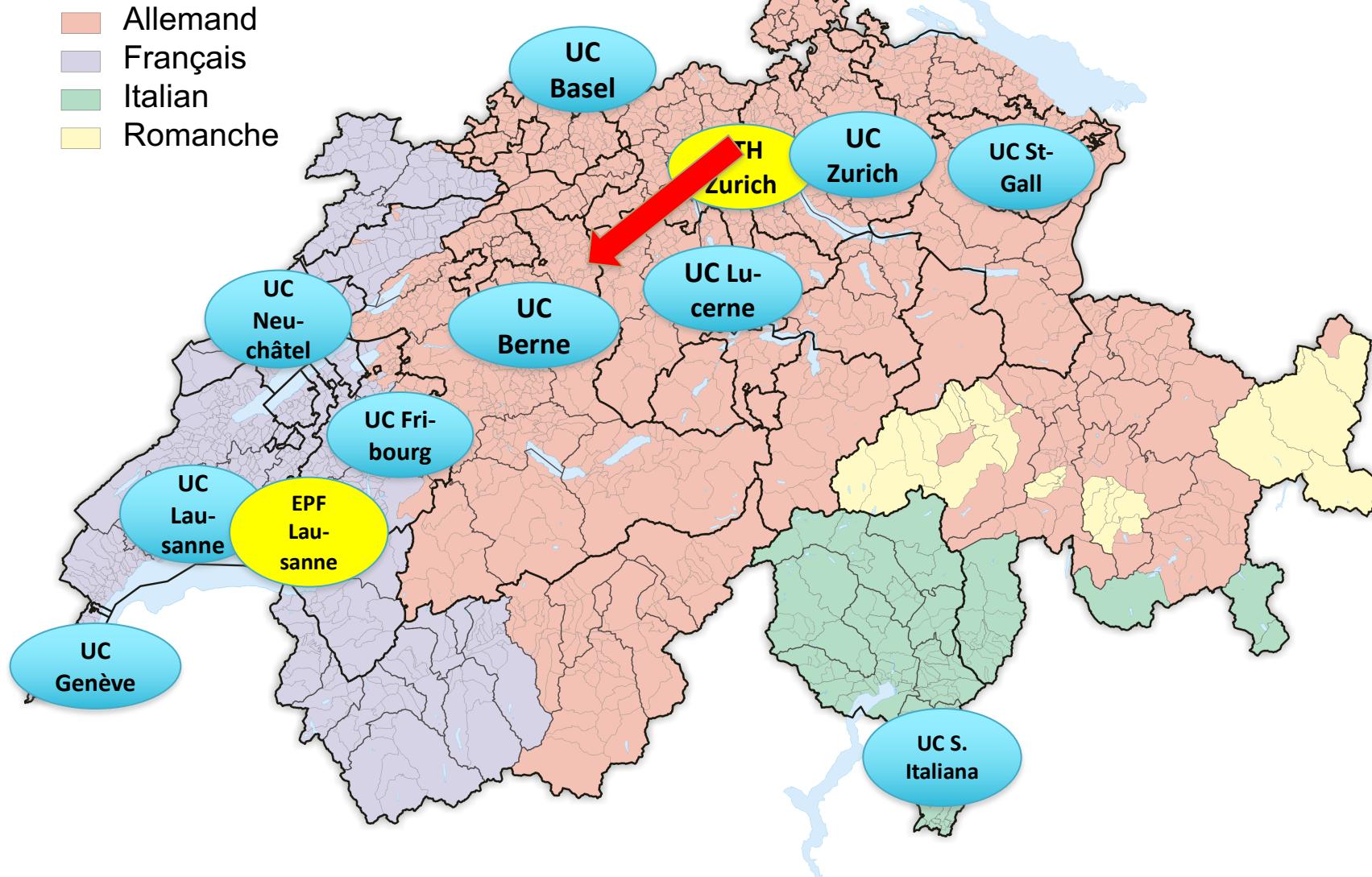
The region, its history and traditions: The Gotthard: from a path to a tunnel

