

Curriculum Vitae – Sine Nørholm Just**Contact details**

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Academic and professional experiences

January 2011-
 present Associate Professor at the Department of
 Business and Politics, CBS.

February 2009-
 December 2010 Associate Professor at the Department of
 International Culture and Communication Studies,
 CBS.

December 18th 2007-
 July 13th 2008 Maternity leave.

August 2005-
 January 2009 Assistant Professor at the Centre for
 Communication Studies, Copenhagen Business
 School (CBS); as of January 1st 2007 affiliated with
 the new Department of International Culture and
 Communication Studies.

January 10th 2005 Successful defence of PhD thesis entitled *The
 Constitution of Meaning – A Meaningful
 Constitution? Legitimacy, identity, and public
 opinion in the debate on the future of Europe.*

October 2004-
 July 2005 External lecturer at the Centre for Communication
 Studies, CBS.

October 2004-
 January 2005 Secretary for working group on research dealing
 with the interrelationship of language and power
 commissioned by the Danish Research Council for
 the Humanities (Statens Humanistiske
 Forskningsråd, now Forskningsrådet for Kultur og
 Kommunikation).

September 2002-
 December 2002 Visiting researcher at European University Institute
 in Florence as part of PhD studies.

October 2001- PhD Student at the Centre for Communication

- September 2004 Studies, Faculty of Languages, Communication and Cultural Studies, CBS.
- June 2001 Master of arts in rhetoric.
- September 1999-
June 2001 Studies for the Master's degree in rhetoric at the Department of Philosophy, Pedagogy and Rhetoric, University of Copenhagen.
- June 1999 Bachelor in rhetoric with a minor in political science.
- September 1998-
June 1999 Studies for Bachelor's minor in political science at the Department of Political Science, University of Copenhagen.
- September 1996-
June 1998 Studies for the Bachelor's degree in rhetoric at the Department of Philosophy, Pedagogy and Rhetoric, University of Copenhagen.

List of publications

Peer reviewed academic texts

- Just, Sine Nørholm & Kristine Marie Berg (2016): Disastrous Dialogue: Plastic Productions of Agency-Meaning Relationships. In *Rhetoric Society Quarterly*, vol. 46, no. 1, pp. 28-46.
- Just, Sine Nørholm (2015): 'Dette er ikke en pibe' – Rationalitet og affekt i dansk EU-debat. In Sigrell, Anders & Sofi Qvarnström (eds.): *Retorik och lärande. Kunskap – Bildning – Ansvar*. Lund: Studia Rhetorica Lundensia, pp. 199-210.
- Risberg, Annette & Sine Nørholm Just (2015): Ambiguous Diversities – Practices and Perceptions of Diversity Management. In Bendl, Regine et al. (eds.): *Oxford Handbook of Diversity in Organizations*. Oxford: Oxford University Press, pp. 218-234.
- Berg, Kristine Marie & Sine Nørholm Just (2015): Når kultur sættes til debat. Argumenter for et diskursivt perspektiv i retorisk kritik. In *Rhetorica Scandinavica*, no. 69, pp. 27-45.
- Just, Sine Nørholm (2015): The Negotiation of Basel III – Post-Liberalism in the Making? In *Journal of Cultural Economy*, vol. 8, no. 1, pp. 25-41.

