

Internationalization strategies in Spanish universities:
a corpus-driven analysis of institutional documents

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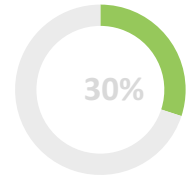
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- Objectives
- Methodology
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- Conclusions

1 - Introduction



- Phd in progress
- The role of English and languages in the process of internationalisation of universities in the Spanish context.
- Examine the coexistence of languages, their challenges and universities strategies to tackle them.

1 - Introduction

1. Internationalization's rationales and objectives
2. The spread of English as an international language
3. Language policies

to prove ...



Childress (2010),
de Wit et al. (2015),
Knight (2004)

Crystal (2003),
Ferguson (2007),
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1 - Introduction

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... the effects of English
on internationalization.

2 - Objectives

1. WHAT: examine **internationalization** and their strategies

3. WHY: find out the **importance of languages** and **English** in higher education



2. WHERE: in Spanish universities

4. GOAL: compare to the national strategy

(Strategy for the Internationalization of Spanish Universities MECD, 2014)

3- Methodology: method



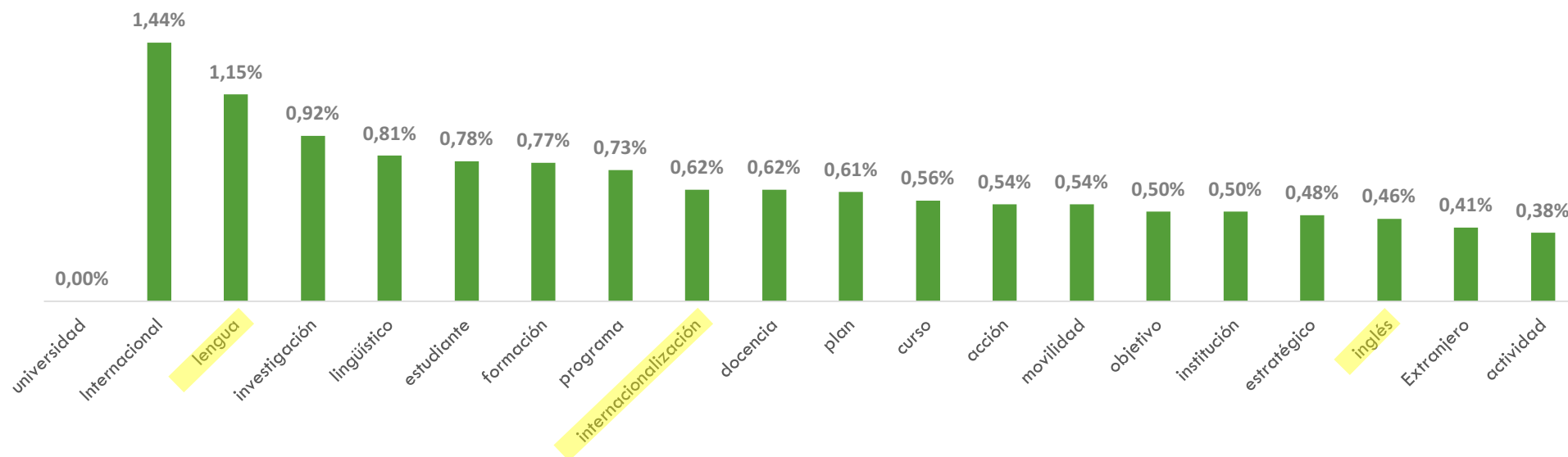
- QUANTITATIVE ANALYSIS: corpus linguistics
- WORDLIST = frequency of salient terms
- KEYWORDS = internationalization, English & language
- COLLOCATIONS = analysis of words and patterns
- Results organised into CATEGORIES

3- Methodology: data

- 132 documents from 71 universities (202,234 words)
- MULTILINGUAL corpus: Spanish, Catalan, Galician, English
- GENRES: strategy plans, internationalisation plans, annual reports, and language policies



