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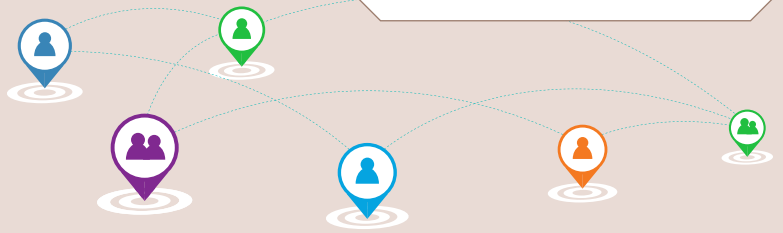


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HIGHLIGHTS

- **P.2** Workshop on Narratives of Identity
- **P.3** Academic Staff Wins Outstanding Article Award
- **P.5** New Book on Business Communication
- **P.6** PhD Graduate Gives Keynote Speech at Luxury Symposium



Summer Programme for Local Secondary School Students (10 July 2019)



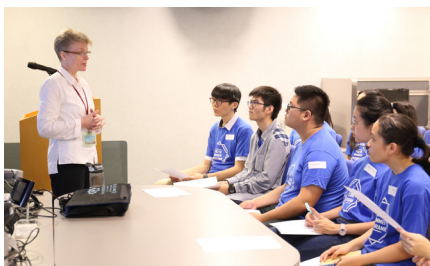
BAESP Programme Leader Dr Dennis Tay (first row, second from left) and the teaching team are happy to see this group of students show interest in English.

The Department organised a one-day summer programme on 10 July, and 24 students from 16 secondary schools participated. Under the theme of "Discover the Science of English", the programme aimed at allowing students to learn English communication skills to solve real-world problems effectively in local and global multilingual settings and discover how language can be studied scientifically. These are distinctive features of our BA (Hons) in English Studies for the Professions (BAESP) programme, and the Department hopes a better understanding of the programme will attract more students to apply.

Participating students gained valuable hands-on experience and knowledge about applying English communication skills in different situations and cultures through three practical workshops, namely "**When silence is not golden: Communication disorders in children and adults**", "**How do you communicate across cultures?**" and "**Multilingualism in the city**". A BAESP graduate of 2018, Hanna Omila, gave a sharing session on how the study experience and student life at PolyU shaped her global outlook and professional communication skills.

More than 80% of the students enjoyed the programme and indicated they would recommend it to their friends.

The event was part of the PolyU Summer Programme 2019, which was coordinated by the Secondary School Relations Section (SSRS). The aim of the programme was to promote PolyU and its undergraduate programmes to local secondary school students.



Prof. Louise Cummings explains some of the treatments that are used by speech and language therapists to help improve communication skills for children and adults with communication disorders.



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



Mr Max Diaz uses many questions and examples to arouse the interest of the students and demonstrate that multilingualism can be found in their everyday lives.

AASP-IALSP Workshop on “Narratives of Identity: Bridging the Divides” (7 – 9 July 2019)

The Department hosted the Asian Association of Social Psychology (AASP) and the International Association of Language and Social Psychology (IALSP) Workshop entitled “Narratives of Identity: Bridging the Divides – an AASP/IALSP Task Force”. The Host organisers were Professor Bernadette Watson and Ms Ivy Wu of the Department. The aim of the Workshop was to bring early and mid-career researchers from the two organisations to collaborate and develop projects which can be presented at the International Conference for Language and Social Psychology (ICLASP), which is being held in June 2020 at The Hong Kong Polytechnic University (PolyU).



Participants at the symposium

Twenty-two academics from Asia, Australasia, and the United States were organised into 3 research streams. Stream One, “Bridging the divide in healthcare”, was led by IALSP President Prof. Liz Jones and Prof. Bernadette Watson, Director of the International Research Centre for the Advancement of Health Communication (IRCAHC) at PolyU. Stream Two, “Bridging the divide in intergroup relations”, was led by Prof. James Liu, a past-President of AASP, and Dr Sammyh Khan from Keele University, UK. Stream Three, “Bridging the divide in personal well-being across cultures”, was led by Prof. Michael Bond from PolyU and Dr Vivian Lun from Lingnan University.

