

Dr. Efthymia Tsaroucha - CV

Contact information: etsaroucha@uth.gr

AREAS OF RESEARCH:

During my PhD studies I have attempted to build bridges among various ‘islands’ of the **Cognitive Linguistics** ‘archipelago’ such as Cognitive Grammar, Construction Grammar, CMT and Frame Semantics. I have investigated the evocation of the literal and the figurative meanings of the grammatical category of English phrasal verbs.

The area of **Critical Discourse Analysis** (advertising, media and political discourse) draws my attention. I am currently working on an interdisciplinary approach to Internet marketing and I investigate the case of social media. My current research attempts to build bridges among the disciplines of marketing, advertising and (Cognitive) Linguistics. The research suggests that multimodality serves as a marketing communication strategy.

Moreover, **applied linguistics** and **ESP/EAP** constitute a central area of investigation. I apply a cognitive linguistics approach to the instruction of English as a Second/Foreign Language and I follow a task-based grammar methodology.

CURRENT POSITION:

- **Adjunct Lecturer of Linguistics, EAP, ESP;** University of Thessaly, Greece
- **Post doctoral Researcher** (Home Institution: University of Western Macedonia, Greece). Title of project: “**An interdisciplinary approach to Internet marketing: the case of social media**”. Supervisor: Professor Dr. Sotiria Triantari

EDUCATION:

I) PhD in Cognitive Linguistics (2018), School of English Language and Literature, Department of Theoretical and Applied Linguistics, Aristotle University, Greece. Title of PhD thesis: “A Cognitive Linguistics Approach to English Phrasal Verbs”.

II) Master of Arts in Theoretical and Applied Linguistics (2012), Direction Theoretical Linguistics, School of English Language and Literature, Department of Theoretical and Applied Linguistics, Aristotle University, Greece. Title of MA thesis: “The Cognitive Grounding of English Phrasal Verbs”.

III) BA in English Language and Literature (2009), Faculty of Philosophy, School of English Language and Literature, Aristotle University, Greece. Title of BA thesis: “Referentiality in Discourse: (Non)Referring Expressions in Newspaper Articles and Headlines”.

IV) Post doc in communication studies & linguistics (2019-2020), Faculty of Education, Department of Early Childhood Education, University of Western Macedonia, Greece.

TRAINING:

1. September 2013-July 2014: Training; **Experimental Cognitive Linguistics**, Universität Koblenz-Landau, Institut für Anglistik, Campus Koblenz, Koblenz, Germany.
2. April 2014-June 2014: **LLP Erasmus Placement**, Universität Koblenz-Landau, Institut für Anglistik, Campus Koblenz, Koblenz, Germany.
3. March 2009-May 2009: Training; Psycholinguistics; Models of Speech Production and Perception (E-Prime/SPSS software). **The Language Development Laboratory**, Aristotle University.
4. November 2010-January 2011: Training; Phonetics and Phonology (acoustics and perception of speech). **The Phonetics Laboratory**, Aristotle University.

TEACHING EXPERIENCE:

1. **October 2019-present; Adjunct Lecturer:** University of Thessaly (Greece), **Foreign Languages Centre**
2. **October 2018-present; Adjunct Lecturer: University of Thessaly** (Greece), School of Economics & Business (courses taught: English Terminology I, English Terminology II, English Terminology III, English Terminology IV)
3. **October 2019-present; Adjunct Lecturer: University of Thessaly** (Greece), School of Agricultural Sciences (courses taught: Specialized English Terminology I, Specialized English Terminology II)
4. **January 2019-present; ESP Tutor: University of Thessaly** (Greece). School of Agricultural Technology; Departments of Forestry and Natural Environment Administration & Nutrition and Dietetics.
5. **February 2020-present; ESP Tutor: University of Thessaly** (Greece). School of Health Sciences.
6. **October 2018-present: English Language Tutor; SMY** (School of Permanent Non-Commissioned Officers Army) (courses taught: Specialized English Military Terminology)

RESEARCH EXPERIENCE:

