

CURRICULUM VITAE
Prof. Angelique van Niekerk

SECTION A: Abridged CV: Angelique van Niekerk

1. PERSONAL DETAILS

Name: Angelique van Niekerk

Date of birth: 6 September 1969

Place of birth: Bloemfontein

Work address: Department of Afrikaans and Dutch, German and French, University of the Free
State

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Nationality: RSA citizen

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0000-0002-8233-2441

2. EDUCATIONAL BACKGROUND AND SPECIALISATION

2.1 QUALIFICATIONS

1987: Matriculate at Sand du Plessis Secondary School in Bloemfontein (Four distinctions).

1990: Obtains the degree BA Communication Science at the University of the Orange Free State, majoring in the following: Afrikaans and Dutch, Communication Science, Business Communication (Cum laude).

1991: Obtains BA Honours in Afrikaans and Dutch at the University of the Orange Free State (Cum laude).

1992: Obtains MA in Afrikaans and Dutch at the University of the Orange Free State (Cum laude).

- 1996: Obtains PhD in Afrikaans and Dutch at the University of the Orange Free State.
- 2002: Obtains MA Communication Science at the University of the Orange Free State (Cum laude).
- 2004: Certificaat Nederlands als Vreemde Taal (Internationally recognised examination in Dutch – cum laude) from The Netherlands Language Union.
- 2009: CPCC online copy-writing course: effective radio advertising accredited by the Radio Advertising Bureau, USA.
- 2023: *NRF* C2 rating obtained.

2.2 FIELDS OF SPECIALISATION

Disciplines and areas applicable:

- Applied Linguistics
- Copywriting (marketing language)
- Teaching a foreign language in an e-learning environment (Dutch and Afrikaans)
- Pragmatics/Discourse analysis
- Semantics
- Language teaching and language acquisition

3. PROFESSIONAL MEMBERSHIP AND POSITION

- Member of the Linguistics Society of Southern Africa (LVSA/LSSA), 1992 - .
- Member of the Southern African Applied Linguistics Association (SAALA) 2014 –.
- Member of the management board of Stichting Neerlandia, 2015 -.
- Secretary and treasurer for the LSSA, 1996–1999.
- Member of the Executive Committee (co-opted) of LSSA, 2000–2001.
- Member of the Southern African Society for the Dutch Language, 1994 – .
- Member of the Southern African Society for the Language Teaching, 1995–2005.
- Member of the South African Academy for Science and Art, 1998 – .
- Secretary of the South African Academy for Science and Art Free State Work Community, 1999–2003.
- Treasurer of the Netherlands-South Africa Association, 2002–2011.

- Member of the South African Communication Association, SACOMM, 2008 – 2015.

4. RESEARCH OUTPUTS

4.1 RECENT ACCREDITED RESEARCH OUTPUTS

- 2011: Graphology in print advertising: iconic functions. (joint author: A.G. Jenkinson). *Journal for New Generation Sciences*, 9 (2): 116–134. ISSN: 1684 4998.
- 2012: A discourse-analytical investigation into the nature of Afrikaans and English radio advertisements. (joint author: M. Bertram). In: Olatunji, R.W. and B.A. Laninhun (eds). *Dimensions of advertising theory and practice in Africa*. Dakar: Amalion publishing: 182-202. ISBN: 978-2-35926-018-2.
- 2013: Interactive print advertisements vs. interaction in print advertisements. (joint author: G. Keyser). *Communitas*, 18: 156-183. ISSN: 1023-0556.
- 2013: The use of sexual controversy in South African advertising: a pragmatic analysis. (joint author: A.G. Jenkinson). *Language Matters*, 44 (2): 29–46. ISSN: 0199735719.
- 2014: Pragmatiek (*Pragmatics*). In: *Kontemporêre Afrikaanse taalkunde* (ed. W.A.M. Carstens and N. Bosman). Van Schaik publishers: 275-310. ISSN: 978 06 27 03 019 2.
- 2014: Woordspeling en die vorming van handelsname in gedrukte advertensiekommunikasie. . (*Word-play and the creating of brand names in printed advertising communication*). *LitNet Akademies*, 11 (1): 188-229. ISSN: 1995-5928.
- 2014: Retoriese stylfigure as intellektuele spel in advertensiekommunikasie. (*Retic style figures as intellectual play in advertising communication*). (joint author: E. Lubbe). *Tydskrif vir Geesteswetenskappe*, 54 (3): 446-461. ISSN: 0041-4751.
- 2014: Literary genres as points of interest in print advertising. (joint author: M.S. Conradie). *Journal for New Generation Sciences*, 12 (2): 126-146. ISSN: 1684 4998.
- 2015: The use of linguistic tokenism to secure brand loyalty: Code-switching. (joint author: M.S. Conradie). *Language Matters*, 46 (1). ISSN: 0199735719.

- 2016: Branding through art: The commercial value of visual and linguistic signs of art. (Joint author: M.S. Conradie). *Critical arts*, 30 (2): 233-251. ISSN 0256-0046.
- 2017: Pragmatiek (*Pragmatics*). In: *Kontemporêre Afrikaanse taalkunde* (ed. Carstens, W.A.M. and N. Bosman). Pretoria: Van Schaik publishers: 329-364. ISBN: 978 06 27 03437 4.
- 2018: Die intensionele afwyking van die norme van Standaardafrikaans in advertensies. (*The intentional deviation from the norms of Standard Afrikaans in advertising*). *Literator*, 39(2). ISSN: 0258-2279.
- 2018: The use of indexical signs, symbols and icons in print advertising communication. *Communitas*, 23 (1). ISSN: 2415-0525.
- 2019: A pragmatic approach to sentence structure in advertising language. *Southern African Linguistics and Applied Language Studies*.
- 2019: Die identiteit van die verbeelde Afrikaanssprekende gemeenskap soos vergestalt in gedrukte advertensies uit kommersiële tydskrifte. In: Van Niekerk, A, Van Coller, H.P. and B Odendaal (eds), *J.C. Steyn en Afrikaans – ’n Viering*. Bloemfontein: Sun Press: 214-267. ISBN: 978-1-928424-32-1.
- 2019: Balancing societal norms and communication practice in creating attention in advertising communication. *Journal for New Generation Science (JNGS)*, 17 (2): 54-77. ISSN: 1684-4998.
- 2020: A semantic-pragmatic approach to sentence structure in advertising language. *Southern African Linguistics and Applied Language Studies*, 38 (3): 185-199. ISSN: 1607-3614.
- 2020: The “currency” of cultivating a green brand: Representation practices for green branding and green washing in print magazine advertising in South Africa (with Conradie, M.). *Communitas*, 25.
- 2021: Nostalgie as konstruk in advertensies in die Suid-Afrikaanse tydskrifmark (*Nostalgia as a construct in advertisements in the South African magazine market*). *Litnet Akademies*, 18 (3). ISSN: 1995-5928.
- 2022: ’n Ontleding van nostalgiegedrewe advertensies in Suid-Afrikaanse advertensies (*An analysis of nostalgia driven advertisements in South African magazines*). *Litnet Akademies*, 19 (1). ISSN: 1995-5928.

