

Prof. Dr. Ulrike Kaunzner

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CURRICULUM (EN)

Introduction: Current position and research interests

Ulrike Kaunzner is Associate Professor of Language and Translation (German Language, L-LIN/14) at the Department of Linguistic and Cultural Studies, University of Modena and Reggio Emilia. She teaches courses in linguistics, intercultural communication, the language of advertising, and German business communication, with a particular emphasis on German language varieties and spoken language.

Her research interests include the phonetics and phonology of German, intercultural communication, audiovisual translation, rhetoric and communication, the language of advertising, political linguistics, and business communication. Over the years, she has also developed a strong interest in voice and speech effect research.

Additionally, she works with spoken language corpora, focusing on the construction of a corpus of student scientific presentations and the analysis of political speeches and discourse strategies in institutional communication.

Education

Ulrike Kaunzner graduated both in Germanistics and in Communication Studies at the University of Regensburg (Germany) and obtained the State Examination for the teaching profession in public schools in Germany. After further experience in teaching German as a foreign language in the United States (two years, at Willamette University, Oregon, and Vanderbilt University, Tennessee) she specialized by obtaining a postgraduate degree (M.A.) at Vanderbilt University (Nashville, TN, USA), then obtained a Ph.D. in Applied Linguistics at the University of Duisburg (Germany) with the title *Das Ohr als Schlüssel zur Fremdsprachen kompetenz: Elektronisches Hörtraining mit systematischen Ausspracheübungen als Grundlage zur Verbesserung der phonologischen Kompetenz bei erwachsenen Fremdsprachenlernern*. She further specialized and obtained diplomas at the Institute of Intercultural Communication at Pacific University in Portland, OR (USA) and in Communication Psychology at the University of Hamburg (Germany).

After a few years as a lecturer (1991-1997) and then as a CEL (Collaborator and Linguistic Expert) at the University of Bologna, at the Scuola Superiore di Lingue Moderne per Interpreti e Traduttori in Forlì (1997-2004), she took the qualification for the *Seconda fascia*. She took service as Associate Professor at the University of Ferrara in 2004 and then, starting from 2018, at the University of Modena and Reggio Emilia, in a Department of Excellence.

Main research experiences

In 1993, 1994 and 1995, Ulrike Kaunzner was responsible (planning, organization and coordination) of an international scientific research project (with 8 partners in 5 European countries), within the Lingua/Socrates program of the European Union: "Audio-Lingua – Acceleration and deepening, with the support of electronic instrumentation, of auditory comprehension and oral expression in foreign language acquisition".

Immediately afterwards, 1995 and 1996, she was appointed coordinator of the international research project within the Socrates program (European Union): "EuroPill" (Development of teaching materials or: manuals of introduction

to cognitive linguistics in a European perspective for the following languages: English, German, French, Dutch, Spanish, Italian, Greek, Polish).

In 2008 and 2009, she participated in the PRIN research project "Phonological categories and their role in language acquisition" (Head of Research Unit: Prof. Marina Nespors, PRIN 2007). Ulrike Kaunzner's research focused on the prosodic interferences of Italian-speaking speakers of German as a foreign language.

Since 2019, she has been a member of DHMoRe (Interdepartmental Research Center on Digital Humanities). 2020 to 2022, she coordinated the research group CAP German: *Student Oral Academic Communication in LS (German), L1 Italian*. (It is part of the group CAP: Academic and Professional Communication, directed by Prof. Marina Bondi).

Since 2011, she has been part of the board of the research group RVW – Regensburger Verbund für Werbeforschung (Association for Advertising Research) in Regensburg, Germany. The research group is in close cooperation with the Historical Archive of Advertising, which is attached to the University Library Regensburg; here, Ulrike Kaunzner found significant contemporary evidence for her monograph *Die Stimme als Zeitzeugin. Werberhetorik im Hörfunk* (The Voice as a Contemporary Witness. Advertising Rhetoric in Radio Spots), published in 2021.

2021 to 2024, she directed two international research projects (Departmental FAR) with Finland and Germany with the title *Multilingualism in International Companies*, and *Atteggiamento verso il multilinguismo nelle aziende del territorio*.

