

Curriculum Vitae Sofie Decock

Last updated August 2026

Personal Information

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Nationality: Belgian

Professional experience

- 8.2026-present: **Associate Professor Intercultural Communication** at Dept. of Professional and Intercultural Communication, NHH Norwegian School of Economics, Norway
- 10.2020-8.2026: **Associate Professor Applied Linguistics (German)** at Dept. of Translation, Interpreting and Communication, Ghent University, Belgium
- 1.2025-present: **Adjunct Associate Professor** in German at the University of Iowa, USA
- 9.2015-9.2020: **Assistant Professor Applied Linguistics (German) – Tenure Track** at Dept. of Translation, Interpreting and Communication, Ghent University, Belgium
- 9.2012-9.2015: **Post-doctoral Assistant** at German Section of Dept. of Translation, Interpreting and Communication, Ghent University, Belgium
- 1.2011-9.2012: **Post-doctoral Assistant** (awarded with stipend of the *Special Research Fund*, BOF) at German Section of Dept. of Literature, Ghent University, Belgium
- 1.2010-1.2011: **Post-doctoral Visiting Researcher** (awarded with stipend of the *Belgian American Educational Foundation*) at German Dept. of Georgetown University, USA
- 10.2005-10.2009: **PhD** in Literature (awarded with stipend of the *Research Foundation Flanders*) at German Dept. of Ghent University, Belgium
- 10.2004-10.2005: **Predoctoral Visiting Researcher** (awarded with stipend of the *Eidgenössische Stipendienkommission*) at German Dept. of Universität Basel, Switzerland

Education

- 9.2000-9.2004: **Master in Germanic Languages** (English-German), Ghent University, Belgium (magna cum laude)
- 1994-2000: Latin and Modern Languages, Sint-Gertrudiscollege, Wetteren, Belgium

Other courses beyond initial MA level

- Course “Basic Statistics for researchers – module 1”, Ghent University, Belgium, Oct-Dec 2012
- Certificate “Qualitative Interviewing”, Free University of Amsterdam, October 28-29 2013
- Certificate Summer Course “Ethnography, Language & Communication”, King’s College London, June 30-July 4 2014

Research CV

Research project funding

As PI and main applicant:

- 2024: [Ghent University Basic Research Funding](#) (€120.000)
- 2023: compilation of an inventory of studies on inclusive language in Dutch; funded by the Dutch Language Union (€20.000; co-applicant: Sarah Van Hoof)
- 2022: project *Do small words make a difference? Investigating the effects of gender-neutral pronouns on mental gender representations and perceptions of text quality in Dutch, French and Norwegian*; funded by Research Foundation Flanders (FWO) and Swiss National Science Foundation (SNF) (€464.790 FWO-funding to hire PhD students Hanne Verhaegen and Chloé Vincent; €452243,95 SNF-funding to hire postdoc Tiziana Jäggi; co-applicants: Sarah Van Hoof, Pascal Gyga, Ute Gabriel)
- 2016: project *The effect of linguistic wrapping on customer outcomes. A closer look at interpersonal strategies in German and UK B2C complaint management*; funded by Ghent University Special Research Fund (approx. €230.000 to hire PhD student Rebecca Van Herck)
- 2011: project *Bergung und Erwärmung als 'Programme' des literarisch Reisenden: Eine diskursive Analyse der Konstruktion von Geborgenheit und Wärme spendenden Räumen in zeitgenössischen deutschsprachigen Reiseromanen und -erzählungen*; post-doctoral fellowship funded by Ghent University Special Research Fund (fulltime three-year employment)
- 2009: project *Constructs of 'Heimat' in literary travel texts of Annemarie Schwarzenbach*; post-doctoral fellowship funded by the Belgian American Educational Foundation (fulltime one-year award of 35.000,- \$)
- 2005: project *Papierfährnchen auf einer imaginären Weltkarte. Mythische Topo- und Tempografien in den Asien- und Afrikaschriften Annemarie Schwarzenbachs*; PhD fellowship funded by the Research Foundation Flanders (FWO) (at German Department of Ghent University, 2005-2009, supervisor: Benjamin Biebuyck)
- 2004: one-year PhD-funding from the Eidgenössische Stipendienkommission für Ausländische Studierende (1.920,- CHF/month) (Universität Basel, Switzerland, October 2004 - July 2005)

As co-author and co-applicant:

- 2024: 3-year Erasmus+ funding: CLADES: Critical Language Awareness, Democratic Engagement and Sustainability (€80.000 for UGent; co-applicants at Ghent University: Bernard De Clerck, Chloé Lybaert)
- 2023: small research grant for project *The effect of Dutch gender-neutral pronouns for generic reference on text comprehensibility and text appreciation and on mental gender representations in Flanders and the Netherlands*; funded by Radboud University Nijmegen (€2.063; co-applicant: Rebecca Van Herck)
- 2015: funding for collaborative research project between Ghent University and University of Lille, France (€1.200; co-applicants: Ilse Depraetere, Bernard De Clerck, Geert Jacobs).