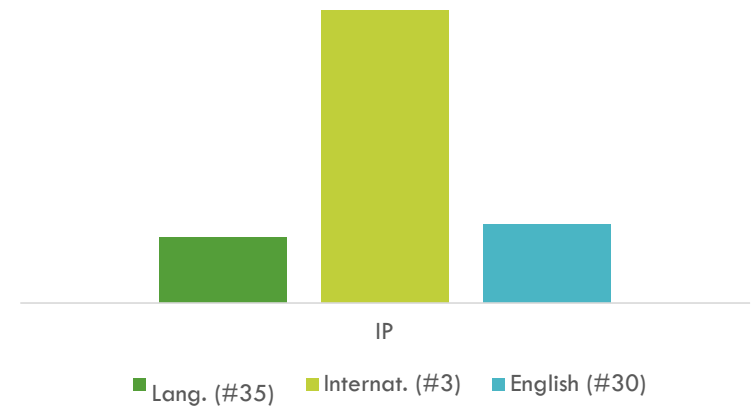
4- Discussions: frequencies (top 20)



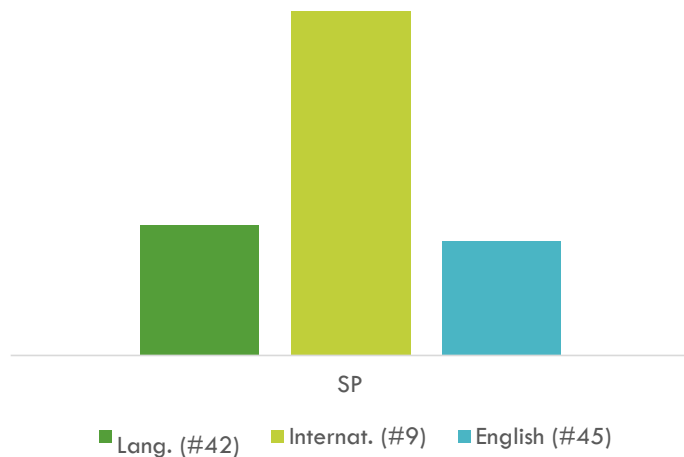
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Internationalization Plans

- “international” focus
- Adding and improving national and international relations by means of:
 - *agreements, networking, international relations, cooperation, increment of teaching programs, attraction of international students and personnel, or the internationalization of the own campus.*



4- Discussions: frequencies (keywords)



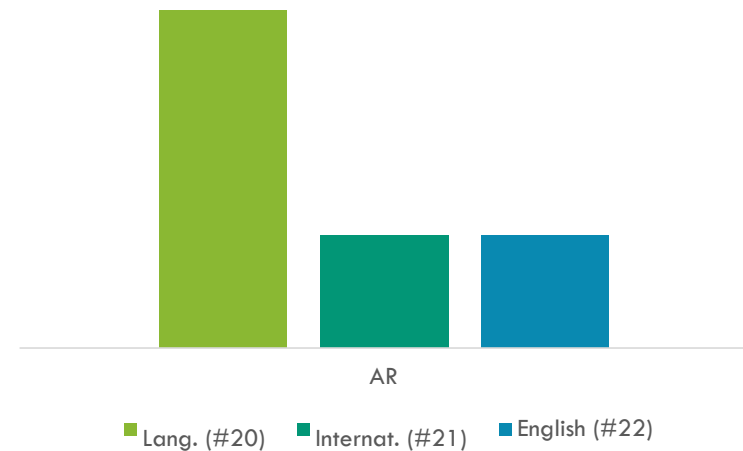
Strategic Plans

- “university and its functions” focus
- Internationalization & other objectives:
 - *transference of knowledge to society, improvement of the environment, cooperation with other institutions and companies.*
- The strategic plan works as a roadmap where different aspects and objectives of the university’s organization are written down (*management, staff, resources, campus, etc.*)