- 2022: Advertensietaal (*Advertising language*). In: Toegepaste Taalkunde in Afrikaans. (Ed.). Carstens, W.A.M. Carstens & Van Dyk, T.J. Pretoria: Van Schaik Publishers: 497 – 520. ISBN: 9780627039706.
- 2023: 'n Korpusgebaseerde ondersoek na kohesieskakels as kenmerkende eienskap van outeurstyl van Dana Snyman en André le Roux (*a corpus based investigation into cohesion chains as authentic characteristics in the writing style of Dana Snyman and André le Roux*) (co-author). *Litnet Akademies*, ISSN: 1995- 59 28.
- 2023: Nederlandse taalverwerwing binne die Suid-Afrikaanse tersiêre landskap: die struktuur van 'n gemengdeleerkursus (*Dutch language acquisition within the South African tertiary landscape*). *Tydskrif vir Nederlands en Afrikaans* (TN&A). ISSN: 1022-6966.
- 2023: Van toeka af die toekoms in: Departement Afrikaans en Nederlands, Duits en Frans, UV/UFS (1918 – 2023). (*Since way back when to the future: Department Afrikaans and Dutch, German and French, UFS (1918 -)*). Naledi publishers: (Co-author, book publication)

4.2 CREATIVE RESEARCH-RELATED OUTPUT

- 2008 -2013: Student participation in the annual Pendoring and Loerie competition.
- 2009: Two CD-ROMs for Afrikaans as foreign language: *Gesellig Afrikaans*. www.ufs.ac.za/learnafrikaans.co.za.
- 2010: The CD-ROM to learn Afrikaans includes English and Sesotho as medium of tuition. Launched in August 2010.
- 2016/2017: Develop and launch two complete online Afrikaans acquisition courses for foreign students, SLP: *Gesellig Afrikaans*. Available at *VivA*.
- 2018/2019: Develop an online Dutch acquisition course, SLP was launched in 2021: *Nederlands leren spreken*.

4.3 RECENT AND CURRENT PROJECTS:

- **2010–2015:**

E-learning project in collaboration with the E-learning section of the University of the Free State for learning Dutch for student with prior knowledge of Afrikaans. The course prepares students for the annual international CNaVT examination.

- **Copy-writing** (Advertising language): 2010- 2016.

- **Interdisciplinary project**

Participant (2014, 2015): *Representations of Otherness and Resistance*. Prof. H. Hudson (project leader, UFS).

- **2018/2019** and launch 2021:

Project leader and co-worker to a project: *Nederlands spreken in Zuid-Afrika*. The aim of this project (with financial support from the Dutch Language Union) was to develop an online acquisition course for Dutch for the South-African context. (Funding obtained from the Dutch language union.)

- **2023: Language acquisition repository:** July 2023 –

This is a result of the symposium in June 2023 hosted at the UFS.
Planning started in June 2023.

SECTION B: Core CV: Angelique van Niekerk

5. PAPERS READ AT ACADEMIC CONFERENCES

- 1993: “Wat bind beurte?”. (*What relates one speech turn to another?*). Linguistics Association of South Africa conference, University of Pretoria, Pretoria.
- 1995: “Hoe kan meertaligheid bevorder word? Die belang van gespreksmerkers as subvaardigheid in luisterbegrip”. (*How can multilingualism be enhanced? The importance of discourse markers as prerequisite for listening comprehension*). Linguistics Association of South Africa conference, University of Port Elizabeth, Port Elizabeth.
- 1996: “Die belang van gespreksmerkers en konteksgegewens in ’n voorspelbaarheidsgrammatika”. (*The importance of discourse markers and contextual information in a grammar based on prediction*). Linguistics Association of South Africa conference, Rand Afrikaans University, Johannesburg.
- 1996: “Afrikaans in die hof: Die vraagvorm as verskuilde agenda”. (*Afrikaans in court: the question technique as hidden agenda*). Legal interpreting conference, Antwerp, Belgium.
- 1998: “Afrikaanse advertensiekommunikasie: ’n eiesoortige stel taalreëls vir ’n eiesoortige teks”. (*Afrikaans Adverts: a unique set of language rules for a unique kind of text*). Linguistics Association of South Africa conference, Potchefstroom University for Christian Higher Education, Potchefstroom.
- 1999: “Taalgebruikskundekursusse: ’n kreatiewe uitdaging” (*Language usage courses: a creative challenge*). SAGUS conference, University of Stellenbosch, Stellenbosch.
- 2002: “Naamgewing in die besigheidswêreld – nomenklatuur” (*Naming practice in the business world – nomenclature*). 12th International (Onomastics) NSA conference, University of the Free State, Bloemfontein.
- 2003: “Die onderskeidende morfologiese aard van nuutskeppinge, geleentheidskeppings en nomenklatuur in Afrikaans en Engels”, (*The differentiated morphological character of neologisms, occasional word and nomenclature in Afrikaans and English*). Linguistics Association of South Africa conference, University of Natal, Pietermaritzburg.

- 2005: “Intertextuality in print advertisements: A semiotic analysis”, Conference of the Linguistics Association of South Africa. Dikhololo, Warmbad.
- 2006: “Mites in reklamekommunikasie – ’n semanties-pragmatiese analise. (*Myths in marketing discourse – a semantic-pragmatic analysis*). SACOMM conference, September, Stellenbosch.
- 2007: “Typography and layout in print advertising: iconic functions based on convention”, SACOMM conference, September, University of the Free State, Bloemfontein.
- 2009: “Interactive print advertisements”, SACOMM conference, September, North-West University, Potchefstroom.
- 2009: “Afrikaans as foreign language: Interactive CD-ROM”, Faculty Summit, Faculty of the Humanities, October, University of the Free State, Bloemfontein.
- 2010: “Controversial SA advertising as window on society”, Faculty forum, Faculty of the Humanities, July 2010, University of the Free State, Bloemfontein.
- 2010: “Controversy as mechanism in print advertising”, SACOMM conference, September, University of Johannesburg, Johannesburg.
- 2012: “Vagueness and ambiguity: applied linguistic tools”, Conference of the Linguistics Association in South Africa, June, University of the Free State, Bloemfontein.
- 2013: “The interplay between print advertising language and literary genres”, SACOMM conference, September, Nelson Mandela Metropolitan University, Port-Elizabeth.
- 2014: “Die onderrig van Nederlands as tweede/vreemde taal binne Suid-Afrikaanse konteks,” (*Teaching Dutch as a second/foreign language in the South African context*). Workshop presentation, Eighth international conference of the Southern Africa Society for the Dutch Language (SAVN), June, University of the Free State, Bloemfontein.
- 2014: “Linguistic tokenism as commodity to buy brand loyalty in SA.”, SACOMM conference, September, North West University, Potchefstroom.
- 2015: Visual presentation and illustration: “Othering in advertising. Contemporary modes of othering. Its perpetuation and resistance”, May, Centre for Africa Studies, University of the Free State, Bloemfontein (co-host).
- 2015: “The commercial value of visual and lexical signs of art”, joint annual conference of LSSA/SAALA/SAALT, June, North West University, Potchefstroom.

- 2015: “Insigte uit ‘n korpuslinguistiese benadering tot advertensietaal in Afrikaans”, (*Corpus based insights from advertising language in Afrikaans*). Gents colloquium over het Afrikaans, October, University Gent, Gent, Belgium.
- 2016: “The currency of green: Green-branding versus green washing in commercial South African advertising”, joint annual conference of LSSA/SAALA/SAALT, July, University of the Western Cape, Cape Town.
- 2016: “Die aktualiseringsinisiatiewe vir Afrikaans as reaksie op die verskraalde taalbeleid in die vooruitsig”, (*Fostering Afrikaans possession in reaction to the downscaled foreseen language policy*). 3rd Gents Colloquium over het Afrikaans, October, University Gent, Gent, Belgium.
- 2017: “Taalverwerwing in Nederlands buite die sfeer van die doeltaalsprekers”, (*Language acquisition in Dutch outside of the ambit of home language speakers of Dutch*). 9^{de} International congress of the Southern African Society for the Dutch Language (SAVN), 28 June-1 July, Parys.
- 2018: “Nostalgia in Advertising communication: how to make the unknown known through the use of linguistic and visual signs”. ICL20, 1-4 July 2018, Cape Town.
- 2018: “Nederland(s) spreken in Zuid-Afrika: project: Angelique van Niekerk (UV) en Nerina Bosman (UP) in samewerking met de NTU” (*Speaking Dutch, project: Angelique van Niekerk (UFS) and Nerina Bosman (UP) in collaboration with the Dutch Language Union*) a presentation as part of a panel discussion on initiatives for mutual language acquisition, 20th Colloquium Neerlandicum, 27 August-30 August, Leuven, Belgium.
- 2022: “Nederlands onderricht voor Afrikaanse studenten: een ‘low-tech’ online context.” (Internationale vereniging voor Neerlandistiek (IVN/SAVN) Conference, Nijmegen, the Netherlands, August 2022: paper presented: *Van Niekerk, A. (UFS) (co-authors: Nerina Bosman (UP), Lieve De Wachter (KUL).
- 2023: ‘n Verhaal van verandering en transformasie: Toegepaste linguistiese analise van die Bult-nuusblad van die UV (1987-2022) (*A story of change and transformation: Applied linguistic analysis of the Bult-magazine at the UFS (1987-2022)*). ALV-conference, 23-25 August 2023, Gqeberha.