[cf. Carbonazzi 1845; Ceschi & Mittler 2003;
Mattioli & Ries 2000]

„Gotthardbahn map“ von Pechristener 2015



Two new universities



Language dans des activités promotionnel

«Die Qualität dieser Studienrichtung ist hier in Bern selbstredend.»
Olivier, 7. Semester Zahnmedizin



Einzigartiger Standort

Ein modernes Gebäude, direkt neben dem Bahnhof und nur einen Steinwurf vom Vierwaldstättersee entfernt: Das ist die Universität Luzern. Ihre zentrale Lage, die kurzen Wege und die Tatsache, dass die ganze Universität unter einem Dach Platz hat, schaffen ideale Bedingungen für Studium und Uni-Leben.

Language as the ‘marker of distinction’

Una scelta vantaggiosa per gli studenti ticinesi



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Julia Bertoia, studentessa dell'Università di Lucerna

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They pay off ...

ehm . and Switzerland's diversity is .. we would be happy to represent Switzerland's diversity amongst our students.. that is for sure . we are happy and . and have a positive attitude towards all students . but of course it is understandable that we have from the French part of Switzerland . that the linguistic border is a bigger barrier . the students there . they have other alternatives in the French-speaking part of Switzerland . the students from the Ticino do not have the same alternatives and that is why it is worth offering specific measures to these students

[interview with marketing manager]

Veronica (Law student in Lucerne)

INT: And how come you have chosen to study law at UCS? You could have gone to other places.

LA: I said to myself, law can be studied in different places also in the French-speaking part of Switzerland, e.g. Lausanne and Fribourg if I am not wrong.

INT: Yes.

ILA: From the very beginning, I excluded the French-speaking part because I said to myself my French is more or less ok.

INT: Yes.

ILA: It is similar to Italian and therefore let's say, I can learn it in little time. German however is much more important and spoken by three quarters of Switzerland. And I am still struggling with German, thus, I prefer studying in German, so that my German gets better and I'll have advantages for the future.

INT: Yes.

ILA: That's why I chose German at UCS and this delegation came and the university is small and also quite close to the Ticino but this, I did not, I did not, I would also have gone to Basel, I don't know.

INT: Yes.

ILA: Other places would have been fine for me too. But the fact that it's small and closely supervised was more convincing for me.

INT: And how was it for you in the beginning?

STE: It was terribly difficult. I spent the evenings reading just one page without getting anything. Some days at university, I would not have had a clue what the lecture was about, I would go home and start reading in a book and still not understand what it was about. It was very difficult.

INT: Um

STE: You have to be studious and keep going.

INT: Um

STE: You have to persevere, you have to do some reading after every lesson, and after some time, you will improve by consequence.



ILA: We organize events and dinner parties. It is a group of Ticinese students and of students from Italy, in any case for all Italian-speaking students

INT: Yes

ILA: Living in central Switzerland.

INT: And what are you doing?

ILA: Well, we organize activities in order to unite ourselves but it is also a point of reference in the case someone would have problems to find an apartment. A place to stay. The association can offer some help. And maybe I don't know for example second-hand books. And in any case they support the Ticinese who feels disoriented. It is a point of reference.

To conclude...

- Tensions
- Partial accommodation
- ,Who wins – and who loses?‘
- Swiss multilingualism?

THANKS A LOT FOR YOUR ATTENTION!

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Latest papers focusing on multilingualism, higher education, language teaching and learning:

Zimmermann, Martina, & Muth, Sebastian (2020). *Entrepreneurial visions of the self: language teaching and learning under neoliberal conditions*. Multilingua.

Zimmermann, Martina (2020). Gerarchie linguistiche capovolte? Attrarre studenti che attraversano i confini linguistici svizzeri. In A. Giudici, R. Ronza e V. Pini (eds.), *Il plurilinguismo svizzero e la sfida dell'inglese: riflessioni dal laboratorio elvetico a confronto con l'Europa*. Locarno: Armando Dado editore.

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