- Just, Sine Nørholm & Nico Mouton (2014): Framing Financial Culture – Rhetorical Struggles over the Meaning of ‘Liborgate’. In *Journal of Organizational Change Management*, vol. 27, no. 5, pp. 732-743.
- Just, Sine Nørholm & Kristine Marie Berg (2014): Entropa – Rhetoric of parody and protest. In Van Belle, Hilde et al. (eds.): *Let’s Talk Politics. New Essays on Deliberative Rhetoric*. Amsterdam: John Benjamins Publishers, pp. 131-147.
- Mouton, Nico & Sine Nørholm Just (2014): “Deceiving Knaves or Deluded Fools?: Communication as a Cause of the Financial Crisis.” In Hanan, J. & Hayward, M. (Eds), *Communication and the Economy: History, Value and Agency*, pp. 285-308. New York: Peter Lang.
- Just, Sine Nørholm, Nico Mouton & Jonas Gabrielsen (2013): Looking forward: on the uses of forecasting in market formation. In *International Journal of Management Concepts and Philosophy*, vol. 7, no. 3/4, pp. 224-244.
- Gulbrandsen, Ib Tunby & Sine Nørholm Just (2013): Collaboratively Constructed Contradictory Accounts: Online Organizational Narratives. In *Media, Culture & Society*, vol. 35, no. 5, pp. 565-585.
- Just, Sine Nørholm (2013): Velkommen til Merkolland – legitimeringsstrategier i den offentlige debat om eurokrisen. In *Tidsskriftet Politik*, vol. 16, no. 1., pp. 41-50.
- Isager, Christine & Sine Nørholm Just (2012): En helt tredje Charlotte. Efterlignende fremførelse og karakterdannelse i *Forklædt som nazist*. In *Rhetorica Scandinavica*, no. 62, pp. 57-74.
- Just, Sine Nørholm & Robyn Remke (2012): Practicing Difference. Beyond Culture and Management in Professional Encounters with Diversity. In Holmgreen, Lise-Lotte (ed.): *Culture and Identity in Organisations. A Discourse Perspective*. Aalborg: Aalborg University Press, pp. 131-150.
- Just, Sine Nørholm & Jonas Gabrielsen (2012): Homing in on the Arguments: The Rhetorical Construction of Subject Positions in Debates on the Danish Real Estate Market In Kock, Christian & Lisa Storm Villadsen (eds.): *Rhetorical Citizenship and Public Deliberation*. University Park: Penn State University Press, pp. 232-248.
- Just, Sine Nørholm & Tanja Juul Christiansen (2012): Doing Diversity: Text-Audience Agency and Rhetorical Alternatives. In *Communication Theory*, vol. 22, no. 3, pp. 319-337.
- Christiansen, Tanja Juul & Sine Nørholm Just (2012): Regularities of Diversity

- Discourse: Address, Categorization, and Invitation. In *Journal of Management and Organization*, vol. 18, no. 3, pp. 398-411.
- Mouton, Nico, Sine Nørholm Just & Jonas Gabrielsen (2012): Creating Organizational Cultures: Reconceptualizing the relations between rhetorical strategies and material practices. In *Journal of Organizational Change Management*, vol. 25, no. 2, pp. 315-331.
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- Gabrielsen, Jonas, Sine Nørholm Just & Mette Bengtsson (2011): Concepts and Contexts – Argumentative Forms of Framing. In van Eemeren, Frans H. et al. (eds.): *Proceedings of the 7th Conference of the International Society for the Study of Argumentation*. Amsterdam: Rozenberg/Sic Sat, pp. 533-543.
- Just, Sine Nørholm (2011): 'I wasn't originally a banker, but...' – Bridging individual experiences and organizational expectations in accounts of 'alternative career paths'. In: *Culture and Organization*, vol. 17, no. 3, pp. 213-229.
- Fich, Christian, Carsten Humlebæk, Sine Nørholm Just & Erik Lonning (2011): Overnational magt og legitimitet – en europæisk forfatning? In Baron, Irene, Christian Fich & Michael Herslund (eds.): *Fra Leviathan til Lissabon. Magt og rettigheder i europæiske forfatninger*. Copenhagen: Jurist- og Økonomforbundets Forlag, pp. 157-200.
- Just, Sine Nørholm (2010): 'There Can be no EU without the Support of the Citizens': Debate and Dialogue on the *Debate Europe* Website. In Valentini, Chiara & Giorgia Nesti (eds.): *Public Communication in the European Union: History, Perspectives and Challenges*. Cambridge: Cambridge Scholars Publishing, pp. 293-315.
- Just, Sine Nørholm, Peter Goll & Henrik Merkelsen (2010): Globalisering og fremtiden for PR-faget. In Merkelsen, Henrik (ed.): *Håndbog i Strategisk Public Relations*. Frederiksberg: Samfundslitteratur, pp. 333-362.
- Gabrielsen, Jonas & Sine Nørholm Just (2009): Boligstoffet – salgsretorik og forførende tal. In Lund, Anker Brink, Ida Willig & Mark Ørsten (eds.): *Hvor kommer nyhederne fra?* Århus: Forlaget Ajour, pp. 133-142.
- Smith, Jonas Heide & Sine Nørholm Just (2009): Playful persuasion: The rhetorical potential of advergames. In *Nordicom Review* vol. 30, no. 2, pp. 53-68.
- Just, Sine Nørholm (2009): No place like home – the role of the media in the

