

MORANA LUKAČ, PhD

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CURRICULUM VITAE

EDUCATION

- 2020 Dutch University Teaching Qualification (Basiskwalificatie Onderwijs), Leiden University
- 2018 PhD in Linguistics, Leiden University
“Grassroots prescriptivism”
Supervisors: Ingrid Tieken-Boon van Ostade and Christian Mair
- 2012 MA in English and American Studies, University of Graz
- 2009 Secondary school teaching degree in Philosophy & English Language and Literature, University of Osijek

STAYS ABROAD

- 2014 Guest PhD researcher at Freiburg University
- 2013 Guest PhD researcher at Lancaster University
- 2012 Guest Lecturer at Hanover University
- 2010 ERASMUS MA student at Bamberg University

EMPLOYMENT

- since Postdoc and Lecturer in English Linguistics
2020 Department of British and North American Studies
University of Greifswald
- 2017– Lecturer in Linguistics
2020 Leiden University Centre for Linguistics
- 2012– PhD Candidate and Lecturer
2016 Leiden University Centre for Linguistics
- 2011– University Assistant (prae-doc)
2012 Linguistics Department
University of Zadar
- 2011 Student Assistant
Institute of English Studies
University of Graz

BOOKS

- 2018 Lukač, Morana.
Grassroots prescriptivism.
Utrecht: LOT, Netherlands Graduate School of Linguistics.
ISBN:978-94-6093-301-1
- 2013 Lukač, Morana.
Germany's Recognition of Croatia and Slovenia: Portrayal of the Events in the British and the US Press.
Saarbrücken: AV Akademikerverlag.
ISBN:978-36-3946-817-5

EDITED BOOKS

- 2022 Lukač, Morana, Beal, Joan, and Robin Straaijer (Eds).
The Routledge Handbook of Prescriptivism.

JOURNAL ARTICLES

- 2018 Lukač, Morana.
"Grassroots Prescriptivism: An analysis of individual speakers' efforts in maintaining the standard language ideology."
English Today 34/4: 5–12. doi: 10.1017/S0266078418000342
- 2018 Lukač, Morana.
"What is the difference between *thus* and *thusly*."
E-rea 15/2. doi:10.4000/erea.6152
- 2016 Lukač, Morana.
"Grammar Advice in the Age of Web 2.0: Introducing the new (and keeping the old) language authorities."
English Today 32/2: 2–3. doi: 10.1017/S0266078416000134
- 2016 Lukač, Morana.
"Linguistic prescriptivism in letters to the editor".
Journal of Multilingual and Multicultural Development 37/3: 1–13. doi: 10.1080/01434632.2015.1068790
- 2015 Lukač, Morana.
"Apostrophe(')s, who needs them?"
English Today 30/3): 3–4. doi:10.1017/S0266078414000200
- 2014 Pavičić Takač, Višnja and Morana Lukač.
"How word choice matters: An analysis of adjective-noun collocations in a corpus of learner essays".
Jezikoslovlje 14/2–3: 385–402. <http://hdl.handle.net/1887/23756>
- 2013 Lukač, Morana.
"Down to the bone: A corpus-based critical discourse analysis of pro-eating disorder blogs".
Jezikoslovlje 12/2: 187–209. <https://hrcak.srce.hr/75897>

BOOK CHAPTERS

- 2021 Lukač, Morana.
“Multimodal Discursive Strategies of Pro-Ana and Anti-Ana Communities on Tiktok.”
To appear in L. Cariola (Ed.), *Eating Disorders in Public Discourse: Using Language-Based Approaches to Explore Media and Lived Experiences*. Exeter: Exeter University Press.
- 2019 Lukač, Morana and Ingrid Tieken-Boon van Ostade.
“Attitudes to flat adverbs and English usage advice.”
In S. Jansen and L. Siebers (Eds), *Processes of Change in English - Studies in (Historical) Sociolinguistics*. Amsterdam/Philadelphia: John Benjamins (159–82). ISBN:978-90-2720-414-1
- 2017 Lukač, Morana.
“From usage guides to language blogs.”
In I. Tieken-Boon van Ostade (Ed.), *English Usage Guides: History, Advice, Attitudes*. Oxford: Oxford University Press. ISBN:978-01-9880-820-6
- 2015 Lukač, Morana.
“From usage guides to Wikipedia. Re-contextualizing the discourse on language use.”
In M. Bondi, S. Cacchiani and D. Mazzi (Eds), *Discourse In and Through the Media: Recontextualizing and Reconceptualizing Expert Discourse* (315–50). Newcastle upon Tyne: Cambridge Scholars Publishing. ISBN:978-14-4388-742-7

