Joint conference: Talking Across the World & Business and professional communication in a changing world

16 - 18 May 2023

City University of Hong Kong
The Hong Kong Polytechnic University
Hong Kong, China

Programme and abstracts

https://www.polyu.edu.hk/engl/news-and-events/events/2023/5/talking-across-the-world-2023/

Wednesday, 17 May 2023 (UTC+8)

Time Start	Time End				
8:20 AM	8:40 AM	**Registration (Covered Wing Core A Podium)**			**Password for four Zoom rooms: 000000**
		FJ301 **(Zoom ID: 980 0132 6783)**	**BC303** **(Zoom ID: 944 4130 8505)**	**BC202** **(Zoom ID: 932 9183 6758)**	**BC203** **(Zoom ID: 958 8589 4148)**
8:40 AM	8:55 AM	**Welcome & Opening:** **Prof. Eric Friginal**, Department of English and Communication, The Hong Kong Polytechnic University **Prof. Diane Pecorari**, Department of English, City University of Hong Kong **Dr Yunxia Zhu**, School of Business, University of Queensland **Dr William Feng**, Department of English and Communication, The Hong Kong Polytechnic University **Dr Esterina Nervino**, Department of English, City University of Hong Kong **Dr Xiaoyu Xu**, Department of English, City University of Hong Kong		**Venue: FJ301**	
8:55 AM	9:00 AM	**Photo Taking in FJ301**			
9:00 AM	9:40 AM	**Plenary speech** **Conceptualizing and Measuring Language Management Maturity of Chinese Enterprises** **Prof. Lifei Wang**, Beijing Language and Culture University, China Chair: Dr William Feng			
9:40 AM	10:20 AM	**Plenary speech** **Unlocking Success in China: How Brands Can Tap into the Cultural Pulse of 2023** **Jacopo Pesavento**, CEO & Founder, Branding Records, Hong Kong Chair: Dr Xiaoyu Xu		**Venue: FJ301**	
10:20 AM	10:40 AM	**Break (Covered Wing Core A Podium) + turnaround**			
Time Start	**Time End**	**FJ301** **(Zoom ID: 980 0132 6783)**	**BC303** **(Zoom ID: 944 4130 8505)**	**BC202** **(Zoom ID: 932 9183 6758)**	**BC203** **(Zoom ID: 958 8589 4148)**
		Session1a **Teaching and learning practices for business and professional communication** **Chair: Jane Lockwood**	**Session1b** **Intercultural communication** **Chair: Harmandeep Kaur**	**Session1c** **(Panel)Artificial Intelligence Technology in Business Communication** **Chair: Ke Zhao**	**Session1d** **(Panel) Intercultural Business Communication between China and the World: A Multidisciplinary Research Perspective** **Chair: Jieyun Feng**
10:40 AM	11:05 AM	**Jane Lockwood** (The Hong Kong Polytechnic University) The changing landscape for public secondary schools in Hong Kong: communication challenges in the classroom, in the school and beyond	**Maria Cristina Gatti** (Free University of Bozen-Bolzano) Trust-developing communication strategies between verbal resources and spatiotemporal context in intercultural business practices	**Qian Cheng, Yu Zhang, Ke Zhao** (Shanghai University of Finance and Economics) Chatbots in Business Communication: A Mixed-Methods Study on the Attitudes and Perceptions of Customers in China	**Jieyun Feng** (University of International Business and Economics) Negotiating Multiple Identities :A Chinese American Executive Working in Western Multinational Corporations(MNCs)
11:05 AM	11:30 AM	**Zhi Quan** (Southwestern University of Finance and Economics) To better incorporate Harvard case method in EFL business English teaching: Alignment and adjustment	**Qu Shaoying** (Central South University) A Study on the Metaphorical Framework and Motivation of COVID-19 related News Editorials by Chinese and British Mainstream Media	**Yunxia Zhu** (University of Queensland) Managing IM Talk and its impact on employees	**Fan Zhao** (Zhongnan University of Economics and Law) Cross-cultural Adaptation of Business Officials from "Belt and Road" Countries in the Training Programs of China
11:30 AM	11:55 AM	**Ruby DeLa Cruz** (Future Perfect) Technology and testing for communication performance	**Yajuan Zhou** (Guangdong University of Foreign Studies) The Research of Integrating the Essence of Chinese Culture into Mechanism of Cross-Cultural Conflict Management on the Multinational Corporations along "The Belt and Road" areas	**Hadina BT Habil AB** (Universiti Teknologi Malaysia) AI at the workplace: an insight into the use of chatbots in businesses in Malaysia	**Dandan Zhang** (University of International Business and Economics) 'How I wish I'm able to work with your team': A Chinese company's rapport management in Ethiopia
11:55 AM	12:20 PM	**Sook Wah Ho, Bee Eng Wong** (Gamuda Berhad; UCSI University, KL, Malaysia) Sustained Language Learning at the Workplace: Insights from the GB Model	**Harmandeep Kaur** (The Hong Kong Polytechnic University) Mediated Workplace Interactions between First Generation South Asian Women with Limited Cantonese Proficiency and their Ethnically Chinese Coworkers in the Hong Kong Catering Industry	**Reid McLain, Ty Choi** (Hankuk University of Foreign Studies) Exploring the Integration of ChatGPT in the Classroom: Enhancing Teaching and Learning for Korean Students	**Sibo Chen** (Toronto Metropolitan University) Toward a Nuanced Understanding of Cancel Culture
12:20 PM	12:45 PM	**Huang Qiong** (Shanghai International Studies University) Teacher Cognition and Practice in ScaffoldingProfessional English Oral Presentation with Business Students in a Chinese College: A case Study	**Songmei Zhao** (Hebei Institute of Political Science and Law) Contradictions and tensions between place making and Naxi Community: Vitality of Naxi culture and Lijiang Ancient Town		**Ting Zan** (Sichuan International Studies University) Fashion communication and the female image conveyed by Max Mara
12:45 PM	2:00 PM	**Lunch break (Covered Wing Core A Podium)**			

