



ENGLink

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Contact for contributions or further information
about the articles: egadmin@polyu.edu.hk



Highlights

- ▶ **P.2 3rd International Symposium and Roundtable on Healthcare Communication**
- ▶ **P.5 Academic Staff Awarded First Book Prize**
- ▶ **P.6 New Publication by IRCCH Members**
- ▶ **P.8 Erasmus Mundus Exchange Experience**



Participants of the conference

The 9th International Conference of ASIALEX (25 – 27 June 2015)

The Department hosted the 9th International Conference of the Asian Association of Lexicography (ASIALEX 2015) from 25 – 27 June 2015. Under the theme of *Words, Dictionaries and Corpora — Innovations in reference science*, the conference attracted about 100 lexicographers, linguists, language professionals, and research students from Asia and worldwide to share information, knowledge and experience in reference science. It was a truly international event with participants from 23 countries and regions. The audience enjoyed 74 talks and presentations in seven areas: (1) dictionary and ELT, (2) dictionary compilation in the digital era, (3) the role of corpus in reference science, (4) dictionary, corpus and Asian languages, (5) multimedia and multifunction of dictionary, (6) dictionary and culture, and (7) terminology, phraseology and neologisms. Fifty-seven full papers were included in the conference proceedings, which was completed before the conference and could serve as a valuable source for the ASIALEX journal - *Lexicography*.

Professor Alexander Wai, Vice President (Research Development) of PolyU, gave a welcome speech at the start of the conference, followed by a vision talk by the ASIALEX President Professor Huang Chu-ren. The four keynote speeches were interesting and enlightening. Professor Sue Ellen Wright from the Kent State University, USA summarised the Community of Practice in terminology and lexicography; Professor Hilary Nesi of Coventry University in the UK analysed current dictionary user studies and suggested future directions; Professor Chan Sin-wai of The Chinese University of Hong Kong shared his experience in compiling a discourse-based bilingual dictionary; and Dr Hsieh Shu-kai from the National Taiwan University, Taiwan demonstrated how to retrieve and study neologisms from mega-data.

The conference elected the new ASIALEX Board (2015 – 2017); Prof. Huang Chu-ren and Dr Li Lan were re-elected. Manila and Guangzhou were announced to host the next two ASIALEX conferences in 2016 and 2017.

The delegates highly praised the logistic arrangements of the conference, especially the cultural trip to Wong Tai Sin Temple and Stanley led by the department volunteers.

Since the first conference was held in Hong Kong in 1997, this biennial conference has traveled around seven Asian countries in the last 18 years. It is our honour to bring the 9th conference back to Hong Kong. More details of the conference can be found at <http://asialex2015.engl.polyu.edu.hk>.



Keynote speech by Prof. Hilary Nesi



Keynote speech by Prof. Sue Ellen Wright



One of the parallel presentation sessions

3rd International Symposium and Roundtable on Healthcare Communication (27 – 29 June 2015)

The International Research Centre for Communication in Healthcare (IRCCH) organised the 3rd International Symposium and Roundtable on Healthcare Communication. Since the first Symposium and Roundtable was held in 2011, this biennial event has become an important platform for local and international practitioners, educators, academics, and leaders to share and discuss innovative practices, educational strategies, and cutting edge research that effectively promote compassionate healthcare, attention to core values, and skilled communication in different healthcare settings around the world.

Roundtable (27 – 28 June 2015)

With *Translational Research and Its Impact on Practice* as its theme, this exclusive meeting for IRCCH members allowed the participated healthcare leaders, researchers, educators, and practitioners to explore healthcare communication and relationships in a number of different settings around the world. Different IRCCH members gave 15-minute presentations to identify and describe resources and activities that could be utilised by IRCCH in terms of developing its research, knowledge production, education and consultancy functions. They also discussed translational research activities that could potentially benefit IRCCH.

Symposium (29 June 2015)

Under the theme of *Communicating for Compassionate Healthcare: Mobilizing Values to Practice*, leading local and international healthcare practitioners, academics, and researchers gave 14 presentations at the 3rd Symposium and has attracted over 100 participants. The IRCCH also launched its Asia-Pacific Healthcare Hub of Charter for Compassion International (CCI) during the Symposium. This exciting formal collaboration brings together CCI's worldwide alliance of healthcare partners working to instill compassion in all healthcare relationships and systems, and demonstrate IRCCH's ability to translate cutting edge communication research into best practice and training for safe and compassionate healthcare.



