

# Junior Researcher Mentoring Programme

2023

<b>Code:</b>	JRMP2023_42
<b>School / Department:</b>	Department of English and Communication
<b>Name of Research Team Member(s):</b>	Dr Nate Ming Curran, Assistant Professor
<b>Research Topic:</b>	Advertising Language Learning: An Exploration of How Different Languages are Marketed on Online Language Learning Platforms
<b>Short Description of the Research Project:</b>	<p>This project will examine how online language learning platforms and their teachers advertise and market different languages to potential students. The research will focus on language branding, and the connections between marketing, culture, and language.</p> <p>The participating students will learn how to systematically analyse the websites and teacher-self-introduction videos of platforms such as Preply, AmazingTalker, italki, etc. They will watch teacher-self-introduction videos, and record pertinent information related to how teachers promote themselves. They will learn how to conduct basic qualitative and quantitative analysis, as well as learn about intercultural communication and explore notions such as “global citizenship” and interrogate the connections between language, culture, and identity.</p>
<b>No. of Places Offered:</b>	3
<b>Frequency of Meetings:</b>	Monthly

<b>Special Requirement(s):</b>	Nil
<b>Remarks:</b>	Participating students should be interested in foreign languages and cultures.

*\* The information presented above is subject to change.*