		Wednesday, 17 May 2023 (UTC+8)			
Time Start	Time End	FJ301 (Zoom ID: 980 0132 6783)	BC303 (Zoom ID: 944 4130 8505)	BC202 (Zoom ID: 932 9183 6758)	BC203 (Zoom ID: 958 8589 4148)
		Session2a	Session2b	Session2c	Session2d
		(Panel) Multimodal professional discourse in social media: Cases from China	Globalisation and localisation	Teaching and learning practices for business and professional communication	Digital media
		Chair: Dezheng Feng (William)	Chair: Jenifer Ho	Chair: Asep Budiman	Chair: Ya Sun
2:00 PM	2:25 PM	Dezheng Feng (William) (The Hong Kong Polytechnic University) Identity performance and branding in E-commerce and social commerce Enyao Li (The Hong Kong Polytechnic University) Multimodality, Social Media and University Branding: A Social Semiotic Analysis of Chinese Universities' Identity Construction on Weibo	Lucas Peltonen (The Hong Kong Polytechnic University) Linguaculture in Business English as a Lingua Franca: Levels and Orientations	Du Chenxi (University of International Business and Economics) Identity construction of Native and Non-native English teacher influencers on Tik Tok: a multimodal perspective	Ya Sun, Chenghui Wu (University of International Business and Economics) Discursive Construction of the Message Credibility for Chinese State-owned Enterprises on Twitter
2:25 PM	2:50 PM	Ling Gui (The Hong Kong Polytechnic University) Multimodal Construction of Social Work Identity during the COVID-19 Pandemic	Jenifer Ho (The Hong Kong Polytechnic University) Globalisation and localisation in corporate videos: A pilot study	Asep Budiman (Hunan Normal University) Investigating tertiary English students' attitude towards intercultural language learning	Yulan Wu, Zhiting Chen (Zhongnan University of Economics and Law) A Study on the Motivation and the Dissemination's Characteristics of Tarot future-telling videos on Bilibili
2:50 PM	3:15 PM	Hua Ying (The Hong Kong Polytechnic University) Discursive construction of corporate identities of Chinese and American airlines on social media: A cross-cultural multimodal study	Joyce Oiwun Cheung (The Hong Kong Polytechnic University) CLP and Towngas: A case study on the readability of sustainability reports	Fatemeh Kazemkhah Hasankiadeh (Ferdowsi University of Mashhad) The Predictive Role of Willingness to Communicate and Domain-specific Grit in Intercultural Communication Competence of EFL Learners	Maico Demi B. Aperocho (University of Mindanao, Philippines) The Oust Duterte Movement and Its Counterhegemonic Rhetoric through Digital Media
3:15 PM	3:40 PM	Sun Han (The Hong Kong Polytechnic University) Idols for Promotion and New Media Advertisement: A Corpus-Based Multimodal Generic Analysis of Chinese Traffic Stars' Promotional Posts on Weibo	Li Zhaoyun (The Hong Kong Polytechnic University) Examining China's political policy changes toward relationship maintenance with Africa: A relational dialectics theory analysis of ministerial speeches in FOCAC		Alessia Battista (Parthenope University of Naples) How social media innovated marketing: The case of Tasty

3:40 PM	4:00 PM	Break (Covered Wing Core A Podium) + turnaround			
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		Session3a	Session3b	Session3c	Session3d
		Diversity and inclusion in business communication	Multimodality and business communication	Intercultural communication	Workplace communication
		Chair: Wanwen Wang	Chair: Phoebe Siu	Chair: Bin Ai	Chair: Jessica Jane Nocella
4:00 PM	4:25 PM	Wanwen Wang (The Hong Kong Polytechnic University) "A ballet of white birds": Metaphorical source domains of aircraft in airline Instagram posts	Yang Yang (Qufu Normal University) Portraying a sustainable self in China's tech sector: A critical and multimodal discourse analysis of corporate identity construction in ESG disclosure	Sky Marsen (Flinders University) Being 'professional': A semiotic approach to a cultural concept	Rizwana Wahid, Tanzina Halim, Shanjida Halim (King Khalid University) Positive influencing skills in the workplace
4:25 PM	4:50 PM	Wai In Law (The Chinese University of Hong Kong) What drive people to participate Social Media Challenges? Explore the Attributes of Entertainment, Credibility and Celebrity Involvement	Karen Choi (University College London) A multimodal social semiotic analysis of three COVID-19 vaccination video public service advertisements: Unveiling the Hong Kong public health discourse	Traithana Chaovanapricha (Mae Fah Luang University) The Online Material Development for TED Talks-based Public Speaking in the Business Context	Jessica Jane Nocella (University of Modena and Reggio Emilia) Transparency and Risk. A case study of CSR communication in the rail sector
4:50 PM	5:15 PM	Garro Ho (HKCCA) Diversity, Equity & Inclusion in Business Communication in Customer Contact Centers	Phoebe Siu, Esther Tong (The Hong Kong Polytechnic University) Gongyeh in Public Relations: Mobilising students' collective agency in CLIL through the Multimodalities-Entextualisation Cycle	Bin Ai (Shanghai University of Finance and Economics) Unpacking translanguaging practices in multilingual business communication in China: A qualitative phenomenological approach	Wulan Fauzanna (Andalas University, Padang, Indonesia) Professional discourse in the ASEAN Accountant's Conference

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5:15 PM	5:55 PM	Plenary speech Leadership, personal branding and podcast: a discourse perspective Prof. Geert Jacobs, University of Ghent, Belgium Chair: Dr Esterina Nervino		Venue: FJ301	

Thursday, 18 May 2023 (UTC+8)

Time Start	Time End	FJ301 (Zoom ID: 980 0132 6783)	BC303 (Zoom ID: 944 4130 8505)	BC202 (Zoom ID: 932 9183 6758)	BC203 (Zoom ID: 958 8589 4148)
9:00 AM	9:40 AM	**Plenary speech** **Intercultural Communication Competence for Global Managers in Uncertain Times: An Activity-based Theory Perspective** **Dr Yunxia Zhu**, Associate Professor, University of Queensland, Australia Vice President of Asian Pacific Region of Association for Business Communication Chair: Prof. Jieyun Feng		Venue: FJ301	
		Session4a **Intercultural communication** Chair: Yiheng Deng	**Session4b** **Emerging genres** Chair: William W. L. Lee	**Session4c** **Globalisation and localisation** Chair: Chen Fangfang	
9:45 AM	10:10 AM	**Xinghe Yan** (Shanghai International Studies University) Structuration of Interactions at Multicultural Workplaces: An Interview study of MNCs and joint ventures in China	**William W. L. Lee, Sean W. J. McMinn** (The Hong Kong University of Science and Technology) AI and persuasive professional communication: an exploratory study of interactional metadiscourse in ChatGPT-composed CEO's letters to shareholders	**Chen Fangfang** (The Hong Kong Polytechnic University) International Sporting Events' Mascot As A Potential Tool For The Host Country's National Image Construction	
10:10 AM	10:35 AM	**Yuting Li, Yiheng Deng** (Shanghai International Studies University) Exploring Influencing Factors on Cross-cultural Adaptation Process of Chinese Expatriates in Africa	**Andrew Jarvis, Christy Wong Yat Shan** (The Hong Kong Polytechnic University) AI-powered automated interview training within professional English courses: The student experience and its implications	**Vincent Wai Sum Tse, Alan Man Him Wong** (Monash University/ The University of Warwick; The Chinese University of Hong Kong) Marketing the elite self: The case of celebrity tutors' biographies	

