

ENGLink

AUTUMN 2022

ISSUE



HIGHLIGHTS

- P2** BA Graduates Enjoy Promising Career Prospects
- P3** Orientation Events for New Academic Year
- P6** New Edited Book by Academic Staff on COVID-19 and Speech-Language Pathology
- P7** BAEAL Students Honoured at PolyU Entry Scholarship Award Ceremony

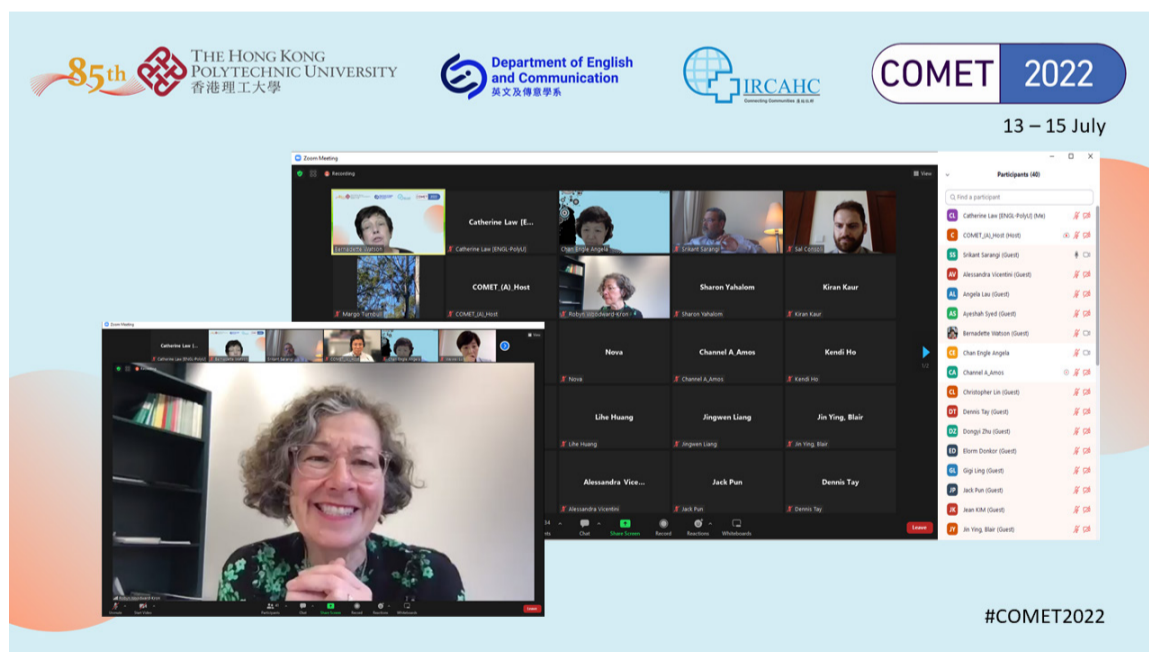
The 20th International and Interdisciplinary Conference on Communication, Medicine and Ethics

The 20th International and Interdisciplinary Conference on Communication, Medicine and Ethics (COMET 2022) was jointly hosted by PolyU's Department of English and Communication and the International Research Centre for the Advancement of Health Communication (IRCAHC). The conference was held virtually from 13 – 15 July.

COMET 2022 brought together scholars from different disciplinary backgrounds involved in various healthcare specialities and human and social sciences. A special emphasis was placed on disseminating ongoing research in language/discourse/communication studies in relation to healthcare education, patient participation, and professional ethics.

Three outstanding, high-profile plenary speakers were invited: Professor Raanan Gillon (Imperial College, London, UK); Professor Richard L. Street, Jr. (Texas A&M University, USA); and Professor Robyn Woodward-Kron (University of Melbourne, Australia). The plenary speakers shared their scholarly work and thoughts on healthcare ethics, clinician-patient communication, and clinical education.