(From right) Professor Diana Slade, Director of IRCCH; Professor Christian M.I.M. Matthiessen, Director of IRCCH; Marilyn Turkovich, Interim Director of the Charter for Compassion; Professor Mary Spongberg, Dean of the Faculty of Arts and Social Sciences at the University of Technology Sydney; Dr Elizabeth Rider, Global Compassion Council on the Charter for Compassion; Professor Sophia Chan, Under Secretary for Food and Health of the HKSAR Government; Professor Ming-Sum Tsui, Associate Dean of the Faculty of Health and Social Sciences at PolyU; and Professor Diana Lee, Faculty of Medicine at The Chinese University of Hong Kong launch the IRCCH's Asia-Pacific Healthcare Hub of Charter for Compassion at the Symposium.



During the two-day Roundtable, IRCCH members actively discuss potential research opportunities in view of different situations around the world.



Dr Elizabeth Rider from Harvard Medical School gives a presentation about healthcare conversations as an ethical practice at the Symposium.



A panel discussion about patient experience is held during the Symposium and representatives from patients' organisations are invited to share their views.

Toastmasters International District 89 Spring Conference 2015 (22 – 24 May 2015)

This 3-day conference was held at PolyU with the Department as the supporting organisation. Toastmasters International is a nonprofit educational organisation with a history of 90 years teaching public speaking and leadership skills through a worldwide network of clubs. The Conference in 2015, with the theme of “Aligning the Stars”, provided a platform for participants to learn, grow and transform communication and leadership skills in their walks of everyday life. It has attracted over 800 members from China, Hong Kong, and Macau to participate and more than 100 PolyU staff and students were given free ticket to experience a top-tier conference and learn from the outstanding speakers and other participants.

Dr Clarice Chan, Research Assistant Professor at the Department, was invited to give a workshop in communication and leadership skills at the conference. The title of her workshop was “The Art and Economics of Persuasion”. Over 200 people attended the workshop.

Some students from our BA in English Studies for the Professions (BAESP) programme contributed to the organisation of this event by serving as Conference Assistants. They have gained valuable work experience. Below is the sharing from two students:



Dr Clarice Chan at the workshop.



Conference Chair Ms Mandy Lam (right) and Co-chair Dr F C Chan (left) organised a dinner after the conference to thank the effort of the students.

“ Working in Toastmasters International is one of the best memories during my university life. My team, responsible for drafting exhibition set-up proposal, was given great autonomy and, at the same time, great support from other experienced members. I can’t say I am an excellent leader like other chairs in the committee, but I can say for sure that after this internship I am a better leader than I used to be. ”

— **Cristina Lin, Year 2 BAESP student**



The working experience gained in this conference is an enjoyable and practical one for Beverly (second row, second from right) and other BAESP students.

“ I have gained a lot in this internship, in terms of professional communication and personal development. In this job placement, I have developed professional skills such as coordinating meetings, inviting performers, writing minutes, and oral communication skills. My supervisor Ms Mandy Lam (the Conference Chair) has also given us insights in workplace environment and provided us suggestion on how to be a good employee. This has further enriched my personal development. ”

— **Beverly Fu, Year 2 BAESP student**

Invited Workshop on Metaphor Use in Psychotherapy and Counseling (29 – 30 April 2015)

Dr Dennis Tay was invited to share his research findings on the use of metaphor in psychotherapy and counseling in the Chinese context in this two-day workshop organised by the Mental Health Education and Counseling Centre, National Huaqiao University, China. During the workshop, he also interacted with psychologists and counsellors based in the university and elsewhere, and discussed plans for future research collaboration.



Talk and Book Presentation by Italian Writer (3 June 2015)

Organised by the Italian Cultural Institute and Consulate General of Italy in Hong Kong and Macau in collaboration with the Minor in European Studies of the Department, Italian writer and historian Angelo Paratico presented his book *Leonardo da Vinci: A Chinese Scholar Lost in Renaissance Italy* at PolyU.

