

# ENGLink

## SUMMER | 2014 Issue

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Participants of the conference

## 7<sup>th</sup> International Conference on Multimodality (11 – 13 June 2014)

The 7<sup>th</sup> International Conference on Multimodality (7-ICOM) was held at PolyU on 11 – 13 July 2014 with 'Past, Present and Future of Multimodality' as its theme.

ICOM is a biannual international event on multimodality. It serves as a research network for anyone who is interested in multisemiotic and multimodal research approaches in the areas of image studies, films, multiliteracies, IT, design, etc. The multimodal approaches have been developed from, for example, systemic functional linguistics (SFL) and other functional approaches to language but now go well beyond integrating language with other semiotic modes. Over the years, ICOM has been organised all round the world (Singapore, Australia, England, Germany and now HK) that involved not only members of SFL communities but also international academia of other disciplines such as films, design, computing, architecture, arts, and/or those who are working on ways of interrelating various semiotic modes in communication.

As an ICOM tradition to continue exploring and enhancing research collaborations and exchanges beyond language and linguistics, the 7-ICOM involved plenary speakers from other fields: Prof. Cees de Bont from School of Design, PolyU; Dr Jan Holsanova from Lund University, Sweden; Prof. Gunther Kress from University of London, United Kingdom; Prof. W.J.T. Mitchell from University of Chicago, USA; and Prof. Len Unsworth from Australian Catholic University, Australia.

There were over 70 papers presented on areas related to education, advertisement, films, websites, legal, commodity and computer software and about 150 delegates from Australia, Brazil, Chile, China, England, Finland, Germany, Holland, India, Malaysia, Japan, Singapore, South Africa, Sweden, and Thailand. This is encouraging in the further development of multimodal research and building international and interdisciplinary links.



Prof. Huang Chu-ren (second from left) with key speakers of the conference



Plenary talk given by Prof. Cees de Bont from School of Design on 11 June.



One of the parallel sessions

## 1<sup>st</sup> GDUFS – HKPU Multiliteracies Forum (14 – 15 June 2014)

This joint Multiliteracies Forum between Guangdong University of Foreign Studies (GDUFS) and PolyU was held at GDUFS campus on 14 & 15 June immediately after the 7<sup>th</sup> International Conference on Multimodality (7-ICOM). It was the first forum of its kind in China and has marked the beginning of many the future research and development on multiliteracies in China and Hong Kong. The Forum aimed at introducing multiliteracies to teachers in Southern China. During the two days there were two 3-hour talks by Prof. Gunter Kress (University of London) and Prof. Len Unsworth (Australian Catholic University) followed by four 90-minute talks by Prof. Viviane Heberle (Federal University of Santa Catarina, Brazil), Zhang Yiqiong (GDUFS), Francis Low, William Feng and Nancy Guo (PolyU). The Forum ended up with over 120 participants and it is surprising there were a sizable number from other provinces as well. The Vice President of GDUFS has also committed to the 2<sup>nd</sup> Forum in June 2015.



Speakers of the Forum and staff of GDUFS

## Workshop for Teachers of Spanish as a Foreign Language (7 June 2014)

The number of Spanish students in Hong Kong keeps growing and as such there is an increasing demand for qualified Spanish teachers. However, it is difficult to obtain quality training in the region and attending workshops and conferences in Spain is not always an option. With this in mind, the Department teamed up with The University of Hong Kong (HKU) and Edelsa (a Spanish publisher of textbooks for learning Spanish as a Foreign Language) to organise the first training workshop for teachers of Spanish as a Foreign Language.

The workshop was conducted by three speakers, two from Spain and one from Beijing. They are Isabel Lopez, from Jaen University where she runs the programme for Spanish as a Foreign Language; Oscar Cerrolaza, author of the textbooks currently used by PolyU and HKU; and Teresa Rodriguez, representing the Spanish Ministry of Education in China.