BOOK REVIEWS

- 2016 Lukač, Morana.
“Language and Politics in Post-Soviet Russia: A Corpus Assisted Approach, Nelya Koteyko.”
Critical Discourse Studies 13/4: 460–2. doi:10.1080/17405904.2016.1171043
- 2011 Lukač, Morana.
“Barrow, Logie and François Poirier (Eds.), *A Full-Bodied Society*. Newcastle upon Tyne: Cambridge Scholars Publishing.”
Arbeiten aus Anglistik und Amerikanistik 36/2: 161–3.
<https://www.jstor.org/stable/26430954>

CONFERENCE PRESENTATIONS

- 2018 “Holding the line: The role of mass media in the interplay between prescriptivism and language change.”
Paper presented at the Second International Conference on Sociolinguistics, Budapest.
- 2017 “A corpus-based approach to investigating twenty-first-century prescriptivism.”
Paper presented at the Corpus Linguistics Conference, Birmingham.
- 2016 “Grassroots Prescriptivism: An analysis of individual speakers’ efforts in maintaining the standard language ideology.”
Paper presented at the Life after HUGE symposium, Leiden.

- 2015 “Charting out the discourse of linguistic prescriptivism in the Complaint Tradition Corpus.”
Paper presented at the From Data to Evidence conference, Helsinki.
- 2015 “Prescriptive Efforts in the English Language: From Individual Authorities to Crowdsourcing.”
Paper presented at Spanning Regions and Disciplines, English and American Studies, Graz.
- 2014 “Discussing English Usage on Wikipedia.”
Paper presented at the Cambridge English Usage (Guides) Symposium, Cambridge.
- 2014 “Shakespeare Wrote ‘Between You and I’: Changing Perspectives on Authority and Language.”
Paper presented at the Norm(s) and Margin(s) in English(es) conference, Aix-Marseille Université.
- 2013 with Robert Gutounig.
“Recontextualizing and Reconceptualising Expert Discourse on Wikipedia: Authority Deconstruction in Collaborative Knowledge Processes.”
Paper presented at the Discourse in and through the Media conference, Modena.
- 2013 with Carmen Ebner.
“E-BBC: Investigating auntie’s online language usage.”
Paper presented at the First PARLAY conference, York.
- 2013 “Linguistic Prescriptivism in Letters to the Editor.”
Paper presented at the Prescriptivism conference, Leiden.
- 2012 with Višnja Pavičić Takač.
“A Corpus-Based Approach to Exploring EFL Learners’ Collocational Competence.”
Paper presented at the 35YESO conference, Osijek.
- 2012 “Corpus-based critical discourse analysis of the British and the US press reports on the German recognition of Croatia and Slovenia.”
Paper presented at the Croatian Applied Linguistics Society conference, Zagreb.
- 2012 “Down to the Bone - A Critical Discourse Analysis of Pro-Anorexia Blogs.”
Paper presented at the Croatian Applied Linguistics Society conference, Osijek.
- 2011 “Written Use of the Present Perfect by Croatian Secondary School Students.”
Paper presented at Sprachendidaktik: Der wissenschaftliche Nachwuchs im Dialog [2] – 4. Tagung der ÖGSD, Graz.

WORKSHOPS

- 2016 “Open access to the corpus linguist’s toolbox: Visualization of collocation networks and register variation.”
Leiden University.
- 2015 With Ingrid Tieken-Boon van Ostade, Carmen Ebner, Viktoria Kostadinova, and Robin Straaijer.
“How Useful are Usage Guides?”
Workshop commissioned by TeamWork – company organizing courses and conferences for translators, interpreters, and language editors, Utrecht.

- 2014 “Wmatrix: A Corpus Linguistics Analysis and Comparison Tool.”
Workshop at the Symposium on Digital Scholarship, Leiden University
Library.

