

## 1. Full name and date

Koskela, Merja Kristiina

Female

21.8.2018

## 2. Date and place of birth, nationality, current residence

March 29<sup>th</sup>, 1965, Tyrnävä, Finland, Finnish, Märkätie 9, 65520 HELSINGBY

## 3. Education and degrees awarded

Doctor of Philosophy, University of Vaasa, 31.5.1996

## 4. Other education and training, qualifications and skills

Undergraduate

1982–1984 Liminka high school, Matriculation examination

Graduate

1984–1989 University of Vaasa, MA, Swedish

1989–1991 University of Vaasa, Lic. Phil., Swedish

1991–1996 University of Vaasa, Academy of Finland, D. Phil, Swedish



## 5. Linguistic skills

Finnish, mother tongue, Swedish (excellent), English (excellent), German (good), Russian (basic), Estonian (basic)

## 6. Current position

Professor of Applied Linguistics, University of Vaasa 2000–

## 7. Previous work experience

Research professor, Alfred Kordelin Foundation (45 %) 1.8.2012–31.7.2013 University of Vaasa, Finland

Dean of Faculty of Philosophy 1.1.2010–31.12.2011

– First vice rector of the University of Vaasa (research) 1.1.2010–31.12.2011

Acting professor of Swedish, department of Scandinavian languages 1.8.1998–31.7.1999

Acting professor of Applied Linguistics, department of Communication Studies 1.8.1996–31.7.1997

Associate professor, department of Scandinavian languages 1.8.1995–31.7.2000

Acting assistant in Swedish 1.3.1989.–31.7.1990; researcher 1.9.1990–31.5.1991

Teacher, department of Finnish 20.2.1991–28.2.1991

Lecturer, department of Scandinavian languages 1.8.1991–31.7.1992

The Academy of Finland, council for human sciences (later Research Council for Culture and Society)

– acting research assistant 1.8.1992–31.7.1993

– research assistant 1.8.1993–31.7.1996

## 8. Research funding, leadership and supervision

*Leading of projects:*

Legitimacy of government-ownership of listed companies in Finland and Sweden, Vaasa Aktia Foundation (2018-2019), 10.000 €, project leader

Practicing transparency – Communication and disclosure policy as a strategic tool in European public companies. Finnish Foundation for Share Promotion (2017), 8.000 €, project leader

Through video to interaction – Webcasts in investor relations communication, Vaasa Aktia Foundation (2016–2017), 10.000 €/year, project leader

Fluent Practices in Investor Communication, Vaasa Aktia Foundation (2015), 10.000 €, project leader

Complexity of Time in Work Communities, Foundation for Economic Education (2014), 15.000 €, project leader

Practices of communication and bilingualism in a changing organization – the case of the regional administration reform, The Cultural Foundation of Ostrobothnia (2011–2013), 9000 €, project leader

Swarm3 – the Ecology of Business Networks, Tekes – The Finnish Funding Agency for Innovation (2013–2014), 100 000 €, project leader (sub-project for Swarm3\_Management, led by prof. J. Vesalainen)

Communication Strategy as a Genre – From Norms to Practices, The Foundations' Professor Pool, Alfred Kordelin Foundation (2012–2013), 25 000 €, principal investigator

*Project co-operation:*

Power of Time in Work Organizations, Academy of Finland (2017 - 2021), led by R. Viitala, coplaner, project group member and expert

Bilingualism and multicultural Finland – best practices and future challenges for professional discourse, SLS (The Society of Swedish Literature in Finland) (2010–2014), 316 000 €, member of the leading group, coplaner with prof. N. Pilke

Best practices of communication and bilingualism within administrative service communication, Council of Ostrobothnia (2010–2012), 20 000 €, co-leader with prof. N. Pilke

*Leading of research group:*

Research group Practices and Discourses of Management, University of Vaasa (2016–)

Research team KASC – Knowledge and Action in Specialized Communication, University of Vaasa (2012–2017)

*Supervised doctoral theses:*

Eronen, Maria (2015). Rhetoric of Self-Expressions in Online Celebrity Gossip. University of Vaasa.

Uotila, Pekka (2011). Projektin suunnittelun narratiivinen rakentuminen. University of Vaasa.

Volmari, Kristiina (2009). Half a Century of Forest Industry Rhetoric. Persuasive Strategies in Sales Argumentation. University of Vaasa.

Järvi, Outi (2006). Informatiivinen graafi premillä. Johdatusta sanomalehtigrafiikan kielioppiin. University of Vaasa.

Laine, Päivö (2004). Language of Interaction in Online Shopping. University of Vaasa.

Freihoff, Roland (2001). Kernfragen der Übersetzer Ausbildung. University of Vaasa.

