

# ENGLink

## SUMMER 2022

### ISSUE



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## The 17th International Conference on Language and Social Psychology (22 - 25 June 2022)

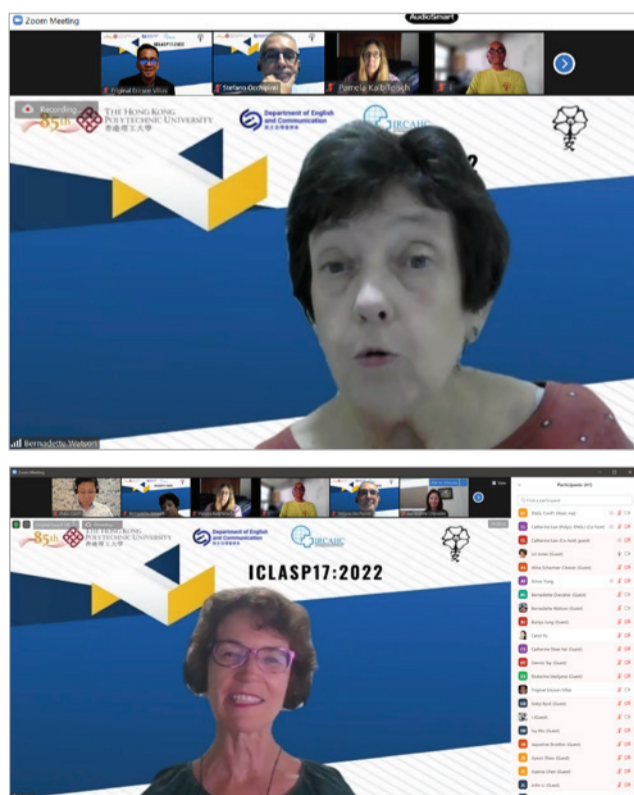
The 17th International Conference on Language and Social Psychology (ICLASP17) was organised by the International Association of Language and Social Psychology (IALSP) and jointly hosted by the Department of English and Communication and the International Research Centre for the Advancement of Health Communication (IRCAHC) of PolyU. The conference was held virtually from 22 - 25 June.

ICLASP17 brought together scholars who engage in sociopsychological research and analysis concerning the role of language in society. It hosted several panels across diverse areas, including, but not limited to, health, culture, and current political issues. Discipline diversity is the hallmark of ICLASP and includes anthropology, sociology, communication, and applied linguistics, as well as social psychology.

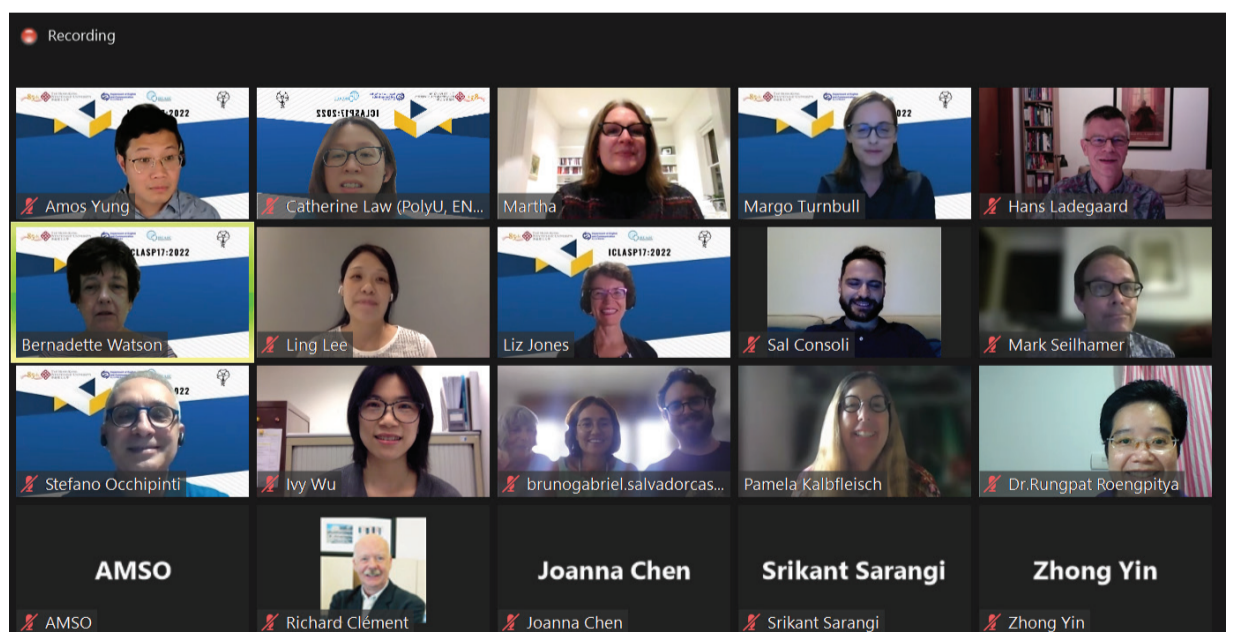
The Director of IRCAHC, Professor Bernadette Watson; Head of the Department, Professor Eric Friginal; former Head of the Department, Professor Hans Ladegaard; and Immediate Past President of the International Association of Language and Social Psychology (IALSP), Professor Liz Jones; were on hand to open the conference.