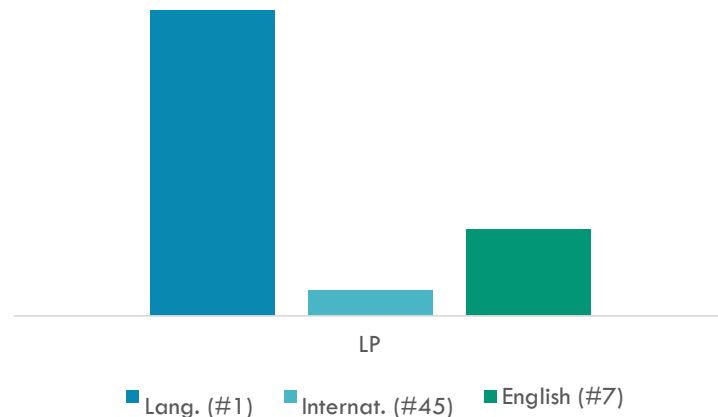
4- Discussions: frequencies (keywords)

Annual Reports

- Description of activities and figures during the academic course.
- Indicators of strategic areas such as:
 - *research: PhD, collaboration, company, meetings;*
 - *teaching: education, study, visit, campus, internship, double;*
 - *international: Erasmus, call, agreement, country, relations.*



4- Discussions: frequencies (keywords)



Language Policies

- “linguistic” focus
 - *context of the universities* (“multilingual”, “Valencian”, “bilingual” and “idioma”),
 - *how they influence/affect the university stakeholders* (“student”, “administration” and “PAS”),
 - *certain attitudes toward languages* (“need”, “act”, or “promote”).

4- Discussions: collocations

Keyword	Collocations	Concordances
<p>LANGUAGE</p> <p>lengua, llengua, llengües, lingua, linguas</p>	<p>Types: 623</p> <p>Tokens: 2068</p>	<p>2068 occurrences</p>
<p>INTERNATIONALIZATION</p> <p>internacionalización, internacionalizació, internacionalització, internacionalizacio, Internationalization, internationalisation</p>	<p>Types: 473</p> <p>Tokens: 1277</p>	<p>1277 occurrences</p>
<p>ENGLISH</p> <p>inglés, ingles, anglès, angles, English</p>	<p>Types: 313</p> <p>Tokens: 803</p>	<p>803 occurrences</p>

4- Discussions: collocations (internationalization)

	Strategies	Institution	Documents	Receptor	Teaching
Agent		comisión, docente, gestión, institucional, personal, responsable, servicios, universidad, vicerreitori		Comunitat, Egresados, estudiants	
International	Becas, comunicación, cultura, español, Investigación, lenguas, movilidad			exterior, extranjeros, internacional	Estudios, formación, posgrado, profesional, programas
Plan	Ámbito, apoyo, aspectos, beneficios, excelencia, fundamentales, impulsar, innovación, instrumentos, marco (ámbito), necesidades, nivel, orientadas (propósito), página (web), premio (a la excelencia), proceso, recursos, suport (apoyo)	Apostar, plantear	Acción, estrategia/ estratégico, eix, Internacionalización, objetivo, plan, política, Relación/relacionado (une acción o agente con internacionalización), retos		

