

ENGLink

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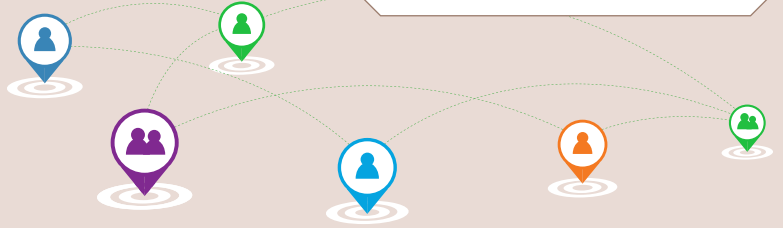
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HIGHLIGHTS

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PLACE Camp 2018 – Exploring BAESP (19 July 2018)



Professor Kathleen Ahrens (front row left) and Dr Dennis Tay (front row right) welcome students to the full-day activity organised by the Department.

The PolyU Language and Culture Exploration (PLACE) Camp organised by the Faculty of Humanities (FH) was held from 17 – 20 July 2018. This was the second year that FH organised the camp. This year, the camp attracted 100 secondary/high school students from Hong Kong and other parts of the world, including Bangladesh, Cambodia, Malaysia, and Taiwan. The Camp provided participants with the opportunity to experience university student life at the Faculty. Our BA (Hons) in English Studies for the Professions (BAESP) programme offered a one-day activity on 19 July for participating students to gain hands-on experience and knowledge about different aspects of English language.

Three practical workshops were held in the morning: **“Modern fashionable language in English”**, **“How language betrays our emotions”**, and **“When silence is not golden: Communication disorders in children and adults”**. In the afternoon, our BAESP students discussed their study experiences at a sharing session in addition to two other workshops, which were **“How do you communicate across cultures?”** and **“We’re all linguists... aren’t we?”**.

Through the camp, participants gained valuable insight into the fields of English and linguistics. They also met new friends from various local and overseas schools and were able to interact with and learn from our helpful and friendly teachers and staff.



Professor Louise Cummings introduces different ways in which communication can become impaired for many children and adults and shows treatments used to help them improve their communication skills.



Dr Amy Suen presents major aspects of communication styles across cultures to students and demonstrates methods of ensuring effective intercultural communication within diverse teams.



BAESP Year 4 student Candice Lau (in white t-shirt) and Lois Chiu share how the knowledge they acquired from the programme benefits their overseas study and work experience.

Orientation Events for the New Academic Year

The Department arranged two orientation activities to help students begin the 2018-19 academic year smoothly:

1 Programme Orientation for MA Students (1 September 2018)

Around 40 new students from the MA in English Studies for the Professions (MAESP) programme took part in this afternoon activity. Programme Leader Dr Christopher Jenks introduced the programme and the Department to new students, allowing students to understand key areas, including the programme curriculum, the Academic Support Programme, auditing of subjects, and study pathways in the Department. Dr Jenks also answered questions from students about the programme. The activity concluded with a library orientation session conducted by a colleague from the Library. To help support their study, students were shown how to use the many resources available to them in the library.



Dr Christopher Jenks explains the various aspects of the MAESP programme to new students.

2 Programme Orientation for BA Students (13 September 2018)

Students new to the BA in English Studies for the Professions (BAESP) were given an overview of the programme curriculum structure and study pathways during the orientation. Following this, students had an opportunity to meet some of the academic staff who will be teaching them in the coming years. Students were then introduced to the different programmes available to them during their study, including overseas exchange, service learning, and Work-Integrated-Education (WIE). Student representatives were also selected during the activity.



Department Head Professor Hans Ladegaard introduces the Department to the new BAESP students.

Digital Marketing Workshop for Undergraduate Students (26 – 27 September 2018)

The Department's Minor in European Studies collaborated with the Dutch watch and jewellery brand CLUSE to offer a free 2-day Digital Marketing Workshop to all PolyU full-time undergraduate students.

The workshop was delivered by CLUSE senior marketing professionals and helped students learn how to manage, measure and optimise advertising on social channels like Facebook and Instagram. Students also had the chance to create their own campaign and content and received first-hand insight and feedback from the workshop speakers.



Madelon Altena-Bogers, Marketing Director of CLUSE, shares with students how a company develops and markets a brand.