6. ACCREDITED RESEARCH OUTPUTS

- 1993: 'n Klassifikasie van openings- en afsluitingsmerkers as universele kenmerke van gesprekke (*A classification of opening and closing markers/sequences as universal characteristics of conversation*). (joint author: G.J. van Jaarsveld). *SA Tydskrif vir Taalkunde/SA Journal of Linguistics*, 11 Supplement 18: 143-169. ISSN: 1011 8063.
- 1994: Wat bind beurte? (*What relates one speech turn to another?*). (joint author: G.J. van Jaarsveld). *SA Tydskrif vir Taalkunde/SA Journal of Linguistics*, 12 (3): 84-89. ISSN: 1011 8063.
- 1994: Wel ... uh ... wat ek wou vra: Wat is 'n gambiet? (Well ... uh ... what I wanted to ask was: What is a gambit?). *SA Tydskrif vir Taalkunde/SA Journal of Linguistics*, 12 (3): 89-99. ISSN: 1011 8063.
- 1996: "Hoe kan meertaligheid bevorder word? Die belang van gespreksmerkers as subvaardigheid in luisterbegrip. (*How can multilingualism be enhanced? The importance of discourse markers as prerequisite for listening comprehension*). *SA Tydskrif vir Taalkunde/SA Journal of Linguistics*, 14 (2): 57-63. ISSN: 1011 8063.
- 1996: Die ontwerp van 'n luisteronderrigprogram: Enkele riglyne. (*The design of a listening programme: a few guidelines*). *SA Tydskrif vir Taalonderrig/SA Journal for Language Teaching*, 30 (3): 208-219. ISSN: 0259 9570.
- 1996: Die belang van gespreksmerkers en konteksgegewens in 'n voorspelbaarheidsgrammatika. (*The importance of discourse markers and contextual information in a grammar based on prediction*). *SA Tydskrif vir Taalonderrig/SA Journal for Language Teaching*, 30 (4): 308-321. ISSN: 0259 9570.
- 1997: "Afrikaans in die hof: Die vraagvorm as verskuilde agenda. (*Afrikaans in court: the question technique as hidden agenda*). (joint author: G.J. van Jaarsveld). *SA Tydskrif vir Taalkunde/SA Journal of Linguistics*, 15 (3): 91-97. ISSN: 1011 8063.
- 1997: Examining strategies in court: problems for the interpreter? *Acta Varia*, 4: 119-135. ISSN: 086886 5486.
- 1997: Degrees of coherence in discourse and listening skills. (joint author G.J. van Jaarsveld). *SA Tydskrif vir Taalonderrig/SA Journal for Language Teaching*, 30 (4): 308-321. ISSN: 0259 9570.

- 1999: Advertensiekommunikasie: 'n eiesoortige stel taalreëls vir 'n eiesoortige teks. (*Adverts as a unique means of communication: a unique set of language rules for a unique kind of text*). *SA Tydskrif vir Taalkunde/SA Journal of Linguistics*, 17 (2-3): 173–204. ISSN: 1011 8063.
- 2000: Taalgebruikskunde: 'n kreatiewe uitdaging. (*Language usage courses: a creative challenge*). (joint author: A.G. Jenkinson). *SA Tydskrif vir Taalkunde/SA Journal of Linguistics*, 18 Supplement 39: 159–175. ISSN 1018 7820.
- 2000: Luistervaardigheid: die sleutel tot effektiewe kommunikasie. (*Listening competence: the key to effective communication*). *Communitas*. ISSN: 1023–0556.
- 2002: Vertelstrategieë in *Verliesfontein* deur Karel Schoeman. (*Narration strategies in Verliesfontein by Karel Schoeman*). (joint author H.P. van Coller). In: Burger W. and H. van Vuuren (ed.). *Sluiswagter by die dam van Stemme: Beskouings oor die werk van Karel Schoeman*. Pretoria: Protea Boekhuis: 249-270. ISBN: 1-919825-93-2.
- 2004: Leksikale vernuwing: neologismes en geleentheidskeppings. (*Lexical renewal: neologisms and occasional creations*). (joint author: A.G. Jenkinson). *Southern African Linguistics and Applied Language Studies*, 22 (3 & 4): 173-190. ISSN: 16073614.
- 2004: 'n Pragmatiese analise van die vertelsituasie in *Verliesfontein* deur Karel Schoeman. (*A pragmatic analysis of the narrative position in Verliesfontein by Karel Schoeman*). (joint author H.P. van Coller). *Southern African Linguistics and Applied Language Studies*, 22 (3 & 4). 191-208. ISSN: 16073614.
- 2005: Handelsname: 'n vorm van leksikale vernuwing teen die agtergrond van globalisering. (*Brandnames: a form of lexical renewal against the background of globalisation*). *Southern African Linguistics and Applied Language Studies*, 23 (1): 39-58. ISSN: 16073614.
- 2006: Guest editor: Supplementary edition: *Tydskrif vir Geesteswetenskappe*: Die belang van moedertaalonderrig. (*The importance of mother tongue education*). ISSN: 004 147 51.
- 2006: Gedagtes oor mites in reklamekommunikasie. (*Ideas and myths in advertising communication*). (joint author: J. Möller). *Communitas*, 11 (3): 153–168. ISSN: 1023-0556.

- 2007: Die rol van konnotatiewe en denotatiewe elemente in die instandhou en kommunikasie van reklamemites. (*The role of connotative and denotative elements in the maintaining of advertising myths*). (joint author: J. Möller). *Journal for New Generation Sciences*, 6 (2): 115–141. ISSN: 1684 4998.
- 2008: A discourse-analytical approach to intertextual advertisements – a model to describe a dominant world-view. *Southern African Linguistics and Applied Language Studies*, 26 (4): 495–512. ISSN: 16073614.
- 2011: Graphology in print advertising: iconic functions. (joint author: A.G. Jenkinson). *Journal for New Generation Science*, 9 (2): 116–134. ISSN: 1684 4998.
- 2012: A discourse-analytical investigation into the nature of Afrikaans and English radio advertisements. (joint author: M. Bertram). In: Olatunji, R.W. and B.A. Laninahun (eds). *Dimensions of advertising theory and practice in Africa*. Dakar: Amalion publishing: 182-202. ISBN: 978-2-35926-018-2.
- 2013: Interactive print advertisements vs. interaction in print advertisements. (joint author: G. Keyser). *Communitas*, 18: 156-183. ISSN: 1023-0556.
- 2013: The use of sexual controversy in South African advertising: a pragmatic analysis (joint author: A.G. Jenkinson). *Language Matters*, 44 (2): 29–46. ISSN: 0199735719.
- 2013: Pragmatiek. (*Pragmatics*). In: Carstens, W.A.M. and N. Bosman (ed). *Kontemporêre Afrikaanse taalkunde*. Van Schaik publishers: 275-310. ISBN: 978 06 27 03 019 2.
- 2014: Woordspeling en die vorming van handelsname in gedrukte advertensiekommunikasie. (*Word-play and the creating of brand names in printed advertising communication*). *LitNet Akademies*, 11 (1): 188-229. ISSN: 1995-5928.
- 2014: Literary genres as points of interest in print advertising (co-author M. Conradie). *Journal of New Generation Sciences*, 12 (2), 126-146.
- 2014: Retoriese stylfigure as intellektuele spel in advertensiekommunikasie. (*Retic style figures as intellectual play in advertising communication*). (joint author: E. Lubbe). *Tydskrif vir Geesteswetenskappe*. 54 (3): 446-461. ISSN: 0041-4751.
- 2015: The use of linguistic tokenism to secure brand loyalty: Code-switching. (joint author: M.S. Conradie). *Language Matters*, 46 (1): 119 – 143. ISSN: 0199735719.
- 2016: Branding through art: The commercial value of visual and linguistic signs of art. (joint author: M.S. Conradie). *Critical arts*, 30 (2) : 233-251. ISSN: 0256 -0046.