Five distinguished, high-profile keynote speakers were invited: Professor Martha Augoustinos (University of Adelaide and University of South Australia, Australia); Professor Sik Hung Ng (City University of Hong Kong and Renmin University of China); Professor Michael Bond (The Hong Kong Polytechnic University); Professor Ping Li (The Hong Kong Polytechnic University); and Professor Mohan Dutta (Massey University, New Zealand). The keynote speakers shared their scholarly output and thoughts on the topic of language and social psychology. Videos of some keynote speeches are available on the Department's YouTube channel playlist: <https://bit.ly/ICLASP17-KeynoteSpeeches>.

The conference attracted 126 attendees from 16 countries and regions, and 99 speakers presented their papers and interacted with each other in various sessions during the four-day online conference.



Director of IRCAHC Prof. Bernadette Watson (top) and Immediate Past President of IALSP Prof. Liz Jones welcome the conference participants joining online from different parts of the world.



Virtual group photo of ICLASP17 participants.

# DEPARTMENT UPDATES

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## Getting to Know the New Head of the Department



**“It wasn’t an easy decision to make the move... but the PolyU opportunity seemed an ideal progression in my professional trajectory.”**

Professor Eric Friginal joined our Department in May as Head and Professor of the Department. Before moving to PolyU, Prof. Friginal was Professor of Applied Linguistics at the Department of Applied Linguistics and English as a Second Language (ESL) at Georgia State University (GSU) in Atlanta, Georgia, USA. He was also the Director of International Programmes at the College of Arts and Sciences at GSU.

“It wasn’t an easy decision to make the move, essentially uprooting myself from nearly 13 years of what I’d consider to be a successful and very rewarding career in US academia, but the PolyU opportunity seemed an ideal progression in my professional trajectory. Ultimately, I consider it a great honour and privilege to be here!”

**“Discover exciting new directions and emerging cross-cultural, future-oriented, linguistics initiatives”**

Prof. Friginal describes his work principles: “My professorship and work have been guided by several important and seminal principles, including: (1) a comprehensive knowledge of my areas of specialisation; (2) the ability to conduct competent and reliable research; (3) successful teaching and mentoring students and researchers; (4) awareness of the critical global reach and applications of my output; and (5) the recognition of my positive contributions to the field by peers, my students, and the broader international community engaged in the intricacies of personal and professional communication.” He stressed that these principles continue to guide him here at PolyU, and as the Department is under the Faculty of Humanities—where “language, communication, culture, and technology converge”, it provides the ideal environment for him to pursue more ground-breaking, practical research and teaching across global communicative domains. “I am prepared to work with my colleagues and our students and provide the leadership necessary to discover exciting new directions and emerging cross-cultural, future-oriented, linguistics initiatives”, he says.