*Merits in developing doctoral education:*

Leader of the Graduate School of the University of Vaasa 1.8.2011–31.12.2011

Member, leading group of the National Doctoral School in Language Studies, Langnet, 2000–2011

Head of the Langnet sub-programme Translation Studies and Professional Communication, 2000–2011

Member of the supervisor group of the Langnet sub-programme Language in Use: Structures and Interaction, 2010–

Member of the leading group of the National Doctoral Programme in Communication Studies (Vitro) 2011–2013

Member of the board for the National Doctoral Programme in Communication Studies (Vitro) 2014–2015

Member of the leading group of the National Doctoral Programme in Communication Studies (Vitro) 2014–2015

### **9. Merits in teaching and pedagogical competence**

Basic studies in Pedagogy, 15 study weeks (ca 30 ects), University of Helsinki (Vaasa Summer University) 1989

University pedagogy and education technology training program for teachers at the University of Vaasa, 1999–2000

Training for the university education reform, “Bologna Process”, courses and seminars 2003–2005

Courses of education technology, Tritonia Learning Centre 2005–2007

Participating in the yearly Peda-Forum Seminars 2005–2007

University pedagogical training programme (10 ects), Eduta-instituutti, University of Tampere, 2007–2008

Best teacher –award by Comedia student association, 2003, University of Vaasa

### **10. Awards, prizes and honours**

Vaasan Korkeakouluseura, Award for good research, 1989

Hallbergska priset, Svenska litteratursällskapet i Finland, Doctoral Dissertation Award, 1998

Invited member of the Finnish Academy of Science and Letters, 2017–

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### **11. Scientific and societal impact of research**

Total number of publications: 120 in English, Finnish and Swedish

#### *Latest and most important publications*

Jokipii, Annukka & Merja Koskela (2017). Accounting Terms as an Indication of Expertise in Financial Presentations Comparing Monologue with Dialogue. *VAKKI Publications* 8. Vaasa, 64–75.69

Koskela, Merja (2017). Disclosing principles of disclosure – Rhetorical moves for constructing transparency. *International Journal of Business Communication*. Special issue. The Pragmatics of Financial Communication. Part 1: From sources to the public sphere. Eds. R. Palmieri, D. Perrin & M. Whitehouse, 1–30.

Koskela, Merja, Kaisa Koskinen & Nina Pilke (2017). Bilingual formal meeting as a context of translatoriality. *Target. International Journal of Translation Studies*. Available: <http://doi.org/10.1075/target.16017.kos>- Online-First.

Koskela, Merja & Onerva Heino (2016). Raha puhuu englantia? Kielipolitiikka suomalaisten pörssi-yhtiöiden sijoittajasivuilla. Teoksessa: Hirvonen, P., D. Rellstab & N. Siponkoski (toim.) 2016. *VAKKI Publications* 7. Vaasa, 251–262.

Koskela, Merja (2015). Tiedonantopolitiikkatekstien vaihtelevat tehtävät. Informointia, suostuttelua vai vakuuttamista? *Vakki Publications* 4, 137–146. Vaasa.

Koskela, Merja & Nina Pilke (2014/2016). From Slow Repetition to Awkward Omission: Economic, Efficient, and Precise Language Use in Bilingual Formal Meetings. *Multilingua* 35(3), 251–275. DOI: 10.1515/multi-2014-0075, October 2014.

Koskela, Merja & Jaana Puskala (2013). Tvåspråkig möteskommunikation som diskursiv praktik. In: Bihl, Björn, Peter Andersson & Lena Lötmarker (eds.) *Svenskans Beskrivning* 32. Karlstad. 129–139.

Koskela, Merja & Kuronen, Marja-Liisa (2014). The essence of a hybrid genre: The causes of variation in corporate disclosure policies. In G. Budin & V. Lušický (eds.), *Languages for*

*Special Purposes in a Multilingual Transcultural World, Proceedings of the 19th European Symposium on Languages for Special Purposes*, 8–10 July 2013, Vienna, Austria. (<http://lsp2013.univie.ac.at/proceedings>).

- Koskela, Merja (2013). Same, same, but different – intertextual and interdiscursive features of communication strategy texts. *Discourse & Communication* 7(4), 1–19.
- Koskela, Merja (2010). From bureaucrats to the public on the internet. Methodological aspects of intertextual analysis, 54–63. *Fachsprache*, Vol. XXXII, 1-2/2010.
- Koskela, Merja & Tiina Männikkö (2009). Notes on notes. Endnotes and footnotes in Swedish historical and philosophical research articles. In: *Cross-Linguistic and Cross-Cultural Perspectives on Academic Discourse*. Eija Suomela-Salmi & Fred Dervin (eds.). Amsterdam, Philadelphia: Benjamins. 151–162.
- Koskela, Merja (2002). Ways of Representing Specialized Knowledge in Finnish and Swedish Science Journalism. *Lsp & Professional Communication*. Volume 2, Number 1, 27–40.