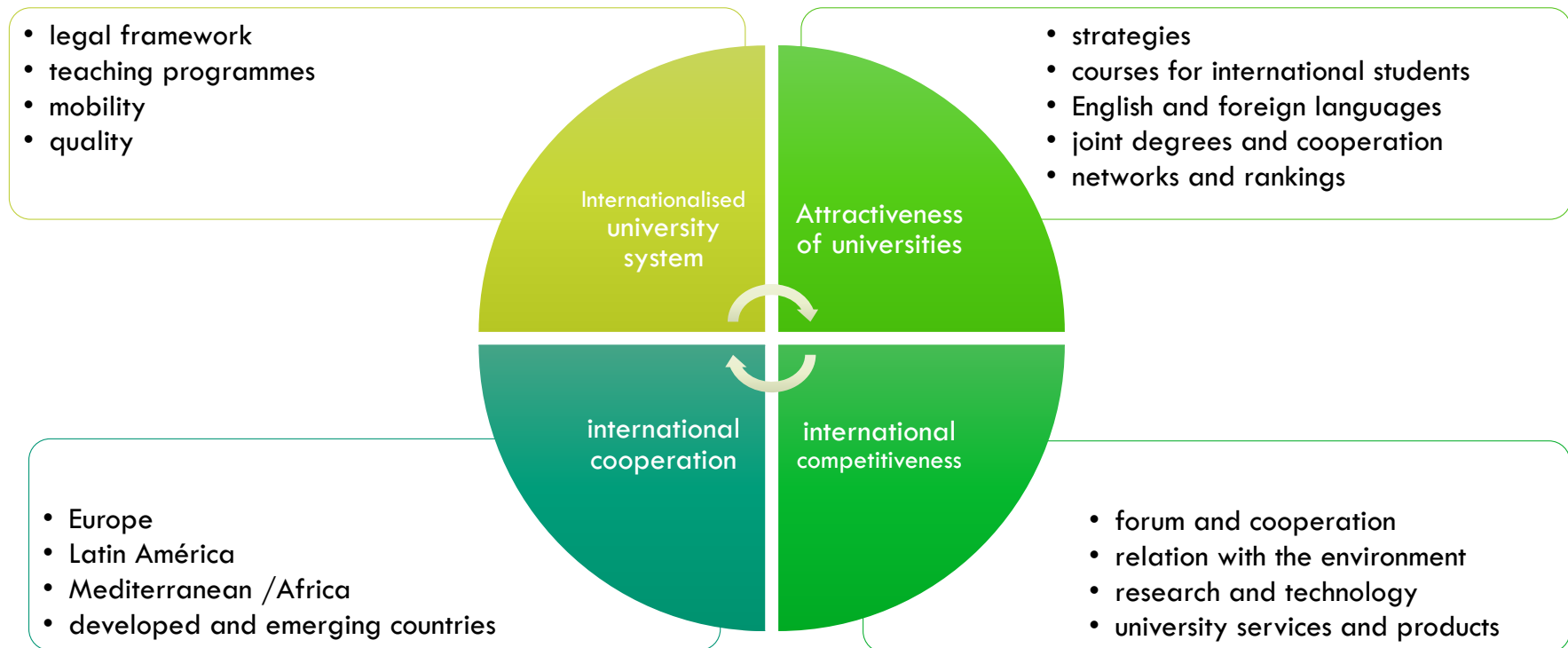
4- Discussions: collocations (English)

	Teaching	Foreign language	Learning	Study level	Assessment	National language	Local language	Institution
Teaching	Docencia, enseñar, impartir, recursos		Formación, grupos	Académico, cursos, doctorado				
Language	acompanyament (programa de acompañamiento)	Idiomas, inglés, priorizar, tercera (inglés), llengua (de trabajo, científica)	oficiales (formación en lenguas no)		Capacitacio, competencia, nivel	Castella, español/ espanyol	Català, valencia	Institucional (documentos, uso), traducción,