Departmental Seminar



Can you spot a liar? Current research on deception cues and game-based training to detect them (10 September 2018)

Most forms of traditional training that attempt to teach people the correct cues of deception fail and may even cause reactance, which produces accuracy scores that are worse than those without training. In this seminar, Professor Norah Dunbar from the University of California, Santa Barbara, USA explained that humans are resistant to training that can decrease their reliance on heuristics and biases, especially in deception detection. Prof. Dunbar and her team created a digital game, "Veracity Education and Reactance Instruction through Technology and Applied Skills" (VERITAS), which helps train users to detect lies and deception. This has shown that digital games can be effective for overcoming resistance to learning and in changing people's decision-making behaviours. Prof. Dunbar also suggested that game-based training can be beneficial in helping people overcome their automatic reliance on incorrect cues, stereotypes, or "gut" reactions that can be so misleading.

Research Publishing Workshops for Postgraduate Research Students (14 & 28 September 2018)

The Department's Effective English for Postgraduate Research Students (EEPRS) programme organised two workshops about research publishing for PolyU postgraduate research students.

The first workshop entitled "Publishing your research: Abstract, introduction and literature review" took place on 14 September. It discussed the purpose and structure of the introduction of an abstract in a research article and, in particular, the strategies expert writers employ to demonstrate the need for their research and to highlight its value, relevance and significance. The workshop also looked at the literature review and the role of linguistic features of integral and non-integral citations.

The second workshop on "Publishing your research: Methodology, findings, discussion and conclusions" was held on 28 September. This workshop focused on the structure and linguistic features of the methods sections of research articles. The functions and features of the results and discussion sections were also examined. Issues related to the concluding sections, such as highlighting the significance of the study and acknowledging methodological limitations, were also discussed.

EEPRS is an advanced academic English programme launched in September 1998 by the Department. It provides two English courses that help full-time PolyU MPhil and PhD students deliver effective conference presentations and publish in reputable journals. It also offers one-to-one mentoring sessions that help these students improve their academic writing. More information about EEPRS and its services can be obtained from: <https://www.polyu.edu.hk/engl/event/eeprs>



As a well-known and experienced researcher, Professor Martin Warren provides students with a clear approach toward preparing a research publication at the two workshops.



Dr Victor Ho, Programme Leader of the Minor, introduces the programme to a group of students from BSc in Engineering Physics in one of the class visits.

New Minor Programme – Minor in English Communication

The new Minor in English Communication (for Science and Engineering Disciplines) aims to systematically develop the English language and communicative competence of PolyU science and engineering students for the multilingual and multicultural workplace of the 21st century. It also provides an opportunity for them to focus on a variety of written, spoken and multimodal business and professional discourse types and genres in English. The minor is designed to provide students with optimal access to the globally expanding world of media and modern communication practices in the fields of science and engineering.

Given the nature of their chosen disciplines, the kind of English that PolyU science and engineering students are proficient in may be limited to a highly technical form with which they acquire and construe knowledge. While students may find technical English adequate for their study, they will also need to demonstrate a reasonably high proficiency in non-technical English upon entering into their chosen professions. This presents an opportunity for the Department to supplement their English repertoire and raise their English proficiency by offering a new Minor programme that (1) consolidates/enhances their basic essential English knowledge and skills, and (2) enables them to communicate effectively in a variety of business and professional contexts in our increasingly multilingual and multicultural workplace using different forms of English and communication skills.

With the support of the faculties and departments concerned, the new Minor programme has been introduced to these science and engineering students through a video about the Department, posters and flyers showing highlights of the programme, and a total of 12 class visits.

Academic Staff Elected as President of Hong Kong Academy of Fellows

Professor Kathleen Ahrens was elected President of the Hong Kong Academy of Fellows for 2018-2019. Made up of approximately fifty peer-elected members, the Academy was established in April 2011 to provide recognition of excellent scholarly achievement in the humanities in Hong Kong, promote enhanced appreciation of the value of the humanities, and provide a platform for advocacy on behalf of the humanities. As part of its mission, the Academy promotes a “First Book Prize” for young scholars each year. The deadline is 31st January 2019. For more information, please visit:

<http://www.hkhumanities.hk/>



Hong Kong Academy of the Humanities
香港人文學院



Plenary Speech Delivered at the 17th Symposium on Second Language Writing (2 – 4 August 2018)

Professor Hu Guangwei gave a plenary speech on *A testing time for testing L2 writing: A proposal for a construct redefinition* at the 17th Symposium on Second Language Writing, which took place at Simon Fraser University and the University of British Columbia in Vancouver, Canada.

The unprecedented geographical and domain spread of English in the contemporary world has cemented its status as the most widely-learned and used L2. The changing demographics of English learners/users and the diverse contexts of English use have turned the present era into a testing time for assessing proficiency in English as an L2. Various proposals informed by the World-Englishes paradigm have been made to reconceptualize the construct of L2 English proficiency. Although writing competence is an important part of general language proficiency, these proposals have generally passed over L2 English writing assessment, presumably because written English is widely perceived to be conservative with respect to linguistic norms. In this presentation, Prof. Hu argued that the assessment of L2 English writing needs to grapple with the same thorny issues prompting a reconceptualization of L2 English proficiency more generally. In an effort to stimulate debate and research, Prof. Hu discussed several principles informing recent proposals to redefine L2 English proficiency and explored their relevance to a construct redefinition of L2 English writing competence.