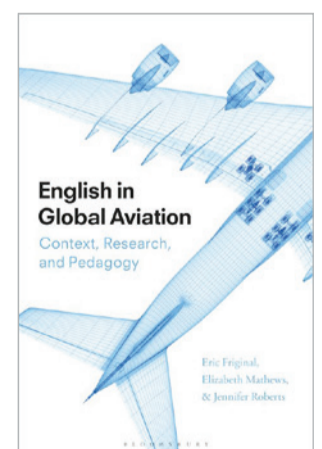
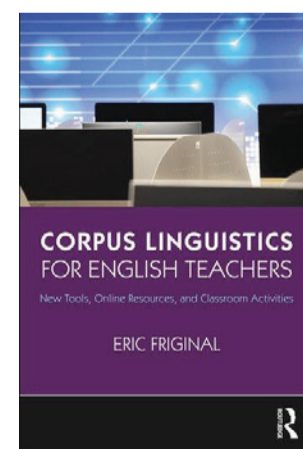
**“I envision the Department leading the way in global professional, English-based communication research and pedagogy”**

Seeing the Department as a milieu of linguistic principles, realities, talents, personalities, programmes, and potential future achievements, Prof. Friginal says, “This milieu is, of course, characterised by an overriding reality: we are human beings as well as applied linguists in ENGL. As much as possible, this dynamic context within which we work together focuses on making life easier and meaningful for everybody through more effective communication. That is our objective and that is why we’re here!”

Our new head shares his vision: “I envision the Department leading the way in global professional, English-based communication research and pedagogy, harnessing what we do best as professors and researchers and celebrating our inimitable location in Asia’s World City.” Noting that Hong Kong continues to be a global hub for creativity, innovation, business, and entrepreneurship, Prof. Friginal believes the Department’s ability to utilise cutting-edge research and tools in applied linguistics will provide real-world knowledge that transfers well to the global community.

## Words to our students

As the new head of the Department, Prof. Friginal expects our students to focus more strongly on research and to continue to be data aware. He hopes students will see themselves as “information-literate knowledge workers” across various communicative domains. “I see them as advocating for linguistic diversity, especially in how they will utilise English in their future careers”, he highlighted. Prof. Friginal will be teaching an MA-level subject – Communication – in the Summer Term of 2022. Due to COVID-19-related restrictions, the course will be delivered via hybrid instruction, and he looks forward to this experience with his students.



Recent publications of Prof. Friginal

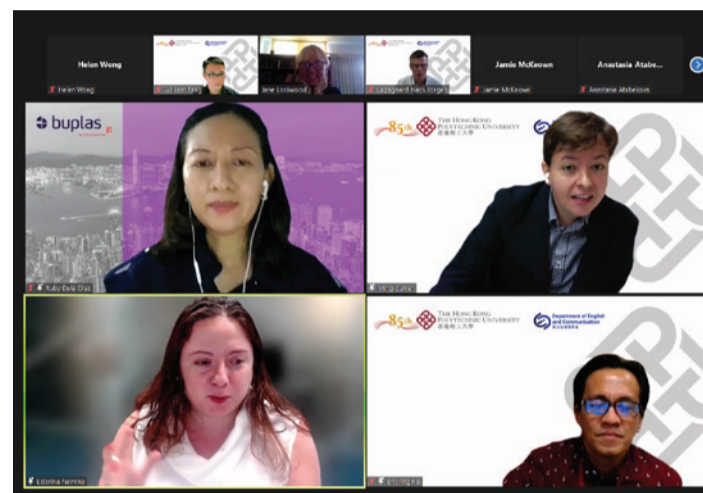
# EVENT HIGHLIGHTS

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## “TALKING ACROSS THE WORLD” Symposium (20 May 2022)

The annual “Talking Across the World” symposium is a key platform for the Department to bridge academia and industry and fulfil the important mission of knowledge transfer and impacting society with our research. The theme of this year’s Symposium, which was held online through Zoom, was *Post-COVID Reflection on English Language Communication at Work*. The Symposium invited ten workplace practitioners (teachers, school/business management, and marketing experts) along with academics to discuss the impact of the pandemic on professional communication in three areas: namely, communication and teaching in schools, workplace communication in corporations, and external business communication like marketing and customer service. Around 540 participants from across the world took part in various sessions of the Symposium.