As co-author and supervisor of a PhD student / post-doc:

- Project entitled *Gender-fair Language Use in Interpreted Interaction between Service Providers and Gender-Diverse Persons*; PhD fellowship for Laura Robaey funded by the Research Foundation Flanders (fulltime four-year employment 2024-2028)
- Project *EM-POLITE: How to get the most out of your e-mail? An experimental study exploring the impact of im/politeness, social status and gender on our responses to e-mail communication*; post-doctoral fellowship for Nicolas Ruytenbeek funded by Ghent University Special Research Fund (fulltime three-year employment 2029-2022)

Grants for international mobility

- 1 grant of the *Research Foundation Flanders* (FWO) for a short research stay in 2025 (July 2025; at NTNU, Norway)

- 13 travel grants of the *Research Foundation Flanders* (FWO) for conference/workshop participation between 2014-2024.

Conference/workshop/panel co-organization

I co-organized:

- conference of *Taal en Tongval* on the topic of *Language and Inclusion*, November 22 2024, Ghent University.
- workshop *Gender and Language Across Europe*. June 6 2024, Ghent University
- conference of the Vereniging Interuniversitair Overleg Taalbeheersing (VIOT) on the topic of *Language and Diversity*. Originally January 20-22 2021, but postponed to January 19-21 2022, Ghent University.
- a symposium on the topic of *Language in Webcare*, November 22-23 2018, Ghent University.
- 7th international and interdisciplinary conference on applied linguistics and professional practice (ALAPP) on the topic of *Communication, Interaction and Quality of Service*. November 21-23 2017, Ghent University.
- conference *Multilingual perspectives on professional discourse in Europe*. September 10-11 2015, Ghent University.
- conference *inside out. Textorientierte Erkundungen des Werks von Annemarie Schwarzenbach*. September 20-21 2007, Brussels.

I also co-organized nine panels at different conferences (GSA 2026, VIOT 2022, ABC 2018 and 2021, IprA 2021, DICOEN 2019, ALAPP 2017) and four specialist courses at Ghent University (Gender and Language, June 6-7 2024; Discourse Analysis in an Interdisciplinary Context, June 13-15 2016; Writing in Motion. Travel – Tourism – Transculturalism, March 27-29 2013; Aut(h)o(r)fiction. Figures – Texts – Theories, March 28-30 2012).

Editor of special issue/ volume

- co-editor of special issue of *Taal en Tongval* on the topic of language and inclusion, forthcoming 2026 (together with Chloé Lybaert, Sarah Van Hoof and Beatrijs Wille)
- guest editor of thematic issue of *Tekstblad* on the topic of language and inclusion, 2025
- co-editor of special issue of the *International Journal of Business Communication*, "The expression of and reactions to customer (dis)satisfaction online.", 2024 (together with Nicolas Ruytenbeek)
- co-editor of special issue of *Discourse, Context and Media*, "Recent trends in webcare. A closer look at discursive practices.", 2022 (together with Bernard De Clerck, Rebecca Van Herck and Geert Jacobs)
- co-editor of edited volume with Palgrave entitled "Good Data in Business and Professional Discourse Research and Teaching : Further Explorations.", 2021 (together with Geert Jacobs)
- co-editor of special issue of *Multilingua – Journal of Cross-Cultural and Interlanguage Communication*, "Professional Discourse in Multilingual Settings: Policies and Practices.", 2018 (together with Sarah Van Hoof, Joly De Wilde, Bernard De Clerck, Ellen van Praet)
- co-editor of edited volume with Chronos entitled "Afrikanische Schriften: Reportagen ; Lyrik ; Autobiographisches: Mit Dem Erstdruck von 'Marc' / Annemarie Schwarzenbach.", 2012 (together with Walter Fähnders and Uta Schaffers)
- co-editor of edited volume with Chronos entitled "Das Wunder Des Baums: Roman.", 2011 (together with Walter Fähnders and Uta Schaffers)
- co-editor of edited volume with Aisthesis entitled "Inside out: Textorientierte Erkundungen Des Werks von Annemarie Schwarzenbach.", 2008 (together with Uta Schaffers)