- framing of EUrope. In *Journal of Language and Politics*, vol. 8, no. 2, pp. 244-268.
- Just, Sine Nørholm & Jonas Gabrielsen (2008): Boligmarkedet mellem tal og tale – stasislæren som redskab til retorisk kritik. In *Rhetorica Scandinavica*, no. 48, pp. 17-36.
- Just, Sine Nørholm (2008): European public debate – offered identities and performed agencies. In Dam, Lotte, Lise-Lotte Holmgreen & Jeanne Strunck (eds.): *Rhetorical Aspects of Discourse in Present-day Societies*. Cambridge: Cambridge Scholars Press, pp. 70-101.
- Just, Sine Nørholm (2007): Deliberative processes and bargained positions: the public (re-)presentation of the European Convention. In *Critical Discourse Studies*, vol. 4, no. 3, pp. 257-282.
- Just, Sine Nørholm (2006): Embattled agencies – How mass mediated comparisons of Lynndie England and Jessica Lynch affect the identity positions available to female soldiers in the US army. In *Scandinavian Journal of Management*, vol. 22, no. 2, pp. 99-119.
- Just, Sine Nørholm (2005): Indirekte kommunikativ konstituering. In *Rhetorica Scandinavica*, no. 35, pp. 17-31.
- Isager, Christine & Sine Nørholm Just (2005): Rhetoricians Identified: A call to interdisciplinary action and how it resonated in the field of rhetoric. In *Philosophy & Rhetoric*, vol. 38, no. 3, pp. 248-258.
- Just, Sine Nørholm (2004): Communicative prerequisites for diversity – protection of difference or promotion of similarity? In *Journal of Intercultural Communication*, issue 7.
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- Just, Sine Nørholm (2002): Sagt i situationen. In *Rhetorica Scandinavica*, no. 24, pp. 4-18.

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- Just, Sine Nørholm (2014): The rhetoric of economics – how to create economic developments with words. In *AngloFiles Journal of English Teaching*, no. 171, pp. 78-82.
- Just, Sine Nørholm (2012): Who owns the housing bubble? Market formation and rhetorical circulation. In *Embedded*, vol. 2, no. 1, pp. 70-87.
- Just, Sine Nørholm (2009): 'I wasn't originally a banker, but...' - Bridging personal experiences and organizational expectations in the Danish banking community. In: *SCOS 2009 Proceedings*, <https://conference.cbs.dk/index.php/scos/scos2009/paper/view/372/238>.
- Just, Sine Nørholm (2007): Being special – a performative perspective on diversity management. In *Critical Management Studies Proceedings 2007*, <http://www.mngt.waikato.ac.nz/ejrot/cmsconference/2007/proceedings/reconnectingdiversity/norholm.pdf>
- Just, Sine Nørholm (2006): Kan skriften tale? – præsentation af den retoriske værktøjskasse. In *AngloFiles Journal of English Teaching*, no. 139, pp. 45-52.
- Just, Sine Nørholm (2005): Communicative prerequisites for diversity – protection of difference or promotion of similarity? In *SIETAR Journal*, vol. 11, no. 2, pp. 19-23.
- Gabrielsen, Jonas & Sine Nørholm Just (2005): Retoriske lærebøger – udblik over et voksende felt. In *Sprint*, no. 1, pp. 20-42.
- Just, Sine Nørholm & Jens Lautrup Nørgaard (2004): It is all in the word: Constructivism and Constitutionism. In *Center for Kommunikation Working Paper*, no. 7.
- Just, Sine Nørholm (2003): Europæisk samfundsdannelse – identitetsdannelse mellem kultur og politik. In *Center for Kommunikation Working Paper*, no. 5.
- Just, Sine Nørholm (2002): Retorisk forståelse og brug af genrebegrebet. In *Sprint*, no. 1, pp. 70-77.
- PhD Thesis/Monographs**
- Just, Sine Nørholm (2009): *A Meaningful Constitution? Legitimacy, identity, and public opinion in the debate on the future of Europe*. Saarbrücken: Verlag Dr. Müller.
- Just, Sine Nørholm (2004): *The Constitution of Meaning – A Meaningful*

Constitution? Legitimacy, identity, and public opinion in the debate on the future of Europe. CBS, Ph.D. Series 29.2004.