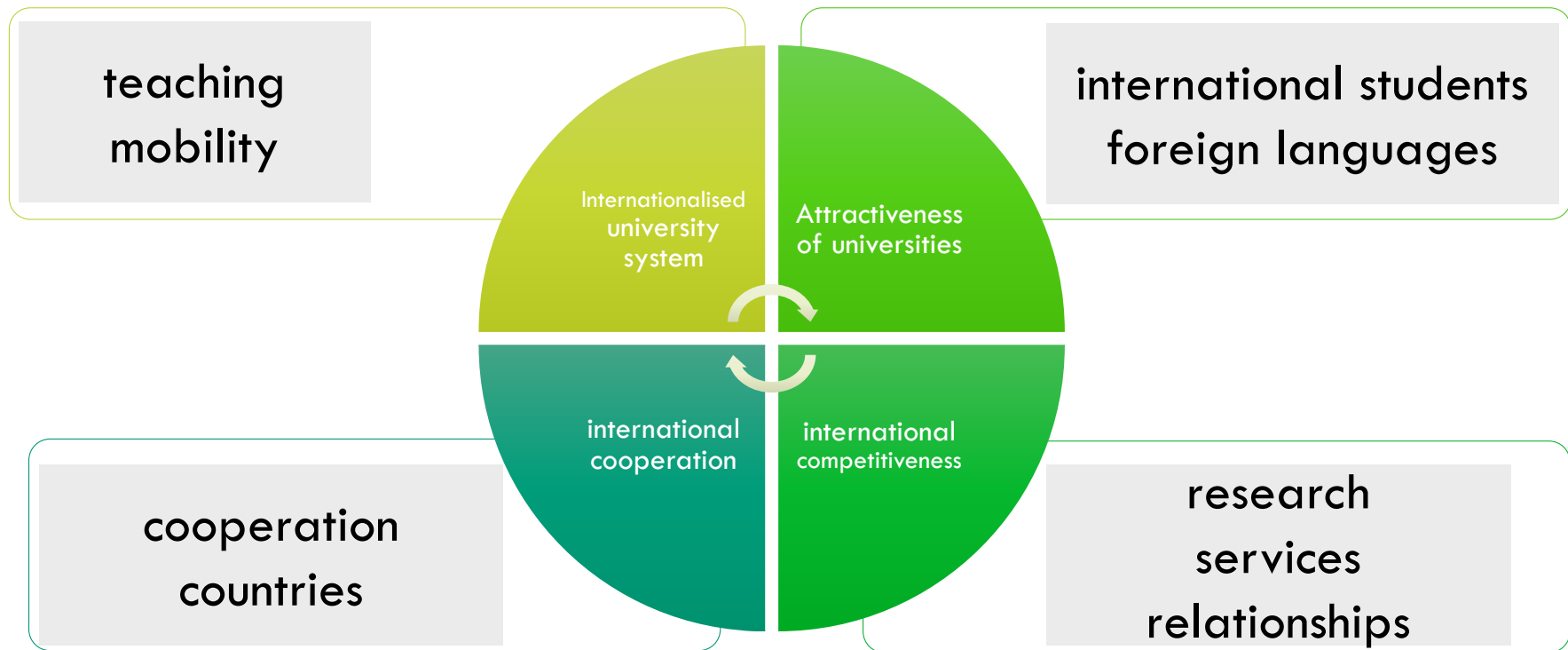
4- Discussions: collocations (language)

	Strategies	Teaching	Assessment	Language use	Institution (organiser)	International	Study level	Local languages	National language
Plan	lingüística, presencia, traducción					Internacional			
Agent	Impulsar, convertido (proceso, cambio)	Alumnado (target)			Centro (CULMS), europeo (Consejo), profesorado, sección, servicios, universidad				
Teaching	Actividades, docencia (multilingüe), formación, oferta, programas (formación)	Academica, aprender, asignaturas, clase, contenidos, curso, enseñanza, estudiante/estudio, materias		especialmente (uso)			Estudios, grado, reglada, titulaciones		
Language	aprendizaje, bilingüe, folletos, incorporació, normalización, promoción	lengua/lingua	Acreditar, competencia, comunicativa, conocimiento, dominio, examen, nivel, qualitat, referencia (MCERL), suficientment	Campo (uso), comunicacio, convivencia, docencia, empleo, estatus, funciones, independientemente, interacció, lingüísticas, papel, rol, uso	normativa, receptora	Anglès/ inglés, exterior, italiano, país		Català, galego, Valencià,	Español/ espanyol

4- Discussions: national framework (MECD 2014)



4- Discussions: national framework (MECD 2014)



5- Conclusions: summary of findings

- Quantitative results
- Argumentation and justification for initial hypothesis
- Languages are present in the internationalization process
- Strategies are related to **teaching, languages, research, and cooperation**

5- Conclusions: future research



Complete the QUAN analysis:

- Clusters
- Compare to European policies
- Case study

5- Conclusions: future research



Complete the QUAN analysis:

- Clusters
- Compare to European policies
- Case study

Combine with QUAL analysis:

- Language Policy documents
- Ideologies, practices and management
- Linguistic context & challenges
- Case study

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