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HIGHLIGHTS

- **P.2** Minor in Spanish: Salsa Workshop
- **P.3** BAESP Becomes a 4-year English Major Programme
- **P.5** Research Achievements of Academic Staff



Congratulations to Our Graduates at the 25th PolyU Congregation (9 November 2019)



Graduates of BA programmes alongside FH academic staff.

Graduation day is not only a day that marks the completion of studies for university students — it is also an important event in students' lives, allowing them to celebrate their achievements with their families, friends, and teachers after many challenges and difficulties. We were delighted to share this memorable day with our 217 graduates at the 25th PolyU Congregation of the Faculty of Humanities (FH), where 96 graduates received awards at the postgraduate level or above and 121 graduates were awarded bachelor's degrees.

During the ceremony, special awards were presented to academic staff, graduates, and students to recognise their outstanding academic and non-academic achievements. In addition, a graduate of our MA in English Studies for the Professions (MAESP) programme, Kei Chau Na, gave a valedictory speech on behalf of the graduates at one of the postgraduate programme sessions. Kei Chau Na shared that education is much more than the process of gaining information and knowledge about the surrounding world: 'The more we learn, the more we realise that the world is more complicated that we used to think... Graduation is a milestone in our life, but it is definitely not the end of education.'

The Department would like to take this opportunity to congratulate all our graduates and to wish everyone a prosperous future!



The Dean of FH, Prof. Li Ping (right), presents the Faculty of Humanities Distinguished Thesis Award for PhD Students 2018/19 to our PhD graduate Locky Law.



Prof. Li Ping (right) presents the Faculty of Humanities Distinguished Thesis Award for PhD Students 2018/19 – Merit Prize to our PhD graduate Jeff Shi.



MAESP graduate Kei Chau Na gives a valedictory speech at a postgraduate programme presentation session.

Minor in Spanish Organises Salsa Workshop (4 November 2019)



Ms Mosquito (middle, in black sports outfit) demonstrates some essential salsa steps to participants.



Participants were able to enjoy salsa together after learning basic steps!

The Minor in Spanish of the Department organised an event, ‘Dance with Us – Salsa Workshop’, to allow PolyU staff and students to enjoy the motion and passion of salsa as well as to explore a different aspect of Spanish culture. Salsa music has taken the world by storm since the 50’s and is now danced by millions of passionate salseros worldwide.

Ms Sherman Mosquito, a dance teacher, choreographer, and performer, was invited to be the instructor of the workshop. About 30 staff and students took part in the one-hour workshop, and they enjoyed the clear and interactive teaching approach of Ms Mosquito. They even had the chance to dance what they had just learnt with her in front of Podium passers-by!

More information about the Minor in Spanish is available at: <https://polyu.hk/WKONQ>



Departmental Seminars

1

Categorising Recurrent Gestures: Lessons from Discourse Markers (16 October 2019)

With a research focus on gestures — movements of the hands and arms co-occurring with speech — a modality used together with language to externalise thought, Dr Renia Lopez of our Department discussed an alternative categorisation of gestures based on her work with both native and non-native speakers of various languages. With a suggestion to subcategorise referential gestures, recurrent gestures are added to the continuum, which are mostly pragmatic gestures. As the change reveals an opportunity to look further at rhetoric gestures, Dr Lopez described a framework for these gestures following one developed for discourse markers that divides them by cognitive, interactive, or metadiscursive function.



2

On Analysing Specialised Discourse in the Age of Digital Media (4 November 2019)

An academic published widely in the areas of English for specific purposes, digital literacies, and language learning and technology, Dr Christoph Hafner from the City University of Hong Kong addressed some of the challenges for analysis with the digital media-related affordances present to researchers interested in working within the paradigm of ESP genre analysis. Dr Hafner provided an overview of relevant principles of multi-perspective genre analysis, outlined methodological issues for the analysis of discourse in digital contexts, and suggested potential solutions. In the context of specialised communication, Dr Hafner drew on examples of methodological decisions made in the study of genre innovation and multimodality in video methods articles in the field of experimental biology.



BAESP Revamped to Become a 4-year English Major Programme

The Department has revamped its UGC-funded undergraduate programme, BA (Hons) in English Studies for the Professions (BAESP), which sets to nurture full-fledged professional communicators. The Department looks forward to welcoming the first cohort of students of the revamped programme in September 2020. The programme was previously a major in the Broad Discipline of Language, Culture and Communication under the Faculty of Humanities (FH).