After several years of research, Angelo Paratico reached an astonishing yet very logical conviction: Leonardo Da Vinci was the son of a Chinese slave, Caterina. This book is the result of a careful historical investigation, which step by step reveals the mystery of Leonardo's life as if it were a modern thriller. It analyses and discusses Leonardo's oriental roots using all the evidence available: he was left handed and was in the habit of beginning his notebooks from the last page; he was a vegetarian; he had an almost Buddhist outlook on the world; his paintings show landscapes that are clearly derived from Chinese painters who had used them centuries earlier, are some of the arguments the writer uses to back up his main thesis. The book also does a wonderful job in revealing important historical aspects of renaissance. The event ended with a Q&A session with the author, where participants eagerly engaged in a fruitful intellectual conversation.



The event was opened by Professor Stephen Evans (second from left) and the Consul General of Italy in Hong Kong and Macau, Mr Antonello de Riu (middle).

Spanish Cultural Talk — Doing Business in Hong Kong - Doing Business in Spain (9 April 2015)

In this talk, Mr Alfonso Ballesteros Martinez, Secretary General at Spanish Chamber of Commerce in Hong Kong talked about the issues that Spanish companies might encounter when doing business in Hong Kong and difficulties that Hong Kong companies might experience in Spain. He also introduced the upcoming Spanish event "La Feria", the largest event of the Chamber for the year. The Spanish Chamber of Commerce in Hong Kong is a nonprofit private entity that draws its members from both Hong Kong and Spain. Their members are corporations and individuals dedicated and involved in the promotion of commercial, economic and industrial relations between Spain and Hong Kong.

Admission Strategies for JUPAS Applicants (16 May 2015)

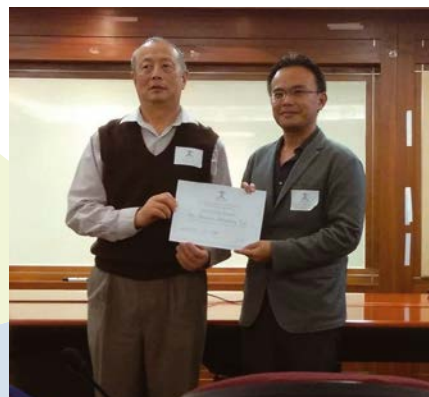
The event aimed at helping JUPAS applicants to obtain more information about different PolyU programmes to re-prioritise their choices before the release of HKDSE results. During that day, consultation sessions for the Major in BA in English Studies for the Professions (BAESP) programme were arranged. Some BAESP students also acted as student ambassadors and shared their study experience and university life with the visitors. The event was previously known as PolyU Consultation Day for JUPAS applicants in previous years and it was revamped this year with a more targeted approach to help the JUPAS applicants to apply to PolyU.



Academic Staff Awarded First Book Prize

In the 2013 – 2014 Hong Kong Academy of the Humanities' (HKAH) First Book Prize, Dr Dennis Tay is awarded the prize of Outstanding Finalist while Dr Mable Chan is a Finalist. They were both presented an award at the presentation ceremony on 18 May 2015.

Dr Tay's book, entitled *Metaphor in psychotherapy. A descriptive and prescriptive analysis* is published by John Benjamins in the Metaphor in Language, Cognition, and Communication series in 2013. The prize reviewing committee finds that he writes with admirable clarity, economy, and precision, and that he argues cogently and convincingly for the function of metaphors in the change of mental perspective or behaviour. Overall the work produces compelling evidence that metaphor research has application to the metaphoric ideation and development figuring in the 'talking cure' of psychotherapy.



Dr Dennis Tay (right) receives the award from Professor Shi Dingxu, Fellow of HKAH.



Professor Huang Chu-ren, President of HKAH, congratulates Dr Mable Chan for her achievement.

Published in 2013 by Peter Lang under the Linguistics disciplines, Dr Chan's book is entitled *Acquisition of "be" by Cantonese ESL learners in Hong Kong and its pedagogical implications*. The prize reviewing committee has the following comments: "It offers a well-written and judicious survey of the relevant literature, with an incisive survey of the relevant frameworks and an analysis of their strengths and weaknesses, and then moves on to a carefully plotted set of empirical investigations. The conclusion is carefully crafted, it avoids hyperbole and its theoretical claims are well grounded in the empirical work. The book is written in clear and precise language, and demonstrates an orderly and thoughtful mind at work."