There were 36 attendees from both Hong Kong and Mainland China. They are all teachers who are working in primary and secondary education as well as private language schools. The workshop was very well received and highly rated, both for its practical content and its organisation. Participants were keen to see it can be repeated and they also suggested that it should extend to two days.



## PolyU Consultation Day for JUPAS Applicants 2014

The PolyU Consultation Day for JUPAS Applicants was held on 17 May this year. It is an annual event where JUPAS applicants can obtain more information about different programmes to re-prioritise their choices. Consultation sessions for the Major in BA in English Studies for the Professions (BAESP) programme under the 4-year curriculum for HKDSE students were arranged on that day. Some BAESP students were involved as student ambassadors and shared their study experience and university life with the visitors.



## Departmental Seminars



### 1 Toward a Discourse Approach to Shared and Diverse Language Patterns: The Case of Mandarin and English (11 April 2014)

Specializing in Chinese language, linguistics and applied linguistics and TESL, Professor Tao Hongyin from the University of California, Los Angeles, USA shared with the audience his study on the differences and similarities between two languages: Mandarin and English. He examined a discourse as whole rather than looking at each sentence in isolation. Such investigation facilitated a wider understanding of how languages operate in reality as well as contributing to the discussion of discourse functional linguistics. In his talk, a number of patterns – including causation marking, relative clause structure, NP intonation units, and extended uses of interrogative expressions – were discussed to encourage the use of a discourse-based approach to usage patterns across languages.



### 2 The relevance of multimodal resources for the teaching of English as a second or foreign language (9 June 2014)

With research interests in multimodality and teacher education, Professor Viviane M. Heberle from the Universidade Federal de Santa Catarina, Brazil, talked about her paper on teaching English as a foreign language or additional language. She focused on the importance of the use of multimodal resources in teaching the language. First, she explained how a study – that involved class observation in three Brazilian secondary schools, interviews with teachers and students, and analysis of students' weekly journals – was conducted. The latter part of the seminar was about the relevance of using multimodal resources and a call for concern towards the development of multimodal literacy practices at school. In response to the findings, she proposed a series of possible activities to be conducted in class that may contribute to the advance of multimodal literacy. Some of them included analysis of famous paintings, maps, advertisements and museums.

### 3 "Montage and Madness: Aby Warburg to *A Beautiful Mind*" (16 June 2014)

Awarded the Guggenheim Fellowship and the Morey Prize in art history, Professor W.J.T. Mitchell from University of Chicago, USA explored at the seminar the *Bilderatlas*, one of the central "image operations" in the practice of forensics, criminology, surveillance and targeting operations, and art history. According to Prof. Mitchell, the *Bilderatlas*, is the structured array of images that allows a comprehensive overview of a situation. On top of this, he added a simple yet clear metaphor to explicate such complicated concept: that is just like a "situation room", a cinematic editing room or an evidence wall. He pointed out, however, that there is a thin line between the rational use of this technique and certain forms of madness. Using examples from spy thrillers, science fiction, and art historical practices inspired by the iconology of Aby Warburg, he looked further into this zone of knowledge.





## Follow Us on Twitter

The Department has recently landed its feet on Twitter. On our Twitter account, people will find latest and upcoming events organized by the Department as well as other updates and useful information. Photos and videos will also be updated so that 'followers' can stay in touch with us wherever they are. For the time being, our twitter features the news about the most recent conference (7-ICOM) hosted by the Department from 11 – 13 June 2014. More news will be coming when the new semester is about to begin.

To check out the latest movements of our department and keep in close touch with us, please follow us on Twitter now at <https://twitter.com/HKPolyUENGL!>



## New Academic Staff: Dr Phoebe Lin, Research Assistant Professor

Phoebe Lin, PhD (Nottingham), specialises in the phonology of multiword units in naturally occurring spoken discourse. Her interdisciplinary research has not only advanced interest in the use of corpus linguistics methodologies for studying speech prosody, but it also sheds new light on English language teaching (ELT) and speech technologies. She is the author of the forthcoming monograph *The Prosody of Formulaic Language: A Corpus Approach in Continuum's Corpus and Discourse* series and a few articles in *Applied Linguistics*, *International Journal of Corpus Linguistics*, and *System*. She also reviews for a number of SSCI-indexed journals in the areas of applied linguistics, English language teaching and learning technologies. Her latest research addresses the linguistic, pedagogical and technological issues surrounding the wider use of internet television for mobile foreign language learning.

