



Daniel Perrin

Course: The Art of Communication

Professor of Media Linguistics and Director of the Institute of Applied Media Studies IAM, Zurich University of Applied Sciences Winterthur (ZHAW), Switzerland
Ph.D., Applied Linguistics, Universität Bern

Daniel Perrin's research fields are media linguistics, text production, writing methodology, editorial quality management, and professional writing. He is the author of scientific and popular books and journal articles ([see http://www.iam.zhwin.ch/team](http://www.iam.zhwin.ch/team)) and has extensive experience as a trainer and instructor in communications for various companies in Switzerland, among them broadcasting and insurance companies as well as banks.