Orientation Events for the New Academic Year

The Department arranged two orientation activities to help students begin the 2019-20 academic year smoothly:

1 Programme Orientation for MA Students (31 August 2019)

Around 80 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. He gave an overview of each of the four specialisms of the programme, which are English Language Arts, English Language Studies, English Language Teaching, and English for the Professions. He also introduced other key areas, including 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. Students were introduced to the many resources available to them in the Library to support their studies.



New students listen to Dr Christopher Jenks explain how to plan their studies.

2 Programme Orientation for BA Students (16 September 2019)

The orientation was for Year 2 students who will major in our BA in English Studies for the Professions (BAESP) in the coming three years. They were in the Broad Discipline of Language, Culture, and Communication (BDLCC) in the previous academic year. They were given an overview of the programme curriculum structure of the BAESP and its study pathways. 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 studies, including overseas exchange, service learning, and Work-Integrated-Education (WIE). Student representatives were also selected during the activity.



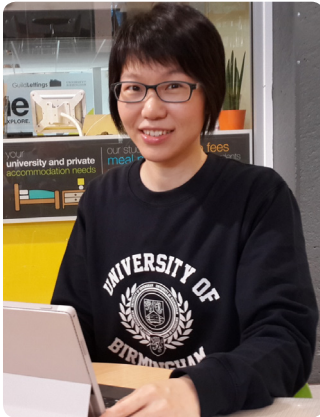
Department Head Prof. Hans Ladegaard welcomes the new BAESP students to the Department.

Departmental Seminar

Doctoral Research in TESOL: Opportunities and Challenge (16 September 2019)

The field of TESOL has witnessed an exponential growth of research activities, including those undertaken by doctoral students. While some of these budding scholars make it to the top through hard work, others find it a constant struggle to get their research published and recognised by the academic community. As a Professor and Chair in the Department of Curriculum and Instruction of the Faculty of Education at the Chinese University of Hong Kong, Professor Icy Lee used her own experience as a doctoral supervisor and shared her analysis of the opportunities provided by doctoral research, as well as its challenges. She also explained the implications of these for both doctoral students and supervisors.





Academic Staff Wins Outstanding Article Award

Our Dr Clarice Chan's paper titled "Proposing and illustrating a research-informed approach to curriculum development for specific topics in business English", published in *English for Specific Purposes*, has won an Outstanding Article Award from the Association for Business Communication (ABC), USA. The Award honours well-written and engaging papers that contribute significantly to scholarship and demonstrate originality of thought and careful investigation. ABC's Publication Board was "highly impressed" by Dr Chan's work and thanked her for contributing significantly to the business communication literature.

In the paper, Dr Chan proposes an approach to curriculum development for specific business English topics whereby existing research is consulted to determine the *what* and the *how* of modules on the topic of business meetings. The article illustrates how insights from existing research, in particular, studies related to business English discourse and second language pedagogy, can be applied to needs analysis and course design, ultimately benefiting learners by research-informed courses and materials, and strengthening the link between research and pedagogy. The research-informed approach proposed and illustrated in the paper can be applied to other business communication topics.

More details about Dr Chan's award-winning paper can be found at:
<https://www.sciencedirect.com/science/article/pii/S0889490617302569>



Connecting with Africa – Academic Visit to Ghana (28 July – 10 August 2019)

This summer, our Chair Professor Christian Matthiessen and his *PolySystemic Research Group* made an outreach to Tarkwa, Ghana, for a two-week intensive academic visit to three universities across three cities. His keynote speech at the 12th Linguistics Association of Ghana Annual Conference (LAG 2019), held at the University of Mines and Technology, Tarkwa, was captured by Ghana's state television, GTV. Prof. Matthiessen was also made an Honorary Member of LAG in honour of his contributions to linguistics and made a mentor of the SFL Special-Interest Group that was established to commemorate his historic visit. This group will potentially serve as a link between universities in Ghana and PolyU.

