

## CV of Tina Thode Hougaard, PhD, associate professor at Aarhus University

### Summery

Tina Thode Hougaard is an Associate Professor of the Department of Scandinavia Studies and Experience Economy at Aarhus University (AU) whose research advances contemporary linguistics through the study of digital communication and multimodal meaning-making. Her work examines how language evolves in online interaction, focusing on emojis, memes, hashtags, and the interplay between visual and verbal resources in everyday discourse. She has contributed significantly to public and academic understandings of digital language use through widely read publications, including a *Tænkepause* on emojis, a co-authored monograph *The Language of Illness and Death on Social Media*, and the textbook *Sprog i sociale medier*, alongside extensive media engagement.

Her research leadership includes supervision of PhD projects on communication in challenging contexts, organization of international conferences, and active participation in national language policy through the Danish Language Council's representatives' board. She brings a strong record of teaching across all levels, editorial experience, and a sustained commitment to bridging linguistic scholarship with societal communication practices. Her profile positions her as a leading scholar in the linguistics of digital interaction and contemporary language change.

### Personal information

Birth date: March 14, 1970  
Address: Dyrhøjvej 26, 8410 Rønde  
Email: north@cc.au.dk  
<https://orcid.org/0000-0002-9198-2198>

### Work experience

- 2015- Associate Professor, Faculty of Communication and Culture, Department of Scandinavian Studies and Experience Economy, AU  
*Teaching and supervision competences and experience at BA (Scandinavian Studies) and MA level (Scandinavian Studies and Rhetoric). Curriculum development of Scandinavian bachelor's degree programmes (both 2019-2020 and 2025-2026), two new disciplines "Kommunikation og formidling" (Strategic Communication, KA) and "Sprog, tekst og samfund" (Language, text and society, BA), the Master's degree Programme (Rhetoric), research-based teaching material and implementation of 3 on demand courses of competence development courses for upper secondary school teachers: "AU-update"*
- 2011-2015 Assistant Professor, Department of Scandinavian Studies and Experience Economy, AU  
*Teaching and supervision competences and experience at BA (Scandinavian Studies) and MA level (Scandinavian Studies and Rhetoric)*
- 2005-2011 Communications Consultant, Association of Production Schools in Denmark  
*Carrying out the association's educational policy communication, I wrote the school form's vision, the annual budget proposals, action plans and the "Charter for the Danish Production Schools". I was also in charge of the association's electronic newsletter and worked with international cooperation, project development and management, course management, strategic planning of the production schools' handling of the basic vocational training, organizational development and concept development and project manager of school development interviews.*
- 2004-2005 Part-time lecturer, Scandinavian Studies, AU
- 2000-2004 PhD Fellow, Scandinavian Studies, AU (+ maternity leave)
- 1999-2000 Part-time lecturer, Scandinavian Studies, AU

1998-2000 Teacher, Vejle Technical Gymnasium (+ maternity leave)  
1995-1997 Teacher, Grenaa Technical Gymnasium

### **Education**

2023-2025 Diploma Course in Jazz/Pop Drum and Danse, The Royal Academy of Music  
2004 PhD Fellow, Department of Scandinavian Studies, AU  
1997 Master's degree in Scandinavian Language and Literature and German Philology, AU (+ maternity leave)

### **Courses**

2026 *Dig4Hum*, professional development programme, AU  
2020 Online course in Web Archives and Web Archiving, AU  
2019-2020 *Digital curriculum*, AU  
2018-2019 *Digital Literacy*, AU  
2013-2014 *Teacher training programme for university teaching for assistant professors*, AU  
2012-2013 *Development course on digital media in teaching*, AU  
2009-10 *Systemic Leadership and Consultant Education*, MacMann Berg  
2007 *Spin, lobbyism and political communication*, Danish Communication Association  
2006-2007 *Evaluation* (10 ECTS), Copenhagen Business School Centre  
2005 *The agenda-setting story*, Samuelson