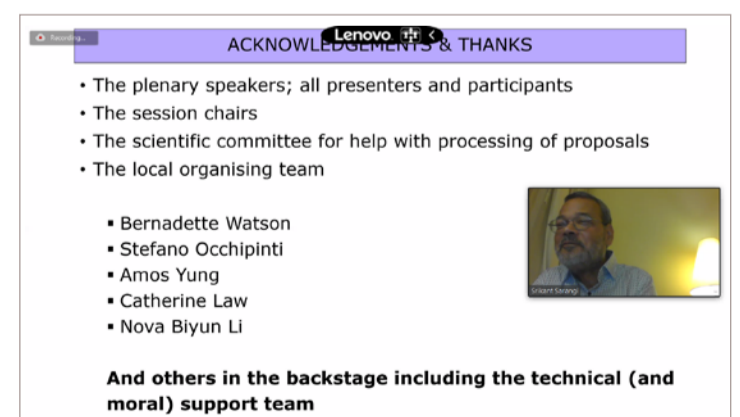
The conference attracted over 120 attendees from 17 countries and regions, and 92 speakers presented their papers and interacted with each other in various sessions during the three-day online conference.



One of the plenary speakers, Prof. Robyn Woodward-Kron, discusses clinical education from a language perspective.



The conference includes presentations of individual papers, work-in-progress roundtables, and panels.



Prof. Srikant Sarangi, COMET Founding Advisor, gives a closing remark on the last day of the conference and thanks all relevant parties for making the conference a success.

DEPARTMENT UPDATES

ENGLink
AUTUMN 2022
ISSUE

New CAR Subject – Signs and Space: Semiotic Landscapes around the World



A teaser is available on the Department's YouTube channel about this subject:
<https://youtu.be/puJJBqgqGe8>

The Department has launched a new Cluster Area Requirements (CAR) subject, **Signs and Space: Semiotic Landscapes around the World (ENGL2BN24)**, which focuses on enriching students' knowledge of signs and equipping them with practical skills to navigate and interpret signs encountered in the material world. Through analysis of real examples of signs from around the world, students will gain a critical awareness of the relationship between the meaning-making resources used in signs and the community interacting with the space. The subject aims to encourage the exploration of semiotic landscapes, provide core concepts and analytic tools to understand signs, and develop a sense of community belonging through active participation in the creation of Hong Kong's unique semiotic landscape.

This CAR subject is under cluster area B – Community, Organisation and Globalisation and is open to all PolyU undergraduate and higher diploma students.

More information about the subject: <https://polyu.hk/DvEHH>

BA Graduates Enjoy Promising Career Prospects and the Highest Average Salary among FH Departments

According to the 2021 PolyU Graduate Employment Survey, the average starting salary of graduates from our BA in English Studies for the Professions (BAESP) programme was HK\$18,529, which is the highest average starting salary among the three academic departments in the Faculty of Humanities (FH). In addition, 93% of our graduates were employed full-time within their year of graduation or decided to pursue further studies.

The Survey reported that our graduates were able to find jobs in over 10 employment sectors. According to the Survey, the top 3 careers by earning capacity were: Teaching/Research (average salary: HK\$22,210); Administration & Management (average salary: HK\$16,383); and Sales & Marketing/Literacy & Creative Work (average salary: HK\$15,667). This clearly shows that ENGL graduates have a wide range of career paths available to them.

The Bachelor of Arts in English and Applied Linguistics (BAEAL) programme (the BAESP was retitled to BAEAL in September 2021) helps prepare students to become exemplary English language professionals ready for the demands of the 21st century. Our graduates are trained to be proficient and confident communicators and users of English, as preferred by many potential employers!



Academic Staff Gives Plenary Talk at International Metaphor Conference

Professor Kathleen Ahrens was a plenary speaker at the 15th Researching and Applying Metaphor (RaAM15) Conference held online from 21 – 24 September 2022. The talk, titled "Taking strength from the source and breaking barriers", examined gendered associations for quotidian metaphors that rely on the WAR or PLANT source domain, drawing upon recent work that uses ontologies and collocational patterns. Prof. Ahrens discussed how women in politics use metaphorical choices to position themselves in various leadership roles.

The conference was organised by the Association for Researching and Applying Metaphor. Prof. Ahrens served as Chair of the Executive Committee of the Association since 2018. She stepped down from this role after the conference.