As a 4-year English major programme, the BAESP offers subjects in three focal areas: **Language Sciences**, **Global Communicative Competence**, and **English for the Professions**. The programme seeks to impart the knowledge and skills needed for effective communication in English for professional, academic, and business purposes in Hong Kong and around the world. Students receive training in linguistics and practical communication skills from internationally recognised researchers and practitioners.

The programme is recognised by the Education Bureau (EDB) and its Standing Committee on Language Education and Research (SCOLAR) as an English Language Major Degree Programme that meets the Hong Kong Government's Language Proficiency Requirement. Registered students are eligible to apply for the Scholarship for Prospective English Teachers offered by the EDB. The Scholarship for local and non-local students is HK\$50,000 and HK\$80,000 per year, respectively.

Graduates of the BAESP excel in various industries and professions. Fresh graduates find employment in media and journalism, retail, human resources, public relations, marketing and advertising, publishing, education, and the civil service, where a high level of competence in English and professional communication is needed.

According to PolyU's 2018 Graduate Employment Survey, the average starting salary of BAESP graduates is the highest among all degree programmes offered by FH and saw the highest increase from the previous year among all PolyU departments.

The programme has received highly positive feedback from both local and non-local students. A recent graduate from Poland, Maciej Nowakowski, has also shared his study experience in a video on the Department's YouTube channel: <https://youtu.be/bQNSFST7aVc>.



Department Head Prof. Hans Ladegaard (second from left) and BAESP Programme Leader Dr Dennis Tay (right) promote the programme together with student ambassadors at the annual PolyU Education Info Day.



BAESP students can practise their skills and knowledge through internships in the commercial world and gain a global outlook by studying for a semester overseas.

International Conference for Language and Social Psychology to be Held at PolyU



The Department will host the 17th International Conference for Language and Social Psychology (ICLASP17) at PolyU between 9 and 12 December 2020. The conference is organised by the International Association of Language and Social Psychology (IALSP) and supported by the International Research Centre for the Advancement of Health Communication (IRCAHC) at PolyU.

IALSP is a professional organisation of scholars engaging in sociopsychological research and focuses on the influence of language in society, including verbal and non-verbal communication. ICLASP is a biennial conference of the Association that brings together scholars who investigate language in many social contexts using quantitative or qualitative methods. Research in this field is multi-disciplinary, with particularly strong contributions from communication studies and communicology, social psychology, sociolinguistics, and applied linguistics.

Previously, the conference has been held in many different parts of the world, including Bonn, Germany (ICLASP10, 2006); Brisbane, Australia (ICLASP12, 2010); Fryslân, The Netherlands (ICLASP13, 2012); Hawaii, USA (ICLASP14, 2014); Bangkok, Thailand (ICLASP15, 2016); and most recently Edmonton, Canada (ICLASP16, 2018), and each attracted about 150 participants. Our Department won the bid to hold the conference in Hong Kong again after ICLASP8 took place at the City University of Hong Kong in 2002.



Director of IRCAHC Prof. Bernadette Watson, Committee Chair of ICLASP17, looks forward to welcoming participants from different parts of the world to PolyU.

ICLASP17 aims to bring together scholars who engage in sociopsychological research and analysis concerning the role of language in society. It will host a number of panels across diverse areas including, but not limited to, health, culture, and current political issues. Discipline diversity is the hallmark and includes anthropology, sociology, communication, and applied linguistics, as well as social psychology. This diversity is reflected in the exciting list of keynote speakers, which includes Professor Li Ping, Dean of the Faculty of Humanities at PolyU.

The deadlines for abstract submission are 1 May 2020 and 1 June 2020 for participants from the Mainland and non-Mainland, respectively. More information about the conference can be found at: <https://www.polyu.edu.hk/engl/event/ICLASP17>

Achievements of Academic Staff in the Research of English for Specific Purposes and Business Communication

Our Dr Clarice Chan's paper 'Long-term workplace communication needs of business professionals: Stories from Hong Kong senior executives and their implications for ESP and higher education', published in the October 2019 issue of *English for Specific Purposes*, is No. 1 on the list of the journal's 'Top Social Media Articles' and the third 'Most Downloaded Article' of the journal in the last quarter of 2019.