### **Academic teaching and supervision**

2023- PhD student Winnie Collin  
2022- PhD student Karen Nissen  
2022-2025 PhD student Lasse Balleby (co-supervisor)  
2015- Teaching 43 courses at Scandinavian Studies (communication and dissemination, text linguistics, multimodality, oral rhetoric, conversation analysis, sociolinguistics, social media language, project-oriented internship), and Rhetorics (speech writing, digital rhetoric, crisis communication, deliberation, project placement/field study courses)  
2011- Supervision of 64 MA theses, 34 BA theses and 3 “forskingspirer”  
2011-2014 Teaching 17 courses at Scandinavian Studies (conversation analysis, sociolinguistics, social media language, project-oriented internship), and Rhetoric (speech writing, digital rhetoric, crisis communication, project placement/field study courses)  
1999-2005 Teaching 4 courses at Scandinavian Studies (grammar and online interaction)

### **Academic Evaluation and Assessment Roles**

2024 Member of the assessment committee for PhD thesis at University of Copenhagen  
2024 Member of the appointment committee for associate professorship in Culture and Media, AU  
2022-2026 Appointed external examiner Communication and Experience Design  
2021 Member of the appointment committee for the head of School of Communication and Culture, and of a postdoc at Linguistics, AU  
2020 Member of the appointment committee for associate professorship, AU  
2019 Member of the appointment committee for professorship in Danish language, Scandinavian Studies, AU  
2018-2022 Appointed external examiner in Information Studies, Communication and Digital Media  
2018-2022 Member of external examiners' chairmanship  
2019-2021 Member of the Business Committee at the School of Communication and Culture, AU  
2018 Member of the appointment committee regarding associate professorship, AU

- 2018 Member of evaluation committees at Aalborg University and University of Copenhagen
- 2018 Member of the assessment committee for PhD thesis at the University of Copenhagen
- 2014- Appointed external examiner in Danish
- 2014-2018 Appointed external examiner Humanistic Informatics and Information and Communication Studies.

### **Institutional Service and Representation**

- 2026- Research program director of Language & Communication (together with Susana S. Fernández)<sup>1</sup>
- 2024- Deputy member of the Institute Forum, School of Communication and Culture, AU
- 2024-2025 Member of the Board of Education, Scandinavian Studies, AU
- 2020- AU-representative to the Danish Language Council's Board of Representatives
- 2019-2022 Joint union representative for the School of Communication and Culture, AU
- 2016-2022 Union representative for Scandinavia Studies, AU

### **Editorial and Reviewing Activities**

- 2020- Co-editor of Media and Communication Encyclopedia
- 2014-2023 Co-editor of Scandinavian Studies in Language
- 2013- Co-editor of MUDS (a bi-annual conference report of “MUDS – Møder om Udforskningen af Dansk Sprog” (Meetings on the Exploration of the Danish Language)
- 2013- Peer reviewer  
*AlterNative, Qualitative Health Communication, MedieKultur, Conjunctions, Danske Studier, Pragmatics and Society, Tænkepauser, MUDS, Big Data & Society, Linguistics and Education, Folia Scandinavica Posnaniensia, SKY Journal of Linguistics, NyS, Pragmatics and Society, Scandinavian Studies in Language, Journalism and Media, Samfundslitteratur, Rhetorica Scandinavica, Nordisco, DanskNoter, Nordic Journal of Linguistics*

### **Publication summary**

1 monograph, 2 co-authored books, 34 peer reviewed publications, 9 co-edited monographs, + 35 publications (not peer reviewed), 37 blog entries on <https://tinathode.blogspot.com/2019/02/> (from 2013-2019)

Publication list: <https://pure.au.dk/portal/da/persons/northth%40cc.au.dk/publications/>