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10:35 AM	10:55 AM	**Break (Covered Wing Core A Podium) + turnaround**			
		Session5a **Business communication and reputation management** Chair: Franca Poppi	**Session5b** **(Panel1/2)Business discourse in digital media** Chair: Ping Liu	**Session5c** **(Panel) How Artificial Intelligence is revolutionizing communication** Chair: Neil Elias	**Session5d** **(Panel)Professional Communication: Teaching, Learning, Research and Practice** Chair: Xin Li
10:55 AM	11:20 AM	**Franca Poppi** (University of Modena and Reggio Emilia) Will the pandemic crisis disrupt the long road to transparent disclosures? A small-scale case study	**Siwei Yue, Yin Zhang** (Guangdong University of Foreign Studies) The bully or the fool?: How multimodal speech acts of mocking reshape the narrative of a fraud paracrisis in Chinese social media contexts **Na Peng** (Guangdong University of Foreign Studies) Impression management in influencer marketing: A multimodal analysis of Zhan Lan on Douyin	**Saurabh Gupta** (Future Perfect Inc.) A review of AI and its current applications in communication	**Xin Li** (Beijing Language and Culture University) Cultivating Global Citizens Through Teaching Intercultural Business Communication: Perspective of Multiliteracies Pedagogy
11:20 AM	11:45 AM	**Alessandro Pedrini** (City University of Hong Kong, Alumni) From Purpose to Impact - Strategies for Building a Community-Driven Communication Agency	**Jialiang Chen, Ping Liu** (Guangdong University of Foreign Studies) Showing politeness and managing relations: A socio-cognitive approach to metapragmatic expressions in international business meetings **Yuanhua Li**	**Brian Macasieb** (Future Perfect Inc.) AI in Business and Academe	**Yan Xu** (Zhejiang Gongshang University) A Study of Multimodal Metadiscourse in Student Business Presentations
11:45 AM	12:10 PM	**Xu Yilin** (Guangdong University of Foreign Studies) Metaphor, Stance and Identity: A Corpus-based Study of CEO Letters in Chinese and American Corporate Social Responsibility	(Guangdong University of Foreign Studies) Deconstruction-analysis-explanation: Contextualization cues in professional written e-commerce sales discourse **Liangli Wang** (Guangdong University of Foreign Studies) A cross-linguistic study of relational acts in management responses to positive and negative online customer reviews	**Laura Grace Ramos** (Future Perfect Inc.) A.I as used in recruitment systems	**Xinyue Zhou** (University of Warwick) Examining Teaching Practices from an Intercultural Perspective in Business English Courses
12:10 PM	12:35 PM	**Cui Can** (Capital Normal University) A Study of Development of International Communicability Index of Language and Evaluation of Chinese Language Communication	**Dongheng Yang** (Guangdong University of Foreign Studies) An interpersonal pragmatic investigation of identity construction in anthropomorphic social media marketing: Taking e-commerce posts as examples **Linlin Yang, Ping Liu** (Guangdong University of Foreign Studies) Affiliation in co-constructed oppositional speech acts: Forming oppositional alliances in mediated fundraising talks between the investors and entrepreneurs	**Miharu Fuyuno** (Kyushu University) Development and Effect Verification of Immersive Virtual Reality Presentation Training System for Japanese Office Workers: Towards Effective Presentation Skills	**Yan Han** (Practitioner) Are we ready for the changing world-- perspective and approach from professional communicators
12:35 PM	2:00 PM	**Lunch break (Covered Wing Core A Podium)**			

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		Session6a **(Panel) Breaking Barriers: Enhancing Accessibility and Audience Engagement in Museums** **Chair: Xiaoyu Xu**	**Session6b** **(Panel2/2)Business discourse in digital media** **Chair: Wenhui Yang**	**Session6c** **Multimodality and professional communication** **Chair: Esterina Nervino**	**Session6d** **Teaching and learning practices for business and professional communication** **Chair: Elena Korotkova**
2:00 PM	2:25 PM	Kerl Ryan, Winnie Lai (M+) Making Museum Text Accessible: M+, A case study	Suifang Zhou, Chunyu Hu (Guangdong University of Foreign Studies) Multimodal metaphor and metonymy in BYD advertising **Wenhui Yang** (Guangdong University of Foreign Studies) A Cross-cultural study of current discourse space in anti-cancer medicine promoting discourses	Inmaculada Pineda, Francisco Javier González Ruiz (Universidad de Malaga, Spain/King's College London UK) The mediatization of Tourism Discourse: Multimodal Discourse analysis of promotional tweets about Spain	Mehrnoush Karimi, Ashleigh Cox (Georgia State University) How can beginning level Aviation English students be assessed? A case study to develop a speaking-task rubric
2:25 PM	2:50 PM	Xiaoyu Xu, Luca Rossi, François Mouillot (City University of Hong Kong, The Hong Kong Polytechnic University, Hong Kong Baptist University) Art accessibility for people with visual impairments: what can AI do?	Mian Wang, Jing Wu (Guangdong University of Foreign Studies) Chinese and American online media's stances on the Russia-Ukraine war: An appraisal model study on economic news discourse **Yumeng He**	Carmen Daniela Maier (Aarhus University) *She moves us* : Multimodal discursive strategies of communication practices focused on women empowerment and advocacy in online employee magazines	Elena Korotkova (Far Eastern Federal University) Factors improving business negotiation skills in students majoring in International Relations studies
2:50 PM	3:15 PM	Cecilia Lazzeretti (Free University of Bozen) "Name this medieval creature[emojis] " Playful uses of emoji in museum social media	(Guangdong University of Foreign Studies) A contrastive study of interpersonal cognition and linguistic applications in promotional speeches on mobile phones **Qianqian Jia** (Guangdong University of Foreign Studies) A comparative study on discourse markers between annual reports in China and America from cognitive-pragmatic perspective	Yan Chen (University of Leeds) Narration in defendant examination and closing arguments in Chinese criminal trials	Zhang Ming (Beijing Institute of Technology) A Resilience Model of Acculturation: A Case Study of A Mainland Chinese Student in Hong Kong
3:15 PM	3:40 PM	Silvia Dini (The Hong Kong Polytechnic University) Sonification as method of sensory substitution: towards accessible tourism	**Chunlian Jia** (Guangdong University of Foreign Studies) A study of linguistic and visual metadiscourse in Chinese social media advertisements	Xingsong Shi (University of International Business and Economics) Comparing the Multimodality of Chinese and US Corporate Homepages: The importance of understanding local cultures	