- 2017: Pragmatiek (*Pragmatics*). In: *Kontemporêre Afrikaanse taalkunde* (ed. Carstens, W.A.M. and N. Bosman). Pretoria: Van Schaik publishers: 329-364. ISBN: 978 06 27 03437 4.
- 2018: Die intensionele afwyking van die norme van Standaardafrikaans in advertensies. (*The intentional deviation from the norms of Standard Afrikaans in advertising*). *Literator*.39(2). ISSN: 0258-2279.
- 2018: The use of indexical signs, symbols and icons in print advertising communication. *Communitas*, 23 (1). ISSN: 2415-0525.
- 2019: A pragmatic approach to sentence structure in advertising language. *Southern African Linguistics and Applied Language Studies*, 38 (3), 185-199.
- 2019: Die identiteit van die verbeelde Afrikaanssprekende gemeenskap soos vergestalt in gedrukte advertensies uit kommersiële tydskrifte. In: Van Niekerk, A, Van Coller, H.P. en B Odendaal, (eds.). *J.C. Steyn en Afrikaans – ’n Viering*. Bloemfontein: Sun Press: 214-267. ISBN: 978-1-928424-32-1. 2019:
- 2019: Balancing societal norms and communication practice in creating attention in advertising communication. *Journal for New Generation Science (JNGS)*, 17 (2): 54-77. ISSN: 1684-4998.
- 2020: A semantic-pragmatic approach to sentence structure in advertising language. *Southern African Linguistics and Applied Language Studies*, 38 (3): 185-199. ISSN: 1607-3614.
- 2020: The “currency” of cultivating a green brand: Representation practices for green branding and green washing in print magazine advertising in South Africa (with Conradie, M.). *Communitas*, 25.
- 2021: Nostalgie as konstruk in advertensies in die Suid-Afrikaanse tydskrifmark (*Nostalgia as a construct in advertisements in the South African magazine market*). *Litnet Akademies*, 18 (3). ISSN: 1995-5928.
- 2022: ’n Ontleding van nostalgiegedrewe advertensies in Suid-Afrikaanse advertensies (*An analysis of nostalgia driven advertisements in South African magazines*). *Litnet Akademies*, 19 (1). ISSN: 1995-5928.
- 2022: Advertensietaal (*Advertising language*). In: *Toegepaste Taalkunde in Afrikaans*. (Ed.). Carstens, W.A.M. Carstens & Van Dyk, T.J. Pretoria: Van Schaik Publishers: 497-520. ISBN: 9780627039706.

- 2023: 'n Korpusgebaseerde ondersoek na kohesieskakels as kenmerkende eienskap van outeurstyl van Dana Snyman en André le Roux (co-author). *LitNet Akademies*, ISSN: 1995- 59 28.
- 2023: Nederlandse taalverwerwing binne die Suid-Afrikaanse tersiêre landskap: die struktuur van 'n gemengdeleerkursus. *Tydskrif vir Nederlands en Afrikaans* (TN&A). ISSN: 1022-6966.
- 2023: Van toeka af die toekoms in: Departement Afrikaans en Nederlands, Duits en Frans, UV/UFS (1918 –2023). (*Since way back when to the future: Department Afrikaans and Dutch, German and French, UFS (1918 -2023)*). Gans bay: Naledi publishers(Co-authors: HJ Pieterse, JC Steyn). Book publication. ISBN: 978-1-991256-58-4.

7. OTHER RESEARCH-RELATED OUTPUTS/PROJECTS

- 2009: Short Learning Programme: *Gesellig Afrikaans: praat Afrikaans, speak Afrikaans* ©: Learners CD-ROM for foreign-language speakers (A. van Niekerk [project leader], R. de Beer and I. Meiring). Afrikaans, English and Sesotho as medium of tuition for learning Afrikaans.
- 2011: Learners CD-ROM for Dutch for undergraduate students in SA: Inter-university project, UP, Rhodes, University of the Free State. The project is funded by the Dutch Language Union. N. Bosman from the University of Pretoria was the project leader.
- 2013: E-learning course for South Africans who want to learn Dutch in preparation for the international *CNaVT* examination.
- 2013: Teaching award: E-learning, University of the Free State. 2013: first place: innovative teaching methods. Dutch module: AFN 224; later AFNK2724.
- 2017: Launch 2 online courses for learning Afrikaans as a foreign language.

SECTION C: EXPANDED CV: Angelique van Niekerk
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8. SEMINARS, WORKSHOPS AND SUBJECT-RELATED OR POPULAR-SCIENTIFIC LECTURES AND PUBLICATIONS (excluding conferences)

- 1995: “Afrikaans en sy verskeidenheid”. Lecture at Thaba Nchu Teachers College, Thaba Nchu. Datum?
- 1995: “Luisteronderrig”. Listening workshop for teachers of Afrikaans in the Free State (upon the request of the subject advisor for Education in the Free State). Bloemfontein.
- 1996: “Luisteronderrig: riglyne vir dosent en onderwyser”. Lecture for lecturers at teachers’ training colleges . Bloemfontein.
- 1997: “Luisteronderrig in ’n kommunikatiewe onderrigprogram”. Lecture for lecturers at teachers training colleges. Tshiya College, Witsieshoek.
- 1998: Afriklub: Waarom dié tuisblad? Workshop presented at Kroonstad.
- 1998: Marketing: “Gee die sente ’n spreekbeurt”. Lecture at Dames Perspektief, NALN.. Bloemfontein.
- 1998: “Kommunikasiedata is ’n tonikum”. Report in *Die Volksblad*, Friday 21 August.
- 1999: “Die belang van luistervaardigheid vir mense in bestuursposisies”. Lecture presented at Summit of the Executive Leadership of the University of the Free State. January.
- 2002: “Slagspreuke” Lecture presented at the Afrikaans Expo workshop for secondary school learners. University of the Free State, Bloemfontein. May.
- 2002: “Daad bij de woord met de grammatica”. Workshop presented for secondary school teachers of Afrikaans: *Nederlands en die Nederlande?* November.
- 2004: “Hoe lyk die toekoms van die SA Akademie?” Panel discussion of the SA Akademie vir Wetenskap en Kuns. Panel members: Profs. F. Fourie (rector, University of the Free State), A. Stulting (Department of Ophthalmology, University of the Free State), and dr L. van As (Department of Zoology, University of the Free State). Bloemfontein. May.
- 2005: “Daad bij woord met de grammatica”. Workshop for secondary school teachers of Afrikaans: *Nederlands en die Nederlande?* Bloemfontein. November.

- 2005/6: Die belang van moedertaalonderrig. Project report and completion of project application. (Faculty funding received for 12 months in March 2005.) Bloemfontein.
- 2006: Guest editor for the accredited supplement to *Tydskrif vir Geesteswetenskappe*.
- 2006: “The use of marketing copy in language teaching”. Five workshops presented for secondary school teachers. Bloemfontein region, initiative of the Department of Education. Bloemfontein. April.
- 2006: “Teaching of Dutch offers a view on Afrikaans and a broader view upon Europe”. Workshop presented for secondary school teachers of Afrikaans and demonstration lesson. Maselspoort, Bloemfontein. March.
- 2006: Die belang van moedertaalonderrig. Popular article, *Die Volksblad*. August.
- 2006: Branding: Handelsnaam-identiteit en die bemarking van Jersey Suid-Afrika. Workshop presented at a *lekgotla* of the Jersey Cattle Breeders Association of SA. Bloemfontein. August.
- 2007: Optimisation of the initiatives. Participant in open discussion about undergraduate language proficiency at the University of the Free State, Bloemfontein. July.
- 2009: “Gestructureerd interactief kommuniseer in die Nederlands”. Co-presenter of a Dutch day for Afrikaans teachers in the Free State. (with Bernard Odendaal). Bloemfontein. November.
- 2011: "Stand van taalkunde by Afrikaanse departemente met die oog op handboekvernuwing". Member of a Panel discussion during the conference of the Linguistics Association of South Africa. . Grahamstown. June.
- 2011: Afrikaans learners' courses: Workshop presented at Stellenbosch University, Stellenbosch. September.
- 2013: “Basic copy-writing principles”. Guest lecture presented at Central University of Technology (CUT): Graphic design school. Bloemfontein. June.
- 2015: Co-organiser of subject related lectures, known as Friday lectures, a.o. including poetry recitals by Marion Holm, panel discussions on the phenomena in “Fifty Shades of Grey”, the new configuration and use of the Afrikaans language. University of the Free State, Bloemfontein.