### **Research relations, networks and activities**

- 2025- Project collaboration on the topic “Conversation analysis of recorded telephone consultations from the emergency medical service in the Central Denmark Region” with Annette Fischer Pedersen and Niels Buus (Department of Public Health), AU
- 2024 PI on submitted proposal for AUFF NOVA: “Memetic Youth: Unpacking Agency and Coping Strategies Using Meme Workshop Method” together with Claus Toft-Nielsen and Lasse Balleby
- 2023- Proposer and member of the research program Language & Communication
- 2023 PI on submitted proposal for VELUX Memetic Youth: “Unpacking Agency and Literacy in Memes on Climate Change” together with Stefan Kjerkegaard and Claus Toft-Nielsen, AU

---

<sup>1</sup> My expressions of interest for the position will be submitted this Spring.

- 2023 Contributed to grant application to DFF-Research Project 2 “The Acceleration of Digitalization in Denmark: The technopolitics of everydayness during and following Covid-19” – Jakob Linaa Jensen (AU) as PI
- 2021 Contributed to grant application to Trygfonden: “Playing, Communicating and Learning safely with Voice Assistant Technology - a cross-disciplinary approach to raising awareness on the safe use of voice assistant technology (VAT) among children” – Per Halstrøm (Business Academy Copenhagen) as PI
- 2020-2021 Project collaboration on the topic "Community manager moderation" together with Elisabeth Muth Andersen (SDU) and Marianne Rathje (Danish Language Council)
- 2019 PI on submitted proposal for Carlsberg Foundation: “Moderation and social media”
- 2018 Company visit at the Danish Broadcasting Cooperation (DR-Ultra)  
*Gain insight into idea development, news dissemination, graphic and visual planning*
- 2018 Erasmus exchange at the University of Hamburg  
*Invited guest teacher and supervisor of PhD fellows*  
*Contact: Jannis Androutsopoulos, University of Hamburg, Germany*
- 2018 Co-organizer of NORDISCO, 5th Nordic Interdisciplinary Conference on Discourse and Interaction
- 2018 Co-organizer of NFKR6 – 6th Nordic Rhetoric Conference
- 2018 PI on submitted proposal to NOS-HS Workshops (Humanities and Social Sciences): “SKAMdinavian – intercultural, media-related, and linguistic analyses and perspectives of the TV series SKAM”
- 2017 Co-organizer of Interjection Day, Center for Sociologiske Sprogforandringsstudier, RUC
- 2016-2017 Member of the international research network SoNoGlo (Social Media from Nordic to Global Contexts): <https://sonoglo.wordpress.com/about/>  
*Contacts: Camilla Wide, Scandinavian Languages, University of Turku, Finland;*  
*Jonathan White, Department of English, University of Dalarna, Sweden;*  
*Marjut Johansson, School of Language and Translation, University of Turku*
- 2016- Project collaboration on the topic "Emoji use in Denmark” together with Marianne Rathje (Danish Language Council)
- 2014- Member of Centre for Internet Studies (board member since 2021)
- 2014-2023 Member of the research programme Cultural Transformations
- 2013- Co-organizer of annual Symposium om sprog og Interaction i digitale medier (Symposium on Language and Interaction in Digital Media)
- 2012- Co-organizer of bi-annual conference MUDS – Møder om Udforskningen af Dansk Sprog (the Meetings on the Exploration of the Danish Language). *In collaboration with Inger Schoonderbeek Hansen and our present PhD students (Michael Nguyen and Yonathan Goldshtein, 2018, 2020; Kirstine Boas and Ea Lindhardt Overgaard, 2022; Karen Schriver and Winnie Collin 2024)*