Academic Staff Gives Talk in Teacher Training Programme

Ms Angela Tse was invited by United International College of Beijing Normal University – Hong Kong Baptist University in Zhuhai to give a talk on 30 May 2015 to about 100 teachers in a teaching training programme. The programme is funded by the Zhuhai Education Bureau, aiming at polishing the teaching skills of local English teachers in key primary and secondary schools. Employing "Scaffolding Knowledge through Task-based Learning" as the theme, Ms Tse explained how drawing on learners' previous learning experience helps teach English as a second language and enhances learners' confidence. She also demonstrated to the participants some practical pedagogical tasks which can help students learn and use English in a real-life context. All participants attentively listened to the talk and actively involved in the tasks demonstrated. The participants also raised questions regarding the teaching practice of English in Hong Kong after the talk and showed interest in the education system in Hong Kong and the relevant teacher training offered by our Department.



Business English Resource Book Shortlisted for ELTons Award 2015

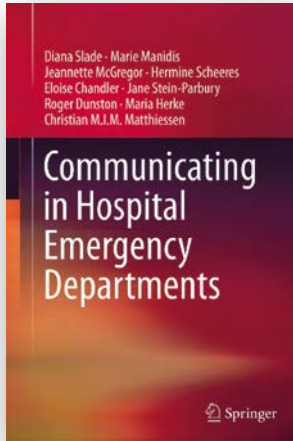
New Ways in Teaching Business English, a resource book for business English teachers co-edited by Dr Clarice Chan and Evan Frendo, was shortlisted for this year's prestigious British Council ELTons Award in the category "Innovation in Teacher Resources". The book contains a wealth of teaching ideas specifically selected to represent the diversity that is driving innovation in business English teaching today. It incorporates key trends and recent developments in the

field of business English and provides business English practitioners with ideas to make their teaching more creative, effective and research-informed.



Dr Clarice Chan at the awards ceremony.

News on the International Research Centre for Communication in Healthcare (IRCCH)



1. New Publication: Communicating in Hospital Emergency Departments

The book is a concerted effort by a special team of members from IRCCH: Diana Slade, Marie Manidis, Jeannette McGregor, Hermine Scheeres, Eloise Chandler, Jane Stein-Parbury, Roger Dunston, Maria Herke, and our Chair Professor Christian M.I.M. Matthiessen. It was conceived in response to the increasing recognition of the central role of communication in effective healthcare delivery, particularly in high-stress contexts such as emergency departments (EDs). Over a three-year period, the research team investigated communication between patients and clinicians (doctors, nurses and allied health professionals) in five representative EDs. Drawing on authentic examples of communication within the EDs, the book provides detailed, comprehensive communication strategies for healthcare professionals that can be readily transferred and integrated into everyday practice.

On 25th June 2015, an official book launch of this book was conducted at the Hong Kong Museum of Medical Sciences, in conjunction with the Conference Reception of 13th Communication, Medicine, and Ethics (COMET) 2015, organised by the University of Hong Kong.

2. IRCCH Seminar Series — Mentoring, modelling and self-managing in medical practice: making explicit the discourse strategies clinicians use to promote — or inhibit — on the job learning (23 June 2015)

Being a health communication Research Fellow at the University of Technology Sydney, Australia, Dr Suzanne Eggins is aware of little linguistic research showing how — or whether — the mentoring by senior clinicians to junior doctors during their extended internship and registrar periods is achieved in interaction. In this seminar, she reviewed a sample of interactions between doctors recorded in an Australian public hospital to investigate the discourse behaviours through which clinicians promote — or fail to promote — opportunities to learn. Drawing on her background as a critical social-functional discourse analysts, she identified both other-initiated and self-initiated strategies that include didactic instruction, corrective reasoning, collaborative exploration, self-correction, copying and modelling.



3. IRCCH Seminar Series — Using Python and SFL to investigate language change in an online support group (18 June 2015)

In this talk, Daniel McDonald, a PhD student from the Linguistics and Medical Schools at the University of Melbourne, Australia, demonstrated methods and findings from his PhD thesis research, which focusses on language change over the course of membership in an online support group for bipolar disorder. He highlighted the affordances of computational and programmatic approaches to systemic-functional and healthcare communication research, as well as current shortcomings in available computational resources for doing functional linguistic work. Daniel is attached to PolyU and IRCCH as a visiting PhD student for three months until early September.

BAESP Student Awarded as Winner of Young PR Professionals Competition

BA in English Studies for the Professions (BAESP) final year student Abby Cheng is named the winner of the 2015 Young PR Professionals Competition (student category) organised by the Council of Public Relations Firms of Hong Kong (CPRFHK). According to the organiser, Abby's submission around a fictitious anti-drinking campaign for Hong Kong's youth demonstrated a deep knowledge of the local public relations landscape and an exceptional understanding of various media channels.