1. **September 2013-March 2014: Research;** Universität Koblenz-Landau, Institut für Anglistik, Campus Koblenz, Koblenz, Germany (under the scholarship «**DAAD Research Grant for young researchers**»). Duties: preparation and planning of teaching material, construction of students' portfolios, responsible for *OLAT* platform etc.).
2. **April 2014-July 2014: LLP Erasmus Placement**, Universität Koblenz-Landau, Institut für Anglistik, Campus Koblenz, Koblenz, Germany.
3. **February 2013-January 2014: Research Project supported by the Research Committee of Aristotle University.** Title: "Metaphor and Language of Emotions Over Two Successive Election Campaigns in Greece". Coordinator: Professor Angeliki Athanasiadou, Members: Alexandra Christakidou, Efthymia Tsaroucha, Anastasios Voyiatzis.
4. **March 2013- present: MetBib** (Online Platform by: John Benjamins Publishing Company) (<https://benjamins.com/online/met>).
5. **February 2019-present: Post doctoral researcher** (Home Institution: **University of Western Macedonia**, Greece). Title of project: "**An interdisciplinary approach to Internet marketing: the case of social media**". Supervisor: Professor Dr. Sotiria Triantari

6. February 2020-present: Principal researcher; Research Centre for Applied Languages and Linguistics.
Title of Research Project: “Error Analysis through error mapping (ERRMAP)”. Project coordinator: Dr. Paschalis Chliaras. <https://www.als-edu.com/research-centre-for-applied-language>

LIST OF PUBLICATIONS:

ARTICLE IN EDITED VOLUME:

1. Tsaroucha, Efthymia. 2014. **Do We Always Speak of What We Mean? (Non)Referring Expressions in Discourse.** In *Major Trends in Theoretical and Applied Linguistics*, Volume 2 (pp. 153–166).

<https://doi.org/10.2478/9788376560885.p110>

Book DOI: <https://doi.org/10.2478/9788376560885>

Online ISBN: 9788376560885

ARTICLES IN PEER REVIEWED JOURNALS:

2. Tsaroucha, Efthymia. 2016. **The Study of English Phrasal Verbs in the Cognitive Linguistics Framework.** *TESOL Macedonia Thrace Northern Greece, e-bulletin*, December 2016, issue 59: 30-32.
3. Tsaroucha, Efthymia. 2019. **The Conceptualization of English Phrasal Verbs by Greek Primary School Learners: An Empirical Cognitive Approach.** *Languages*, 4(3): 51; pp.:1-13. doi: <https://www.mdpi.com/2226-471X/4/3/51>
4. Tsaroucha, Efthymia. 2019. **The Conceptualization of English Phrasal Verbs by Foreign Learners of English: An Experimental Study.** *Journal of Applied languages and Linguistics*, 3(1), ALS House Publications. Athens, Greece, pp. 5-22. <https://als-edu.wixsite.com/jall/tsaroucha>
5. Tsaroucha, Efthymia. 2019. **The Metonymicity of the Greek Deictic Adverbs *εδώ* [Here] and *εκεί* [There] in Politics.** *Philosophies*, 4(3): 51; pp.:1-11. doi: <https://doi.org/10.3390/philosophies4030051> (This article belongs to the Special Issue *Philosophies of Time, Media and Contemporaneity*)
6. Tsaroucha, Efthymia. 2020. **Embodiment and Image Schemas: Interpreting the Figurative Meanings of English Phrasal Verbs.** *Languages*, 5(1), 6; pp.: 1-13. doi: <https://doi.org/10.3390/languages5010006>
7. Tsaroucha, Efthymia & Karalis, Dimitrios & Kleisiari, Angeliki. 2020. **An Interdisciplinary Approach to Medical Discourse: Analyzing Patients’ Speech.** In *International Journal of Linguistics, Literature and Translation (IJLLT)*, 3(1): 142-145. <http://www.ijllt.org/an-interdisciplinary-approach-to-medical-discourse-analyzing-patients-speech/>
8. Karalis, Dimitrios & Tsaroucha, Efthymia et. al. 2020. **An Interdisciplinary Approach to the Medical Discourse of Obesity: Analyzing Patients’ Speech.** In *International Journal of Linguistics, Literature and Translation (IJLLT)*, 3(2): 1-7. doi: <https://doi.org/10.32996/ijllt.2020.3.2.1>
9. Tsaroucha, Efthymia. 2020 (forthcoming). **The Effect of Subliminal Stimuli in Advertisements.** *Journal of Advertising Research*, pp. 1-14. (Paper submitted for publication, status: for PEER REVIEW).
10. Tsaroucha, Efthymia. 2020 (forthcoming). **Figuration, Constructions and English Phrasal Verbs: The Instances of *Come up*.** In *ExELL (Explorations in English Language and Linguistics)*, De Gruyter Open (accepted for publication, to appear within 2020).