INVITED TALKS

- 2018 “The rules of grammar.”
Guest lecture at the English Department, Osijek.
- 2018 “Prescriptivists and linguists in the English-speaking world.”
Guest lecture at the Linguistics Department, Zadar.
- 2017 “Language guardians: The role of mass media in linguistic prescriptivism.”
Leiden Sociolinguistics Series.
- 2015 “The Discourse on English Usage in the Media.”
Guest lecture at the English Department, Graz.
- 2015 “Research, Blogging and Social Media.”
Q&A with the students at Pre-University College, Leiden.
- 2014 “Researching Language Attitudes in the Media.”
(Post)Doctoral Research Colloquium (Englisches Seminar), Freiburg.
- 2013 Book presentation: Germany’s Recognition of Croatia and Slovenia.
Alumni Club of the Faculty of Philosophy, Osijek.
- 2013 “How Word Choice Matters: An Analysis of *adjective + noun* Collocations in a
Corpus of Learner Essays.”
Second Language Learning and Teaching Research Group (SLLAT), Lancaster.
- 2013 “Attitudes to English Usage: The Split Infinitive Case Study.”
Language Ideology and Power Research (LIP) Group, Lancaster.

TEACHING

Greifswald University (BA, Primary, and Secondary School Teaching Program in the English Language)

Introducing English Linguistics

Co-instructor (seminar), Fall 2020, Spring 2021

The Language of Social Media

Instructor, Fall 2020

The Social Meanings of Language

Instructor, Spring 2021

Leiden University (BA in Linguistics)

Sociolinguistics

Instructor, Fall 2018, Fall 2019

Language and Communication (Introduction to Pragmatics)

Instructor, Fall 2018, Fall 2019

Corpus Linguistics

Instructor, Spring 2014, Spring 2015, Spring 2016

Leiden University (MA in the English Language)

The Language of Social Media,
Instructor, Fall 2017
Language in Use and Corpus Linguistics
Instructor, Spring 2017

Leiden University College The Hague (BA in Liberal Arts and Sciences)

Language Diversity
Instructor, Spring 2019, Spring 2020
Language and Ideology
Instructor, Spring 2020
Sociolinguistics
Instructor, Fall 2017

Leiden University (BA in International Studies)

Thesis Seminar
Instructor, Spring 2019, Spring 2020
Language and Ideology
Instructor, Spring 2020
Culture: Europe
Co-instructor, Spring 2019
Research Methods
Instructor, Fall 2018, Fall 2019

Leiden University (BA in Digital Humanities)

New Media and Society
Instructor, Fall 2017

Leiden Summer School in Languages and Linguistics

Corpus Building
Instructor, two-week course, July 2017

Amsterdam University of Applied Sciences (BA in Creative Business)

English for the Media
Co-instructor, Spring 2019

Zadar University (MA in Linguistics)

Corpus Linguistics
Instructor, Spring 2012
Lexicology and Lexicography
Co-instructor, Fall 2011
Morphology
Instructor, Fall 2011

STUDENT ADVISING

Supervised 25 bachelor's thesis candidates in International Studies and in English Language and Linguistics and acted as a second reader for master's theses in English Language and Linguistics and Psychology.

PROFESSIONAL SERVICE

Review for Journals

Discourse, Context & Media, Discourse and Pragmatics, Discourse and Society, International Journal of English Studies, Jezikoslovlje, Journal of Corpora and Discourse Studies.

Event Organization

Co-organizer of the conference #GenderChallenge – Exploring Gender Identities Online (Greifswald/Konstanz, 2021).
Co-organizer and website moderator of the Leiden Sociolinguistics Series (2016–Present).
Co-organizer of the Bridging the Unbridgeable Lunch Lecture Series at Leiden University (2012–2016).
Social media manager of the 48th Annual Meeting of the Societas Linguistica Europea (Leiden, 2015).
Co-organizer of the English Usage (Guides) Symposium at Cambridge University (2014).
Co-organizer of the Open Day Event at the Linguistics Department of the University of Zadar (2012).

Departmental Service

Zadar University (2011–12)

Member of the University's Publishing Committee.
Member of the Linguistics Department's Management Team.
Co-interviewer for applicants to the MA program in Linguistics.
Academic Quality Officer.

Blogging

Blogger for the Bridging the Unbridgeable blog (2012–2016)
<https://bridgingtheunbridgeable.com/author/moranalukac/>.
Personal academic blog (2020–Present)
<https://www.morana-lukac.com/blog>.

AWARDS, GRANTS, AND FELLOWSHIPS

Bursary for an exceptional teaching service awarded by the Leiden University Centre for Linguistics (Fall 2019).
Erasmus+ staff mobility grant for a teaching placement at the University of Hanover, German Department (Spring 2012).
Erasmus student grant for the mobility semester at the University of Bamberg (Fall 2010).
Lions Award for Academic Excellence, Osijek (2007).

LANGUAGES

Croatian (native), English (near-native), German (working proficiency),
Dutch (basic), Italian (basic)