- 2017: Jakes Gerwel-discussion, Suidoosterfees. Member of a panel discussion on the status of Afrikaans at South African universities. Stellenbosch. April.
- 2017: Guest speaker at the ninth annual research day at the Department of Public Administration and Management, UFS, 2 June.
- 2017: Lecture on *Teaching Afrikaans linguistics* to Afrikaans teachers in the Free State, October.
- 2018: Lecture on *Teaching Afrikaans linguistics* to Afrikaans teachers in the Free State, October.
- 2021: Skuilname en byname in die literatuur. Member of panel discussion at Free State Arts Festival, 14 September.
- 2021: Hearing me, hearing you. Member of panel discussion at multilingual festival (mokete), 17 September.
- 2021: Grammar workshop in AMS, 30 Sept -1 October.
- 2022: Teacher training: Visuele geletterdheid (visual literacy). Literature support committee for Schools in the Western Cape. (LOK symposium), February 2022.
- 2022: Teacher training: Kritiese taalbewustheid/ Critical language awareness. Teacher training offered for the Free State, Northern Cape and Gauteng, in Bloemfontein, October 2022.

9. SUBJECT-RELATED INVOLVEMENT AND ORGANISING OUTSIDE DEPARTMENTAL CONTEXT

- Regional coordinator for the Afrikaans Expo 2000 -2008.
- Adjudicator for the Afrikaans Expo 2000 - 2008.
- Joint conference organiser. National Linguistics conference 2–4 July 2001. University of the Free State, Bloemfontein.
- Organises the Afrikaans-Expo workshop for schools 25 May 2002. University of the Free State, Bloemfontein.
- Joint conference organiser. Biennial Onomastics conference 27–29 May 2002. University of the Free State, Bloemfontein.
- Organiser of the Afrikaans-Expo workshop during the *Volksblad* Arts Festival, July 2003, Bloemfontein.

- Member of the editorial board: *Acta-Academica*. 2003–2005.
- Conducts the international examination in Dutch at the University of the Free State annually in May: CNaVT. 2004 – .
- Coordinates the open-day exhibition for the Faculty of the Humanities, May 2007.
- Organises the open discussion and panel discussion regarding undergraduate language proficiency courses at the University of the Free State, July 2007.
- Teacher workshops (co-presenter) biannually on request of the dept. of Education in the Free State: Afrikaans home language and additional language.
- Teacher workshop, February 2022, Dept. of Education of the Western Cape: Visual literacy and critical language awareness (in Afrikaans for Afrikaans teachers).
- Coordinated and co-organized the national Dutch Winter school with funding of the Dutch Language Union (NTU) July 2002, 2004, 2007, 2014 and 2023.
- Coordinated and co-organized the first Language Acquisition Symposium for Southern Africa (hosted at the UFS) on 8 and 9 June 2023: Afrikaans, Dutch, German, French, Sotho, Zulu and Sign Language.
- Participation at the Free State Arts festival when requested/invited, for example in 2019: 4 day script writing workshop and July 2023: interview with debut writer, R Marshall, novel, ‘Steelhou’.

10. INSTITUTIONAL ADMINISTRATION, UNIVERSITY OF THE FREE STATE

- Member of the investigative committee: Unit for Language Facilitation and Empowerment, 2001.
- Member of the committee tasked with setting the minimum requirements for the various post levels in the Faculty of the Humanities, 2001–2002.
- Member of the investigative committee tasked with establishing a language unit and the restructuring of languages in the Faculty of the Humanities, July 2002.
- Faculty representative for the investigative committee tasked with compulsory language proficiency tests and remedial courses for the University of the Orange Free State, 2003–2007.
- Member of the Advisory Board: Unit for Rhetorical and Academic Writing (UDRAW), 2004–2008.

- Member of the portfolio committee for marketing in the Faculty of the Humanities, 2002 – 2014.
- Member of the Committee for Title Registrations in the Faculty of the Humanities, 2011 – 2015.
- Member of the advisory board for the Unit for Language Facilitation and Empowerment, 2013 – 2015 .
- Member of the Faculty committee, 2014 – 2023.
- Member of the Language Committee, 2015 - .
- Member of the UFS Senate, 2017-2021.
- Member of the HoD-workgroup, 2018- 2019.
- Head of the Dept. Afrikaans and Dutch, German and French, UFS: January 2014- December 2023.

11. ACTIVITIES WITH A VIEW TO SUBJECT-RELATED AND/OR PROFESSIONAL DEVELOPMENT

Attending:

- 2004: Belgium. Language assessment: Workshop for five days. September.
- 2005: Bloemfontein, University of the Free State: PowerPoint workshop. August/September.
- 2006: Bloemfontein, University of the Free State: WEB CT workshop. June.
- 2006: Bloemfontein, University of the Free State: Internet for research: Workshop. August
- 2006: Bloemfontein, University of the Free State: Three-day workshop on postgraduate supervision. November.
- 2007: Bloemfontein, University of the Free State: Excel course. February.
- 2007 – Bloemfontein, University of the Free State: Quarterly information session by the technology forum, Faculty of the Humanities.
- 2008: Amsterdam, Vrije Universiteit van Amsterdam: Week-long workshop about career-orientated language proficiency. August.
- 2009: Bloemfontein, University of the Free State: Moodle in the e-learning environment. March.

- 2010: Bloemfontein, University of the Free State: Blackboard training. January.
- 2010: Bloemfontein, University of the Free State: Bridging the gap between teaching and learning: Deeper involvement through technology. June.
- 2011: Bloemfontein, University of the Free State: Blackboard training. January.
- 2012: Bloemfontein, University of the Free State: Blackboard training. January.
- 2012: Bloemfontein, University of the Free State: Mentor training programme. March.
- 2012: Bloemfontein, University of the Free State: Organizes: *Enneagram* two-day workshop: Personality profiling. November.
- 2013: Bloemfontein, University of the Free State: Mentor training programme. March.
- 2013: Bloemfontein, University of the Free State: Wellness: From Strength to resilience. April.
- 2013: Bloemfontein, University of the Free State: Improving communication through performance management (PM). November.
- 2013: Bloemfontein, University of the Free State: Blackboard training, (*Turn it in*). November.
- 2014: Bloemfontein, University of the Free State: Blackboard training, tests. January.
- 2014: Bloemfontein, University of the Free State: Organizes: *Enneagram* one-day workshop at the department Afrikaans and Dutch, German and French: *Personality profiling in the workplace*. January.
- 2014: Bloemfontein, University of the Free State: Mid career mentoring program. September.
- 2015: Bloemfontein, University of the Free State: Organize workshop at the department of Afrikaans and Dutch, German and French. *Brain profiles in the workplace*. January.
- 2015: Bloemfontein, University of the Free State: Mid career mentoring program. March.
- 2015: Bloemfontein, University of the Free State: Workshop: Scholarly publications. April.
- 2015: Bloemfontein, University of the Free State: Research workshop. April.

