

Zürich University of Applied Sciences
zhaw School of Applied Linguistics
 IUED Institute of Translation and Interpreting

English **Sprache**
 Français **Technik**
Kommunikation

Italiano

Multilingual Energy Discourses:
 The Case of Switzerland

Maureen Ehrensberger-Dow & Peter Stücheli-Herlach
 Swiss-US Energy Innovation Days in New York City
 20-23 August 2017

Zürich University of Applied Sciences
zhaw

Discourse about energy

Energy transition – The space between no longer and not yet

Take the risk or lose the opportunity:
 The power of innovation

Risk is like change: It's not a choice

The future is here: It's just not widely distributed yet

Buildings should be good neighbors

Dear Past, thank you for the lessons. Dear Future, I'm ready

Zürich Universities of Applied Sciences and Arts 2

Zürich University of Applied Sciences
zhaw

Policy change is made of language!

discourse coalitions, embedded in controversies

patterns of language use

Complexity, uncertainty, controversies, polyphony

- policy/government networks
- innovation systems
- energy regimes
- knowledge passages
- innovation narratives
- innovation management by communication promoters who "create meaning"

Zürich Universities of Applied Sciences and Arts 3

Zürich University of Applied Sciences
zhaw

The case of Switzerland

German

French

Romansch

Italian

Zürich Universities of Applied Sciences and Arts 4

Zürich University of Applied Sciences
zhaw

Voting patterns by language
 Results of Nuclear Withdrawal Initiative
 (27/11/2016)

German

French

Romansch

Italian

Zürich Universities of Applied Sciences and Arts 5

Zürich University of Applied Sciences
zhaw

Voting patterns by language
 Referendum on Revision of Energy Act
 (21/05/2017)