New Director of the Research Centre for Professional Communication in English



Professor Kathleen Ahrens was appointed Director of the Research Centre for Professional Communication in English (RCPCE) on 1 September. One of RCPCE's major areas of knowledge transfer is in the area of corpus-based research in English in the greater Hong Kong context. You may find links to the RCPCE corpus resources on the newly updated webpage at: <http://rcpce.engl.polyu.edu.hk/rcpce/index.html>.

For questions on how to use the search functions on the site, requests to download a particular corpus, or requests for collaboration, please contact RCPCE through the "Contact Us" page on the RCPCE website.

The Stephen Evans Best Thesis Award and Best Paper Award

The Department has introduced two scholarships for its PhD students, namely The Stephen Evans Best Thesis Award and The Stephen Evans Best Paper Award, in recognition of the contributions and achievements of the late Professor Stephen Evans, former Associate Head of the Department.

A presentation ceremony was held on 31st August to present the awards for the 2017-18 academic year to the following PhD students:

The Stephen Evans Best Thesis Award

Student Name	Title of thesis
Leo LIU	Examining syntactic complexity in EFL academic writing
Jamie MCKEOWN	Gendered use of metadiscourse in the workplace email of British marketing professionals

The Stephen Evans Best Paper Award

Student Name	Title of paper
Blair JIN	Small talk in medical conversations: Data from China



Mrs Evans (middle) and Prof. Bernadette Watson present the award to Leo.



Mrs Evans and Prof. Watson present the award to Jamie.



Mrs Evans and Prof. Watson present the award to Blair.

Recent Research Publications

Ho, V. (2018). Exploring the effectiveness of hotel management's responses to negative online comments. *Lingua*, 216, 47-63.

Hu, G., & Liu, Y. (2018). Three Minute Thesis presentations as an academic genre: A cross-disciplinary study of genre moves. *Journal of English for Academic Purposes*, 35, 16-30.

Ladegaard, H. J. (2018). Codeswitching and emotional alignment: Talking about abuse in domestic migrant worker returnee narratives. *Language in Society*, 47(5), 693-714.

Lin, P. (2018). *The prosody of formulaic language: A corpus-based approach*. London: Bloomsbury Academic/Continuum.

Tay, D. (2018). *Time Series Analysis of Discourse. Method and Case Studies*. New York: Routledge.

BAESP Students Appointed as PolyU Student Ambassador

BAESP Year 3 student Kallie Ho and Year 4 student Ingrid Leung have been appointed as PolyU Student Ambassadors for the year 2018-19. In the coming year, they will actively participate in various promotional activities organised for secondary school teachers, students and their parents, as well as the general public. They will share their first-hand experiences in going through the admission selection process with prospective applicants and will showcase a positive image of PolyU students as being knowledgeable, helpful, confident and dynamic. The programme is organised by the Academic Secretariat, and 20 students from different academic departments were elected as Student Ambassadors this academic year.



Kallie (left photo) and Ingrid receive the appointment letter from Professor S.L. Ho, Associate Vice President (Academic Support) and Academic Secretary.



WIE Book Prizes for Students with Outstanding WIE Performance

The Department awarded book prizes to two BAESP students with outstanding WIE performance in 2017-2018. The awardees shared their internship experiences below:

“ I had the most fruitful and eventful six weeks during my internship in Berlin. The art space SAVVY CONTEMPORARY focuses on African, Asian and Western art, and connects different perspectives on a wide variety of subject matters, including colonialism, heritage, and media. SAVVY has established an extensive network with artists and intellectuals at home and abroad through permanent pillars and temporary exhibitions, and the internship has introduced me to the practices of archiving and curating through my research and editing tasks. Working among aspiring artists and curators has given me more insight into the international art scene and the prerequisites in pursuing a career in the industry. ”

“ It was definitely a memorable experience working in a marketing research and consultancy company named N-Dynamics in Shanghai. As a member of the research team, my duties included doing desk research before starting a project, translating the screener and interview result, and inputting and analysing the data. Before working in this company, I only had a basic understanding of marketing. However, I learnt a lot about the practical operations in the marketing industry through this internship. My supervisors were willing to help and keep a close relationship with the interns. They still keep in touch with me after the internship. This was really a valuable opportunity for me to prepare for my career path. ”



Karen Wong,
Year 4 BAESP student



Crystal Wong,
Year 3 BAESP student