Textbooks and textbook chapters

- Eiberg, Kristian, Sine Nørholm Just, Erich Karsholt and Simon Møberg Torp (eds.) (2013): *Markedskommunikation i praksis*. Frederiksberg: Samfundslitteratur.
- Just, Sine Nørholm (2013): International markedskommunikation – teoretisk introduktion. In Eiberg, Kristian, Sine Nørholm Just, Erich Karsholt and Simon Møberg Torp (eds.): *Markedskommunikation i praksis*. Frederiksberg: Samfundslitteratur, pp. 369-384.
- Just, Sine Nørholm & Robyn Remke (2012): Practicing workplace diversity – perspectives, pitfalls and possibilities. In Christopher, Elizabeth (ed.): *Communication across Cultures*. Houndmills: Palgrave Macmillan, pp. 126-138.
- Just, Sine Nørholm & Thomas Burø (2010): *Kultur- og kommunikationsteori. En introduktion*. København: Hans Reitzels Forlag.
- Just, Sine Nørholm, Elisabeth Halskov Jensen, Anette Grønning & Henrik Merkelsen (2007): *Organisation og omverden. Grundbog i organisationskommunikation*. Frederiksberg: Forlaget Samfundslitteratur.

Cases

- Just, Sine Nørholm (2010): Jæger-bogen: I spin med eliten. In Merkelsen, Henrik (red.): *Casesamling til strategisk public relations*. Frederiksberg: Samfundslitteratur, s. 73-78.

Reports

- Finansrådet, DEA & CBS (2009): *Kampen om kompetencerne*, <http://www.finansraadet.dk/NR/rdonlyres/0D5CA354-7338-4AC8-9D37-B2FEBB86F63C/0/RapportKonference250309.pdf>.
- Just, Sine Nørholm & Mikkel Bülow Skovborg (2008): *Mangfoldighedsmanifestet – principper og praksisser for mangfoldighedsledelse*. DEA. http://dea.nu/filer/filer/Publikationer/DEA_mangfoldighed_WEB.pdf.
- Bülow-Møller, Anne Marie, Mie Femø Nielsen, Christian Koch, Bent Preisler, Ole Togeby, Torben Vestergaard & Sine Nørholm Just (2005): *Ordets magt – Humanistisk forskning i sprog og indflydelse*. Forskningsrådet for Kultur og Kommunikation, <http://fi.dk/site/forside/publikationer/2005/ordets-magt-humanistisk->

[forskning-i-sprog-og-indflydelse/ordets-magt-humanistisk-forskning-sprog-indflydelse.pdf](#).

Communication of research-based knowledge and participation in public debate

- Just, Sine Nørholm (2015): Suveræniteten er en illusion. In *Kommunikationsforum*, <http://www.kommunikationsforum.dk/artikler/Argumenter-i-debatten-om-EU-retsforbeholdet>.
- Just, Sine Nørholm (2015): Hvor meget solidaritet kan man få for en euro? In *videnskab.dk*, <http://videnskab.dk/blog/hvor-meget-solidaritet-kan-man-fa-en-euro>.
- Just, Sine Nørholm (2015): Alan Greenspans økonomiske retorik og retoriske økonomi. In *Retorikmagasinet*, no. 96, pp. 32-35.
- Just, Sine Nørholm (2014): En vampyr, en zombie og et spøgelse går ind i en bank... In *videnskab.dk*, <http://videnskab.dk/blog/en-vampyr-en-zombie-og-et-spogelse-gar-ind-i-en-bank>
- Just, Sine Nørholm (2014): Er EU en cykel eller en byggeplads? In *Retorikmagasinet*, no. 92, pp. 16-17.
- Just, Sine Nørholm (2014): Hvad rimer på konkurrence? Politiske og retoriske forskydninger fra velfærdsstat til konkurrencestat. In *videnskab.dk*, <http://videnskab.dk/blog/hvad-rimer-pa-konkurrence-politiske-og-retoriske-forskydninger-fra-velfaerdsstat-til-konkurrenc>.
- Just, Sine Nørholm (2014): Privatiseringsdiskursen kører på skinner. In *Kommunikationsforum*, <http://www.kommunikationsforum.dk/artikler/dong-og-privatisering-i-fremtiden>.
- Just, Sine Nørholm (2014): Debatten om DONG-salget afslørede en kløft mellem politikere og vælgere. In *Kommunen*, tirsdag 18. februar, p. 21.
- Just, Sine Nørholm (2014): DONG-salget: Hvad vægter mest – de økonomiske eller de moralske argumenter? In *videnskab.dk*, <http://videnskab.dk/blog/dong-salget-hvad-vaegter-mest-de-okonomiske-eller-de-moralske-argumenter>.
- Just, Sine Nørholm (2013): Den sproglige leg er super fly. In *Retorikmagasinet*, no. 90, pp. 14-15.
- Just, Sine Nørholm (2013): Angelas hænder. In *videnskab.dk*, <http://videnskab.dk/blog/angelas-haender>.