At the PolySystemic Symposium held at the University of Cape Coast, Prof. Matthiessen introduced his new Registerial Cartography framework for text analysis to over 160 audience members from across multiple universities. At the University of Ghana, located in the capital city of Accra, he gave a seminar on SFL theory and applications. He was also appointed a permanent External Advisor to the Department of English. Prof. Matthiessen was accompanied by some PhD students of the Department.



Prof. Christian Matthiessen gives his keynote speech at the 12th Linguistics Association of Ghana Annual Conference.

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 30 August to present the awards for the 2018-19 academic year to the following PhD students:

The Stephen Evans Best Thesis Award

Student Name	Title of thesis
Dr Blair JIN	Doctor-patient communication and patient satisfaction: An exploratory study of the similarities and differences between traditional Chinese medicine and Western medicine practices in mainland China

The Stephen Evans Best Paper Award

Student Name	Title of paper
Mark NARTEY	"We must unite now or perish!" Kwame Nkrumah's creation of a mythic discourse



Mrs Evans presents the award to Blair.



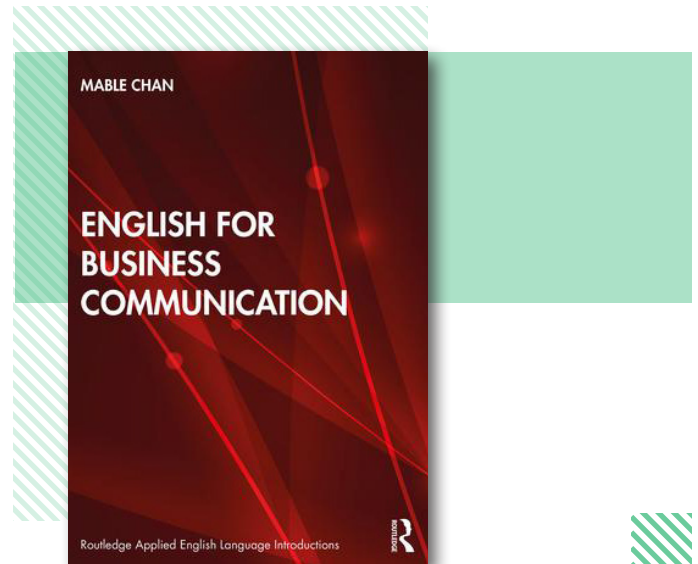
Mrs Evans presents the award to Mark.

Academic Staff Publishes New Book on Business Communication

Our Dr Mable Chan has finished a book with Routledge called *English for Business Communication*, which is a research-based book covering not just spoken and written communication in the workplace but also the use of Enterprise Social Media (ESM). Based on up-to-date research in business communication and incorporating an international range of real-world authentic texts, this book deals with the realities of communication in business today. It goes beyond the traditional coverage of business English to provide a broad and practical textbook for those studying English in a workplace setting.

In a review by Professor Roger Hawkins of University of Essex, Prof. Hawkins mentioned Dr Chan has produced a volume that has both breadth and depth and would offer a wide range of readers the main tools for communicating in English appropriately and effectively.

More information about the book and instructions for pre-ordering can be found via this link: <http://bit.ly/2SOWaN6>



Research on SFL and Health Communication Shared at Conference in Portugal

Professor Christian Matthiessen teamed up with Dr Kaela Zhang and Dr Locky Law, two of our recent PhD graduates, and gave two talks on Systemic Functional Linguistics (SFL) and healthcare communication at the European Systemic Functional Linguistics Conference (ESFLC2019), which took place in Leiria, Portugal from 1 – 5 July 2019. The talks were titled *100 stories that shaped public health: A corpus-based rhetorical-relational analysis* and *A comparison of professional medical consultations and dramatized ones* respectively.

The third presentation by Prof. Matthiessen, in collaboration with our PhD student Joseph Coffie, further addressed the issue of SFL application, and was titled *“Rise to the occasion”: A multimodal systemic functional analysis of ‘Kalahari Bitters’ television commercials*. Prof. Matthiessen also participated in a roundtable on multimodality to discuss studies on multimodality and to pay his tribute to Gunther Kress – a friend of his and a distinguished scholar on multimodality that passed away suddenly before the conference.



Prof. Matthiessen presents his paper in one of the parallel sessions of the conference.