Dr Lin teaches discourse analysis, phonology and other linguistics courses for the Department. Previously, she taught at the University of Nottingham, UK, and the City University of Hong Kong. She was nominated for City University's Teaching Excellence Award. Dr Lin's webpage is at <http://myweb.polyu.edu.hk/~mslin/>.



## English Clinic Workshop for PhD Students (10 May 2014)

Dr Mable Chan conducted a writing workshop organized by Hong Kong College of Technology (HKCT) for six PhD students in education on 10 May. Before the workshop, the participants expressed their need to find out how to write in a more critical but less descriptive way. They also wanted to know how to choose or use words appropriately in academic writing. The participants were very satisfied with the knowledge gained from the workshop; they found the contents relevant to their needs. In the feedback forms, participants emphasized that the structure of the workshop is clear with useful references provided. The introduction of corpus is another good aspect which is helpful to their research writing. All participants rated Dr Chan's teaching in the workshop highly.



All participants found the workshop given by Dr Mable Chan (middle) useful for their research writing.



Dr Xu Xunfeng (second from right) and Mr Francis Low (left) of the Department visit staff of LAMAL.

## Language and Multimodal Analysis Laboratory

Language and Multimodal Analysis Laboratory (LAMAL) at the PolyU Shenzhen Base is attached to the Department of English. It is dedicated to developing theories and methods for linguistic and multimodal discourse analysis. The lab collects multimodal data such as texts, images, sounds, and videos and annotates the data using multimodal analytical methods. The annotated multimodal corpus can provide empirical basis for theory development, language learning and teaching, as well as theoretical tools for developing cultural creative industries. The lab also studies socially significant linguistic and multimodal discourses, for example, national image and TV advertisements from a social semiotic perspective, with the aim of providing practical advice to media industries.

LAMAL also aims to strengthen the connection with universities and schools across the country in the fields of scientific research and education. LAMAL is active in research through applying for national, provincial and municipal research grants. Meanwhile, LAMAL provides English language education and training services to local professionals and those from around the country by means of postgraduate programmes, teacher training and projects, applied linguistics workshops, English courses for the professionals and other English-related training programmes.

## Academic Staff Presents Research on Metaphor Use in Psychotherapy and Counselling in China (13 May 2014)

Dr Dennis Tay was invited by the College of Foreign Languages at National Huaqiao University, Fujian, China to present a talk on his research. With his expertise in cognitive linguistics research and mental health discourse analysis, Dr Tay gave a talk on "Metaphor as a bridge between discourse analysts and mental health professionals". He shared his research direction and findings, particularly on metaphor use in psychotherapy and counseling in the Chinese university context.

The talk was attended by about 50 people who were mainly staff and students of the College.

The visit to the College of Foreign Languages also offered an opportunity for Dr Tay to discuss collaboration plans with them, as well as the Counselling Service Centre of the university, regarding future research on student counselling in the Chinese context.



## Recent Publications

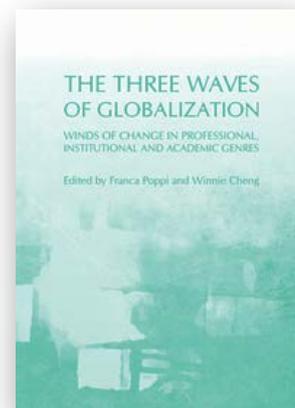
### 1. The Three Waves of Globalization: Winds of Change in Professional, Institutional and Academic Genres

Edited by: Prof. Winnie Cheng, Department of English, PolyU  
Dr Franca Poppi, University of Modena and Reggio Emilia, Italy

This book explores into the changes in 'genres' as a result of globalization. Closely preceded by the first two waves of globalization, the third wave, which began after 2000, has made the world noticeably smaller. In fact, technological innovations have sharply increased the availability of new modes of communication. This has prompted the emergence of new 'globalizing genres'. Furthermore, it has led to a series of adaptations to the existing genres, in an attempt to guarantee their success and survival in an era celebrating the need for a 'global reach'.

