



HIGHLIGHTS

- **P.2** IRCAHC Symposium and Workshop
- **P.3** European Film Festival @PolyU
- **P.5** Raising awareness of linguistic diversity on International Mother Language Day
- **P.7** BAESP student receives the "Most Outstanding PolyU Student" award



Faculty of Humanities Distinguished Lecture Series – Department of English (February – April 2018)

The Faculty of Humanities (FH) is celebrating its 10th anniversary in 2018, and the Department of English its 30th anniversary. The celebrations include bringing in top scholars in the fields represented in FH, and the Department is pleased to have invited three from the United Kingdom to speak at a Distinguished Lecture Series held between February and April. They were Professor Zoltán Dörnyei from the University of Nottingham, Professor Deborah Cameron from the University of Oxford, and Professor Li Wei from the University College London.



1. What makes L2 tasks engaging? by Prof. Zoltán Dörnyei (26 February 2018)

As a world-renowned scholar on motivation in second-language learning, Prof. Dörnyei discussed the new angle for the understanding of task engagement with recent research on 'directed motivational currents' (DMCs). He explained the integration of a motive and the ensuing task behaviour is believed to offer a fruitful framework to explore task motivation in a new way. He concluded the talk by addressing the practical question of what made L2 tasks engaging.



2. Language, gender and inequality at work by Prof. Deborah Cameron (23 March 2018)

Prof. Cameron is one of the most widely cited scholars in the world on language and gender and is also well known for her engagement in public debates. She raised that the widespread belief in women's lack of confidence and authority in using language contributes to the persistent inequality at work. Prof. Cameron shared linguistic research on women's use of language in the workplace to show whether the popular belief is a problem. She also discussed the role language plays in maintaining or reducing gender inequality at work.



3. Translanguaging as a practical theory of language: implications for language learning and research by Prof. Li Wei (13 April 2018)

Prof. Li is one of the best known Chinese scholars in Applied Linguistics, and has developed some of the most prominent frameworks for analysing Chinese-English language data. He reviewed the development of the concept of Translanguaging, and focused on its potential as a theory of language and language practice. He used examples from a wide range of contexts to explore the implications of Translanguaging as a theoretical perspective for researching language learning, language use and language policy in detail. Connections with current theories of distributed cognition, multimodality and social semiotics were also discussed.

“Expanding Horizons in Health Communication” Symposium and Workshop (19 – 20 January 2018)

The event aimed at promoting the work and vision of the newly-launched International Research Centre for the Advancement of Health Communication (IRCAHC). Professor Bernadette Watson, Centre Director, set out the Centre’s new research strategy and highlighted its renewed focus on making a practical contribution to health care innovation in Hong Kong and around the world.

For the symposium on Day 1 (19 Jan), keynote presentations were delivered by international and local health communication scholars, Professor Janice Krieger from the University of Florida, Dr Daniel Angus from the University of Queensland, and Dr Wendy Wong from the Chinese University of Hong Kong. Our PhD student, Ms Blair Jin also delivered a presentation entitled “To greet or not to greet in medical openings: data from China”.

For the workshop on Day 2 (20 Jan), Dr Angus provided a hands-on demonstration to the participants on the innovative analytic software program Discursis. This software has been used in health research in Hong Kong, Macau and Australia to analyse conversations, web forums, training scenarios and other large datasets.

It is hoped that the event offered the participants a platform to network with people with shared interests in health communication and that they had a fruitful experience during these two days.



IRCAHC Director Prof. Bernadette Watson explains the Centre’s strategy and focus at the welcoming remarks of the Symposium.



The Discursis workshop allows participants to obtain practical skills on using the software for health research.

Faculty of Humanities 10+ Anniversary – Fun with FH (28 February – 2 March 2018)

To celebrate the 10th anniversary of the Faculty of Humanities (FH) in 2018, a Fun with FH event was organised after an official Opening Ceremony for the anniversary on 28 February. The three-day event offered game booths and workshops to allow participants to understand the unique aspects of the departments and centres within FH. Below were our Department’s two activities featured at the event:



1. Building Your English Vocabulary through YouTube (28 February)

This is an activity where visitors had fun learning English idioms and playing an Idioms Quiz! The research team led by Dr Phoebe Lin demonstrated their latest research-informed innovation — the intelligent self-directed learning app IdiomsTube. Using the app, users can learn useful English idioms while enjoying any subtitled English YouTube videos. Many visitors signed up to use the app (www.idiomstube.com) and started following their Facebook and Instagram pages.