11. Tsaroucha, Efthymia. 2020 (forthcoming). **Interpreting Idiomatic Expressions Through Frames: the grammatical category of English phrasal verbs.** In *ELR (English Linguistics Research)*, 8(3): 1-9 (accepted for publication, to appear June 2020).
12. Tsaroucha, Efthymia & Triantari, Sotiria. 2020 (forthcoming). **Advertising, Marketing and Persuasion: The case of subliminal stimuli.** *Philosophies*, mdpi (invited article; to appear by the end of August 2020).
13. Tsaroucha, Efthymia. 2020 (accepted; forthcoming June 2020). **Conceptual Blending as a task-based learning strategy.** In *Journal of Applied languages and Linguistics*, 5(1), ALS House Publications. Athens, Greece.

ARTICLES IN CONFERENCE PROCEEDINGS (PEER REVIEWED):

14. Tsaroucha, Efthymia. 2014. **Conceptual Blending: The Case of Idiomatic Expressions.** In the *Selected Papers of the 7th Athens Postgraduate Conference*, Volume I, edited by the National and Kapodistrian University of Athens, 263-271.
[https://drive.google.com/viewerng/viewer?
a=v&pid=sites&srcid=ZGVmYXVsdGRvbWFpbmw3YXRoZW5zY29uZmVyZW5jZXxneDozNDk5ODEyZDk4YmY4NjgyE](https://drive.google.com/viewerng/viewer?a=v&pid=sites&srcid=ZGVmYXVsdGRvbWFpbmw3YXRoZW5zY29uZmVyZW5jZXxneDozNDk5ODEyZDk4YmY4NjgyE)
15. Tsaroucha, Efthymia. 2014. **The Jewish Community of Thessaloniki (1872-1912) in Discourse: A Linguistic Approach on the Grounds of Two Cognitive Processes.** In the *Selected Papers of the Interdisciplinary Symposium: Thessaloniki on the Eve of 1912*, edited by the Jewish Museum of Thessaloniki (Online platform of the Jewish Museum of Thessaloniki), 191-204.
[https://www.academia.edu/13231051/
THE_JEWISH_COMMUNITY_OF_THESSALONIKI_1872-1912_IN_DISCOURSE_A_LINGUISTIC_AP
PROACH_ON_THE_GROUNDS_OF_TWO_COGNITIVE_PROCESSES_p.p._191-204_By_Efthymia_Ts
aroucha](https://www.academia.edu/13231051/THE_JEWISH_COMMUNITY_OF_THESSALONIKI_1872-1912_IN_DISCOURSE_A_LINGUISTIC_APPROACH_ON_THE_GROUNDS_OF_TWO_COGNITIVE_PROCESSES_p.p._191-204_By_Efthymia_Tsaroucha)

ESP BOOKS:

1. Tsaroucha, Efthymia & Karalis, Dimitrios. 2019. **English Terminology for Health Sciences: Dietetics & Nutrition (Volume I); English for Specific Purposes.** Logeion. ISBN: 978-960-9566-39-1.
2. Tsaroucha, Efthymia & Lazarides, Themistoklis. 2019. **English Terminology for Accounting, Finance & Business (Volume I); English for Specific Purposes.** Logeion. ISBN: 978-960-9566-44-5.
- 3.