To investigate these 'winds of change' in generic studies, the present volume combines a historical perspective with a detailed survey of different contemporary discourses and genres. Accordingly, the empirically informed analyses of discourses and genres do not only focus on the textual, intertextual and interdiscursive features, but also on the institutional, organizational, professional and socio-cultural settings. As a consequence, different reading paths can be followed in the present volume. While it is possible to make a distinction between professional, institutional and academic contexts, the concept of change will also be investigated by focusing on oral, written and web-mediated genres. Throughout the volume, the different reading paths aim at highlighting the influence of the three waves of globalization on genre evolution, thus contributing to providing evidence in favor of the homogenization or fragmentation hypotheses.

The book is also available for purchase on Amazon.



### 2. New Ways in Teaching Business English

Edited by: Dr Clarice Chan, Department of English, PolyU  
Evan Frendo, Business English training consultant

*New Ways in Teaching Business English* is a resource book for business English practitioners. It is the first book dedicated solely to teaching business English published by TESOL Press. It offers more than 80 ready-to-use activities for the business English classroom, specifically selected to represent the diversity that is driving innovation in business English teaching today. The contributors come from a variety of teaching contexts around the world, including tertiary education, corporate language training and adult education. The activities are organized into six categories: "Understanding Stakeholders", "Spoken Business Communication", "Written Business Communication", "Working with Authentic Materials and Language", "Intercultural Perspectives" and "Promoting Learner Autonomy". The book has received excellent reviews:

"The best resource book for business English teachers I've seen: excellent for both new and experienced business English teachers. A wonderful combination of practical lessons, creative thinking, and solid pedagogy."

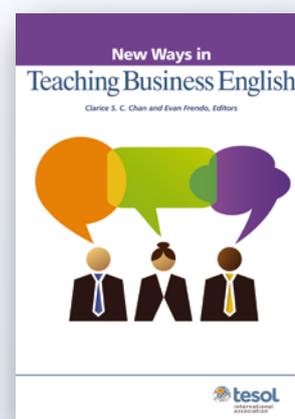
- Vicki Hollett, Award-winning author of business English teaching materials

"This is an exciting new research-informed resource for business English teachers, which incorporates key trends and recent developments, such as intercultural training, English as an international language and learner autonomy, into a wealth of stimulating and creative activities."

- Almut Koester, PhD, Business English researcher and textbook author

"The emergence of English as the global language of business has placed English for business squarely at the center of specific-purpose English. This contribution to the popular New Ways series is a valuable source of ideas from some of the top practitioners in the field."

- David Nunan, PhD, TESOL past president, applied linguist, educator, and author



## News on the International Research Centre for Communication in Healthcare (IRCCH)

### IRCCH Roundtable Meeting in Switzerland (25 June 2014)

Twenty-eight members of the IRCCH independently funded themselves to attend a mini-roundtable in the Department of English in Lugano, Switzerland. Professor Diana Slade, Professor of Applied Linguistics of the Department and Director of IRCCH led the first session by discussing the latest developments in terms of international, collaborative research proposals and development of translational research and professional development materials. Members shared their research developments and collaborations involving different members of IRCCH; successful grants that came about due to IRCCH collaborations, and collaborations on translational research and professional development.