Another paper by Dr Chan, 'Investigating a research-informed teaching idea: The use of transcripts of authentic workplace talk in the teaching of spoken business English', published in 2017 in *English for Specific Purposes*, is currently one of the 'Most Cited Articles' of the journal according to Scopus's citation figures for articles published since 2017. This paper has also been one of the journal's 'Top Social Media Articles' and 'Most Downloaded Articles'.

Both papers contribute to the fields of English for specific purposes and business communication. The former explores the changing professional communication needs of Hong Kong business executives as they rise in rank, and the latter reports on a classroom research study that examined the impact of a research-informed idea on the teaching of English for business meetings.

More information about these two papers can be found at:
<https://www.sciencedirect.com/science/article/pii/S0889490618303016>
<https://www.sciencedirect.com/science/article/pii/S0889490616302113>



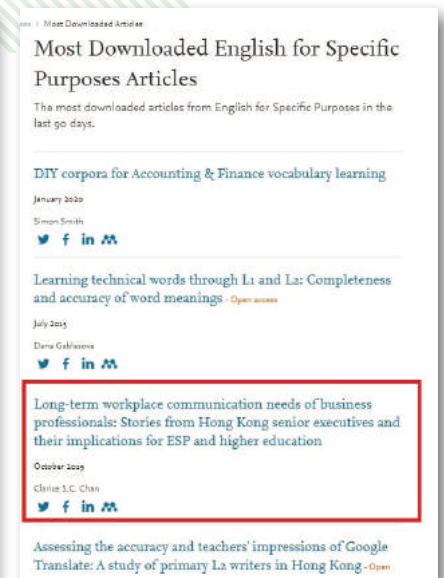
Dr Clarice Chan presents the findings from her 2017 'Most Cited' paper at a conference.



PlumX Metrics – Top Social Media Articles

Below is a recent list of 2019–2020 articles that have had the most social media attention. The Plum Print next to each article shows the relative activity in each of these categories of metrics: Captures, Mentions, Social Media and Citations. Go [here](#) to learn more about PlumX Metrics.

- Long-term workplace communication needs of business professionals: Stories from Hong Kong senior executives and their implications for ESP and higher education
- Sources of college EFL learners' self-efficacy in the English public speaking domain
- DIY corpora for Accounting & Finance vocabulary learning
- Register analysis and ESP pedagogy: Noun-phrase modification in a corpus of English for military navy submariners



Most Downloaded English for Specific Purposes Articles

The most downloaded articles from *English for Specific Purposes* in the last 90 days.

- DIY corpora for Accounting & Finance vocabulary learning
January 2020
Simon Smith
- Learning technical words through L1 and L2: Completeness and accuracy of word meanings - Open access
July 2019
Dana Galikova
- Long-term workplace communication needs of business professionals: Stories from Hong Kong senior executives and their implications for ESP and higher education
October 2019
Clarice S.C. Chan
- Assessing the accuracy and teachers' impressions of Google Translate: A study of primary L2 writers in Hong Kong - Open access

Recent Research Publications

- Ho, V. (2019). Hotel management's attempts at repairing customers' trust: The use of apology and denial. *Pragmatics and Society* 10(4): 493-511.
- Hu, G., & Chen, L. (2019). "To our great surprise...": A frame-based analysis of surprise markers in research articles. *Journal of Pragmatics*, 143, 156-168.
- McKeown, J. & Ladegaard, H.J. (2019). Exploring the metadiscursive realisation of incivility in TV news discourse. *Discourse, Context & Media* 33, 1-9. doi: [10.1016/j.dcm.2019.100367](https://doi.org/10.1016/j.dcm.2019.100367)
- Lopez-Oziebto, R. (2019). Cut-offs and co-occurring gestures: Similarities between speakers' first and second languages. *International Review of Applied Linguistics in Language Teaching (IRAL)*.
- Tay, D. (2019). Affective engagement in metaphorical versus literal communication styles in counseling. *Discourse Processes* 57(4): 360-375. doi: [10.1080/0163853X.2019.1689086](https://doi.org/10.1080/0163853X.2019.1689086)
- Zhao, Q., Huang CR., & Ahrens, K. (In Press, 2019 On-line first). Directionality of linguistic synesthesia in Mandarin: A corpus-based study. *Lingua*. doi: [10.1016/j.lingua.2019.102744](https://doi.org/10.1016/j.lingua.2019.102744)