2. European Languages: 'Speak Dating' (2 March)

Our Minor in European Studies programme presented its version of the European Languages: 'Speak Dating' in this activity. Participants had an opportunity to learn many European languages. The speakers, with a mix of students and staff, taught each participant five-minute useful sentences in French, German, Italian, Portuguese and Spanish in a speedy speak-dating session.

European Film Festival @ PolyU (February – April 2018)

The Department’s Minor in European Studies held a European Film Festival from 2 February to 10 April, in collaboration with the European Union Office to Hong Kong and Macao, the Hong Kong Consulate Generals of Dutch, France, Sweden and Switzerland, the Goethe Institut, and the Italian Cultural Institute. Seven films from different European countries were chosen for screening:

2 February (Friday)	De Bende van Oss [The Gang of Oss]
6 February (Tuesday)	Democracy
6 March (Tuesday)	Die göttliche Ordnung [The Divine Order]
13 March (Tuesday)	Hotel Meina
20 March (Tuesday)	Seuls [Alone]
27 March (Tuesday)	Couleur de Peau, Miel [Approved for Adoption]
10 Apr (Tuesday)	Odödliga [Eternal Summer]

The films were all very well received by a mixed audience of staff, students and outside PolyU guests. Many were invited by the European institutions sponsoring the film in question. At times some audience members stayed behind to discuss the films, giving rise to some interesting comments and observations. We would like to thank all those involved in making the festival happen.

The Minor programme has a Facebook Page with regular updates of different related activities and current issues: <https://www.facebook.com/PolyU.MinorEuropeanStudies/>



Before the screening of *Hotel Meina* on 13 March, the Programme Leader of Minor in European Studies, Dr Renia Lopez, introduces the film and thanks its sponsors, the Italian Cultural Institute.



Dr Dennis Tay, Programme Leader of BAESP, explains to students the benefits of having an English major for their future career and further study.

Special Gathering for BDLCC Students (16 March 2018)

The Department organised a special gathering for students from the Broad Discipline of Language, Culture and Communication (BDLCC) to get to know them better and to give them more information about the curriculum and study pattern of the BA (Hons) in English Studies for the Professions (BAESP) programme that can help them to make a decision on their choice of Major in June.

There was a game session and an interactive quiz session where participating students won various prizes. Some current BAESP students were invited to share their experiences of different BAESP activities such as Student Exchange, WIE, Service Learning, and scholarships. Our teachers were also there to answer questions related to the curriculum, and graduate employment opportunities.



Departmental Seminars

1

Personalized Learning: From Neurogenetic Markers to Modification of Training (29 January 2018)

Language learning, especially in the sound and grammatical aspects, is notoriously difficult to master in adulthood. Prof. Patrick Wong from the Chinese University of Hong Kong introduced some preliminary attempts on how learning can be altered based on the knowledge of the biological and cognitive fundamentals of human learning. His research team identified neurogenetic and neural markers for learning success. With these biomarkers, "Personalised Learning" can be made to improve language teaching and treatment of communication disorders, as well as other kinds of learning and behavioural therapies.



2



Discursive Illusions in Media Representations of Ideological Constructs (12 February 2018)

The world has seen the rise of an increasingly aggressive debate regarding the authenticity of media discourse in the shaping of reality (cf. fake news) during the presidential election of the United States in 2017. Dr Aditi Bhatia of our Department used the treatment of Syrian refugees in American media as an example to illustrate how mainstream and alternative voices have given rise to two key narratives about the refugee crisis. Dr Bhatia employed a multi-perspective approach to critical discourse analysis to reveal a discursive conflict between a humanistic perspective on the crisis that exploits a banal understanding of the American Dream, and a dichotomous narrative that homogenises refugees as a threat to the American way of life.

Big Data in the Global News Media: A Linguistic and Discursive Approach (13 March 2018)

With research interests including media discourse, cultural heritage and digital communication, Dr Maria Cristina Paganoni from the University of Milan, Italy explained that big data is a trendy but controversial topic nowadays. While big data is at the core of business success, big data management raises issues such as privacy, consent and accountability. Dr Paganoni suggested a linguistic and discursive approach to this topic by using the framework of Corpus-Assisted Discourse Studies (CADS). This will help identify the emergent rhetoric of big data and its impact on social imaginaries.



3

New Logo of IRCAHC Unveiled

The International Research Centre for the Advancement of Health Communication (IRCAHC) held a logo design competition in January. It looked for creative ideas that capture the values and mission of the Centre and that highlight its location in Hong Kong while also setting out its strong community and international links. This competition was open to students and staff of PolyU as well as the general public.