3:40 PM	4:00 PM	Break (Covered Wing Core A Podium) + turnaround			
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		Session7a **Organisational communication** **Chair: Bartels Jos**	**Session7b** **Research methods in business communication** **Chair: Donald Ding Chi Yee**	**Session7c** **Advertising** **Chair: Walter Giordano**	**Session7d** **Teaching and learning practices for business and professional communication** **Chair: Amily Wang**
4:00 PM	4:25 PM	Malila Carvalho de Almeida Prado (BNU-HKBU United International College) Using corpora in aviation written communication: contributions to language policy, standardization, pedagogical and translation practices	Xiaoqing Yan (Guangdong University of Foreign Studies) A Social Semiotic Perspective on IKEA's Assembly Instructions	Walter Giordano (Università degli Studi di Napoli Federico II) Folds and swaps in advertising discourse	Jenny Hirst, Charlotte Otto (Southern University of Science and Technology) English language teaching should provide learners with a tool for intercultural communication. But what do we teach and who should teach it?
4:25 PM	4:50 PM	Bartels Jos (Hong Kong Baptist University) Supervisor phubbing and cyberloafing in the Netherlands, the US and India: The moderating roles of employee identification and employee-supervisor relationships	Qiaoying Cai (Shanghai International Studies University) Discourse Markers in English Business Letter Writing of English Majors from the Perspective of Relevance Theory	Diqiao Li (South China University of Technology) Analyzing Interdiscursivity in Microblog Marketing Discourse from the Perspective of Critical Genre Analysis: A Case Study of Uniqlo	Aleksandra Makowska, Katarzyna Fronczak (University of Lodz) Students' perception of evaluation procedures at the Business English Course in the changing onsite-online environment (during and after the COVID-19 pandemic)
4:50 PM	5:15 PM	Jinxiao Wang (Guangdong University of Foreign Studies) Euphemisms as a discursive strategy in corporate voluntary disclosures: A view from metaphors	Donald Ding Chi Yee (City University of Hong Kong) A Critical Approach to Analyse Online Corporate Discourse	Yu Zhang (Guangzhou College of Applied Science and Technology) An Intercultural Perspective on Virtual Linguistic Landscape of Amazon Official Website, USA and Product Marketing	Annalisa Zanola, Roxanne Barbara Doerr, Carlotta Fiammenghi (University of Brescia) English for Scientific and Professional Purposes (ESPP): updated practices for post-Covid business communication
5:15 PM	5:40 PM	Weiwei Lu (City University of Hong Kong) How narrative co-construction responds to the leadership dilemma of organizational goals and agency?	Ying Ma (Central University of Finance and Economics) Role-Interpretation and Promotion of Popular Male Dungeon Master in China's Emotional Role-Playing Game: A Multimodal Content Analysis Account	Ningyuan Wang (Beijing Foreign Studies University & Lancaster University) Volvo Saves my Life: Affective Capitalism as a Strategy in Corporate Branding Discourse	Amily Wang (Lancaster University) Multimodal, Multicultural and Multidisciplinary Business Chinese Teaching in the UK and Ireland

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5:40 PM	6:20 PM	**Plenary speech** **Does Reputation Matter Anymore? Post-Credit Suisse, Pre-AI and Social Outrage Generally, Is It Important What People Think and Say About You in 2023?** **Charles Lankester**, EVP Global Reputation & MD Hong Kong, Ruder Finn Asia Chair: Dr Esterina Nervino		**Venue: FJ301**	
6:20 PM	6:25 PM	**Conference Closing**		**Venue: FJ301**	

Location Map of Off-Campus Venues 校外場所位置圖
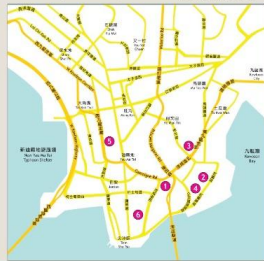
1. PolyU Main Campus
   香港理工大學主校園
2. Student Halls of Residence (Hung Hom)
   學生宿舍 (紅磡)
3. Student Halls of Residence (Homantin)
   學生宿舍 (何文田)
4. PolyU Hung Hom Bay Campus
   香港理工大學紅磡灣校園
5. PolyU West Kowloon Campus
   香港理工大學西九龍校園
6. Off Campus Housing (OCH - Hillwood Road)
   校外宿舍 (山林道)

Campus Map
校園地圖

THE HONG KONG POLYTECHNIC UNIVERSITY
香港理工大學

05/16/2023 (4:00 PM - 06:40 PM, HKT (UTC+8)) Faculty Lounge, 9/F, Bank of China Complex, City University of Hong Kong (Zoom ID 92518081521)

Communicating corporate sustainability performance: A linguistic analysis across cultures and genres

Speaker(s): Professor Franca Poppi

Professor Franca Poppi

Università degli Studi di Modena e Reggio Emilia, Italy

Plenary Speech: Communicating corporate sustainability performance: A linguistic analysis across cultures and genres

Ever since the 1987 Brundtland Report introduced the concept of "sustainable development" and defined it as a development which meets the needs of the present without compromising the ability of future generations to meet their own needs, considerations about the protection of the environment have been increasingly taking centre stage in corporate boardrooms across the world. This, in turn, has led to a boom in "corporate sustainability" reporting options, as organizations have come to realise the importance of improving their communication activities, in response to rising public awareness about the impact of their performance. In fact, a growing number of citizens believe that modern enterprises have responsibilities to society that extend beyond their social obligations to their stakeholders. The obligation to investors is obviously to generate profits for the owners and maximize the long-term wealth of shareholders, but other obligations exist towards consumers, employees, the community at large, and the natural environment.

The aviation industry has long been labelled as one of the most polluting industries in the world. Then, in the early 2000s companies started to provide records for their carbon emissions in response to the growing awareness of the damages of climate change (Bansal and Kistruck 2006). Subsequently, data began to be released to demonstrate the effective environmental impact of each company, as the disclosure of positive trends related to carbon emissions had turned out to be advantageous in order to gain the audience's approval (Vaccaro & Patiño Echeverri, 2010).

Starting from the assumption that when communicating their corporate sustainability performance companies face a rapidly evolving and complex set of choices, this presentation relies on discourse-analytical and corpus linguistics tools to examine the language choices adopted across cultures and genres by a selected set of airlines.

In particular, the first part of the presentation will look at the CSR reports of three airlines with a different cultural background, Delta, Etihad and JAL focusing on the key words and their collocations, with a view to shedding light on the impact of local culture on environmental policies.