EVENT HIGHLIGHTS

ENGLink
AUTUMN 2022
ISSUE

PolyU Summer Programme 2022 – English Around You (16 August 2022)

Forty-six Secondary 4 to 5 students from about 30 secondary schools participated in the Department's "English Around You" set of workshops, part of the PolyU Summer Programme 2022. Participating students learned how to use English communication skills to solve real-world problems effectively in both local and global multilingual settings. Participating students discovered that English can also be "applied" like science through three practical workshops titled "Understanding Miscommunication", "Inclusive Language Trends", and "Solving Crime Through Linguistics". According to a post-event survey, over 95% of students in attendance enjoyed the programme, and all indicated they would recommend it to their friends.



Participating students enjoy the knowledge and practical experience from the workshops organised by the Department.

Orientation Events for New Academic Year

The Department organised two orientation events to welcome new BA and MA students and to help them transition smoothly into the new academic year.

1. Programme Orientation for BA Students (26 August 2022)

An online orientation was held for Year 1 and Senior Year students in the BA in English and Applied Linguistics (BAEAL) programme. Department Head Professor Eric Frigal gave welcoming remarks at the start, followed by Programme Leader Dr Max Diaz, who presented an overview of the programme's curriculum structure and study pathways. During the orientation, various academic staff members introduced students to the different programmes available to them during their studies, including overseas exchange, service learning, and Work-Integrated Education (WIE). A colleague from the Office of Undergraduate Studies (OUS) also briefed students on new General University Requirements. At the end of the activity, student representatives were selected.



Dr Max Diaz gives new students an overview of the BAEAL programme at the orientation session.

2. Programme Orientation for MA Students (27 August 2022)

Around 100 new students from the MA in English Studies for the Professions (MAESP) programme took part in the hybrid programme orientation event, with 45 of them attending physically. The activity started with a welcoming from Department Head Professor Eric Frigal, followed by a self-introduction by each participating academic staff about their teaching areas and research. Programme Leader Dr Victor Ho then highlighted what students can obtain during their study at the Department, which includes quality education, strong administrative support, and excellent support for learning, such as academic advising, seminars and workshops, and user-oriented online learning platforms. Two recent graduates from the English Language Teaching stream also shared their study experiences and gave advice on how new students could get the most from their studies.

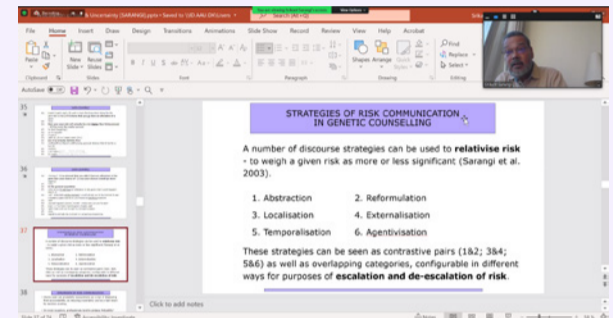


As the new head of the Department, Prof. Eric Frigal is pleased to meet the new MA students face-to-face at the orientation.

Departmental Online Seminars

1. Articulation of risk and uncertainty: A communication perspective (8 July 2022)

In this talk, Professor Srikant Sarangi from Aalborg University, Denmark, revealed to about 100 participants on Zoom a conceptual framework for risk/uncertainty and how different expert voices are mapped onto knowledge claims to manage adverse effects. Drawing on empirical exemplars from clinical encounters and public health communication, Prof. Sarangi focused on the discursive aspects of risk/uncertainty formulation and escalation/de-escalation in clinical settings. The discussion also followed an illustration of the quintessentially complex and dynamic communicative act in the reporting of public health crises that borders on moral panic. He explained that strategies of risk communication like abstraction, localisation, temporalisation, reformulation, externalisation, and agentivisation can be seen as contrastive pairs and overlapping categories configured differently for escalation or de-escalation of risk. He concluded by suggesting that temporal and spatial axes of risk/uncertainty become amplified or mutated in a given communicative act.



A recording of this seminar is available on the Department's YouTube channel: https://youtu.be/zaikwc6w_4U.