UNPUBLISHED PHD THESIS:

Tsaroucha, Efthymia. 2018. A cognitive linguistics approach to English Phrasal Verbs. PhD Thesis. Aristotle University of Thessaloniki; Greece. <http://ikee.lib.auth.gr/record/299055/?ln=en>

PAPERS PRESENTED IN INTERNATIONAL CONFERENCES:

1. Tsaroucha, Efthymia. "Do We Always Speak of What We Mean? Evidence from Reference". Paper presented in the *20th International Symposium of Theoretical and Applied Linguistics*, Thessaloniki, Greece, April **2011**.
2. Tsaroucha, Efthymia. "How Metonymic Are Image Schemas? Evidence from English Phrasal Verbs". Paper Presented in the *Cognitive Linguistics in the Year 2012 Conference*, Wrocław, Poland, September **2012**.
3. Tsaroucha, Efthymia. "The Jewish Community of Thessaloniki (1872-1912) and the Newspapers of the 20th Century: A Linguistic Approach on the Grounds of Two Cognitive Processes". Paper presented in the *Interdisciplinary Symposium: Thessaloniki on the Eve of 1912*, Thessaloniki, Greece, September **2012**.
4. Tsaroucha, Efthymia. "The Syntax-Semantics Interface of English Phrasal Verbs: A View from Cognitive Grammar". Paper Presented in the *Interfaces in English Linguistics Conference*, Budapest, Hungary, October **2012**.
5. Siskou, Marina & Tsaroucha, Efthymia. "Cognitive Stylistics of News Media: The Case of Political Scandals and Its Impact on European Community". Paper presented in the *5th International Conference of the European Society for the History of Science*, Athens, Greece, November **2012**.
6. Tsaroucha, Efthymia. "Metonymy and English Phrasal Verbs; Its Motivation to Grammar". Paper presented in the *21st International Symposium of Theoretical and Applied Linguistics*, Thessaloniki, Greece, April **2013**.
7. Tsaroucha, Efthymia. "Conceptual Blending: The Case of Idiomatic Expressions". Paper presented in the *7th Athens Postgraduate Conference*, Athens, Greece, May **2013**.
8. Tsaroucha, Efthymia. "English Phrasal Verbs: A Case of Metonymy". Paper presented in the *19th International Congress of Linguistics*, Geneva, Switzerland, July **2013**.
9. Tsaroucha, Efthymia. "Englishisation in Greek Ads; The Rise of a Novel Metaphor". Paper presented in the *1st International Figurative Thought and Language Symposium*, Thessaloniki, Greece, April **2014**.
10. Vogiatzis A., Christakidou A., Tsaroucha E., Athanasiadou A. "Metaphor, Emotions, and Political Speech". Paper presented in the *1st International Figurative Thought and Language Symposium*, Thessaloniki, Greece, April **2014**.
11. Tsaroucha, Efthymia. "Interpreting English Phrasal Verbs by Means of Conceptual Blending". Paper presented in the *Conceptual Blending: Language, Music, Multi-Modal Communication Teleconference*, Thessaloniki, Greece, February **2015**.
12. Tsaroucha, Efthymia. "The Conceptualization of English Phrasal Verbs by Greek and German Learners of English". Paper presented in the *22nd International Symposium of Theoretical and Applied Linguistics*, Thessaloniki, Greece, April **2015**.
13. Tsaroucha, Efthymia. "The Conceptualization of English Phrasal Verbs by Greek Primary School Learners: A Cognitive Approach". Paper presented in the *2nd Early Childhood Pedagogy Symposium: Transformative Pedagogy and Learning in the Early Years*, Ioannina, Greece, May **2015**.
14. Tsaroucha, Efthymia. "English Phrasal Verbs as Blended Constructions: A Case Study". Paper presented in the *8th Athens Postgraduate Conference*, Athens, Greece, July **2015**.
15. Tsaroucha, Efthymia. "Conceptual Autonomy and Dependence on English Phrasal Verbs". Paper presented in the *Third International Symposium on Figurative Thought and Language*. Osijek, Croatia, April **2017**.