The second part of the presentation will investigate sustainability reports, with the aim of establishing whether or not Neos's and Ryanair's environmental policies are informed by criteria of transparency which can contribute to strengthening their relationship with stakeholders (Ball, 2009; Piotrowski, 2009).

Bio

Franca Poppi is Full Professor of English Linguistics and Translation at the University of Modena and Reggio Emilia, where she is also the Director of the University Language Centre. After studying the interactional features of discourse, with particular reference to academic settings (economics and marketing textbooks) and the language of the law, she moved her research interests towards intercultural communication. In particular, she has been focusing on English as an international lingua franca, as it is used in written corporate communication and corporate web-sites as a common means of communication to address multiple and multicultural audiences. Paying attention to companies' need to balance local cultural identity and global appeal, she has investigated sustainability issues in the aviation industry, exploring the proactivity of different airlines' (Delta, JAL and Etihad) in the preservation of the environment, as documented in their CSR reports. Moreover, the interest towards sustainability issues has led to a new line of research, which tries to establish whether airlines' environmental policies are actually informed by criteria of transparency rather than a mere embellishment of the company's activities.

She is on the Advisory Board of the Profile Journal, Issues in Teachers' Professional Development and is also a member of the review team of other international Journals, such as, for instance, the Asian ESP Journal and the Journal of Linguistics and Literature Studies.

Pre-conference event

05/16/2023 (4:00 PM - 06:40 PM, HKT (UTC+8))   Faculty Lounge, 9/F, Bank of China
Complex, City University of Hong
Kong (Zoom ID 92518081521)

Framing sustainability as a business opportunity: a corpus-driven approach to sustainable
finance discourse

Speakers: Ge Lan, Esterina Nervino

Framing sustainability as a business opportunity: a corpus-driven approach to sustainable finance discourse

Ge Lan   Esterina Nervino
City University of Hong Kong

Abstract

As the concept of sustainable finance pervades the practice of financial institutions worldwide, financial discourse also shifts towards framing banks and their business as the key driver for the sustainability transformation and sustainability iteself as a business opportunity for their clients. The aim of the study to determine the discursive strategies and phraseologies used by banks to frame their sustainability leadership and sustainable finance products and services as business opportunities; understand how dialogic relationship between banks and clients is built; and identify sustainability priorities for banks across markets. Drawing upon previous research on sustainability within consumer goods market (Wells et al., 2021) and financial discourse (Camiciottoli, 2010; 2012; 2013; 2014; 2019), this study investigates the discourse of four banks selected among the 100 largest ones in the world according to the 2022 S&P ranking given their prominent effort in promoting sustainable finance and for their offer of a wide range of financial services in B2B and B2C modes. The study adopts a corpus-driven approach to analyse a corpus of 9 million words compiled with sustainability-related texts publicly available on the banks' websites. Preliminary findings show that sustainability priorities are related to the environmental aspect and ddress climate change and biodiversity. Among the N-grams deploying the term 'sustaib*' are sustainability bond, sustainable finance agenda, sustainable and social responsibilities, to name a few. The concordances generated for those N-grams show how those constructs are used to represent the values guiding both the bank's actions and business opportunities. Under investigation also the use of pronouns such as the inclusive 'we', referring to the bank working towards creating 'shared values' in order to establish leadership in the field; and possessive adjective 'our' which shifts from exclusive to inclusive to frame the bank's actions as

beneficial to the community. The study is part of an overarching project also examining the emergence of new genres, multimodalilty, and cross-cultural differences.

Pre-conference event

05/16/2023 (4:00 PM - 06:40 PM, HKT (UTC+8))   Faculty Lounge, 9/F, Bank of China Complex, City University of Hong Kong (Zoom ID 92518081521)

Creating shared value: a social semiotic analysis of ESG discourse on social media

Speaker(s): Esterina Nervino

Creating shared value: a social semiotic analysis of ESG discourse on social media

Esterina Nervino
City University of Hong Kong

Abstract

For decades, institutions, businesses, and individuals have engaged in discourse regarding their commitment to building a better world. In 2022, however, we are still a long way from achieving sustainable development. While institutions have struggled to agree on common standards and regulations, businesses have shifted their corporate discourse to focus on environmental, social, and governance themes (ESG), which reflect their efforts to preserve the planet (E), generate positive societal impact (S), and operate in compliance with economic policies (G). This new rhetoric is the result of corporate peer pressure, increased activism and consumer engagement on social media, and growing risks for reputational damage and financial impacts on corporations. Among all business sectors, luxury has historically been associated with qualities such as overconsumption and social stratification that do not naturally align with sustainability (Thurlow & Jaworski, 2017; Veblen, 1957), however, it has been integrating ESG factors into corporate discourse. This study is concerned with the semiotic construction of meanings related to the renegotiation of the oxymoronic concept of 'sustainable luxury' (Nervino, 2016; Wells *et al.* 2021). This study adopts a social semiotic approach to analyse Instagram posts shared by luxury brands in 2020 and 2021 (Bateman et al., 2017; Kress & van Leeuwen, 2001; 2006; Nervino, 2018). The analysis identifies the semiotic resources involved in the meaning-making process enabling the coexistence of luxury and sustainable discourse. Preliminary findings show how the discourse shared on Instagram constructs environmental, social, and governance claims by deploying a diversified set of semiotic resources enacting both conceptual and narrative processes, intertextual references, cohesive devices such as colour and medium-specific features to

articulate a call for collective action and play the role of a catalyst for certain causes. In this vein, brands discursively construct an alignment between their financial ambitions and long-term value creation for society to advocate, influence, and drive the sustainability discourse.

Keywords: ESG, sustainability, luxury, social media, social semiotics

Conceptualizing and Measuring Language Management Maturity of Chinese Enterprises

Speaker(s): Prof. Lifei Wang   Chair: Dr William Feng

Professor Lifei Wang

Beijing Language and Culture University, China

Conceptualizing and Measuring Language Management Maturity of Chinese Enterprises

This presentation describes the concept and theoretical framework of language management which includes six components of language planning management, language education management, corporate language management, language resources management, language standardization management and emergency language management. Based on this framework, a three-dimensional operational model of corporate language management maturity with an index system of 20 indicators are developed and validated to measure and rank quantitatively the language management maturity of 50 sampled Chinese MNEs in the B&R regions.