Just, Sine Nørholm (2013): Eurokrisen: Mellem politiske reformer og folkelige protester. In *IPmonopolet*, no. 18, pp. 14-15.

Just, Sine Nørholm (2013): 'Vi kan ikke tømme den engelske kanal'. In *Altinget*, <http://www.alinget.dk/eu/artikel/vi-kan-ikke-toemme-den-engelske-kanal-camerons-eu-tale-og-dens-konsekvenser>.

Just, Sine Nørholm (2012): Dronning Margrethe II – mere end en festtaler. In *Retorikmagasinet*, no. 86, pp. 8-9.

Just, Sine Nørholm (2012): Retoriker om åbningstalen: Man kunne hverken mærke Thorning eller Emil. In *Ræson*, <http://raeson.dk/2012/retoriker-om-abningstalen-man-kunne-hverken-maerke-thorning-eller-emil/>.

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Just, Sine Nørholm (2012): Velkommen til Merkolland. In *videnskab.dk*, <http://videnskab.dk/blog/velkommen-til-merkolland>.

Just, Sine Nørholm (2012): Hvad skal vi med formandskabet? In Dansk Magisterforening – faglighed og viden, <http://www.dm.dk/FaglighedOgViden/KomSprog/Artikler/HvadSkalViMedFormandskabet.aspx>.

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Just, Sine Nørholm (2011): Den uforfærdede forkynder. In *Retorikmagasinet*, no. 82, pp. 18-20.

Just, Sine Nørholm (2011): Hvad har grækerne nogensinde gjort for os? In *videnskab.dk*, <http://videnskab.dk/blog/hvad-har-graekerne-nogensinde-gjort-os>.

Just, Sine Nørholm (2011): Retorisk portræt af Helle: Den oprigtigt professionelle. In *Ræson*, <http://raeson.dk/2011/retorisk-portr%C3%A6t-af-helle-den-oprigtigt-professionelle/>.

Just, Sine Nørholm (2011): Retorisk portræt af Løkke: Den ustrategiske strateg. In *Ræson*, <http://raeson.dk/2011/retorisk-portr%C3%A6t-af-l%C3%B8kke-den-ustrategiske-strateg/>.

Just, Sine Nørholm (2011): Valgafstenen: Tabervindere og vindertabere. In

videnskab.dk, <http://videnskab.dk/blog/valgaftenstalen-tabervindere-og-vindertabere>.

Just, Sine Nørholm (2011): Så tykt som Marmite – nationale stereotyper som parodi og provokation. In videnskab.dk, <http://videnskab.dk/blog/sa-tykt-som-marmite-nationale-stereotyper-som-parodi-og-provokation>.

Just, Sine Nørholm (2011): Ministerrokade: Fra kompromisløse principper til provokerende populisme. In videnskab.dk, <http://videnskab.dk/blog/ministerrokade-fra-kompromisløse-principper-til-provokerende-populisme>.

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Just, Sine Nørholm (2009): Connie Hedegaard – danser med isbjerge. In *Retorikmagasinet*, no. 74, p. 6.

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Skovborg, Mikkel Bülow & Sine Nørholm Just (2009): En mangfoldig indsats lønner sig. In *Differens*, March 09, p. 7.

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Just, Sine Nørholm (2008): Traktatbøvl kan ramme klimatopmødet. In *Indblik.nu*, <http://www.indblik.nu/Velkommen-til-Indblik-Nu---uafhængigt-abonnementsbaseret-netmagasin-med-perspektiv/Oversigt/Artikel/2008/10/02/Traktatbøvl-kan-ramme-klimatopmødet>.

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