Since 2024, Ulrike Kaunzner has participated as a member of the research group in the FAR project (FAR Dipartimentale) *Corpora multilingue e innovazione tecnologica nell'analisi del discorso populista orale* (PO.POL.I); since 2025, she has been part of the FAR project (FAR Ateneo) *Beyond Parliament: AI-Enhanced Multilingual Corpus Using Innovative Methodology for Non-Institutional Political Speeches in German, French, Spanish and Italian* (Po.La.R.), both directed by Prof. Vincenzo Gannuscio.

He has also been part of the doctoral program for many years, where, in addition to supervising doctoral students, he is involved in continuing education and the organization of conferences and academic exchanges.

Past responsibilities and collaborations in research projects, among others:

- 2009 – 2015: Participation in the research group on child multilingualism *Forschungsgruppe Frühkindliche Mehrsprachigkeit* at the University of Regensburg.
- 2006 – 2007: Head of the research group ex 60%: "Intercultural competence in the teaching of German as L2" with the direction of the scientific book series *Interkulturelle Perspektiven in der Sprachwissenschaft und ihrer Didaktik*. Münster: Waxmann (Ulrike Reeg, Claus Ehrhardt, Ulrike A. Kaunzner); to date, the series includes 8 volumes.
- 2005 – 2006: Project "Destinazione Italia" (online learning of Italian as a foreign language for German-speaking students), in collaboration with the University of Bamberg and the University of Regensburg; she offered scientific and didactic consulting for the software module "Rhetoric and interpersonal communication".
- 2001: Collaborator in the project of the development of training modules "Intercultural Communication" of the Bavarian Diaconate [Diakonisches Werk Bayern] and the University of Regensburg (Germany).

She has been an external member of various doctoral commissions in Italy and abroad and has held seminars in doctoral schools in Spain and Italy (still at the University of Modena and Reggio Emilia, title of the course: *Scientific Presentations*).

Scientific and academic assignments

Since 2022, Ulrike Kaunzner has been a member of the Contracts Committee of the Department of Linguistic and Cultural Studies. From 2021 to 2024, she served as a member of the department's Research Committee. She has been a VQR reviewer (since 2015) and has been appointed as a peer reviewer several times by various Italian and German journals.

She served as secretary for the European Languages and Cultures degree program (*Lingue e Culture Europee*) from 2019 to 2023. Since 2019, she has been the Erasmus coordinator for several European partner universities, including institutions in Germany, Spain, Austria, Switzerland, Poland, and Denmark. She has also acted as academic tutor for curricular internships within the Department of Linguistic and Cultural Studies since 2019. In the same year, she joined the teaching committee of the Master's degree program *Languages for Communication in International Enterprises and Organizations*. Since 2012, she has been a member of the graduate committee for the Master's program in Speech Communication and Rhetoric at Universität Regensburg.

Since 2007, Ulrike Kaunzner has been organizing trainee exchanges (Erasmus placement program, LLP - frequency: 1-2 interns per semester) in close cooperation with the University of Regensburg (2007-2018 with the University of Ferrara, from 2019 with the University of Modena and Reggio Emilia), from which she developed a teaching program that engages young German-speaking students in academic and teaching life in Italy and helps them find professional opportunities. (Many of the interns trained in this way have gone on to careers related to their internship.)

In 2012, he launched a double degree program, between the universities of Ferrara and Regensburg: Ferrara-Regensburg Double Degree (Foreign Languages and Literatures LLM 37 / Interkulturelle Europa-Studien). Until her transfer to the University of Modena, she coordinated the double degree program and was also a member of the teaching committee and a member of the degree committee at both universities, Ferrara and Regensburg. The dual degree program still exists today with great success.

Ulrike Kaunzner was appointed Delegate of the Department of Humanities for International Mobility at the University of Ferrara and held this position for three years: 2012 – 2015.

For several years (2009, 2010, 2011) she organized trainings (study days) for teachers of middle and secondary schools (in collaboration with the Ministry of Education, University and Research, the Regional School Office for Emilia-Romagna, the Provincial School Office of Ferrara).

Starting from 2003, until her call as associate professor at the University of Ferrara, 2004, she was initiator and responsible of the phonetics laboratory "Sound Perception Laboratory - SPT" at the University of Bologna (SSLIMIT, Forlì). The laboratory's primary focus was the practical implementation of the research outcomes of the EU project "Audio-Language" (see above), providing students with electronic tools and special exercise material that significantly reduced learning time and especially improved pronunciation.