This achievement shows once again our students are able to apply what they have learnt to demonstrate they are a highly effective communicator in English. Below is the sharing from Abby on her participation in this competition:

“ I have always been passionate about the communications industry, inspired by industry leader Richard Edelman and BAESP courses taken at PolyU. Under the encouragement of my colleagues in Text100, I decided to enter CPRFHK's Young PR Professionals Competition. I'm asked to write a 6-month anti-binge drinking PR campaign, targeting post-90s / young professionals like us. In coming up with the idea, I knew I had to employ an approach that was both fun and engaging and would appeal to the target audience. So I settled on a party theme and named the proposal 'Soberock', a term combining 'sober' and 'rock', to convey a positive attitude of enjoying alcohol responsibly. An integrated approach is adopted to celebrate the premise of '*we can still party rock without drinking till we drop*', which includes traditional public relations efforts, pop-up events, KOLs' testimonials, social media and digital strategies. Joining this competition is undoubtedly a valuable experience that helps prepare and kick start my career in the communications industry. ”

Abby got a job from a PR agency soon after she finished her study in May 2015. We believe she will continue to pursue her dreams and wish her all the best in her career!



Abby develops a high interest in the communications industry from the BAESP programme.



Abby and other award recipients celebrate the achievement they made.

2nd Mentorship Programme Activity: Dialogue in the Dark Tour (25 April 2015)



As the second activity in the 2014-15 academic year, the programme took the participants to the Dialogue in the Dark Exhibition in Mei Foo of Kowloon and experienced a unique journey to let them sense their daily life in a different way. In the tour, everyone visited five different authentic settings. They were guided by a professionally trained visually-impaired tour guide through the 75-minute exhibition. Through the exchanges with the tour guide, participants were able to appreciate the world without light, and learn that even without vision, the world is still a beautiful place. This was indeed a unique and unforgettable journey that brought them not only fun, but also excitement.

Unparalleled Overseas Study Experience via Erasmus Mundus Programme — Sharing by Erica Tang, MAELT Student

My study at PolyU is incontestably the most remarkable and rewarding experience in my life so far. The Department has played a vital role in my intellectual pursuit because it is the first institute that I received my tertiary education and the place where I accomplished my postgraduate studies after serving as a language teacher for a few years.

The MA in English Language Teaching (MAELT) programme has equipped me with the theoretical underpinnings of English language teaching in addition to practical professional development in curriculum planning and assessment.

In my second year of study, I was granted an offer for an European exchange scholarship through Erasmus Mundus. I continued my master study and engaged in intercultural exchange in Spain from September 2014 to June 2015. The 10 months' immersion was the most unparalleled experience in my life as my eyes were in a never-ending discovery mode during my exchange. I was given vast

opportunities to observe how English is taught in some European communities and performed academic discussions with Spanish professors and students. I met a lot of friends from various parts of the world and we learnt about each other's distinctive culture. I embraced the unique way of life in Southern Europe and have travelled to many European cities during the holidays.

The Erasmus exchange is definitely the most remarkable experience in my life. Such an unprecedented experience has caused huge impact on how I perceive life – this is an unexpected but valuable asset that I have gained from the MAELT programme. I would like to once again deliver my sincere gratitude to PolyU and all the staff members from the Department.

(Erica will complete her MAELT programme after the summer semester and graduate in the coming October.)



In the Language Centre of the University of Seville, Erica (first row, right) audited the C1 English class to observe how English is taught among the Spanish-speaking communities.



Erica makes a visit to Gibraltar with Erasmus Student Network. It is a place located on the southern end of the Iberian Peninsula and is currently a British overseas territory.

Alumni Reunion Dinner (12 June 2015)

The Department of English Alumni Association (DEAA) organised an Alumni Reunion Dinner under the theme of 'Eat, Drink and Be Merry'. About 50 alumni and academic staff joined this occasion and they were glad to catch up with their previous classmates and teachers. The Alumni Affairs and Development Office (AADO) has also sponsored prizes for the game and lucky draw sessions which brought additional joy to all the participants. This is the first event organised by the new DEAA executive committee. They have also planned another alumni talk to be held before the end of 2015.



The great food and prizes bring lots of happiness but the most valuable part is meeting and talking with friends and teachers.