Invited talks

- „Beyond the binary. Experimental insights into gender-neutral pronouns and inclusive interpreting.“, 15 June 2026, 4th International Workshop on Gender-Inclusive Translation Technologies at conference of European Association for Machine Translation, Tilburg
- „Machen kleine Wörter einen Unterschied? Kenntnisse, Verständlichkeit und Wertschätzung von genderneutralen Pronomen im Niederländischen und Französischen ... mit einem Abstecher ins Deutsche.“ 3 December 2024, Université de Lausanne
- “The knowledge, comprehensibility and appreciation of gender-neutral pronouns in Dutch and French”, 17 October 2024, Universiteit Leiden as well as 13 February 2025, Radboud Universiteit Nijmegen
- Talk about research on gender-inclusive language in Dutch as part of the online workshop “Language and Gender: Research and Desiderata”, 31 May 2024
- “The language of online complaints: characteristics and effect on readers”, 17 October 2023, WU Vienna
- “(In)directness in complaints: from customer service to political discourse” at Impaqts conference on Implicit Manipulation in Public Discourse: Quantitative and Qualitative approaches, 27-28 April 2023, Rome
- “(In)directness and (Im)politeness in Online Complaints”, first lecture in the Online Selves, Selves Online lecture series, 10 March 2022
- “Remembering and Sharing Difficult (Hi)stories: Embodied Pedagogy in the University Classroom”, Provost’s Global Forum, “Teaching Anne Frank,” 28 February – 2 March 2022, University of Iowa
- “Indirectness and complaints: a reassessment”, University of Lille, France, 23 March 2017
- “Improving customer complaint management in the ‘golden age of complaining’: An interdisciplinary approach”, as part of Birkenfeld lecture series, Hochschule Trier, 17 June 2017.

Public engagement and outreach

- related to my research on gender-inclusive language:
 - several invited lectures and workshops on gender-inclusive language in 2021, 2022 and 2023, and 2024, for instance for the UGent Humanities Academie (<https://humanitiesacademie.ugent.be/genderinclusief-taalgebruik-2024>) and for Amarant, a socio-cultural organization that makes art and culture accessible to everyone (<https://www.amarant.be/activiteit/genderinclusief-taalgebruik-2/>);
 - [article](#) (2024) and role of guest editor (2025, issue in preparation) for [Tekstblad](#), a Dutch journal aimed at communication professionals that includes articles on best practices, research findings, and practical advice for improving text and communication skills.
 - member of a Dutch Language Union group of experts to provide feedback on new advice formulated with regard to gender-sensitive language;
 - panel discussant on Dutch-Flemish radio (Participation in a debate on the national radio on inclusive language (De Taalstaat), broadcasted by NPO Radio 1 and VRT Radio 1 on 2.20.2021);
 - interviewed by *De Standaard*, a prominent Flemish daily newspaper in Belgium (https://www.standaard.be/cnt/dmf20221007_97745683), by Kennismakers, a journal published by the *Research Foundation Flanders* (FWO) that aims to make scientific research accessible and engaging to a broader audience (<https://kennismakers.be/mijn-job-als-taalkundige>) and by NEMO Kennislink, a Dutch journalistic platform associated with the NEMO Science Museum in Amsterdam that

aims to bridge the gap between scientific research and everyday life (<https://www.nemokennislink.nl/publicaties/hij-zij-hen-over-de-grens/>)

- advice via e-mail or videochat for organizations such as [Schrijfakademie](#), [Scriptorij](#) and for the collective [Bye Bye Binary](#)
- related to my research on complaints, reviews and webcare: official collaboration with multinational [TVH](#) and start-up [Hotelspeaker](#) (data collection, research-based feedback sessions)
- related to the course *German: Business and Public Communication I*: co-organization of student-led public events on societally relevant topics (Jewish refugees in Ghent (2019, 2020, 2021, 2024); Julia Francks *Welten Auseinander* (2022), Joseph Roth and Ukraine (2023))
- related to my research on Annemarie Schwarzenbach: participation in [podcast of Zentrum Paul Klee in Bern in 2021](#); four invited lectures for a broader public in Switzerland

PhD supervision

	Role	Name PhD student	Project title	Period
1	Co-supervisor	Dr. Griet Boone (UGent)	<i>Eine harte Nuss? A longitudinal investigation of L2 learners' phrasal development in German</i>	2016-2022
2	Member of Doctoral Advisory Board	Dr. Irene Cenni (UGent)	<i>Exploring Digital Tourism Discourse. A Cross-linguistic Investigation of Online Reviews and Business Responses posted on TripAdvisor</i>	2015-2022
3	Main supervisor	Dr. Rebecca Van Herck (UGent)	<i>Dear Customer, you've got mail: a closer look at discourse moves, discursive legitimation, and the effects of interpersonal strategies in email responses to customer complaints</i>	2017-2021
4	Member of Doctoral Advisory Board	Dr. Mathias Seghers (UGent)	<i>Normativity or creativity? The use and perception of substandard language features in online consumer and corporate comments on social media</i>	2018-2023
5	Co-supervisor	Dr. Greet De Baets (UGent)	<i>Embodied learning with and from aikido: a mixed-methods investigation into teaching intercultural communication skills for the workplace</i>	2018-2024
6	Main supervisor	Dr. Bridgit Corinne Fastrich (UGent)	<i>Construing Consumer Experience Across Linguacultures: A Multimethod Study of</i>	2021-2026

			<i>(Im)personalization in German and English Online Hotel Reviews</i>	
7	Main supervisor	Laura Robaey (UGent)	<i>Gender-sensitive language use in interpreter-mediated interactions between service providers and transgender or non-binary persons</i>	2023-2028
8	Main supervisor	Dr. Hanne Verhaegen (UGent)	<i>Dutch gender-inclusive pronouns: investigating perceived text quality, mental representations and attitudes</i>	2023-2026
9	Main supervisor	Chloé Vincent (UGent)	<i>Do small words make a difference? Investigating the effects of gender-neutral pronouns on mental gender representations and perceptions of text quality in French</i>	2023-2027
10	Main supervisor, joint PhD with UWC, South-Africa	Karin Groenewald (UWC, UGent)	<i>Investigating politeness: A comparative study of German and Afrikaans for the language learning classroom</i>	2024-2028
11	Member of Doctoral Advisory Board	Mira Wyns (UGent)	<i>Accent Bias in Secondary and Higher Education (working title)</i>	2024-2028
12	Main supervisor	Jonna Thiel (UGent)	<i>Effects of gender-fair language on motivation and cognitive performance in math tasks</i>	2025-2031
13	Co-supervisor	Alieke Broidioi (UGent)	<i>What's in an accent? Exploring the impact of accent bias on hiring decisions in Flanders</i>	2026-2030
14	Member of Doctoral Advisory Board	Wout Huygens (KU Leuven)		

Service

Institutional service

- 2025-2026: member of the institutional appeals committee at Ghent University
- 2015-2026: member of the department board at Ghent University
- 2018-2026: member of the faculty board at Ghent University
- 2016-2026: member of several hiring committees at Ghent University
- 2016-2026: member of several PhD exam committees at Ghent University
- 2015-2016: member of the study programme committee at Ghent University

- 2015-2016: head of the German section at Ghent University

Expert evaluation

Based on expertise as researcher and/or teacher

- 2026-present: member of the editorial board of [Converging Evidence in Language and Communication Research](#) (CELCR) book series (John Benjamins)
- 2025-present: editor of [Tijdschrift voor Taal en Communicatie](#)
- 2024-present: member of the editorial board of [Tijdschrift voor Taal en Communicatie](#)
- 2022-present: member of the Standing Committee of the [Belgian American Educational Foundation](#); the Standing Committee members evaluate and select candidates for a stipend to study or conduct research at a top US university; involves 5 to 6 days of interviews with candidates every year
- 2015-2022: member of the Research Board of the *Association for Business Communication* (ABC); mainly involves selecting the yearly winners of the Outstanding Dissertation Award and the Outstanding Researcher Award
- Member of several scientific committees of conferences (ALAPP 2017, ABC 2018, DICIEN 2019, ADDA 2022, VIOT 2022 and 2024, AMPRA 2024, Taal en Tongval 2024)
- Evaluation of research project proposals for FNRS (Fund for Scientific Research of French-Speaking Belgium), WUVienna, and University of Bremen
- Reviewing on average 4x per year for edited volumes and academic journals (*Intercultural Pragmatics*, *Journal of Pragmatics*, *i-Land*, *Orbis Litterarum Language and Technology*, *Current Psychology*, *Research in Corpus Linguistics*, *Languages*, *International Journal of Applied Linguistics*, *Journal of French Language Studies*, *Journal of Politeness Research*, *Pragmatics and Society*, *Text & Talk*, *Journal of Language and Social Psychology*, *Open Linguistics*, *Journal of Experiential Education*, *Journal of Service Research*, *Socius*)
- 2022: jury member of the [Gouden Veer](#), a prestigious writing competition in Flanders (Belgium) which awards the best promotional text written for a company, brand, organization, service, or product. This can include various formats such as sales letters, blogs, emails, social media posts, or web pages
- providing quality assessments of literary texts and translations for [Literature Flanders](#) (once every year)
- PhD evaluation as jury member of the Doctoral Examination Board:
 - Helena Elshout: *Figürlichkeit und/als Ereignis. Die Interaktion von rhetorischen und narratologischen Prozessen in ereignisreicher Kurzprosa* (17.9.2018, UGent)
 - Svenja Widdershoven: *Disentangling a web of emotions: The pervasiveness of emotional contagion on social media in service settings* (19.12.2019, Radboud Universiteit Nijmegen)
 - Charlotte D'Eer: *Women Editors in the German-Language Periodical Press (1740-1920). Transnational Emotional Networks* (2.6.2020, UGent)
 - Irene Cenni: *Exploring Digital Tourism Discourse. A Cross-Linguistic Investigation of Online Reviews and Business Responses Posted on TripAdvisor* (April 2022, UGent)
 - Mathias Seghers: *Normativity or creativity? The use and perception of non-standard language features in consumer feedback and webcare on corporate social media* (5.9.2023, UGent)
 - Florian Deroo: *After the Senses: Landscape and Perception in Interwar Travel Writing* (12.6.2025, Free University of Brussels)

Career breaks

- Maternity leave (plus one month sickness leave): 4 months (June 21st 2011 – October 21st 2011)
- Maternity leave: 3 months (May 21st 2015 – August 21st 2015)
- Maternity leave: 3 months (April 21st 2017 – July 21st 2017)

Publications

Articles listed on Web of Science

Verhaegen, Hanne, Gabriel, Ute, Van Hoof, Sarah, Gygax, Pascal, Jäggi, Tiziana, & Decock, Sofie. (under review). Gender-inclusive pronouns in workplace communication: task and cueing effects on mental gender representations.

Verhaegen, Hanne, Van Hoof, Sarah, Gabriel, Ute, Gygax, Pascal, & Decock, Sofie. (under review). Tracking the emergence of gender-inclusive pronouns in Dutch: rising familiarity and attitudes.

Fastrich, Bridgit, Van Herck, Rebecca Elektra, Vincent, Chloé, & Decock, Sofie. (under review). Revisiting person- and content-orientation: Perceived personalization and credibility in German and English online hotel reviews.

Vincent, Chloé, Ute Gabriel, Pascal Gygax, Sarah Van Hoof, Sofie Decock. 2026. "The comprehensibility and appreciation of two gender-neutral neopronouns in French: iel and al". *Discourse Processes*.

Decock, Sofie, Lisa Zacharski, Griet Boone, Evelyn Ferstl. 2026. "Comprehensibility of gender-fair language among learners of German: an experimental study." *Frontiers in Language Sciences* 5:1806497. doi: 10.3389/flang.2026.1806497

Verhaegen, Hanne, Ute Gabriel, Pascal Gygax, Sarah Van Hoof, Sofie Decock. 2025. "The Effect of Dutch Gender-Neutral Pronouns on Perceived Text Quality: Generic Reference in Employee Guidelines." *Applied Psycholinguistics* 46:e30. doi:10.1017/S0142716425100167

Jäggi, Tiziana, Sofie Decock, Sarah Van Hoof, Ute Gabriel, Chloé Vincent, Hanne Verhaegen, Pascal Gygax. 2025. "Beyond she and he: A framework for studying the cognitive, psychological and social effects of gender-neutral pronouns." *Journal of Language and Social Psychology*, 44(6), 850-880.

De Baets, Greet, Sofie Decock, Koen Plevoets, and Ellen Van Praet. 2025. "The Potential of Aikido in Intercultural Business Communication Training: A Mixed-Methods Analysis of Embodied Pedagogy." *Journal of Experiential Education*, 49(2), 441-473.

Ruytenbeek, Nicolas, and Sofie Decock. 2023. "Expressing and Responding to Customer (Dis)satisfaction Online: New Insights From Discourse and Linguistic Approaches." *International Journal of Business Communication*, 61(1), 3-17.

Ruytenbeek, Nicolas, Sofie Decock, and Ilse Depraetere. 2023. "The impact of linguistic choices and (para-)linguistic markers on the perception of Twitter complaints by other customers: an experimental approach" *Journal of Politeness Research* 19 (1): 87-122. <https://doi.org/10.1515/pr-2021-0031>

Decock, Sofie, Sarah Van Hoof, Ellen Soens, and Hanne Verhaegen. 2024. "The Comprehensibility and Appreciation of Non-Binary Pronouns in Newspaper Reporting: The Case of Hen and Die in Dutch." *Applied Linguistics* 45 (2): 330–347. doi:10.1093/applin/amad028.

- Ruytenbeek, Nicolas, Sofie Decock, and Ilse Depraetere. 2023. "Experiments into the Influence of Linguistic (in)Directness on Perceived Face-Threat in Twitter Complaints." *Journal of Politeness Research* 19 (1): 59–86. doi:10.1515/pr-2019-0042.
- Decock, Sofie. 2022. "Discursive Approaches to Webcare: A Closer Look at Apologies, Conversational Human Voice, Legitimation, and Emotion Regulation." *Discourse, Context & Media* 45. doi:10.1016/j.dcm.2021.100575.
- Van Herck, Rebecca, Sofie Decock, and Bridgit Corinne Fastrich. 2022. "A Unique Blend of Interpersonal and Transactional Strategies in English Email Responses to Customer Complaints in a B2C Setting: A Move Analysis." *English for Specific Purposes* 65: 30–48. doi:10.1016/j.esp.2021.08.001.
- Boone, Griet, Nicolas Ruytenbeek, and Sofie Decock. 2022. "The Message Is Clear: An L1 Business Perspective on Non-Target-like Formulaic Expressions in L2 German." *Intercultural Pragmatics* 19 (5): 571–595. doi:10.1515/ip-2022-5002.
- Van Herck, Rebecca, Babette Dobbenie, and Sofie Decock. 2021. "Person- versus Content-Oriented Approaches in English and German Email Responses to Customer Complaints: A Cross-Cultural Analysis of Moves and First-Person Pronouns." *Intercultural Pragmatics* 18 (2): 203–243. doi:10.1515/ip-2021-2003.
- Ruytenbeek, Nicolas, Marie Verschraegen, and Sofie Decock. 2021. "Exploring the Impact of Platforms' Affordances on the Expression of Negativity in Online Hotel Reviews." *Journal of Pragmatics* 186: 289–307. doi:10.1016/j.pragma.2021.10.004.
- Depraetere, Ilse, Sofie Decock, and Nicolas Ruytenbeek. 2021. "Linguistic (in)Directness in Twitter Complaints: A Contrastive Analysis of Railway Complaint Interactions." *Journal of Pragmatics* 171: 215–233. doi:10.1016/j.pragma.2020.09.026.
- Decock, Sofie, Bernard De Clerck, Chloé Lybaert, and Koen Plevoets. 2021. "Testing the Various Guises of Conversational Human Voice: The Impact of Formality and Personalization on Customer Outcomes in Online Complaint Management." *Journal of Internet Commerce* 20 (1): 1–24.
- Bouko, Catherine, July De Wilde, Sofie Decock, Orphée De Clercq, Valentina Manchia, and David Garcia. 2021. "Reactions to Brexit in Images: A Multimodal Content Analysis of Shared Visual Content on Flickr." *Visual Communication* 20 (1): 4–33. doi:10.1177/1470357218780530.
- Van Herck, Rebecca, Sofie Decock, and Bernard De Clerck. 2020. "'Can You Send Us a PM Please?': Service Recovery Interactions on Social Media from the Perspective of Organizational Legitimacy." *Discourse, Context & Media* 38. doi:10.1016/j.dcm.2020.100445.
- Decock, Sofie, and Uta Schaffers. 2018. "Darstellung der 'Anderen Frau' in Reisetexten: Eine Diskurslinguistische Analyse." *Lili-Zeitschrift für Literaturwissenschaft und Linguistik* 48 (4): 775–797. doi:10.1007/s41244-018-0113-7.
- Decock, Sofie, and Ilse Depraetere. 2018. "(In)Directness and Complaints: A Reassessment." *Journal of Pragmatics* 132: 33–46. doi:10.1016/j.pragma.2018.04.010.
- Decock, Sofie, July De Wilde, Sarah Van Hoof, Ellen Van Praet, and Bernard De Clerck. 2018. "Professional Discourse in Multilingual Settings: Policies and Practices." *Multilingua* 37 (4): 321–330. doi:10.1515/multi-2018-0023.

De Wilde, July, Sarah Van Hoof, Sofie Decock, Pascal Rillof, and Ellen Van Praet. 2018. "Shifting Multilingual Strategies in a Flemish Public Healthcare Service." *Multilingua* 37 (4): 377–401. doi:10.1515/multi-2017-0108.

Decock, Sofie, and Anneleen Spiessens. 2017. "Customer Complaints and Disagreements in a Multilingual Business Environment: A Discursive-Pragmatic Analysis." *Intercultural Pragmatics* 14 (1): 77–115. doi:10.1515/ip-2017-0004.

Decock, Sofie, and Uta Schaffers. 2012. "'als Ob Ich Dort Noch Etwas Zu Suchen Hätte': Europa- Und Orientdiskurse in Annemarie Schwarzenbachs Erzählung ... Sehr Viel Geduld." *Arcadia* 46 (2): 406–424.

Decock, Sofie, and Uta Schaffers. 2012. "Die Suche nach Bergenden Räumen Als Reise- Und Schreibprogramm: Annemarie Schwarzenbachs Journalistische Afrika-Texte." *Orbis Litterarum* 67 (1): 1–24. doi:10.1111/j.1600-0730.2011.01035.x.

Decock, Sofie. 2007. "Der Engel des Demawend als Richter zwischen Paradies und Ende der Welt. Orientalismus in Annemarie Schwarzenbachs Roman." *Lili-Zeitschrift für Literaturwissenschaft und Linguistik* 37 (1): 154–166.

Other peer reviewed articles

Robaey, Laura, Jelena Vranjes, Sofie Decock. (under review) „Van Kennisclip tot Taal in (Inter)Actie: Het Effect van Training op de Ontwikkeling van Genderbewust Taalgebruik bij Taalleerders. Een exploratief interventieonderzoek.“

Robaey, Laura, Jelena Vranjes, Sofie Decock. 2025. „Gendergerechte Sprache beim Dolmetschen: Eine Interventionsstudie zur Entwicklung der gendergerechten Sprachkompetenz bei fortgeschrittenen DaF-Lernenden.“ *Die Unterrichtspraxis/Teaching German* 58 (2): 196–210. <https://doi.org/10.1111/tger.70033>

Decock, Sofie, Sarah Van Hoof, Lou-Lou Vanrobaeys, Hanne Verhaegen, and Chloé Vincent. 2025. The Dutch gender-neutral pronoun die: more accepted for generic than for specific reference. *Taal & Tongval*, 77(1), 76-107.

Decock, Sofie. 2022. "Taalzorg 2.0." *REKTO:VERSO (GENT)*.

Decock, Sofie, and Sarah Van Hoof. 2022. "Een Taalkundige Lezing van de Handreiking Waarden Voor Een Nieuwe Taal." *Forum+*, 29(3), 5-11.

Decock, Sofie, Bernard De Clerck, and Rebecca Van Herck. 2020. "Interpersonal Strategies in E-Complaint Refusals: Textbook Advice versus Actual Situated Practice." *Business and Professional Communication Quarterly* 83 (3): 285–308. doi:10.1177/2329490620904952.

De Clerck, Bernard, Sofie Decock, Jasper Vandenbergh, and Mathias Seghers. 2019. "Theory versus Practice: A Closer Look at Transactional and Interpersonal Stance in English Electronic Complaint Refusal Notifications." *English Text Construction* 12 (1): 103–136. doi:10.1075/etc.00020.cle.

Decock, Sofie. 2015. "Deutschsprachige Elektronische Ablehnungsschreiben Als Antwort Auf Reklamationen." *Germanistische Mitteilungen* 41 (2): 27–49.

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