## Outreach

### Media

Go’ after Live, TV2 7.5.26, Kristeligt Dagblad 24.4.26, Politiken 26.3.26, Tv2ostjylland.dk 28.2.26, Go’ morgen Danmark 14.12.25, P1 Morgen og Dr.dk 8.9.2025, Politiken 6.9.2025, Kristeligt Dagblad 24.5.2025, Formiddag på 4’eren (DR) 3.4.2025, Kristeligt Dagblad 20.10.2024, HK Privatbladet 11.6.2024, Jyllands-Posten 13.5.2024, Heartbeats.dk 12.4.2024, Videnskab.dk 3.3.2024, Ritzaus Bureau (og 15 andre) 28.2.2024, Samvirke 26.1.2024, Videnskab.dk 12.1.2024, Radio4.dk 7.12.2023, Radio4 Morgen 24.11.2023, Jyllands-Posten 11.20.2023, Sommerradio på Radio24syv 11.7.2023, Kraniebrud (radio4.dk) 30.5.2023, Jyllands-Posten 11.5.2023, Vores vejr (DR) 9.2.2023, Tv2.dk 3.12.2022, Go’ morgen Danmark 19.9.2022, Tv2.dk 21.9.2022, Formiddag på 4’eren

24.8.2022, Kristeligt Dagblad 19.8.2022, Radio4 Missionen 13.1.2022, Weekendavisen 16.12.2021, Horsens Posten 17.11.2021, Kraniebrud (Radio4) 27.10.2021, Kraniebrud (radio4) 6.10.2021, Illustreret Bunker 7.10.2021, TV-avisen 30.9.2021, Kraniebrud (radio4) 15.6.2021, Kommunen.dk 1.6.2021, Kraniebrud (radio4) 17.5.2021, Kulturen på P1 21.4.2021, Folkeskolen.dk 5.4.2021, Kristeligt Dagblad 9.2.2021, 4-toget (radio4) 5.1.2021, Kommunalbladet 18.12.2020, Jyllands-Posten 17.12.2020, P4 Weekend 13.12.2020, P1 Morgen 10.12.2020, Jyllands-Posten, Videnskab.dk, Fyens.dk, Viborg Folkeblad (og 7 andre) 7.12.2020, Mad og Bolig 6.8.2020, Kraniebrud (radio4) 15.4.2020, Kraniebrud (radio4) 3.3.2020, Nordjyske Stiftstidende 17.2.2020, Folkeskolen.dk 16.2.2020, Kristeligt Dagblad 1.2.2020, Politiken 25.1.2020, dm.dk 1.11.2019, Supertanker (DR) 7.10.2019, Gymnasieskolen 20.5.2019, Kristeligt Dagblad 2.5.2019, P1 Morgen 27.4.2019, Politiken 23.4.2019, Politiken 10.3.2019, dr.dk 9.2.2019, alkommunikation.dk 1.2.2019, Jyllands-Posten 7.1.2019, Politiken, tv2 4.1.2019, Komsprog.dk 3.1.2019, KOM magasinet 5.11.2018, Magasinet Kunst 25.10.2018, Alt.dk 8.9.2018, Kunsten.nu 24.8.2018, Alt for damerne 23.8.2018, P1-Morgen 28.2.2018, Søndagsavisen 9.1.2018, Sproget.dk 6.12.2017, Politiken 8.11.2017, Mydailyspace.dk 14.9.2017, Radioplay.dk 17.7.2017, TV2 9.7.2017, Brinkmann på P1 7.6.2017, P1 Morgen 10.4.2017, Berlingske 9.4.2017, Weekendavisen 1.10.2016, TV2-nyderne Online 13.4.2016, Rudersdal Avis, 12.11.2015, Magisterbladet, 5.12.2014, Fagligt forum (DM) 10.11.2014, Folketidende.dk 27.5.2009, Berlingske Tidende 26.5.2009, Kristeligt Dagblad 5.5.2009, Kommunikationsbladet 6.2.2009, interviewet af Jesper Langballe til Østjyllands Radio 20.12.2006, La Danesa 1.12.2006, JyllandsPosten (Eksistens) 17.9.2006, Nicolai (Aftenskoleklubbens blad) 14. årgang, februar 2006, Politiken 2.1.2005, Skolebørn januar 2005, Humavisen november/december 2004, P3-nyhederne 22.9.2004, interviewet af Johannes Reimer til Østjyllands radio maj 2004, 19direkte 9.3.2004, 19direkte 21.1.2004, DNA 1.11.2003, Folkeskolen 22.5.2003, Urban 24.9.2002, Berlingske Tidende 15.3.2002, KommunikatioN (Landsforeningen for Erhvervsprog & Kommunikation november 2002, Jyllands-Posten 13.3.2002, Fyens Stiftstidende 23.2.2002, Jyllands-Posten 13.3.2002, De Berlingske blade 15.1.2002, Politiken 13.1.2002, Jyllandsposten 10.1.2002, Ritzaus 9.1.2002, 19direkte 9.1.2002, Information 31.8.2001