Recordings of a selection of talks are available on the YouTube channel of the Department: <https://bit.ly/TAW2022-videos>.

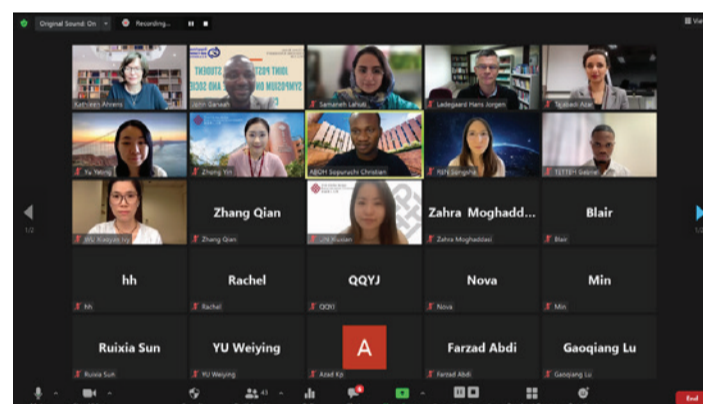


One of the panel discussion sessions in the afternoon where speakers can exchange views on their presentation topics.

## Joint Postgraduate Student Symposium on Language, Culture, and Cognition (22 April 2022)

This year’s Joint Postgraduate Student Symposium (JPSS) was hosted by the Department on behalf of the Faculty of Humanities (FH) for the Faculty Research Committee (FRC). The theme for the Symposium was *Language, Culture, and Cognition*. JPSS 2022 was organised in collaboration with postgraduate students from the Department of Chinese and Bilingual Studies (CBS), the Doctor of Applied Language Sciences (DALs) programme, and the Department of Chinese Culture (CC) in FH and collaborators from the English Literature and Language Department of the National Institute of Education of the Nanyang Technological University, Singapore, and the School of Languages and Cultures of the University of Sydney, Australia. Professor Li Sheng of CBS delivered the first keynote on the topic “Individual differences in spoken language development: Internal and External Factors”, while Professor Hans Ladegaard of our Department delivered the second keynote on the topic “Mars and Venus Revisited: Intergender (Mis)communication across the Lifespan”.

About 90 students and researchers from other universities in Hong Kong, Canada, Iran, and Ghana participated in the Symposium. JPSS 2022 provided an inter-institutional forum for postgraduate research students from the Asia Pacific Region and beyond from different disciplines to present and discuss their research, exchange ideas, and share experiences.

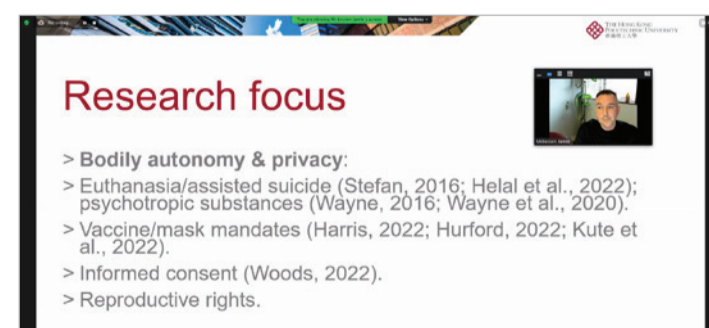


JPSS gives postgraduate research students a valuable opportunity to build their network with researchers in various related fields.

