

ENGLink is published by the Department of English, The Hong Kong Polytechnic University.

Contact for contributions or further information about the articles: egadmin@polyu.edu.hk

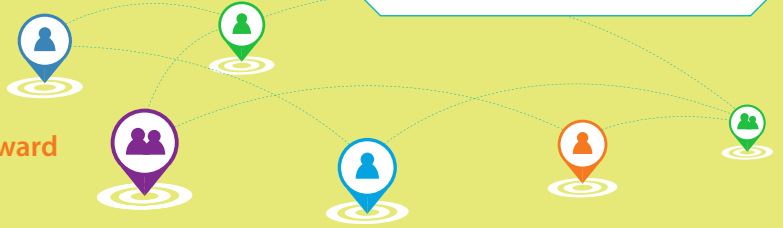
Connect with us



HKPolyUENGL | Q

HIGHLIGHTS

- **P.2** European Film Festival @PolyU
- **P.5** ENGL Wins Highest Growth Award
- **P.6** BAESP Student Receives Outstanding Student Award



“Communication and Safety in Healthcare” Symposium and Workshop (22-23 February 2019)

The International Research Centre for the Advancement of Health Communication (IRCAHC) hosted its' second annual symposium on 22 February. The “Communication and Safety in Healthcare” symposium featured several contributions from international scholars and healthcare practitioners.

Professor Phillip Della and Dr Fiona Geddes from Curtin University, Australia, discussed research into patient safety in Australia and Singapore. Professor Shouzhen Cheng, Director of the Nursing Department of the First Affiliated Hospital of Sun Yat-Sen University, China, introduced attendees to work within her hospital that has improved patient safety. Dr Alice Yau and Dr Margo Turnbull also provided an informative update on research IRCAHC has been doing to extend Discursis software communication for the analysis of Cantonese data sets.

The symposium was followed by a workshop on 23 February, facilitated by Dr Geddes, which focused on “increasing resilience of healthcare workers.” Resilience and the ability to cope with the stress and unpredictability of working in healthcare is an international issue that affects worker retention and patient safety. Researchers and practitioners attended both days and provided positive feedback.

IRCAHC has more education and research activities planned. For details, please visit the website: www.polyu.edu.hk/engl/ircahc



Participants at the symposium.



From left: Dr Fiona Geddes, Prof. Phillip Della, Prof. Shouzhen Cheng, Prof. Hans Ladegaard (Head of the Department of English), and Prof. Bernadette Watson (Director of IRCAHC).



In his keynote speech, Prof. Phillip Della presents research conducted in Australia and Singapore that ensures effective delivery of care when a patient becomes unstable.

European Film Festival @PolyU (February – April 2019)

The Department's Minor in European Studies hosted the 3rd European Film Festival at PolyU from 19 February to 2 April. This year we had the support of seven European consulates and cultural institutions, as well as the European Union Office, including Sweden, Germany, Spain, France, Italy, Switzerland, and Hungary. Seven films were chosen for screening:

19 February	Dom över död man [The Last Sentence]
26 February	Das Leben der Anderen [The Lives of Others]
5 March	Pa Negre [Black Bread]
12 March	Fatima
19 March	Patria
26 March	Eldorado
2 April	Északi fény [Aurora Borealis]

It was also an honour to have the virtual presence of Mr Markus Imhoof, director of the Swiss film "Eldorado," to share with the audience his views on the European migration crisis, which is the topic of his film.

The objective of the European Film Festival is to give the PolyU community a taste of European cultures and social issues through films and thus promote cultural diversity.

For regular updates of different related activities and current issues, please refer to the Minor programme's Facebook page: www.facebook.com/PolyU.MinorEuropeanStudies



Dr Phoebe Lin provides suggestions to participants on how to expand their English vocabulary.

Academic Staff Member Gives Talk on Vocabulary Learning (7 March 2019)

Dr Phoebe Lin was invited by the PolyU Library (LIB) to give a workshop titled *How Do You Expand Your English Vocabulary?*. During the workshop, Dr Lin shared some research-based facts, figures, and tips about vocabulary learning, as well as Library and online resources. She also gave advice on finding the right books to read and videos/movies to watch for vocabulary building. The workshop was attended by about 90 PolyU members and students.

If you missed the workshop and want to test your vocabulary size, try the "Goulden_VocabularySizeTest" at <https://bit.ly/2OqSnKS>

Departmental Seminars

1

Going beyond communication skills towards advancing “communicative expertise” in healthcare practice (17 January 2019)

This was a joint seminar by the Department and the International Research Centre for the Advancement of Health Communication (IRCAHC). The current landscape of healthcare delivery involves manifold complexity in terms of increased technologisation and nuanced ethical dilemmas which calls for a shift from treating communication as a routinised skill-set to a form of expertise. Professor Srikant Sarangi from the Danish Institute of Humanities and Medicine, Aalborg University, Denmark, proposed that “communicative expertise” in healthcare practice comprises not only knowledge/skill about the mechanics of communication but also the channels through which other types of knowledge/skill are communicated in real-life settings. He explained his proposal is both substantive and procedural in going beyond the dyadic doctor-patient oral medium to include written, visual and digital modalities involving the wider network of actors across professional and institutional boundaries.