- 2015: Bloemfontein, University of the Free State: Difficult Dialogues. August.
- 2016: Bloemfontein, University of the Free State: Arbinger. February.
- 2016: Bloemfontein, University of the Free State: Fundamentals of Finance. May.
- 2016: Bloemfontein, University of the Free State: Research workshop. August.
- 2017: Bloemfontein, University of the Free State: Financial assistance. April.
- 2017: Bloemfontein, University of the Free State: Implementation of financials. February.
- 2017: Bloemfontein, University of the Free State: Research workshop. May.
- 2018: Bloemfontein, University of the Free State: Diversity and Inclusiveness Workshop, May.
- 2019: Stellenbosch, University of Stellenbosch, Neerlandistiekdag, March 2019.
- 2023: Curriculum renewal workshop, UFS, Offered by CTL June 2022.

12. SUBJECT-RELATED CONSULTATION WORK

- Handles language enquiries on the campus from time to time.
- Semantic analysis with a view to a meeting and report about the words *blikskottel* and *black skottel* in a disciplinary hearing, on instruction from *Coopers & Lybrand Attorneys*, October 2008.

13. EXTERNAL EXAMINATION AND MODERATION

- 2004: External examiner, Honours, three research essays. LCC732. University of Pretoria.
- 2004: External examiner, Copy-writing, LCC717. University of Pretoria.
- 2008: External moderator for four undergraduate linguistics modules in Afrikaans. North West University.
- 2009: External examiner for MA dissertation. A.N. Anthonie: Afrikaanse taalgebruikspatrone in Beaufort-Wes. Stellenbosch University.
- 2010: External moderator for dissertation: M. Vermaak. A semiotic analysis of the corporate communication of the Sun International group. North West University.
- 2010: External examiner. Honours: Semantics and Syntax. University of Pretoria.
- 2010: External examiner. Honours: Semantics and Syntax. University of Johannesburg.

- 2011: External moderator. Honours. Linguistic theories and applications. University of Johannesburg.
- 2012: External examiner: Honours portfolio in Linguistics and Theory of Literature. University of Johannesburg.
- 2012: External examiner's report. MA dissertation: M van Diemel. (for MTech: Public Relations Management): "Innovative networking – the synergy between the public relations industry and multimedia newspaper." Cape Town University of Technology.
- 2012: External examiner: Honours: Semantics and Syntax. University of Johannesburg.
- 2012: External examiner: Honours course: Semantics. University of Pretoria.
- 2012: External moderator: Department of Afrikaans. AFN321 AFLG672. North West University.
- 2012: External moderator: Honours Semantics. University of Johannesburg.
- 2012: External examiner: MA-dissertation: H. Malek. The acquisition of English prepositions in first language speakers of Northern Sotho and Afrikaans: A cognitive linguistic study. University of Johannesburg.
- 2013: External moderator: Department Afrikaans. AFN321 AFLG672. North West University.
- 2013: External examiner: MA-dissertation: E Venter: Leesbegrip en konjunksie as elemente van akademiese geletterdheid. North West University.
- 2016: External examiner: Honours: Semantics. University of Pretoria.
- 2017: External moderator: Honours: Text linguistics. North West University.
- 2018: External moderator: Honours: Text linguistics. North West University.
- 2020: External examiner: MA-dissertation: A. Fourie: 'n Korpuslinguistiese ondersoek na pragmatiese merkers in Omgangsafrikaans, Unisa.
- 2021: External examiner: Afrikaans modules. Walter Sisulu University.
- 2022 and 2023: External moderator: Afrikaans modules NMU (Nelson Mandela University).
- 2023: External moderator: Afrikaans modules: Sol Plaatje University.

SECTION D: ADDITIONAL PORTFOLIO INFORMATION: Angelique van Niekerk

14. DEPARTMENTAL ADMINISTRATION/ MANAGEMENT, UNIVERSITY OF THE FREE STATE

- Joint compiler of departmental marketing guide for use with, amongst others, the open day: August 1999 and May 2000.
- Jointly responsible for the compilation of marketing material for use at the open day: May 2000, 2001 and 2002, 2004, 2005, 2007, 2008, 2009.
- Organises bursary awards event and postgraduate student meeting: March 2000 - 2010.
- Joint organiser and coordinator of the Dutch Winter School for universities in SA, University of the Free State: 2002, 2004, 2007 and 2014.
- Coordinates the department and specifically the marketing actions for the division Afrikaans and Dutch: 2002 – 2009.
- Organiser and joint presenter of the Dutch workshop for teachers of Afrikaans: 2002, 2005, 2009.
- Joint convenor of the departmental language proficiency investigatory team: development of the University of the Free State's language test and development of language proficiency modules for implementation: 2004, 2005, 2006, 2007.
- Development of language proficiency test for students with learning disabilities (in collaboration with A.S. de Wet): 2006.
- Development and upgrading of postgraduate language proficiency test for use in various departments at the University of the Free State: 2006, 2007.
- Departmental research coordinator: Arranges quarterly reporting events by all lecturing staff and study progress events for all postgraduate students: 2004 – 2014.
- Acting head of qualifications: BA Language Studies: second term 2004, second term 2005.
- Joint compiler and of marketing material for BA Language Studies: 2004, 2007, 2008.
- Joint creator of marketing material for BA General: 2012, 2013. CD-ROM project.
- Organiser of copy-writing workshop at the University of the Free State with guest lecturers from marketing agencies: 2003 -.

- Joint organiser: Language summit: Home-language teaching: University of the Free State. Bloemfontein: 2005.
- Joint organiser: Open discussion: Language proficiency courses at the University of the Free State. Bloemfontein: 2007.
- Joint compiler of the postgraduate policy document and document for supervision for use in the department, assumed duty in January 2009.
- Compilation and updating of departmental policy documents: honours practice, work-division document, performance management form (PMS): 2012.
- Compiles a departmental practice document (based on dept. minutes in collaboration with the secretary, Mrs I. Meiring): 2013 – 2023.
- Departmental observation at various intervals: January – June 2012.
- Official acting Head of Department: July 2012 – December 2012, September 2013 – December 2013, October 2014.
- Acting as head of the Unit for Language Facilitation and Empowerment (ULFE/ETFB): July 2014 - December 2014 – December 2023.
- Appointed as head of department for the Department of Afrikaans and Dutch, German and French, University of the Free State, Bloemfontein: January 2015.
- Member of Language Committee, UFS, 2015, 2017 –
- Member of the Senate, 2017 –
- Member of the HoD workgroup, 2018 -
- Faculty of Humanities representative on Education Faculty board, 2018-2023.
- Member of the task team organising the first multilingual festival at the UFS, 2019

15. REVIEWING

SELECTOR/REVIEWER

- 1995: Die Afrikaanse dagbladadvertensie: 'n Komplekse linguistiese manipuleerder, B. Bosch. For: *SA Journal for Linguistics*.
- 1996: Die rol van indirekte taalhandelinge in die skep van grappe, P. de Bruyn. For: *SA Journal for Linguistics*.

- 1997: Afrikaanse spreekwoorde en uitdrukkings, A. Prinsloo (ed.). Review for: *SA Journal for Linguistics*.
- 1998: Taalgebruikskunde en taalonderrig: ’n Teoretiese perspektief. For: *SAGUS*.
- 1999: Die funksies en toepassings van retoriese vrae. For: *SA Journal for Linguistics*.
- 2001: The status of Afrikaans: gains and losses. For: *Stilet*.
- 2001: Speech act theory in support of idealized warning models. For: *SA Linguistics and Applied Language Studies*.
- 2002: Die taalkundige analise van ’n literêre teks: leksikale kohesie in “My broer se kraai”. For: *Literator*.
- 2003: Monograph: Die ontplooiing van die taalbeleid in die onderwys onder die Unieregering, 1652–1961. For: *Acta Academica*.
- 2004: Externalisation: Die storie van die bier. For *Acta Academica*.
- 20014: Skinder as gespreksgenre. For publication in: *Literator*.
- 2005: An investigation of the morpho-syntactic abilities of Afrikaans-speaking pre-schoolers. For: *Southern African Linguistics and Applied Language Studies*.
- 20015: Language use and the regulation thereof in the multilingual SA: For: *Acta Academica*.
- 2006: Two articles on education and discipline in schools. For: *Acta Academica*.
- 2006: Fluency and accuracy levels in writing of Grade 12 ESL learners. For: *South African Journal of Education*.
- 2007: “Brood en botter”: figuurlike taalgebruik in Afrikaans en die motiveringsteorie. For: *Southern African Linguistics and Applied Language Studies*.
- 2007: Uitgangspunte in twee interdisiplinêre navorsingsprojekte oor ikonisiteit. For: *Southern African Linguistics and Applied Language Studies*.
- 2009: Social identity and linguistic creativity: manifestations of the use of multilingualism in South Africa. For: *Southern African Linguistics and Applied Language Studies*.
- 2011: The 2010 FIFA world cup as a commercial platform in print advertising. For: *Language matters*.