Recent Research Publications

Ahrens, K. & Chung, S. F. (2019). Research on metaphors in Chinese. In Chu-Ren Huang, Zhuo Jing-Schmidt, and Barbara Meisterernst (Eds.), *The Routledge Handbook of Applied Chinese Linguistics*. Routledge.

Chan, C. S. C. (2019). Long-term workplace communication needs of business professionals: Stories from Hong Kong senior executives and their implications for ESP and higher education. *English for Specific Purposes*, 56, 68-83. doi: 10.1016/j.esp.2019.07.003

Stell, G., & Robert F. (2019). Intergroup dynamics and variation in postcolonial ESL varieties: A preliminary view of Namibian English vowel systems. *English World-Wide*, 40(2), 144-169.

PhD Graduate Gives Keynote Speech at Luxury Symposium 2019

Dr Esterina Nervino, our PhD graduate of 2018, was invited to give a keynote speech at the Thailand Luxury Symposium held on 30 July 2019. The topic of her speech was “Market trends reshaping the luxury retail industry.”

As the Director of Retail in Asia (part of Bluebell), Dr Nervino is in charge of media brand operations including content selection, curation, edition, and media strategy. Her research interests include luxury and art, luxury and space, luxury and CSR, country of origin effect and language use, retail experience, and intercultural communication.

Dr Nervino is an awardee of the Hong Kong PhD Fellowship Scheme, and we are very pleased to see her career achievements upon graduation.



PhD Student Presents a Paper at Metaphor Festival 2019

PhD student Winnie Zeng presented a joint paper with Professor Kathleen Ahrens at the Metaphor Festival 2019 held at the University of Amsterdam, Netherlands from 28 – 31 August 2019. The paper is titled “Metaphorical framing of ‘free economy’: The liberalization of economy in Hong Kong (1997-2017)” and investigates whether and how metaphorical frames of the ‘free economy’ concept in Hong Kong public discourse have changed over a twenty-year period (1997-2017), starting from the moment at which Hong Kong became a Special Administrative Region of China.

The preliminary analysis of 10% of the data reveals that the concept of ‘free economy’ was positively constructed over the whole period while the framing functions differed at critical junctures. Using the signing of the first Free Trade Agreement between Hong Kong and China on 29 June 2003 as an example, metaphors associated with ‘free economy’ before and after 2003 showed a very different focus. This study demonstrates the potential of Chinese political influence in Hong Kong politicians’ language use for framing specific societal issues during the first twenty-years of the post-handover period.

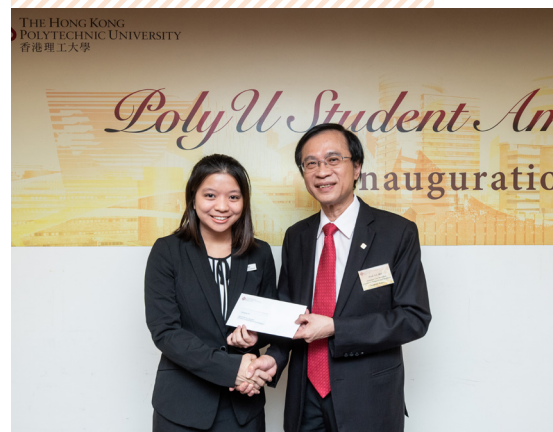


The event gives Winnie a valuable opportunity to share her research and learn from other experienced researchers in the field of metaphor.

BAESP Student Appointed as PolyU Student Ambassador

BAESP Year 3 student Mimi Kwok has been appointed as a PolyU Student Ambassador for the year 2019-20. The programme is organised by the Academic Registry, which has appointed / re-appointed 25 energetic and enthusiastic PolyU students as Student Ambassadors (SAs) for this academic year. These SAs are required to attend a series of training and briefings to get a better understanding of the strengths of PolyU and its admission arrangements.

During her term, Mimi will participate in various promotional activities organised for secondary school teachers, students and their parents, as well as the general public. She will share her 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.



Mimi receives the appointment letter from Prof. S.L. Ho, Associate Vice President (Academic Support) & Registrar.