## Departmental Online Seminar

### Clarifying Roe v Wade: A contrastive analysis of metadiscourse markers in the jurisprudence of the U.S. Supreme Court (25 April 2022)

Dr Jamie McKeown from our Department held a discussion with over 120 participants on Zoom about the metadiscourse used in the aftermath of the Roe v Wade jurisprudence of the U.S. Supreme Court. This captured the periods between 1977 and the present. Dr McKeown foregrounded the study within the legal and judicial space of the United States, with emphasis on the recent legal developments concerning abortion rights and similar discourse. By utilising several sub-corpora, he concentrated on the use of sub-genres of written legal opinion as well as two pending litigations. Dr McKeown summarised that dissent writers used significantly more interactively targeted clarifying devices because they are driven by ideological differences and wish to also challenge fundamental grounds of the case, whereas regular concurrences used clarifying devices to bolster the rationale of the majority decision. The talk also revealed some implications for reflexive metadiscourse, legal discourse, and legal practice.



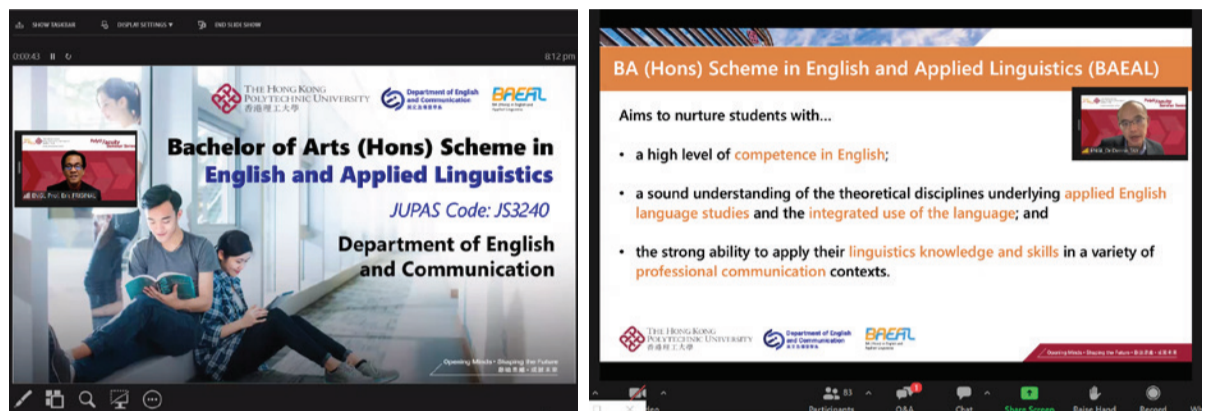
A recording of this seminar is available on the Department’s YouTube channel: [https://youtu.be/xz3ef1Myx\\_k](https://youtu.be/xz3ef1Myx_k).

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## PolyU Faculty Seminar Series - Faculty of Humanities (18 May 2022)

PolyU has launched its first “Faculty Seminar Series” from 11 – 19 May, targeting Secondary 3 to Secondary 6 students, their parents, and teachers. Faculty deans, department heads, and other PolyU faculty members were invited to share important information about admission to PolyU via seven online seminars. The seminar for our Faculty of Humanities (FH) was held on 18 May, and our Head Professor Eric Friginal and Associate Head Dr Dennis Tay gave an overview of our Department and introduced our BA (Hons) in English and Applied Linguistics (BAEAL) programme to over 80 participants on Zoom. They also shared the different learning experiences of our students and the career pathways of our graduates, which are helpful references for senior secondary school students when they plan their future studies.



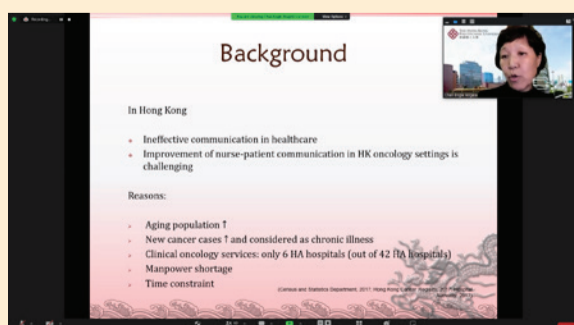
Our Department Head Prof. Eric Friginal (left) and Associate Head Dr Dennis Tay introduce the Department and our BAEAL programme at the seminar for FH.

