



The European University Viadrina is an internationally and interdisciplinarily oriented university located in the twin city of Frankfurt (Oder)–Słubice on both the German and Polish sides of the Oder River. It educates around 4,000 students from all over the world in programs in law, economics, and social and cultural sciences. The university lives the European idea in everyday practice, promotes European integration in teaching, research, and knowledge transfer, and forms a community of around 300 academic and 300 non-academic staff members who place particular importance on successful communication and cooperation with Eastern Europe.

At its Faculty of Social and Cultural Sciences, the following position is to be filled as of 1 April 2027:

W2 Professorship for Language and Multimodality

The successful candidate will represent the field of linguistic multimodality research from a cultural studies perspective in both research and teaching. The professorship should have a clear focus on visual communication and gesture research, preferably with an emphasis on language use in media cultures – e.g. digital practices of multimodal communication in social media, political communication, infotainment, online tutorials, etc. The successful candidate is also expected to participate in the strategic and academic development of the Department of Language and Media Studies as well as in the academic leadership of the Master's program "Language and Media Studies" and the coordination of the trilingual degree program "Multimodality–Discourse–Media" (within the framework of the Franco-German University).

The successful candidate will have the following qualifications:

- Outstanding expertise in language and embodiment research, preferably related to Central and Eastern Europe,
- Proven competence in the study of multimodal and gestural repertoires,
- Substantial knowledge in the development and teaching of qualitative methods in language and gesture analysis,
- Experience in knowledge transfer and science communication, particularly on social media,
- Experience in applying for third-party research funding,
- International networking, particularly in East-Central and Eastern Europe,
- Ability to teach in the degree programs of the Faculty of Social and Cultural Sciences, especially in the new Master's program "Language and Media Studies" in German and English.

The following is non-essential, but considered an advantage:

- Experience in transdisciplinary research,
- Interest in supervising student transfer projects, e.g. podcasts, Instagram posts, TikTok videos,
- Gender and diversity competence in research and teaching.

This advertisement is directed at scholars who meet the requirements according to § 43 of the Brandenburg Higher Education Act (BbgHG). The professorship is permanent.

The European University Viadrina Foundation actively promotes diversity and equality among its employees, places special emphasis on implementing equality and inclusion measures, and strongly encourages qualified female scholars in particular to apply. Further information about specific support programs can be found at <http://www.europa-uni.de/stellenangebote>.

Please apply by **04.05.2026** via the university's [recruitment portal](#) (also accessible at www.europa-uni.de/stellenangebote).

Applicants are requested to include a research concept (max. 2 pages), a teaching concept (max. 2 pages), a list of publications, a list of teaching activities and, if available, teaching evaluation results, a list of third-party funded projects as well as three selected publications in their application. All documents can be uploaded after completing the form fields in the [recruitment portal](#).

Content questions can be directed to the managing director of the Faculty of Social and Cultural Sciences, Dr. Oliver Kossack, e-mail: kossack@europa-uni.de. For questions regarding the recruitment portal, please contact Dr. Carina Brunner (phone: +49(0)335-5534-4521, e-mail: berufungsmanagement@europa-uni.de).

This is the English translation of the German call for applications. Only the German version is legally binding.