Some of the key issues raised and discussed at the meeting included how members can collectively and individually advance the objectives of IRCCH, and how they can build up the training arm of IRCCH so that they can both have access to IRCCH's training materials as well as contribute training 'products' to IRCCH. IRCCH now has 80 members from 16 countries around the world and the third full Roundtable will be held at PolyU on 29 June 2015, immediately following the International Communication in Medicine and Ethics conference (COMET) which is on 26 – 28 June at HKU.



Professor Slade welcomes all the participated members in Lugano, Switzerland

### PolyU IRCCH Research Presentations in Italy and Switzerland

The healthcare team from IRCCH and the Department presented in two academic conferences in Italy and Switzerland about the latest development of the research into healthcare communication in emergency setting in Hong Kong.

Professor Diana Slade, Professor Christian M.I.M. Matthiessen and Dr Marvin Lam presented research findings at an International Conference hosted by the Research Centre on Languages for Specific Purposes (CERLIS) at the University of Bergamo, Italy. They discussed their cutting-edge research project investigating the complexity of communication between clinicians and patient in a bilingual emergency department in Hong Kong.

Dr Angela Chan, Associate Head of School of Nursing, PolyU and Associate Director of IRCCH; Professor Jane Stein-Parbury from University of Technology, Sydney; and Dr Lisa Kennedy from University of Massachusetts, Boston, USA have presented at COMET (Communication, Medicine and Ethics) in Lugano, as well as at the mini-IRCCH roundtable held prior to COMET. As a result of their COMET presentations, they are jointly writing a manuscript on Communication Skills Training.

## My Adventure in Spain — Sharing by BAESP Year 3 Student Melody Leung

My trip to Valencia to learn Spanish this summer was a fun and rewarding experience to me. I have met many nice teachers as well as fun and outgoing people from different places around the world!

During the two weeks, I woke up at 7 am and arrived at school by 9 am. Yet, unlike what I had expected, my 'school life' was actually fun. I had never been more motivated to go to school in my life! Every day, we had 2 Spanish lessons in the morning until noon. Afterwards, we took part in activities organized by the school to meet people and learn about Spanish culture, such as paella party, flamenco performance, excursion trip, etc.

In my spare time, I went to bars with my classmates during nighttime to have a beer or sangria. Occasionally, I went running in the beautiful park near the famous Ciudad de las Artes y las Ciencias. Sometimes, I visited a local gym or took a 20-minute bus ride to the beach just to

sleep and relax. Wasn't such lifestyle literally just like that in Heaven?

The lifestyle in Spain is very different from that in Hong Kong. There are many things in Spain that really amused me such as Spanish people have dinner at 10 pm (without becoming fat); they touch the bread with bare hands when they buy one. They even leave the baguette uncovered in kitchen overnight (at least in my host family)!

Spain is really a happy country with nice people. The only thing that I didn't like about this trip was that I couldn't stay longer. But I will definitely go back!



Melody is excited to meet some Spanish chefs during a paella party.

## Alumni Reunion Dinner (9 May 2014)

About 50 alumni and academic staff had a joyful evening at the Alumni Reunion Dinner jointly organised by the Department of English Alumni Association (DEAA) and the Department on 9 May. The theme was 'Masquerade' and each participant received a beautiful mask at the reception to wear during the dinner. Everyone appeared to have a glamorous "make up" and showed a different look! The Alumni Affairs and Development Office (AAO) has sponsored prizes for the game and lucky draw sessions and brought exciting moments to the occasion.



Alumni are able to meet and catch up with their previous teachers at the event.



Every participant wears an eye-catching mask!

## 2<sup>nd</sup> Mentorship Programme Activity: Work Placement Sharing Session (25 April 2014)

The theme for the second activity for the 2013-14 academic year is "Maximising your work placement opportunities: From preparation to completion". Four final year BAESP students who have made good achievements from various work placement opportunities were invited to share their experience at this gathering. Mentors also gave advice to the mentees how they could make the most out of different job placements before they graduate. The information and knowledge gained by the mentees from this activity are useful in helping them to look for suitable work placements and to prepare themselves for the training opportunities.