16. Tsaroucha, Efthymia. "The Conceptualization of English Phrasal Verbs by Foreign Learners of English: An Experimental Study". Paper presented in *the Language Education and Research Conference*. Athens, Greece, September 2019.
17. Tsaroucha, Efthymia. "Conceptual Blending as a Marketing Communication Strategy". Paper to be presented in the *24th International Symposium of Theoretical and Applied Linguistics*, Thessaloniki, Greece, 2-4 October 2020 (accepted for presentation).
18. Tsaroucha, Efthymia & Mpisa, Aigli. "A Task-based Grammar Approach to the Instruction of Military Terminology; English for Specific Purposes". Paper to be presented in the *1st International Conference on ESP, EAP & Applied Linguistics*. Volos, Greece, 26-27 September 2020 (accepted for presentation).
19. Tsaroucha, Efthymia. "A Task-based Grammar Approach to the Instruction of Financial Terminology; An experimental study". Paper to be presented in the *1st International Conference on ESP, EAP & Applied Linguistics*. Volos, Greece, 26-27 September 2020 (accepted for presentation).
20. Tsaroucha, Efthymia. "Conceptual integration networks and the instruction of idioms to foreign learners of English". Paper to be presented in the *2nd Language Education and Research Conference*. Athens, Greece, 3-4 October 2020 (accepted for presentation).
21. Tsaroucha, Efthymia. "Person & Syllable Effect in Verb Processing; A lexical-decision task: Paper to be presented in the *Language Disorders in Greek (LDG8) Conference*. Volos, Greece, 30-31 May 2020 (accepted for presentation).

SCHOLARSHIPS, GRANTS & AWARDS:

1. **DAAD Research Grant for Young Researchers:** (September 2013-March 2014); Host Institution: Universität Koblenz-Landau, Institut für Anglistik, Campus Koblenz, Koblenz, Germany.
2. **LLP Erasmus Placement:** (April 2014-July 2014); Host Institution: Universität Koblenz-Landau, Institut für Anglistik, Campus Koblenz, Koblenz, Germany.
3. **Young Researchers Award:** (July 2013); 19th International Congress of Linguistics, Geneva, Switzerland.

PARTICIPATION IN RESEARCH PROJECTS:

1. (February 2013-January 2014):

Research Project supported by the Research Committee of Aristotle University. Title: "Metaphor and Language of Emotions Over Two Successive Election Campaigns in Greece". Coordinator: Professor Angeliki Athanasiadou, Members: Alexandra Christakidou, Efthymia Tsaroucha, Anastasios Voyiatzis.

2. On-going project (March 2013- present):

MetBib (Online Platform by: John Benjamins Publishing Company)
(<https://benjamins.com/online/met>)

MetBib is an online platform that provides the user with abstracts of articles related to Metaphor, Metonymy, and other figurative language. Coordinator: Professor Angeliki Athanasiadou.
Members: Ioanna Karatsori, Martha Lampropoulou, Efthymia Tsaroucha, Theodoros Xioufis.

3. (February 2020-present):

Principal researcher; Research Centre for Applied Languages and Linguistics. Title of Research Project: “Error Analysis through error mapping (ERRMAP)”. Project coordinator: Dr. Paschalis Chliaras. <https://www.als-edu.com/research-centre-for-applied-language>

REVIEWER FOR ACADEMIC JOURNALS:

Languages

Philosophies

Journal of Applied Languages and Linguistics

Sustainability

Applied Sciences

LANGUAGE SKILLS:

Greek: Mother Tongue

English: C2 (Cambridge Proficiency & Michigan Proficiency)

French: C2 (Sorbonne II)

German: C2 (ÖSD)

COMPUTER SKILLS:

Microsoft Windows

MS Office

SPSS for statistical analysis

E-Prime and *Superlab* for experimental design

(last updated on April, 2020)