Many high-quality entries were received and the IRCAHC management committee and representatives from the School of Design reviewed all entries and worked together to select the winners. Below are the results of the competition:

Champion: So Lok Man
First Runner-Up: Leung Yin Wai
Second Runner-Up: Jin Huang

The champion So Lok Man described his design idea in the following way:

"This logo design was inspired by the icon of the earth and medical signs. I used simple shapes and lines to express the meaning of this design. Moreover, I used the outline of the earth to form a cross sign. Also, I picked a light blue colour because this colour is mostly used for medical signs which allows everyone to think about medical and health easily. Most importantly, this design shows that international health issues are the major concerns of the IRCAHC while it symbolizes the Centre's contribution to international medical health care."



Joint Reunion Dinner (23 March 2018)

The Department of English Alumni Association (DEAA) joined hands with the Department to organise a Reunion Dinner. About 60 alumni, final year students of BAESP, and academic staff joined this event and it was a good opportunity for bonding among our alumni, students and teachers. Four graduates were invited to share their career experience during the dinner which was especially valuable to the final year students. The Alumni Affairs and Development Office (AADO) had also sponsored prizes for the lucky draw which brought additional joy to all participants.



Raising Awareness of Linguistic Diversity on International Mother Language Day

21 February was International Mother Language Day, an initiative of the United Nations Educational, Scientific and Cultural Organisation. Our Assistant Professor Dr Nathan Albury featured in an online ABC News report in the Australian media to help raise awareness of the economic, cognitive, cultural and legal reasons why we must continue to foster linguistic diversity in our homes and communities. Governments and other policy makers are key stakeholders in encouraging or suppressing multilingualism. His media piece gives a snap shot of some successes and challenges around the world in maintaining linguistic diversity, with the argument that multilingualism in multicultural societies is not an impediment to nation-building, but makes for agile, economically mobile, and culturally competent citizens. Dr Albury has been leading the advocacy work of the international research network for social and affective factors in home language maintenance and development. Check out his media piece here: <http://www.abc.net.au/news/2018-02-20/let-children-speak-the-languages-of-their-ancestors/9446860?section=analysis>



Recent Research Publications

- Ahrens, K. (2018). Beehives and Wet Markets: Expat Metaphors of Hong Kong. In Jason S. Polley, Vinton W.K. Poon, and Lian-Hee Wee (Eds.), *Cultural Conflict in Hong Kong: Angles on a Coherent Imaginary*. (pp. 35-52). London: Palgrave Macmillan.
- Albury, N. J. (2018). Linguistic landscape and metalinguistic talk about societal multilingualism. *International Journal of Bilingual Education and Bilingualism*, 1-17 (online first). doi:10.1080/13670050.2018.1452894.
- Bhatia, A. (2018). Interdiscursive performance in digital professions: The case of YouTube tutorials. *Journal of Pragmatics* 124, 106-120.
- Chan, M. (2018). Processing instruction in helping map forms and meaning in second language acquisition of English simple past. *The Journal of Educational Research*, DOI: 10.1080/00220671.2017.1411879.
- Cummings, L. (2018). *Speech and Language Therapy: A Primer*. Cambridge: Cambridge University Press.
- Ho, V.**, and Li, C. (2018). The use of metadiscourse and persuasion: An analysis of first year university students' timed argumentative essays. *Journal of English for Academic Purposes* 33: 53-68.
- Jenks, C. J. (2018). Meat, guns, and God: Expressions of nationalism in rural America. *Linguistic Landscapes*, 4(1), 53-71.
- Ladegaard, H. J. (2018) The destructiveness of distance: Unfaithful husbands and absent mothers in Domestic migrant worker narratives. In Jolanta A. Drzewiecka and Thomas K. Nakayama (eds.) *Global Dialectics in Intercultural Communication* (pp. 21-41). New York: Peter Lang.
- Lam, P. (2018). The discursive construction and realization of the Hong Kong brand: a corpus-informed study. *Text & Talk*, 38(2), 191-216. (AHCI & SSCI).
- Liontas, J. I. (Series Ed.), Renandya, W., **Hu, G.**, Christison, M., & Broady, C. (Vol. Eds.). (2018). *The TESOL encyclopedia of English language teaching: Vol.3. Teaching listening & Teaching speaking and pronunciation*. Hoboken, NJ: Wiley-Blackwell.
- Lopez-Ozieblo, R. (2018). Can gestures help clarify the meaning of the Spanish marker 'se'? *Lingua* (208), 1-18. <https://doi.org/10.1016/j.lingua.2018.03.002>.
- Tay, D. (2018). Metaphors of movement in psychotherapy talk. *Journal of Pragmatics*, 125, 1-12.

