

## 2017 Elections to the CEL/ELC Board Declaration of candidature

I hereby declare my candidature for the elections to the Board which will be held at the 19<sup>th</sup> General Assembly (Brussels, 30 November 2017).

First name: Diana Roxana

Second name: Cotrău

CEL/ELC Member institution / organization: Universitatea Babeş-Bolyai

I should like to make the following contribution(s) to the future development of the CEL/ELC:

- acknowledge linguistic Superdiversity and its beneficial impact on communication across different discourses (by reconsidering enhanced ethnic reactivity and reductive prejudices vis-à-vis migrants as current demographic developments);
- focusing on the increasing role of Social media as an interface for social, professional and administrative communication of higher education: faculty staff-to-student (Millennial and post-Millennial cohorts);
- increase collaboration between member institutions by sharing practices, and joining in collaborative investigation of old and new discourse paradigms;
- sharing national/local expertise and idiosyncratic practices where language and internationalization of higher education is concerned.

I have CEL/ELC-relevant expertise and experience in the following fields:

- higher education language policy (member of the Babeş-Bolyai University institutional team);
- international project work as local team member with DYLAN (an Integrated Project (Contract N° 028702) funded under Framework Programme 6 (FP6) of the European Union). The project embraced 20 research institutions in 12 European Countries and ran for five years (2006-2011), seeking to identify the conditions under which Europe's linguistic diversity can be an asset for the development of knowledge and economy.);
- long term expert participation in national project (ASIGMA / 2010-2013), in Romania, seeking to attune the methodology of the internationalization of national master's programmes to EHEA practices;
- researched and published scientific articles on languages and higher education, and multi- and interculturality.

My fields of interest are: ESAP, Sociolinguistics, Internet Linguistics, Cultural Studies, Intercultural Communication, Media and Audience Studies

Place: Cluj Napoca

Date: 14 . 11. 2017

Signature:

