



Smart Governance embedded in multilingual discourses

International Seminar on „Towards Smart Sustainable Cities – Integrated Approaches“, Nasarbajev University, Astana/Kasachstan, 15-16 June 2017

Introduction by Prof. Dr. Peter Stücheli-Herlach, ZHAW
(supported by the ZHAW-research team)

Integrated innovation is made of language!



*discourse
coalitions,
embedded in
controversies*

*patterns of
language use*

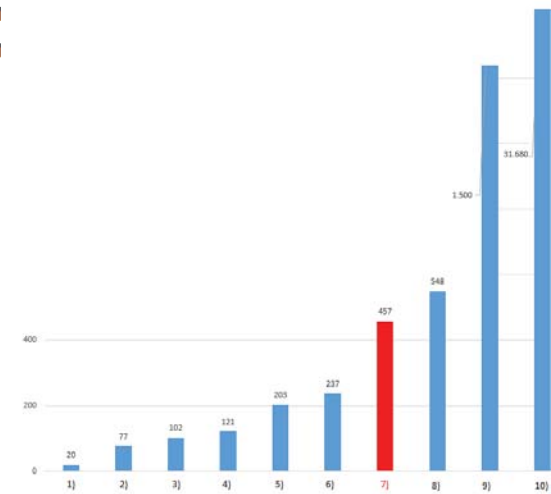
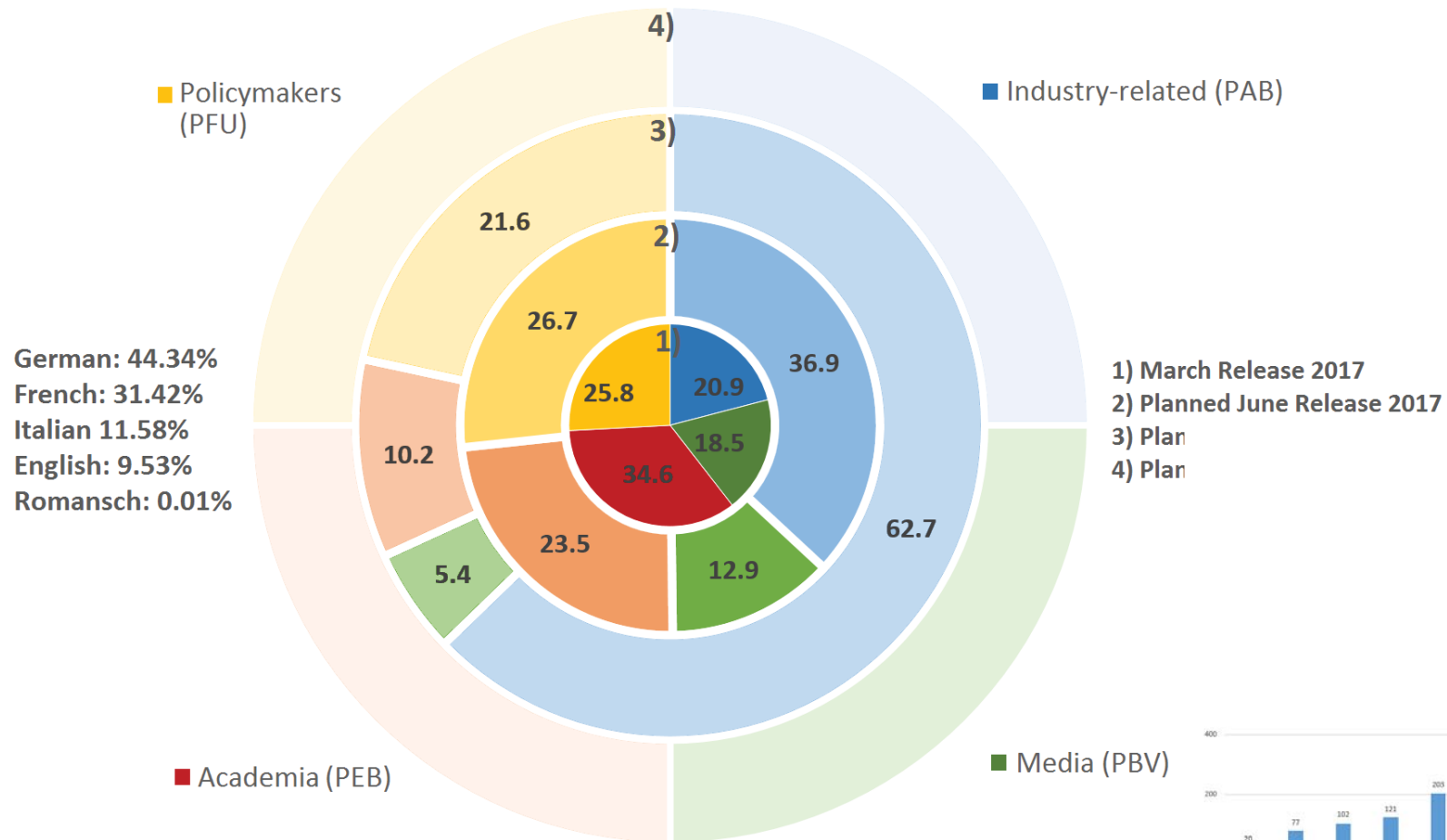
*Complexity,
uncertainty,
controversies,
polyphony*

- *policy/government networks*
- *innovation systems*
- *energy regimes*
- *knowledge passages*
- *innovation narratives*
- *innovation management by communication promoters who „create meaning“*

In search of discourse coalitions & controversies

Swiss-Applied Linguistics (AL)-Energy Discourses (ED)-Corpus

Corpus development - no. of actors (%)



Composition on the textual level

“smart”-combinations in the Wikipedia-entry for “Smart Cities”

smart city

smart cities

smart urban growth

smart urban services

smart city technologies

smart city programs

smart city label

smart cities council

smart cities/city roadmap

smart city initiative

smart cities academic

network

smart city applications

smart street light

smart city strategy

smart energy meters

smart traffic management

smart traffic lights

smart city technologies/
technology

smart city concepts

social smart city

smart city project

smart cities mission

smart city scheme

eu-smartcities

smart cities development

Transformation on the transtextual level

“smart” in word combination across languages, Swiss-AL-ED, march17 release



Cross-language

Smart...



French



German



Italian

Frequency: “Technology” – all languages

Cross-language: 108

German: 105

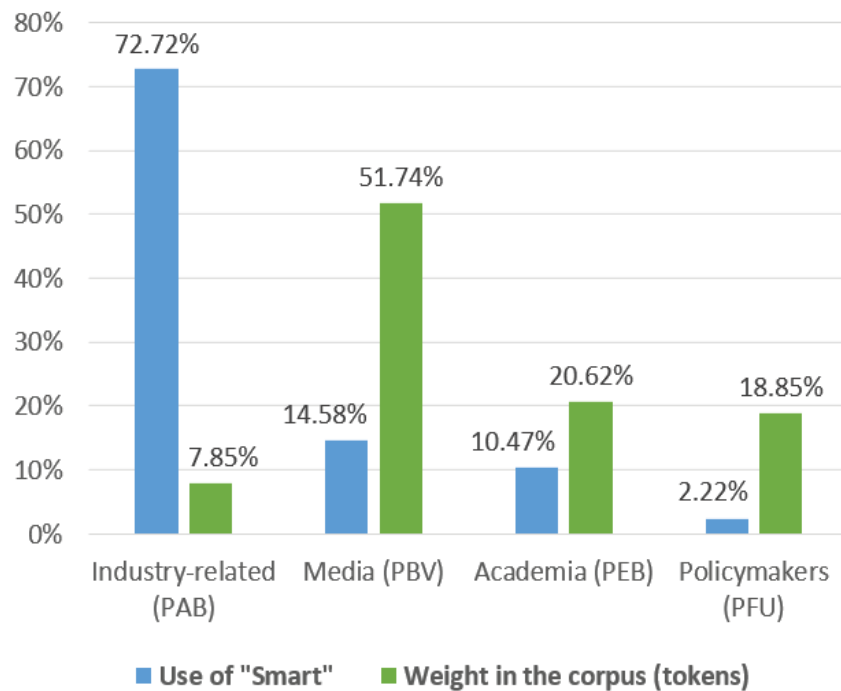
French: 50

Italian: 24

Transformation on the transtextual level

Use of “smart” and word combinations across actor classes, Swiss-AL-ED, march17 release

Use of "Smart" by actor classes



Use of “Smart” by actor class

Most frequent “Smart” combinations for each actor class:



1) Industry-related (PAB)



2) Media (PBV)



3) Academia (PEB)



4) Policymakers (PFU)



Distribution on the macro-level

frequent words and timeline, Swiss-AL-C-ED, march2017 release

