



School of Applied Linguistics

IUED Institute of Translation and Interpreting

Multilingual experts

Six-semester full-time programme
(part-time study possible)

Winterthur with partner universities abroad

Autumn semester start

In our BA in Multilingual Communication, you learn to mediate between languages, cultures and contexts and to professionally design communication in a multilingual and creative manner. The programme provides you with the tools you need for a wide range of professional profiles in the vibrant, digitalised language industry and lays the foundations for a career in a multilingual environment – at both a national and international level.

Career prospects

The distinctly multilingual study profile of the BA in Multilingual Communication with at least three languages of study allows you to develop your language talent and creativity in various work contexts, including multilingual content creation or copywriting, multilingual project management and UX writing. After completing the programme, you will be in a position to embark on a career in the language industry as well as in national or international organisations and companies. You can find job profiles under zhaw.ch/blog/bamultilingual-communication.

The BA in Multilingual Communication also provides you with an ideal basis for further specialisation in the field of applied linguistics, for example by pursuing an MA at the ZHAW in the areas of professional translation, conference interpreting, linguistic diversity management or organisational communication – or in other study programmes in Switzerland and abroad.

Programme structure

During your first year of study, you expand your intercultural skills and deepen your knowledge in the field of language and communication as well as in various specialist areas that are relevant in multilingual professional life. In your second and third years of study, you focus on one of three specialisations.

Specialisations

In **Oral Communication and Language Mediation**, you focus on oral language mediation and multilingual communication in spoken contexts. You also familiarise yourself with professional social media communication and learn how to coordinate multilingual projects and conceptualise events.

In **Multimodal Communication and Translation**, you acquire basic skills in written translation and get to know different translation contexts. You become familiar with the language technologies of the future as well as processing language for different media, for example in the areas of subtitling, respokening and web translation.

Bachelor
Multilingual
Communication



In **Technical Communication and Information Design**, focus is placed on mediating complex subject content. You learn how to design information for various media and cultures in a user-friendly and comprehensible manner so that it is understood by the respective target groups.

Languages

You take at least three languages of study: your primary language (usually your mother tongue) and two foreign languages. We offer German, French and Italian as primary languages and German, English, French, Italian and Spanish as standard foreign languages. German and English are compulsory for all students. Beginning in the second year of the BA programme, students can opt to take Arabic, Chinese or Russian as additional foreign languages.

International focus

The BA in Multicultural Communication offers you a distinctly international study environment. All our language lecturers come from the cultural areas of the languages offered in our programme, while guest students from our approximately 50 partner universities and international guests provide further opportunities for intercultural exchanges.

The BA in Multilingual Communication attaches great importance to experience abroad, which is why semesters abroad at a different university and internships abroad are firmly anchored in the curriculum and explicitly promoted.

Individual profile

With your language combination, your chosen specialisation, a semester or internship abroad and a

range of elective modules, you have various possibilities to individualise your profile in the BA in Multilingual Communication.

Admission

In order to be admitted, you need to have a higher secondary education certificate (Swiss higher secondary education certificate, federal specialised baccalaureate, federal vocational baccalaureate or a foreign equivalent).

Candidates must pass a professional aptitude test before they can be admitted to the degree programme.

Study infrastructure

We offer you an excellent student-teacher ratio and a personal atmosphere. In our Institute's spaciouly designed building, you will find a contemporary working environment and a modern study infrastructure located in close proximity to Winterthur main train station.

Further information

You can find further information on our website or come to one of our information events to talk with our students, graduates and those running our programmes.

Postgraduate studies at the ZHAW

After completing your BA in Multilingual Communication, you can study on our **MA in Applied Linguistics** in one of four specialisations:

- **Professional Translation**
- **Conference Interpreting**
- **Linguistic Diversity Management**
- **Organisational Communication**

For more information about the BA programme, please visit:

www.zhaw.ch/ba-multilingual-communication

Applications and contact

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**Register
now!**