The study has yielded the following findings: (1) out of the 50 sample MNEs, 3 companies of Huawei, Alibaba and Bank of China ranked high in LM maturity, followed by 43 companies of intermediate LM and 4 of low level. (2) Industry analysis found that communications and internet industry has higher LM maturity index score (3.59), than manufacturing, finance, transportation and international trade. (3) The LM maturity index for private enterprises is higher than big SOEs. (4) The maturity index of LM planning is highest than the LM environment and LM implementation. (5) Regression analysis shows LM maturity has impact on the corporate performance. Enterprises of higher LM maturity have better financial performance. The study has important implications for the improvement of corporate language management of Chinese companies.

Bio
Lifei Wang is professor at the School of Translation and Interpreting, Beijing Language and Culture University, China. He also leads the Academy of Language Services (the National Base for Language Service Export, approved by MOC, China). His academic interests include applied linguistics, language in international business, economics of language, language services studies, translation markets, etc. He

is Co-Chairman of the China Forum on Language Services 40, and president of Business English Committee, China Shipper's.

05/17/2023 (9:40 AM - 10:20 AM, HKT (UTC+8))   FJ301 (Zoom ID 980 0132 6783)

Unlocking Success in China: How Brands Can Tap into the Cultural Pulse of 2023

Speaker(s): Jacopo Pesavento   Chair: Dr Xiaoyu Xu

Jacopo Pesavento

CEO & Founder, Branding Records, Hong Kong

Unlocking Success in China: How Brands Can Tap into the Cultural Pulse of 2023

In 2023, the Chinese consumer market has become more competitive than ever. Brands looking to leave their mark in this market must rise to the challenge and embrace the cultural nuances that matter most to Chinese consumers. Gone are the days of one-size-fits-all marketing strategies - today's Chinese consumers demand more. They want brands that not only understand their values but also embody them. To truly connect with Chinese consumers, brands must go above and beyond in their efforts to understand and respect Chinese culture. From mastering the art of digital marketing to delivering exceptional customer service, every aspect of a brand's presence in China must reflect its commitment to making a positive contribution to society and culture. But don't just take our word for it. As China's economy continues to grow, consumers are becoming increasingly discerning, demanding nothing but the best from the brands they choose to support. By embracing these behaviors and adopting a proactive approach to localization, which goes beyond language translation and recognizes the orchestration of colours, images, sound and other communication elements as key in to establish messaging able to create a lasting bond with Chinese consumers and stand out in a crowded marketplace.

Bio
Jacopo launched Branding Records in 2013 with a mission of connecting with brands from east to west to define powerful, purpose-driven marketing strategies that put them on the leading edge of their industries. As the firm's vision-holder, he provides big-picture oversight and advises clients on how they can leverage creative branding to maximize their growth. He is currently focused on expanding Branding Record's reach into Europe and the Middle East as the next step in creating a truly game-changing global branding agency.

An expert in branding and a long-time veteran of the European and Asian markets, he has worked with many iconic, ground-breaking brands, including Salvatore Ferragamo, Ralph Lauren, Coca Cola Company, emerging fintech ventures, and more. On top of his 20+ years of on-the-ground experience, he also has expertise in defining and interpreting sociobehavioral and market trends. He lectures at several universities in Hong Kong and is a frequent speaker at entrepreneurial conferences.

05/17/2023 (10:40 AM - 12:45 PM, HKT (UTC+8))   FJ301 (Zoom ID 980 0132 6783)

Teaching and learning practices for business and professional communication

Chair: Jane Lockwood

Session 1a

05/17/2023 (10:40 AM - 11:05 AM, HKT (UTC+8))   FJ301 (Zoom ID 980 0132 6783)

The changing landscape for public secondary schools in Hong Kong: communication challenges in the classroom, in the school and beyond

Speaker(s): Jane Lockwood

The changing landscape for public secondary schools in Hong Kong: communication challenges in the classroom, in the school and beyond

Jane Lockwood
The Hong Kong Polytechnic University

Abstract

Hong Kong public sector secondary schools have undergone enormous changes over the last 4 years mostly due to the political and social unrest and the resultant passing of the National Security Law; the extended lockdowns during Covid and persistent mask wearing; the emigration of teachers and students and changes to the secondary curriculum.

This presentation provides a unique insight into the current pedagogical and language English language and communication concerns teachers and schools. The author, as part of a project team delivering school-based support and professional development for the Education Development Bureau, has been working in over 30 schools and 200 hundred teachers from 2018.

The HK secondary school sector still provides a rich tapestry of school cultures, school languages and needs based school curriculum development innovations developed over the last 40 years where schools have been encouraged to innovate around their own curriculum. For example, schools have been very responsive to international pedagogical and linguistic initiatives such as student-centred teaching and learning, the development of autonomous learners, formative assessment practices, the development of critical thinking skills and functional approaches to language teaching. Specific and current examples are language across the curriculum (LAC) in MOI English schools as well as reading across the curriculum (RaC).

However, apart from the normal demands a school-based policy approach makes on schools and teachers, the last 4 years has seen additional huge external pressures and changes. Schools have become more competitive for student numbers because of the low birthrate and departing students; experienced teachers have emigrated and retired and The Diploma of Secondary Education (DSE)

curriculum for Liberal Studies (LS) has been replaced by a new curriculum called Citizenship and Social Development (CSD).

Questions around the changing profile of schools and teachers, questions around the management of schools and questions around pedagogical and linguistic approaches will be raised in this presentation.

To better incorporate Harvard case method in EFL business English teaching: Alignment and adjustment

Speaker(s): Zhi Quan

To better incorporate Harvard case method in EFL business English teaching: Alignment and adjustment

Zhi Quan
Southwestern University of Finance and Economics

Abstract

Business English, a sub-category of English for specific purposes (ESP), features interdisciplinarity at the interface between language and business studies. For the teaching of business English, many practitioners claim to have been employing "case method", an established method developed and disseminated by Harvard Business School. However, the studies on the principles and particulars of exposing EFL students to business case analysis and discussion are in fact scant and scattered, leaving much unclear for improvement of course delivery.

This research aims to explore how business English teaching can critically incorporate elements of Harvard case method. Conceptually, it is contended that the "story-telling" and "thought-provoking" features of Harvard case method should be retained and enhanced, while the "problem-solving" orientation may be largely dimmed, since it may pose a great challenge to learners with little field experience and inadequate language proficiency. Hence, it is proposed to compile business cases that are closer to the daily life of students. An experiment was designed and implemented on 28 voluntary postgraduates in seven groups to test the hypothesis. The participants read and discussed two polarised cases: one is quite close to daily life ("Meituan" food delivery app), while the other is unfamiliar to most of them ("Aramco", a giant oil company). Multiple methods were adopted to assess student engagement in case discussion: behaviour engagement by observation, affective engagement by questionnaire and interview, and academic engagement by expert rating from four invited judges. Triangulated data show that the participants tended to favour the "friendlier" Meituan case; their analytic performance significantly improved for the Meituan case, while the quality of language use was not enhanced accordingly. The research results may shed light on best alignment and adjustment with Harvard case method for the EFL business English classroom.