BAESP Student Amy Chan Receives the "Most Outstanding PolyU Student" Award 2017

Amy Chan, a final year student of BA (Hons) in English Studies for the Professions (BAESP) programme has been awarded the top award of "Most Outstanding PolyU Student". She is the second student in the programme to win this prestigious award after Jennifer Zhang in 2012. She received the award at the presentation ceremony on 26 February together with the other seven PolyU students receiving The Outstanding Student of Faculty Awards at the same time.

We have invited Amy to share her university life and the pathways she has been through which helped her make this achievement. Hope this will be a good motivation for our students to strive for success in their goals!



“ The past four years at PolyU have taught me how to be a humble learner and a passionate dreamer. University is a place full of possibilities. For me, PolyU has been a nurturing platform for me to learn and grow.

Upon the start of my freshmen year, I set a personal goal that each year I would challenge myself to do something different and make breakthroughs. I stepped out of my comfort zone and joined an international student organisation called AIESEC. From there, I have met a lot of devoted PolyU students. Together, we organised a six-week cultural project where we invited international students as project facilitators to come to Hong Kong. My AIESEC teammates were the ones who taught me the values of "love, respect and embrace".

However, it was not all roses and sunshine from the beginning. I was so stressed out from adapting to the new academic environment and worried about not doing well enough with my studies. My body started to react negatively to stress so that I had to take medicine because of all the symptoms caused by hormonal imbalance. From then on, I knew I had to change.

I spent time to reflect on myself. I planned out my schedule and prioritized my work. I tried not to be so bothered by the grades. And surprisingly, I somehow found myself enjoying studying more as well as getting much better academic results. As Steve Jobs said, "stay hungry, stay foolish". My passion for knowledge grew as I became more involved in my study programme, and for that, I thank my teachers for their guidance throughout.

Currently, I gathered together a few close friends to set up an education-related enterprise, DoEd. With a mission to trigger Hong Kong secondary students' potential, we wish to equip them with life skills through experiential learning opportunities. We hope that DoEd can be a medium where youngsters can share and be inspired. We envision Hong Kong students being passionate about the quest for knowledge, proactively searching for opportunities and making life decisions with confidence.

These four years at PolyU have been so inspirational and life-changing for me. Nothing is too big to dream for, it only depends on how desperate you want it! Stay humble and work hard towards your goals, may they be personal, academic or any other. ”



Amy receives the "Most Outstanding PolyU Student" award from President Professor Timothy W. Tong.



The internship in the Group Public Affairs Department of CLP Limited allowed Amy to apply the professional knowledge of language she learnt on the BAESP programme.



Amy went to Turkey on a cultural exchange trip in 2015.



WIE Book Prizes for Students with Outstanding WIE Performance

The Department awarded two book prizes to two BAESP students with outstanding WIE performance in 2017-2018. The awardees shared their internship experiences below:



Wendy Cheung,
Year 3 BAESP student



☞☞ Summer is a good time to escape from the hot weather and dull life. Living a different life last summer in Dublin was wonderful. I spent six weeks working as an intern in a photography agency in Lensman. I first expected merely administrative work and answering phone calls in this post. However, my supervisor provided me different responsibilities, such as event support, stop motion video project, photo shooting and photo editing. I have gained lots of fun and motivation from this work. I understand being enthusiastic is important because it helped me to achieve the most from this opportunity. I used to be a passive person and always approached things in a careful and less aggressive manner. The internship has undoubtedly made me more proactive. I remember I was asked to upload and caption videos on a new platform which requires a different method and no one knows how to do it. In addition to figuring out a way of doing this, I wrote a simple guideline for my colleagues to follow in future. They were all grateful for what I did. From this experience, I realised that our own value is determined by ourselves and not by others. ☞☞



☞☞ I worked as a marketing intern at Boost Beauty Solutions in Dublin last summer for six weeks. The company is a small business which sells skincare and anti-surgery products online. My job was to publish Instagram and Facebook posts of the company, update monthly newsletter, design graphics, assist in filming promotional videos, and process orders. As this was the first time I worked in an English-speaking country, my proficiency in English has improved. Also, I have become more confident and sociable in a workplace environment. These are all valuable experiences for my future career. ☞☞

Michelle Lam,
Year 3 BAESP student