## Joint Online Seminars with the International Research Centre for the Advancement of Health Communication (IRCAHC)

### 1. Cancer patients’ perspective of their nurse-patient communication in a busy hospital ward (10 May 2022)

Effective communication to address patients’ psychosocial needs is particularly important in cancer care. However, the clinical environment may shape patients’ perspectives of their need for emotional communication. Professor E. Angela Chan, Associate Director of IRCAHC and a Professor in the School of Nursing at PolyU, gave an online talk to 70 participants on Zoom to discuss cancer patients’ perceptions and the meanings of their psychosocial care from their nurse-patient communication and interactions in a hospital setting in Hong Kong. In the talk, Prof. Chan concluded that patients’ perceptions of the busyness of the nurses and the clinical environment alter their communication patterns and relationship building between patients and nurses can facilitate communication. However, it was found that nurses have limited time to talk to patients about their worries and concerns, but attention to the physical needs and care of patients improve the patients’ psychosocial well-being.

A recording of this seminar is available on the Department’s YouTube channel: <https://youtu.be/b5lr4me-Dls>.



### 2. Advancing collaborative communication for safer and healthier teams (26 May 2022)

Dr Lynne Sinclair, a physiotherapist, Senior Consultant at the Centre for Interprofessional Education, and Assistant Professor in the Department of Physical Therapy, Temerty Faculty of Medicine at the University of Toronto, Canada, presented an online talk to over 50 participants on Zoom about how leaders, clinicians, faculty, and researchers can advance collaborative communication and support safer and healthier teams. During the talk, Dr Sinclair outlined competency-based frameworks, evidence, and wise practices using theory bursts, a simulation video, and group discussion. In addition, she shared with us examples of sustainable successes in curriculum, research, and practice building over 15 years of interprofessional care and education at the University of Toronto and noted their innovative collaboration with The University of Queensland.

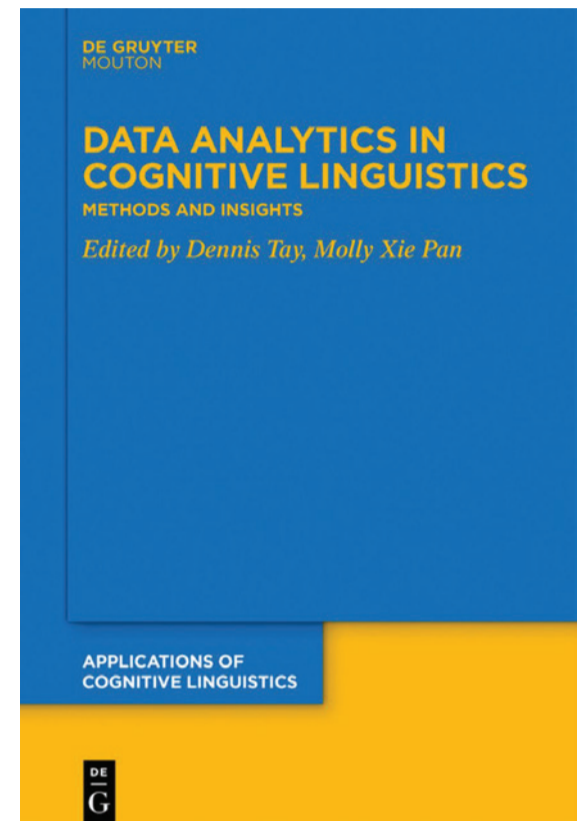


## New Edited Book by Academic Staff on Cognitive Linguistics

A new book titled *Data Analytics in Cognitive Linguistics: Methods and Insights* co-edited by our Dr Dennis Tay and Fudan University's Dr Molly Pan (PhD graduate of the Department) addresses two key aspects in data analytics for cognitive linguistic work. Firstly, the book elaborates on the bottom-up guiding role of data analytics in research trajectory and how it helps to formulate and refine questions. Secondly, the book shows how data analytics can suggest concrete courses of research-based action, which is crucial for cognitive linguistics to be truly applied. The papers in this volume impart various data analytic methods and report empirical studies across different areas of research and application. They aim to benefit new and experienced researchers alike.