Keywords: case method, business English, English for specific purposes (ESP), business discourse

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Technology and testing for communication performance

Ruby DeLa Cruz
Future Perfect

Abstract

This paper looks at the application of English language Voice assessments for the Customer Service needs of multinational companies. In 2021, Future Perfect transitions from live one-on-one assessments where the candidate and the assessor were synchronously connected, to using an intelligent automated digital interface that prompts candidates, records their interaction, and can be assessed off line by trained language assessors.

The assessment tool used is BUPLAS, (Business Performance Language Assessment System) which has been used for almost twenty years in assessing Business English performance. Unlike automated proficiency tests such as Versant, BUPLAS is rated by human assessors in order to address the key business English performance needs of interactive skill, discourse organisation, and solutioning.

In 2022, some 50,000 assessments were completed using the automated/recorded systems, and this paper reports on the results of this approach.

Specifically, it covers
- Domains of communication performance
  - How to assess communication performance given the limitations of AI
  - BUPLAS: Automating data collection in assessments for scalability and efficiency in organizations
- Keeping the human touch–proof points of effectiveness.

Sustained Language Learning at the Workplace: Insights from the GB Model

Sook Wah Ho   Bee Eng Wong

Gamuda Berhad; UCSI University, KL, Malaysia

Abstract

Any corporate English development training programme in a second language context should take into consideration the phenomenon of error fossilisation, and the need for noticing, consciousness raising and engagement with L2 properties. If the L2 input is customised and targeted, this in turn might lead to sustained learning, and possibly an improvement and increment in the level of proficiency. This is the view adopted in the design and implementation of the English Language Programme (ELP) at Gamuda Berhad (GB), a public listed engineering, property and infrastructure company in Malaysia. In line with the Senior Management's belief that good English is crucial for the long-term strength and survival of the company, well-known for its innovation capabilities, there is a designated English Language Unit to upskill the English ability of its workforce. This paper firstly, provides an overview of the GB Model, a multi-targeted English for Specific Purposes approach employed at GB. Participants of this study are Managers and Executives in critical function departments who sat for a diagnostic test before and upon completion of training. Secondly, the paper shares findings of the participants' pre- and post-test scores, and their evaluation and feedback to the ELP. The findings have yielded insights into the teaching and learning practices for business and professional communication in a second language context, that is the importance of focusing on targeted and customised language development in meeting the business needs for English communication.

Keywords: Workplace English, LSP English development programme, language training, S/FL context, sustained language learning

Session 1a

05/17/2023 (12:20 PM - 12:45 PM, HKT (UTC+8))   FJ301 (Zoom ID 980 0132 6783)

Teacher Cognition and Practice in Scaffolding Professional English Oral Presentation with Business Students in a Chinese College: A Case Study

Speaker(s): Huang Qiong

Teacher Cognition and Practice in Scaffolding Professional English Oral Presentation with Business Students in a Chinese College: A Case Study

Huang Qiong

School of Chinese Studies and Exchange, Shanghai International Studies University Shanghai, China

Professor Zheng Xinmin

School of Education, Shanghai International Studies University Shanghai, China

Abstract

With the continuous reform of college English education in China, college English courses need to make corresponding adjustment to follow the trend of the times. According to The Guidance to College English Teaching: 2020 edition, while fostering students' language ability, we should not neglect their communicative ability of academic or professional English, which is in line with what has been stated in the China Standards of English that students need to be able to have in-depth communication and discussion abilities on academic or professional topics. As pioneers in implementing educational reform, curriculum design and teaching practices, teachers are the group of people worth inquiring into to understand why they teach the way they do in the classrooms. Based on the correlation between teacher cognition and teaching behaviors as well as the scaffolding theory for language teaching and learning, this study aims to probe into teacher cognition and practices in instructing and supporting college Business students' competence in making professional English oral presentation in a qualitative way. The current status of English teachers' cognition in English oral presentation and the influential factors are investigated, while teachers' practices in and effects of scaffolding with Business students are explored. Data are collected through semi-structured interviews with three participant teachers, classroom observations and questionnaires for students. Thematic analysis is used to identify teachers' cognition of oral English presentation both from the micro and macro level, namely, teachers' personal learning, teaching experience, and the social context they are encountering. Teachers scaffolding practices are explicated in relation to the interplay between their cognition and students' learning requirements. This study discerns the stories behind teachers' real teaching practices with the hope to contribute to cultivating students' professional oral English competence as well as promoting teacher development.

05/17/2023 (10:40 AM - 12:45 PM, HKT (UTC+8))   BC303 (Zoom ID 944 4130 8505)

Intercultural communication

Chair: Harmandeep Kaur

Trust-developing communication strategies between verbal resources and spatiotemporal context in intercultural business practices

Speaker(s): Maria Cristina Gatti

Trust-developing communication strategies between verbal resources and spatiotemporal context in intercultural business practices

Maria Cristina Gatti
Free University of Bozen-Bolzano, Italy

Hirmasa Tanaka, PhD
Meisei University, Tokyo

Abstract

This study aims to explore the development of trust in lingua franca business encounters with a special focus on how interactants perceive and adjust to the 'local' space and time of interaction. We investigate the context-specific relevance of non-verbal behaviour in lingua franca communications (i.e.ELF) when the competence of the shared language (i.e. English) is very poor, through three aspects. The first is that meaning is a process in action. The second is that meaning resides in both the lexical components of the interaction and in its external multisensorial constituents. The third is that meaning is co-constructed in interaction and resulting from the complementarity of verbal resources and the spatiotemporal context as interpreted and sensed by the interactants. Our analysis of intra-Asian (Iranian-Japanese) interactions suggests that developing trust in intercultural settings may require participants to distribute their attention at different levels. This includes awareness of the multisensorial nature of meaning, and recognition of how interactants simultaneously engage in and move across different sensorial practices. Findings reveal that in the *trans-sensory space of practice*, participants co-construct common ground, align competences, synchronise to the pace of the action to reach mutual trust for the effectiveness of the deal. The present study also suggests an open flow between perceptions of the sensory components of discourse -which are present in the Asian cultures, and the need to expand the notion of a multidisciplinary approach to discourse in non-Asian methodologies.