2. Patterns of elicited and volunteered information vis-à-vis caller types in medical emergency communication (5 September 2022)

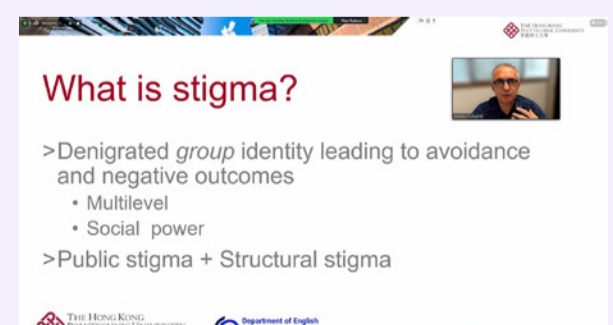
Speaking via Zoom to 70 participants, Professor Srikant Sarangi from Aalborg University, Denmark, introduced the different interactional patterns of elicited and volunteered information at two phases of medical emergency calls: the problem presentation phase and the detailing of medical condition phase. More specifically, Prof. Sarangi mentioned that there emerges a kind of gradation of elicitation by the call taker when it involves family members mediating the call – moving from directing questions at the caller to asking the caller to direct questions at the patient to expressing the intention to directly speak with/listen to the patient. Prof. Sarangi also revealed the practical relevance for call handlers and how it constitutes a core part of in-service communication training packages.



A recording of this seminar is available on the Department's YouTube channel: <https://youtu.be/3DFemkhFfjk>.

3. Patterns of cultural difference in stigmatization: The role of moralization (14 September 2022)

Stigmatization is linked to negative health behaviours and outcomes, but there is a lack of a coherent model of culture in stigma research. Research on the cultural, psychological, and communicative underpinnings of health stigma in Asia is severely lacking. Professor Stefano Occhipinti from our Department explained this issue to over 100 participants on Zoom and addressed evidence from ongoing research projects in Hong Kong, Australia, and the Philippines. His discussion focused on differences across cultures in perceptions of stigmatised health conditions and examining the role of moralisation in these processes.



A recording of this seminar is available on the Department's YouTube channel: <https://youtu.be/oh09ttXp0ro>.

EVENT HIGHLIGHTS



Departmental Online Seminars

4. Teenage swearing in British English: Forms, functions and variation (21 September 2022)

With a research focus on corpus linguistics, Dr Robbie Love from Aston University, United Kingdom, presented to 170 participants on Zoom a corpus-based analysis of swearing among teenagers in the spoken components of the British National Corpora (BNC), focusing on the use of 'fuck'. A comparison between the BNC1994 and BNC2014 suggests a possible rise of the use of 'fuck' in idiomatic, fixed expressions, combined with an increase in figurative and expletive usage, and a decrease in literal usage, suggesting a generalisation of the use of 'fuck' among teenage speakers.

A recording of this seminar is available on the Department's YouTube channel:
<https://youtu.be/ima2uf5lgYQ>.



5. Metadiscourse in spoken interaction – anything special? (27 September 2022)

In this talk with over 130 participants on Zoom, Professor Anna Mauranen from the University of Helsinki, Finland, explored the intersection of two fields of linguistic research: spoken interaction and metadiscourse. While there has been some research into spoken metadiscourse, it has mainly focused on monologues rather than dialogic interaction. Recent studies have found significant differences between metadiscourse in dialogic and monologic registers, with spoken interaction requiring reflexive discourse to coordinate and align representations of evolving discourse. The talk examined how dialogic metadiscourse operates and differs from monologic speech.

A recording of this seminar is available on the Department's YouTube channel:
<https://youtu.be/nP3tvbCBLuE>.

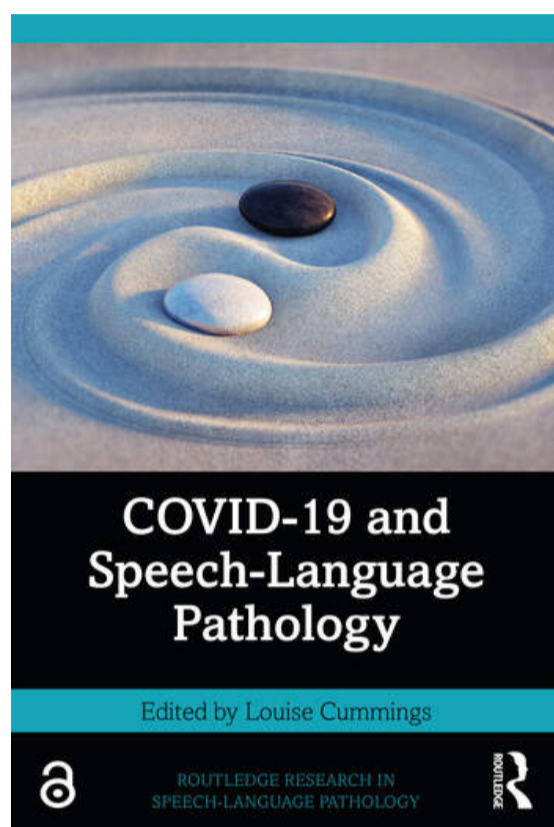


Invited Guest Lecture Given by Academic Staff (22 September 2022)