- 2011: Kultuurstereotipering in moedertaalhandboeke in Vlaandere. For: *Acta Academica*.
- 2012: Reviews abstracts for LSSA conference. Three abstracts.
- 2012: Die benutting van leserskommentaar vir die hersiening van verbruikersdokumente. For: *Litnet Akademies*.
- 2012: The female body in Malaysian slimming advertising. For: *SA Linguistics and Applied Linguistic Studies*.
- 2013: Eenders en anders: ooreenkomste en verskille tussen die woordeskat van Afrikaans en Nederlands in die een-en-twintigste eeu. For: *Commemorative festschrift*, University of Pretoria.
- 2013: The pragmatic markers anyway, okay and shame: A comparative study of two African varieties of English. For: *Papers in Linguistics*, University of Stellenbosch.
- 2013: Medium as Message: Towards a Language Singularity. For *Spilplus*: special edition: Language practice in multilingual communities. University of Stellenbosch..
- 2016: Die rol van die Afrikaanse Wikipedia in die uitbou van Afrikaans. Vir: *Tydskrif vir Geesteswetenskappe*.
- 2016: Guidelines for the planning of contemporary outdoor advertising media: a developing economy context. For: *Communicare – Journal for Communication Sciences in Southern Africa*.
- 2016: Die samestelling van 'n Afrikaanse kultuurbedryfdatabasis: uitdagings, uitkomst en verdere uitdagings vir 'n datawetenskapstudie binne die Geesteswetenskappe. For: *Suid-Afrikaanse Tydskrif vir Natuurwetenskap en Tegnologie/ South African Journal of Science and Technology*.
- 2018: Afrikaanse spitse op die leksikografiese landskap. For: Van Niekerk, A, Van Coller, H.P. and B Odendaal, J.C. Steyn en Afrikaans – 'n Viering. Bloemfontein: Sun Press: 214-267. ISBN: 978-1-928424-32-1.
- 2018: Geskiedskrywing en beskrywing, Afrikaans: wat is daar nog te sê? For: Van Niekerk, A, Van Coller, H.P. and B Odendaal, J.C. Steyn en Afrikaans – 'n Viering. Bloemfontein: Sun Press: 214-267. ISBN: 978-1-928424-32-1.
- 2018: Taalontwikkeling en akademiese ontwikkeling – versoenbaar binne taal-in-onderwysbeplanning. For: Van Niekerk, A, Van Coller, H.P. and B Odendaal, J.C.

Steyn en Afrikaans – ’n Viering. Bloemfontein: Sun Press: 214-267. ISBN: 978-1-928424-32-1.

- 2018: Toe die derde Afrikaanse Woordelys en Spelreëls die eerste Afrikaanse Woordelys en Spelreëls was. For: Van Niekerk, A, Van Coller, H.P. and B Odendaal, J.C. Steyn en Afrikaans – ’n Viering. Bloemfontein: Sun Press: 214-267. ISBN: 978-1-928424-32-1.
- 2018: Assessing the uniqueness of indigenous language in advertising: Analysis of figurative language used in selected Telecommunication Yoruba advertisements in Nigeria. For: *Language Matters*.
- 2019: Bewegingswerkwoorde in die poësie-oeuvre van N.P. van Wyk Louw. For: *Tydskrif vir Geesteswetenskappe*.
- 2019: News reports on Rhino poaching in South Africa: does the language match the crime? An Appraisal Theory Approach. For: *Language Matters*.
- 2019: Students’ attitudes towards Computer-Assisted Language. For: *Literator*.
- 2020: Implementing work integrated learning in an undergraduate language practice and media studies programme at a higher learning institution in South Africa. For *Journal for new Generation Sciences*.
- 2021: Perception of subscribers on the slogans of GSM network providers in Nigeria. For: *South African Linguistics and Applied Language Studies*.
- 2021: Diskoersanalise – die bestudering van taal van diskoers. For the book: *Toegepaste taalkunde in Afrikaans*.
- 2022: Title of the book: Fritz Ponelis en die Afrikaanse taalwetenskap, chapter 6: Afrikaanse partikels.
- 2022: Title of the book: Fritz Ponelis en die Afrikaanse taalwetenskap, chapter 12: gemeenskapsradio.
- 2022: Ruimtelike en temporele leksikografiese deiktiese verankering. For: *Lexikos*.
- 2022: Speech acting in herders-farmers’ conflict in Nigerian newspaper headlines. For *Language Matters*.
- 2023: External reviewer for *NRF* rating of colleague from Stellenbosch.
- 2023: Eksterne evalueerder vir *NRF* gradering van ’n kollega by US.

- 2023: Die verband tussen kontekstuele en buitetekstuele faktore en aanwending van gewone taal. Vir: *Southern African Linguistics and Applied Language Studies*.

16. ASCRIBED LECTURING RESPONSIBILITIES AND TEACHING EXPERIENCE OVER THE PAST THREE YEARS

I have compiled **study guides** for all the courses with a) assessment criteria, b) details of outcomes (aims) and c) prescribed reading material. d) Examples of tests, answer papers and assignments for the course are included in the audit documentation and on Blackboard, UFS learning platform.

16.1 UNDERGRADUATE (compiler and presenter)

- AFNK2724: Compiler and lecturer: Nederlands en die Nederlande (8 out of 16 credits).
- AFNT2614: Compiler (previous presenter) of study material: Vernuwning in die Afrikaanse woordeskat (Morphology) (8 out of 16 credits).
- *AFN3714: Compiler 10 of 32 credits: Bronne van betekenis en begrip (Semantics)
- AFNT 3714: Compiler and lecturer: 10 of 32 credits: Pragmatiek (Pragmatics)
- AFNT 1644: Compiler and lecturer: 8 of 16 credits: Toegepaste taalkunde (Applied linguistics)
- BKT214: Compiler and lecturer: Kopieskryf/copy-writing (Afrikaans and English) (16 credits - up to 2014)

SLP:

- Course supervisor for *Gesellig Afrikaans: Praat Afrikaans, speak Afrikaans 1 & 2*: University of the Free State. Short learning program in both semesters for Afrikaans as foreign language: Blended learning and online. Basic and advanced course for staff, international students and the public.

- Compiler and presenter for SLP, *Nederlands leren spreken*. Short learning program in both semesters: Blended learning and online.