*Selection of talks and presentations (+80 since 2014)*

- 2025 *Climate Compounds as Part of Social Positioning in Danish Media*, Københavns Universitet
- 2024 *Nice eller not-ish. Kommunikation til forskellige aldersgrupper*, KFUM og KFUK, Danmark
- 2022 *Sprog i sociale medier*, Allerød Gymnasium
- 2021 *Sprog og sociale medier – medialektur og emojis*, Aalborg Universitet
- 2021 *Er du emojiel? Sprog og interaktion på sociale medier*, Bestil en Forsker
- 2021 *Emojis – fra krydderi til forskningsfelt*, Syddansk Universitet
- 2020 *Tæt på tænkepauser – portræt af forsker Tina Thode Hougaard*, Aarhus Universitetsforlag
- 2020 *Tænkepauser Live*, Nørrebro, Randers, Esbjerg
- 2020 *Sprog i sociale medier*, Aalborg Katedralskole
- 2020 *Memes og demokrati*, Aarhus Kommunes Demokratihandletank
- 2019 *Fra punktum til paratekst*, Daneklærerforeningens årsmøde i Aalborg.
- 2018 *Sproget i de sociale medier*, Nye fagdidaktiske vinkler, Daneklærerforeningen
- 2018 *Rådgivning om referatskrivning*, AU
- 2017 *Retorikkens aktualitet*, Folkeuniversitetet
- 2017 *#FOMO eller nærvær*, AU-talks
- 2015 *Den sproglige dimension i de sociale medier*, handelsgymnasiet Tradium
- 2014 *Sociale medier – skab værdi og bliv set*, kursusdag for Danske Sprogseminarer
- 2014 *Unge sprog og sproglige interaktion på sociale medier*, ved seminar om digitale læremidler i faget dansk, Dansk Didaktik, IUP
- 2009 *Facebook – produktionsskolelærerens redskab?* Ved Produktionsskoleforeningens årsmøde
- 2006 *Når sproget zparket*, på Blåkilde Ungdomsskole

- 2005 *Chat – sprogløb i cyberspace*, ved Bonnier Publications
- 2004 *Formidling*, ved Viborg Stifts Præstekursus
- 2004 *Hvem sparker liv i sproget? siMz\*KiCk azZ\**, *Jokeren eller Abdul?* Journalisternes Efteruddannelse
- 2003 *Sprog, leg og krop i webchat*, ved Dansklærerforeningens Efteruddannelse
- 2003 *Sms og chat – fremtidens samtaler*, sammen med Ditte Laursen ved Aarhus Universitets 75-års jubilæum
- 2003 *Åstår du d der tjat!! ;-)* *Om børn og unges sprogbrug på chatten*, ved Skole og Samfund-konferencen: Børn og internettet – trussel eller chance
- 2002 *Fedt eller farligt? – om de nye kommunikationsformer chat og sms*, på temadag om sprog på Viby Gymnasium
- 2002 *Chat og skriftlig kommunikation - orientering og instruction*, på Temadag for BiblioteksVagten
- 2001 *Chat som kulturformidlende medium?* ved Kulturnet Danmarks tematimer.