Professor Hans Ladegaard was invited by the University of Hong Kong to give a Guest Lecture titled "The Language of Trauma: Evidence from domestic migrant workers' storytelling". This talk analysed narratives of suffering and humiliation among domestic migrant workers in Hong Kong, Indonesia, and the Philippines. The women's stories feature a broken, incoherent style and a lack of appropriate vocabulary to account for extreme suffering. Prof. Ladegaard discussed with the participants how researchers should deal with other people's stories of suffering.



New Edited Book by Academic Staff on COVID-19 and Speech-Language Pathology



A new book titled *COVID-19 and Speech-Language Pathology* edited by our Professor Louise Cummings examines the impact of the COVID-19 pandemic on the caseloads and clinical practice of speech-language pathologists.

The volume synthesises existing data on the wide-ranging effects of COVID-19 on the communication, swallowing, and language skills of individuals with COVID infection. Featuring perspectives of scholars and practitioners from around the globe, the book examines the ways in which clinicians have had to modify their working practices to prioritise patient and clinician safety, including the significant increase in the use of telepractice during the pandemic.

The volume also reflects on changes in training and education which have seen educators in the field redesign their clinical practicum in order to best prepare students for professional practice in an age of COVID-19 and beyond, as the field continues to grapple with the long-term effects of the pandemic.

More information about the book: <https://bit.ly/3qGsQlw>

Recent Research Publications

Ladegaard, H. J., & Chan, K. L. R. (2023). Teachers' attitudes towards Hong Kong English: Implications for English language teaching. *English World-Wide* (online first)

Nejadghanbar, H., & Hu, G. (2022). Where predatory and mainstream journals differ: A study of language and linguistics journals. *Learned Publishing*, 35, 574-584. <https://doi.org/10.1002/leap.1485>

Neupane Bastola, M., & Ho, V. (2022). 'Don't become so much high sounding': Power dynamics in master's thesis viva. *Journal of English for Academic Purposes* 60(2): 101180.

Qiu, X. (2022). Revisiting the Cognition Hypothesis: The impact of task complexity on L2 learner engagement in task performance in computer-mediated and face-to-face communication. *Computer Assisted Language Learning*. <https://doi.org/10.1080/09588221.2022.2142245>

Wang, Q., & **Hu, G.** (2022). What surprises, interests and confuses researchers?: A frame-based analysis of knowledge emotion markers in research articles. *Lingua*, 279. <https://doi.org/10.1016/j.lingua.2022.103426>

Wang, X., **Ahrens, K.**, & Huang, C. R. (2022). The distance between illocution and perlocution: A tale of different pragmemes to call for social distancing in two cities. *Intercultural Pragmatics*, 19(1), 1-33. <https://www.degruyter.com/document/doi/10.1515/ip-2022-0001/html>

BAEAL Students Honoured at PolyU Entry Scholarship Award Ceremony 2022

Four Year 1 students of the BA in English and Applied Linguistics (BAEAL) programme were honoured at PolyU's Entry Scholarship Award Ceremony 2022, held on 21 September, together with six other students from the Faculty of Humanities (FH). These four scholarship awardees are:

- AKHTER Ishita
- BOONPOG Natcha
- CHEUNG Chin To
- HO Nam Wai Tinky

One of our students, Tinky Ho, who represented Hong Kong at the Tokyo Olympics, delivered a speech on behalf of the awarded undergraduates, sharing her excitement about joining PolyU and expressing her appreciation to the PolyU community for their support.



BAEAL Year 1 student Tinky Ho gives a speech on behalf of all awardees.



Members of PolyU senior management and representatives of FH academic staff congratulate the attending FH awardees.