2

Tradition, modernity, and Chinese masculinity: The multimodal construction of ideal manhood in a reality dating show (18 February 2019)

In this seminar, Dr William Feng of our Department examined the multimodal construction of ideal manhood in 91 men participants’ self-introduction videos in a Chinese reality dating show. A theoretical framework was demonstrated to model identity as evaluative attributes and to explicate how it is constructed by linguistic and visual resources. Two versions of idealised Chinese masculinity—namely modern masculinity and traditional masculinity—were identified. While the outcome shows young Chinese women’s preference for modern masculinity, Dr Feng explained the inclusion of traditional masculinity reflects the show’s educational agenda under present moral and cultural reconstruction in China.



3

Faulty borrowings: (Mis)used foreign language expressions in American English (11 March 2019)

The United States is regarded as a linguistic melting pot by the way in which American English appropriates terms from other languages, a trend that is more evident in the US than in other English-speaking countries. This US-specific phenomenon is due to the convergence of peoples from diverse ethnic, cultural and linguistic backgrounds. But the use of these foreign words is not subjected to any “quality controls,” and in consequence numerous errors occur, as all too often this trend of using foreign expressions leads to misappropriations. Specialising in Spanish Literature and non-canonical texts of Early Modern Spain, Dr Santiago García-Castañón from Western Carolina University, United States, analysed some of the various foreign expressions that have made their way into mainstream American English. He discussed these newly-acquired words often give a meaning that departs from the ones they originally had in the source language.



4**When socio-political pressure is more powerful than the boss:
Workplace language policies by Kurds that restrict Kurdish
(18 March 2019)**

With a research interest on the sociolinguistics of Kurdish, Dr Anne Schluter of our Department illustrated how this current study uses the theoretical lens of agency to examine the language policies of four of Istanbul's Kurdish-owned eating establishments with respect to socio-political structures. Based on ethnographic data collected through observations and interviews, she explained that the results, which align with Ortner's (2006) and Archer's (2000, 2007) conceptualisations of agency, indicate that while structures severely constrain managers' ability to determine policy, a small number of opportunities also exist to resist these structures. Furthermore, nationally scaled structures feature most prominently in this context. She also discussed how other findings both underline the considerable power of Turkish national structures over individuals in this setting and indicate a small space for alternative marketplaces.

**Career Talk to Prepare Students for Job Interviews
(28 January 2019)**

At the invitation of the Department, the Office of Careers and Placement Services (CAPS) delivered a workshop titled "Aspire to your Career Goals," covering topics such as common CV mistakes, effective interviewing skills, career options, and upcoming recruitment events. The workshop aimed to better prepare students for job searching, writing impressive resumes and cover letters, and positioning themselves in the job market. Though targeting final-year students of the BA in English Studies for the Professions programme, the workshop was open to second- and third-year students as well. Both the Department's major and minor students were also welcome.



Our Department Head Prof. Hans Ladegaard receives the award from Interim President Prof. Phillip Chan at the presentation ceremony.

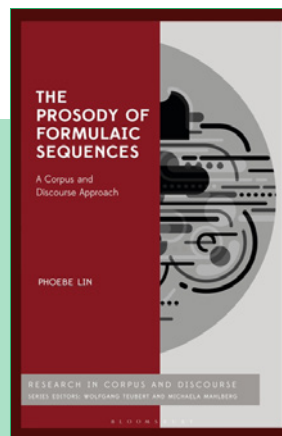
Recognition for Achievement in Consultancy Activities

The PolyU Technology and Consultancy Company Limited (PTeC) organised the Outstanding Professional Services Awards 2018 on 4 March 2019 to celebrate PolyU departments' and faculty members' achievements in consultancy and knowledge transfer activities to industry and the community.

The Department is the winner of the "Highest Growth" award in the category of Departmental Awards in Consultancy Activities. This award recognises the highest growth department in terms of 1) absolute growth amount in invoiced value and 2) percentage of growth compared to previous fiscal year.

This recognition will help drive the department to continue to pursue excellence in our work!

New Books by Academic Staff

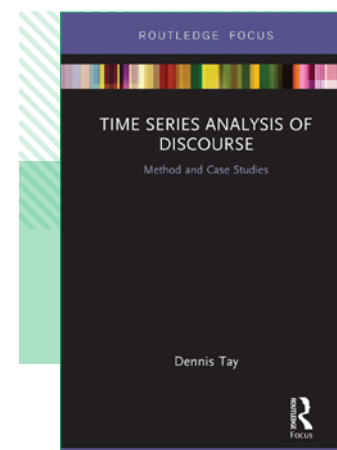


1. The prosody of formulaic sequences: A corpus and discourse approach

In this book, Dr Phoebe Lin offers a new perspective on formulaic language, arguing that while past research often treats formulaic language as a lexical phenomenon, the phonological aspect of it is a more fundamental facet. She presents three empirical studies which examine the intonation and temporal and stress patterns of spoken formulaic language. The work addresses questions about the nature and identification of formulaic language in naturally-occurring speech and sheds new light on English Language Teaching and automatic speech synthesis.