- **16.2 POSTGRADUATE**

AFNE6808	Advance studies in Discourse analysis (in Afrikaans)
AFNB6814	Research approaches in (Afrikaans) linguistics
AFNG6814	Review writing in the arts

16.3 THESES, DISSERTATIONS, MINI-SCRIPTS

- MA script: Semanties-pragmatiese analise van die mites in die reklamegenre. Student: J. Möller. Obtained degree in April 2006.
- MA dissertation: Diskoersanalise van die talige strategieë in radio-advertensies: Student: M. Bertram. Obtained degree in September 2009.
- MA dissertation: Figuurlike taalgebruik in die Suid-Afrikaanse advertensiemedie. Student: E. Lubbe. Obtained degree in 2013.
- MA dissertation: Pragmatiese analise van die sintaktiese aard van advertensiekommunikasie. Student: C. Ferreira. Obtained degree in June 2014.
- MA dissertation: Co-supervisor: 'n Korpusgebaseerde ondersoek na kohesiepatrone as moontlike stilistiese kenmerk van outeurstyl. Student: A Church (Fleischman). Obtained degree in 2020.
- MA dissertation: Supervisor: Nostalgie in Advertensiekommunikasie: 'n Sosiale representatiewe model. Student: Adele Kotze. Obtained degree 2018.
- Ph.D: Supervisor: 'n Voorgestelde onderrigmodel vir die aanleer van Afrikaans as vreemde taal in 'n aanlyn omgewing. Alison Stander. Obtained degree 2021.
- 2024: New MA en PhD students:
K Erasmus (MA)
S Fourie (MA)
A Church (PhD)

17. AWARDS, TRIBUTES AND RECOGNITIONS

- 1988: Academic merit bursary, University of the Orange Free State.
- 1989: The *Volksblad* book prize for the best first-year student in Afrikaans and Dutch, University of the Orange Free State.
- 1989: Academic merit bursary, University of the Orange Free State.
- 1990: F.C. Avenant prize for the best second-year student in Afrikaans and Dutch, University of the Orange Free State.
- 1990: Academic merit bursary, University of the Orange Free State.
- 1991: HSRC bursary for Honours study, University of the Orange Free State.
- 1991: Academic merit bursary, University of the Orange Free State.
- 1992: D.F. Malherbe prize for the best postgraduate student in the Department of Afrikaans and Dutch, University of the Orange Free State.
- 1992: Academic colours for the best Honours student in the Faculty of Arts, University of the Orange Free State.
- 1992: Dean's medal for the best Honours student in the Faculty of Arts, University of the Orange Free State.
- 1992: HSRC bursary for Master's studies, University of the Orange Free State.
- 1993: Marius Jooste prize for the best Master's studies in the Department of Afrikaans and Dutch, University of the Orange Free State.
- 1994: HSRC bursary for Doctoral studies, University of the Orange Free State.
- 2013: Excellence in teaching and learning award, University of the Orange Free State.
- 2023: NRF rating, C2: April 2023.
- 2023: *UFS ambassador for Multilingualism* awarded at the conference for multilingualism hosted at the UFS, July 2023.
- 2024: Promotion to full professor starting 1 January 2024.

18. SUBJECT-RELATED CONFERENCES AND SEMINARS ATTENDED

- July 1993: Linguistics Association of South Africa conference in Pretoria.
May 1993: Conference: Colloquial Afrikaans in Bloemfontein.

- August 1993: Work session: Supplementary teaching in Bloemfontein.
- June 1994: Seminar: Academic support programme in Bloemfontein.
- July 1994: Dutch Language and Cultural course in Utrecht, The Netherlands.
- October 1994: Summit: Afrikaans in collaboration with other languages in Bloemfontein.
- February 1995: Seminar: Curriculation at Rand Afrikaans University.
- July 1995: Linguistics Association of South Africa conference in Port Elizabeth.
- August 1995: International *Neerlandistiek* conference in Bloemfontein.
- July 1996: Linguistics Association of South Africa conference in Johannesburg.
- July 1996: SA Association for Language Teaching conference in Johannesburg.
- September 1996: Workshop for lecturers in Afrikaans at teachers training colleges in Bloemfontein.
- November 1996: Conference on legal interpreting in Antwerp, Belgium.
- March 1997: Workshop for lecturers in Afrikaans at teachers training colleges in Bloemfontein.
- March 1997: Conference: Afrikaans on TV: An Afrikaans channel in Bloemfontein.
- March 1997: Workshop on Non-Home Language syllabi, University of Pretoria.
- May 1997: Workshop for lecturers in Afrikaans at teachers training colleges at Tshiya College, Witsieshoek.
- July 1997: Linguistics Association of South Africa conference in Durban.
- September 1997: SAGUS symposium at Stellenbosch.
- February 1998: Workshop for lecturers involved with second-language teaching/Foreign-language teaching in Bloemfontein. Presented by Dr K. van de Poel from Antwerp.
- June 1998: Founding meeting: Teachers' forum: Free State at Kroonstad.
- July 1998: Linguistics Association of South Africa conference at Potchefstroom.
- July 1998: Dutch workshop at Stellenbosch.
- July 1999: Linguistics Association of South Africa conference in Pretoria.
- September 1999: SAGUS conference at Stellenbosch.
- January 2000: The first international Linguistics Association of South Africa conference at the University of Cape Town.

- June 2000: Annual general meeting and Symposium of the SA Akademie vir Wetenskap en Kuns.
- July 2001: Linguistics Association of South Africa conference in Bloemfontein.
- May 2002: NSA conference in Bloemfontein.
- July 2002: Linguistics Association of South Africa conference in Pietermaritzburg.
- October 2002: Entrepreneurship workshop in Bloemfontein.
- November 2003: Research workshop, University of the Free State.
Teaching workshop, University of the Free State.
- May 2004: Member of panel discussion: SA Academy: what does the future hold? University of the Free State.
- June 2004: Marketing training presented by *Eliance Agency*, University of the Free State.
- August 2004: Programme evaluation workshop (8 hours): Faculty of Economic and Management Sciences, Vista Campus.
- September 2004: Workshop (40 hours): Docentenascholing (Lecturers refresher course): language testing, University of the Free State and Belgium.
- July 2005: Linguistics Association of South Africa/LSSA conference (Linguistic Society of Southern Africa), Dikhololo, SA.
- August 2005: Language summit: Home-language teaching, University of the Free State, Bloemfontein.
- August 2005: Workshop (5 hours): Intellectual property, University of the Free State.
- November 2005: Guest lecturer linguistics: Katholieke Universiteit van Leuven: six weeks.
- April 2006: International Symposium: Multilingualism, University of the Free State.
- September 2006: Communication Science conference at Stellenbosch, SACOMM, US.
- July 2007: Member of panel discussion: Language proficiency courses at the University of the Free State.
- September 2007: Communication Science conference in Bloemfontein, SACOMM, University of the Free State.
- September 2009: Communication Science conference at Potchefstroom, SACOMM, North-West University.
- September 2010: Communication Science conference at University of Johannesburg, Johannesburg.

- July 2011: Linguistics Association of South Africa/LSSA conference (Linguistic Society of Southern Africa), Grahamstown.
- June 2012: Linguistics Association of South Africa/LVSA conference (Linguistic Society of Southern Africa), University of the Free State.
- October 2012: *Just Design it. Symposium.* Annual conference focused on graphic design and marketing. Bloemfontein.
- September 2013: Communication Science conference at NMMU in Port-Elizabeth.
- September 2014: Communication Science conference at North-West University, Potchefstroom.
- May 2015: Contemporary modes of othering: Its perpetuation and resistance. Centre for Africa studies. University of the Free State.
- June 2015: LSSA/SAALA/SAALT Joint Annual Conference. North-West University.
- October 2015: Gents colloquium on Afrikaans, University of Gent, Gent, Belgium.
- July 2016: LSSA/SAALA/SAALT Joint Annual Conference. Cape Town.
- October 2016: Annual general meeting and Symposium of the SA Akademie vir Wetenskap en Kuns, Stellenbosch.
- July 2017: 9^{de} International conference of the South African Society for Dutch (SAVN), Parys.
- July 2018: ICL20, Cape Town.
- August 2018: 20th *Colloquium Neerlandicum*, Leuven, Belgium.
- March 2022: Stellenbosch. ‘Afrikaans grammatika werkswinkel’ organized by the ATR.
- August 2022: Internationale Vereniging voor Neerlandistiek (IVN/ SAVN) Conference Nijmegen, Netherlands.
- June 2023: Two-day symposium: Benchmarking (foreign) language acquisition in Southern-Africa. UFS. (Organizing committee and coordinator)

19. REFERENCES

External international reviewers:

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Prof Bernard Odendaal (former colleague at the Department of Afrikaans and Dutch, German and French, University of the Free State up to 2011).
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AvN