With research expertise in Cognitive Linguistics and Data Analytics, Dr Tay highlights, "This book will be a useful resource for our students, especially those in our new BA in English and Applied Linguistics with a Secondary Major in AI and Data Analytics programme. It introduces them to how cutting-edge data analytic techniques can be used to solve problems in applied linguistics and society and gives them a preview of what they can expect to learn with us."

More information about the book: <http://bit.ly/3V7nt2E>



## Recent Research Publications

**Ahrens, K., & Zeng, W. H. (2022).** Referential and evaluative strategies of conceptual metaphor use in government discourse. *Journal of Pragmatics*, 188, 83-96. <https://doi.org/10.1016/j.pragma.2021.11.001>

**Hu, G., & Perez, M. R. (2022).** Effects of explicit instruction in nominalisation on ESL learners' academic writing. *Iberica*, 43, 27-54. <https://doi.org/10.17398/2340-2784.43.27>

Ladegaard, H. J. (2022). Learning from the messiness of research: Reflexivity in sharing sessions with domestic migrant workers. In S. Consoli & S. Ganassin (Eds.), *Reflexivity in applied linguistics: Opportunities, challenges, and suggestions*. Routledge (in press).

**Tay, D., & Pan, M. (2022).** *Data analytics in cognitive linguistics: Methods and insights*. De Gruyter Mouton. <https://doi.org/10.1515/9783110687279>

Xu, S. B., & Hu, G. (2022). Retraction stigma and its communication via retraction notices. *Minerva*, 60, 349-374. <https://doi.org/10.1007/s11024-022-09465-w>

## School of Nursing Students Win Spanish Consulate Prize to the Best Students of Spanish



Our Department Head Prof. Eric Friginal presents the prize certificates to the 2021-2022 winners (from left): Ailsa Mak, Gabriella Lee, and Phoebe Hung, together with Dr Renia Lopez, Programme leader of the Minor in Spanish.

The Department has been teaching Spanish as a free elective since 2011. It is such a popular subject that a Minor in Spanish was launched in September 2019. Our students are very engaged and keen to explore the culture of the various Spanish-speaking countries, and the Department has established a number of partnerships to bring Spanish-related activities to PolyU.

The most exciting of these is probably the Spanish Consulate's prize for the best Spanish students. The Spanish Consulate General in Hong Kong and Macau awards HK\$10,000 to up to three students to carry on learning Spanish or discovering Spain. The prize takes account of students' work over all the semesters they studied. Students are also asked to write a paper or make a presentation to be shortlisted for an interview with the Consulate's cultural attaché.

This year, the selection was very tough as there were many excellent candidates. In the end, the prize is shared between three of our Spanish students of ENGL3016 Spanish Intermediate I: Hung Sin Yu Phoebe, Lee Cheuk Ying Gabriella, and Mak Ching Ching Ailsa – all from the School of Nursing. Phoebe hopes to be able to travel to Spain later this summer (if the quarantine allows). Ailsa and Gabriella will be busy with their placements this summer, but they hope to take an online Spanish course.



Jackie Wong (back row, 3rd from left) took a one-month Spanish course in Malaga and went on short trips with her classmates after class.

Since this prize was first given in 2012, more than ten students have taken advantage of this opportunity to visit Spain to travel and study or to enrol in Spanish courses here in Hong Kong (a less attractive option, but a necessary alternative over the last couple of years). Jackie Wong from the School of Hotel and Tourism Management was the first of our students to travel to Spain, where she took a Spanish course at Malaga University. She enjoyed her stay very much and made many friends (with whom she is still in touch!).