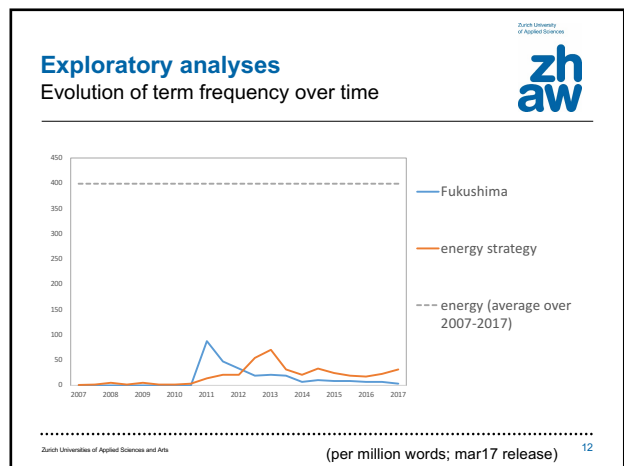
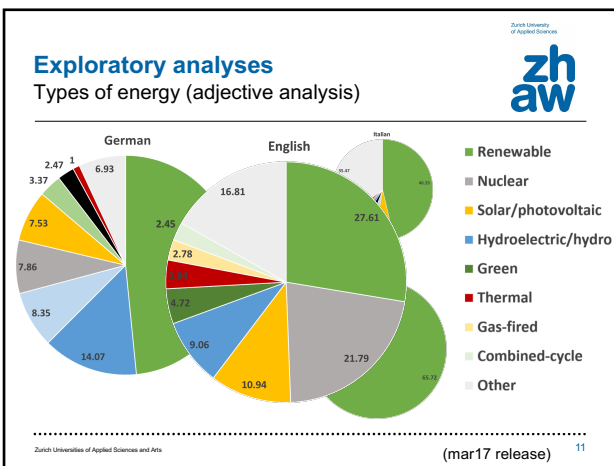
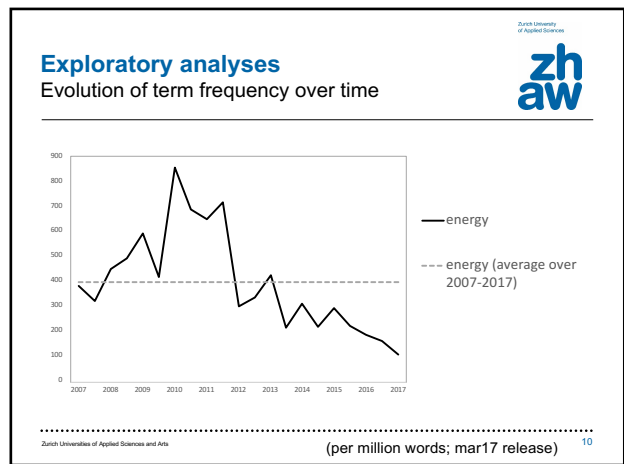
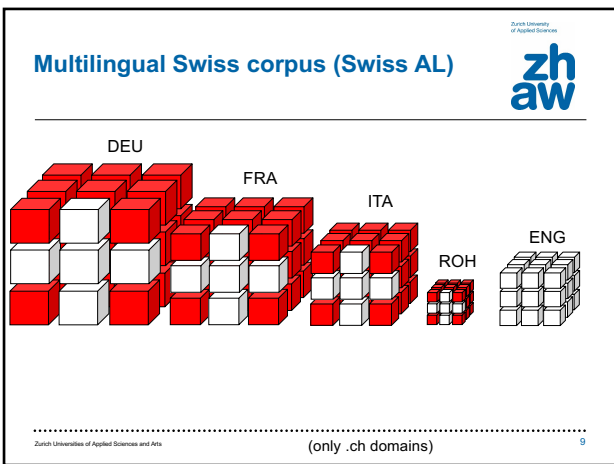
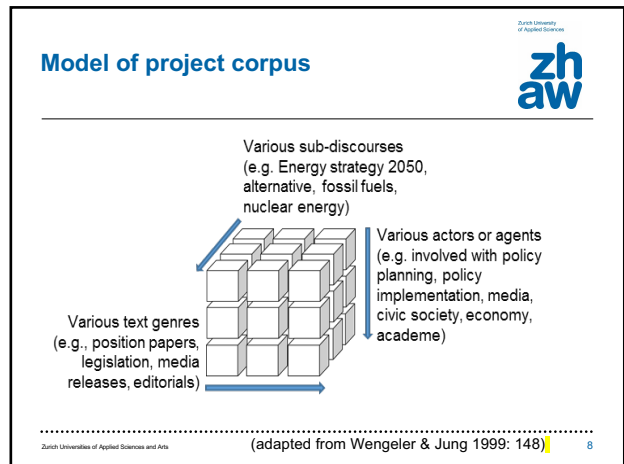
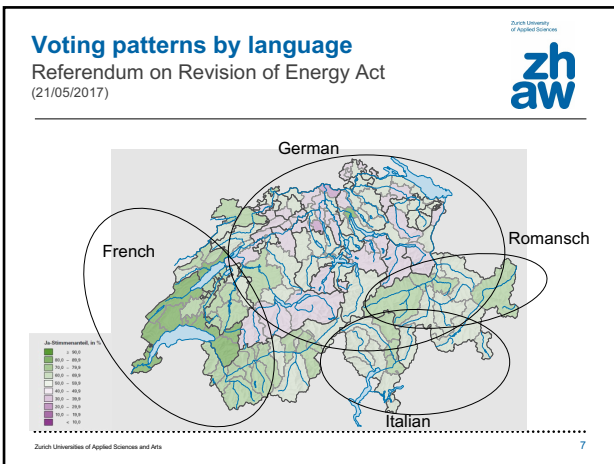
1 INCREASING ENERGY EFFICIENCY

2 INCREASING THE USE OF RENEWABLE ENERGY

3 WITHDRAWAL FROM NUCLEAR ENERGY

SWISS FEDERAL OFFICE OF ENERGY • MEDIA AND POLITICAL AFFAIRS DIVISION • 1 FE

Zürich Universities of Applied Sciences and Arts 6



Zürcher Universität
of Applied Sciences
zhaw

Policy change is made of language!

What topics and themes are controversial?
What are the core arguments of coalitions?

What factors contribute to communicative success?

How can public discourse be analyzed in the context of political and societal polarization?

How can public discourse be guided in order to support

- **policy change in a democracy?**
- **interdisciplinary technological innovation?**

Zürcher Universitäten of Applied Sciences and Arts




13

Zürcher Universität
of Applied Sciences
zhaw


Energy Discourses in Switzerland:

Prerequisites for change

Principal investigators:

Peter Stücheli-Herlach 
 Maureen Ehrensberger-Dow 
 Maren Runte 










Project partner:

 Schweizerische Eidgenossenschaft
 Confédération suisse
 Confederazione Svizzera
 Confederaziun svizra

Swiss Federal Office of Energy SFOE

Team members:

Discourse analysis: Dominik Batz, Natalie Schwarz
 Multilingualism: Alice Delorme Benites, Lorenza Pescia De Lellis
 Corpus linguistics: Anna Bonazzi, Matthias Fluor, Christoph Lauper, Julia Krasselt, Thoralf Mildenerger

Project website: www.zhaw.ch/energy-discourses

Zürcher Universitäten of Applied Sciences and Arts

14