2. Time series analysis of discourse: Method and case studies

This volume by Dr Dennis Tay serves as a comprehensive introduction to Time Series Analysis (TSA), used commonly in financial and engineering sciences, to demonstrate its potential to complement qualitative approaches in discourse analysis research. The book begins by discussing how time has previously been conceptualised in the literature, drawing on studies from variationist sociolinguistics, corpus linguistics, and critical discourse analysis. The volume then segues into a discussion of how TSA is applied in other contexts in which observed values are expected to be dependent on earlier values, such as stock markets and sales figures, and introduces a range of discourse-specific contexts to show how the technique might be extended to analyse trends or shed further light on relevant themes in discourse over time. Each successive chapter features a different discourse context as a case study, from psychotherapy sessions, university lectures, and news articles, and looks at how studying different variables over time in each context – metaphors, involvement markers, and keywords, respectively – can contribute to a greater understanding of both present and future discourse activity in these settings. Taken together, this book highlights the value of TSA as a complementary approach to meaning-based analysis in discourse, making this ideal reading for graduate students and scholars in discourse analysis looking to employ quantitative methods in their research practice.



Recent Research Publications

Baker, S. C., & Watson, B. M., (2019). Investigating the association between Internet health information use and patient willingness to communicate with health care providers. *Health Communication*, 1-10. doi: 10.1080/10410236.2019.1584778.

Burgers, C. & Ahrens, K. (2018). Change in metaphorical framing: Metaphors of trade in 225 years of State of the Union addresses (1790–2014). *Applied Linguistics*, 1-21. <https://doi.org/10.1093/applin/amy055>.

Hu, G., & Duan, Y. (2019). Questioning and responding in the classroom: A cross-disciplinary study of the effects of instructional mediums in academic subjects at a Chinese university. *International Journal of Bilingual Education and Bilingualism*, 22(3), 303-321.

Tay, D. (2019). Death in a multicultural society: Metaphor, language and religion in Singapore obituaries. *Cognitive Linguistic Studies*, 6(1), 84-102.

BAESP Student Lois Chiu Receives the “Outstanding Student, Faculty of Humanities” Award 2018

Lois Chiu, a final-year student in the BA (Hons) in English Studies for the Professions (BAESP) programme has received the “Outstanding Student, Faculty of Humanities” award. The award was presented to Lois at a ceremony on 21 February together with awardees from other PolyU academic departments. Lois says she felt deeply honoured and extremely thankful for being selected, and this award has motivated her to continue to do her best and strive for excellence. She hopes her words below will encourage and help other students achieve their goal:

“ The four-year undergraduate studies in the English Studies for the Professions programme at PolyU not only equipped me with professional English knowledge and effective communication strategies but also helped me to develop cultural sensitivity by investigating the world and its societies through the lenses of language and culture.

The half-year international exchange at the University of Birmingham further broadened my global vision, boosted my interpersonal competence, and enhanced my cultural awareness. These experiences have transformed me from a passive girl into a mature and independent person who is well-prepared to face uncertainties and who is determined to achieve my future goals.

Since childhood, a famous quote from Nelson Mandela has been my motto: ‘Education is the most powerful weapon which you can use to change the world.’ From primary school to university, I am so grateful to have met many great teachers who have demonstrated how teaching can inspire and influence others. Their passion for nourishing the younger generation and their empathy and sensitivity towards the needs of students have motivated me to realise my dream of becoming a successful English teacher in the future.

Studying at PolyU, I am always amazed and surprised by the enormity of the academic world. By becoming involved in community service projects, I have realised the importance of shouldering social responsibilities. With my strong belief, I would spare no effort to create this little change by grasping every chance to serve the community continuously. I hope that every PolyU student can cherish their time studying at PolyU, unleash their potential extensively, and, most importantly, have the courage to dream an impossible dream and make it come true. ”



Lois receives the award from Interim President Professor Philip C.H. Chan.



Lois says her exchange experience at the University of Birmingham was an eye-opening one that helped her become more mature and independent.



Lois shares her study experience as a PolyU and BAESP programme student at the Info Day in 2018.

Joint Reunion Dinner (15 March 2019)

The Department of English Alumni Association (DEAA) joined hands with the Department to organise a Reunion Dinner. About 60 alumni, final-year BAESP students, and academic staff joined this event, which proved to be a strong opportunity for bonding among our alumni, students, and teachers. In addition to an information sharing session by an alumna, three external speakers were invited to talk about how they overcame challenges they faced in their businesses. The Alumni Affairs and Development Office (AADO) sponsored prizes for a lucky draw, which helped make the night even more unforgettable for all participants.

