TITLE: Sociophonetics in historic north Lancashire

PROJECT REFERENCE: NanceSPRINT

SUPERVISOR: Claire Nance

DATE: June/July 2022 (exact dates negotiable)

JOB DESCRIPTION: You will be working with a corpus of oral history recordings stored in this archive: https://www.lancaster.ac.uk/library/resources/special-collections/archives/elizabeth-roberts-archive/

The data were collected from working class speakers who were born in the late 19th or early 20th century. The speakers are from Barrow, Lancaster or Preston so the dataset is an amazing resource for speech in north Lancashire 120 years ago. The project is investigating rhoticity and vowel changes in north Lancashire and will use a combination of auditory phonetics and acoustic analysis. The aim is to investigate the historic dialect of north Lancashire and eventually examine the extent to which this has changed over the past 120 years. Your role will involve producing a time-aligned transcript of the audio data; then extracting relevant tokens of words containing potential rhoticity; conducting auditory and acoustic analysis; writing up results. Full training will be provided.

PERSON SPECIFICATION: The ideal candidate would:
- Be interested in sociophonetic analysis
- Be interested in Lancashire dialect
- Be able to work independently and also discuss results with the supervisor
- Have good attention to detail
- Have an interest in learning new quantitative analysis skills

NOTES: Full training will be provided!
TITLE: Discourses around vaccinations during the Covid-19 pandemic

PROJECT REFERENCE: SeminoSPRINT

SUPERVISOR(S): Professor Elena Semino

DATE(S): The project will run in July 2022.

JOB DESCRIPTION: According to the World Health Organisation (WHO), one of the 10 top threats to global health is vaccine hesitancy - ‘a delay in acceptance or refusal of vaccines despite availability of vaccination services’. Due to vaccine hesitancy, for example, in 2019 the UK lost its WHO measles-free status.

Since the start of the pandemic, vaccines against Covid-19 have received enormous attention in the media and social media. On the one hand, they are often presented as the main way in which the pandemic can be brought under control. On the other hand, the sharing of vaccine hesitant and anti-vaccination views can undermine vaccination campaigns in the UK and other countries, with consequences for individual and public health.

You will join the team of a government-funded project (Questioning Vaccination Discourse: A Corpus-based Study) and carry out a corpus-based discourse analysis of discourses around vaccinations in a dataset collected from the mainstream media or social media since early 2020. The specific focus of the project will be decided based on priority areas at the relevant point. However, the goal will be to use linguistic analysis to explore vaccine-related representations and views during the pandemic. As part of the larger project, the findings have the potential to inform public health campaigns about vaccinations.

Your main duties include:

- Collect and prepare a relevant corpus or corpora;
- Use corpus-based discourse analysis to investigate representations of vaccines and views about vaccinations in the corpus/corpora;
- Present the results of your findings to the project supervisor and the larger project team.

PERSON SPECIFICATION: The ideal candidate would have:

- an interest in language and (public) health
- an ability to carry out both quantitative and qualitative linguistic analyses
- good overall time-management skills
- some familiarity with corpus linguistic methods – this is desirable but not essential
TITLE: The visual representation of obesity and Covid-19 in free stock photographs

PROJECT REFERENCE: AtanasovaSPRINT

SUPERVISOR: Dr Dimitrinka Atanasova

DATES: Four weeks in June 2022

JOB DESCRIPTION: Emerging studies on the news representation of obesity and Covid-19 consistently find that obese individuals are presented in stigmatising ways in the news texts. As journalism is increasingly visual and journalists have to work with ever decreasing budgets, use of free stock images is high and understanding the visual representation of obesity and Covid-19 in stock photographs is just as timely. Existing studies of the visual representation of obese individuals in weight-related news articles note changes over time. While earlier studies indicate that obese individuals are presented in overwhelmingly stigmatising ways (e.g. focus on body parts, engaging in stereotypical activities such as being sedentary or eating), more recent studies discover more nuanced representations. This study will analyse the visual representation of obesity and Covid-19 in Shutterstock and iStock images through a visual content analysis using an adapted version of an existing coding framework. The study will also assess the extent to which organisations which aim to provide stigma-free images, met the need for Covid-19-related content.

Your main duties will include:

- Collecting photographs from Shutterstock and iStock
- Conducting a visual content analysis of photographs (using a coding framework that will be provided)
- Conducting a search on the websites of organisations such as The World Obesity Image Bank to identify examples of photographs on obesity and Covid-19
- Presenting results to the supervisor

PERSON SPECIFICATION: The ideal candidate would have the following characteristics:

- Interest in learning how to conduct visual content analysis
- Interest in the role of (stock) images in journalism and trends in journalism (to become more visual)
- Good overall time-management skills
- Having taken the module ‘Understanding media’ is desirable, but not essential and training will be provided
TITLE: Visualization of linguistic data and materials development

PROJECT REFERENCE: BrezinaBottiniSPRINT

SUPERVISOR(S): Vaclav Brezina, Raffaella Bottini

DATE(S): Project will run in June or July 2022

JOB DESCRIPTION: The ESRC Centre for Corpus Approaches to Social Science (CASS), Lancaster University is a world leading research institution for the corpus analysis of language. It supports development of new tools and techniques of linguistic analysis as well as the application of corpus methods to a range of areas including healthcare communication, sociolinguistics and language teaching. The main aim of this project is to support engagement activities of CASS with the wider community and making our tools and techniques accessible to a wide range of users. For this, we will be producing a series of handouts, booklets and other materials. Join our team and learn how we carry out high-impact research and how we communicate about this research with a range of stakeholders.

We are looking for a candidate who:
- Can write clear descriptions and explanations.
- Is creative and can use MS Office (Word, Excel and PowerPoint).
- Pays attention to detail and likes producing handouts and other materials.
- Has good communication skills and can work in a team.

Training will be provided.

PERSON SPECIFICATION:
- General interest in linguistic methods and innovation.
- Good level of computer literacy, knowledge of social media.
- Strong ability to work independently and as part of a team.
**TITLE:** Gender and animated film

**PROJECT REFERENCE:** UngerSPRINT

**SUPERVISOR(S):** Dr Johnny Unger

**DATE(S):** Spring or summer 2022

**JOB DESCRIPTION:** You will help Johnny investigate how gender is represented and how gender stereotypes are used in animated films. In doing this, you will contribute to the creation of a series of blog posts about gender and animated films which will be aimed at students interested in this area. Your duties may include:

- Making/checking transcripts (both of verbal text and audiovisual features) of animated films
- Coding and analysing specific features (e.g. Identifying gendered forms of address, stereotypically gendered language features or gendered aspects of the visual representation of characters)
- Doing literature searches for recent literature on gender and animated film
- Writing drafts of or sections of the blog posts (you will be credited as a contributor in this case)

**PERSON SPECIFICATION:** The ideal candidate would have the following characteristics:

- Interest in discourse analysis, language and gender, and analysis of visual texts
- Keen eye for detail and systematic approach to data analysis
- Organised and able to keep references, data and findings organised
- Writes in an accessible and engaging way

**NOTES:** You will have the chance to give some input/make suggestions regarding the choice of films to analyse. Training on coding and analysis will be provided. To get an idea of the kind of analysis you might end up doing, you can look at Unger & Sunderland 2005 (available here [https://tinyurl.com/shrekpaper](https://tinyurl.com/shrekpaper)).