Keywords: spatiotemporality, multisensoriality, synchronization, trust, multilayered context, lingua franca English

A Study on the Metaphorical Framework and Motivation of COVID-19 related News Editorials by Chinese and British Mainstream Media

Speaker(s): Qu Shaoying

A Study on the Metaphorical Framework and Motivation of COVID-19 related News Editorials by Chinese and British Mainstream Media

Qu Shaoying   Li Qingping
Central South University, China

Abstract

Due to the stigmatization problems caused by unexpected international events, such as COVID-19, enhancing national discourse power has been considered as a new challenge for our mainstream media, so as to establish a better national image in global arena. From the perspective of critical metaphor analysis, this study aims to examine the distributional patterns of metaphorical resources in COVID-19 related news editorials from The Economist and People's Daily, and to discuss the interactive relationship among metaphors, frames, media and social ideologies. It is argued that COVID-19 related news editorials from People's Daily mainly adopt the metaphorical frame of "epidemic is war", which embodies the collective spirit and family sentiment of Chinese people who are committed to build a community with shared future. Meanwhile, the metaphorical frame, "epidemic is a journey", is frequently used in The Economist. The journalists aim to reveal the severity of COVID-19, and to stimulate readers' awareness of prevention. Since the fact that different mainstream media might have distinct perceptions on the same event, it's of vital significance for us to recognize this phenomena of divergence and to strengthen the construction of China's international communication capacity in the era of globalization.

Keywords: COVID-19, Critical Metaphor Analysis, Corpus Assisted

Session 1b

05/17/2023 (11:30 AM - 11:55 AM, HKT (UTC+8))   BC303 (Zoom ID: 944 4130 8505)

The Research of Integrating the Essence of Chinese Culture into Mechanism of Cross-Cultural Conflict Management on the Multinational Corporations along "The Belt and Road" Areas

Speaker(s): Yajuan Zhou

The Research of Integrating the Essence of Chinese Culture into Mechanism of Cross-Cultural Conflict Management on the Multinational Corporations along "The Belt and Road" Areas

Yajuan Zhou
School of English for International Business, Guangdong University of Foreign Studies

Wenzhong Zhu
School of Business, Guangdong University of Foreign Studies

Abstracts

The study tries to creatively incorporate the philosophy of a community with shared future and Confucianism into the management of multi-culture conflicts in the areas of proximal culture distance and far culture distance with China and then test the feasibility of it by conducting questionnaire survey and interview, aiming to contribute new ideas to mitigate culture conflicts from a new perspective and also make the essence of Chinese culture on management be better understood by more countries.

The study adopted the core values of Confucianism of "Ren", "Yi", "Li", "Zhi", "Xin","Zhongyong" and "He Er Bu Tong" and a community of shared future for mankind's core value of " Wen Hua Gong Tong Ti",and "Li Yi Gong Tong Ti" as independent variables. The design of the questionnaire also takes Hofstede's four culture dimensions of power distance, uncertainty avoidance, individualism vs collectivism, masculinity vs femininity into consideration. The aim of the survey of questionnaire is to test the feasibility of integrating the philosophy of the Confucianism and a community with shared future for mankind into the cultural management to mitigate the cross-cultural conflict in the multinational corporations along the BRI

The author tries to categorize the items obtained from the questionnaire from six dimensions including business ethics, corporate social responsibility, corporate image, management system, organizational learning capacity and stakeholders of the corporate, aiming to set the model of constructing the mechanism of culture synergy.

The six dimensions are based on the management theory of the western. Namely, "Kindness" into

corporate ethics, "Justice"into corporate social responsibility, "Etiquette" into institutional theory, "Wisdom" into organizational learning, "Faith" into social network and "Doctrine of Mean" into stakeholder theory, aiming to set up a community of common interests and a cultural community where multi-culture can coexist and conduct equal dialogue.

KeyWords: Cross-cultural conflict, excellent Confucian culture, cultural integration, equal dialogue

Mediated Workplace Interactions between First Generation South Asian Women with Limited Cantonese Proficiency and Their Ethnically Chinese Coworkers in the Hong Kong Catering Industry

Speaker(s): Harmandeep Kaur

Mediated Workplace Interactions between First Generation South Asian Women with Limited Cantonese Proficiency and Their Ethnically Chinese Coworkers in the Hong Kong Catering Industry

Harmandeep Kaur
The Hong Kong Polytechnic University

Abstract

A greater deal of literature has focused on the intercultural communication between Hong Kong ethnic minorities and their ethnically Chinese counterparts across professional settings. However, much of this research has focused on male-dominated industries. For example, recent studies have investigated the cross-cultural encounters of South Asian construction and delivery workers with compromised Cantonese proficiency, generating insights on the causes and consequences of workplace miscommunication. This qualitative study builds on the previous literature by examining the workplace interactions of female South Asian restaurant employees in Hong Kong and exploring what their experiences may reflect about their integration into the Hong Kong work environment. The data will consist of semi-structured interviews with 10 first-generation female South Asian employees at Fairwood and Café de Coral. Thematic analysis will be used to code the data, with a focus on two distinct themes: direct interactions and peer-mediated interactions. The female South Asian employees are expected to report experiencing greater frequency of mediated interactions than direct interactions with Chinese coworkers, similar to the observations made of the male South Asian workers but with the differences that reflect the women's industry and gender. The study will include discussion of how the catering industry can implement culturally inclusive workplace communication channels to help facilitate effective workplace interactions of female ethnic minorities who work in environments with an ethnically Chinese majority.

Keywords: Intercultural Communication, Workplace Communication, Ethnic Minorities, Integration, Gender in the Workplace

Contradictions and Tensions between Place Making and Naxi Community: Vitality of Naxi Culture and Lijiang Ancient Town

Speaker(s): Harmandeep Kaur

Contradictions and Tensions between Place Making and Naxi Community: Vitality of Naxi Culture and Lijiang Ancient Town

Songmei Zhao
Hebei Institute of Political, Science and Law

Abstract

This research aims to examine the vitality of Naxi culture in Lijiang Ancient Town (LAT) after the town was designated as a UNESCO World Heritage site in 1997 and has since experienced rapid growth in tourism and significant social, cultural and economic changes with the place making efforts implemented by all levels of Chinese governments and suggested by UNESCO. The research contributes to unravel the effect of complicated relationships on the vitality of Naxi culture in LAT and highlights a number of contradictions and tensions that exist between place-making efforts by government agencies and UNESCO, and feelings of the Naxi ethnic community towards the place that their indigenous culture originated. These contradictions and tensions are evident in the dominant tourism economy in the town and the impacts of excessive commercialisation, environmental degradation, and out-migration of the Naxi population, marginalisation of the Naxi culture and production of an 'inauthentic' representation of Naxi culture. The research utilises a case study approach with qualitative data including semi-structured interviews in the town and secondary textual analysis on laws and regulations relating to LAT and Naxi culture through China central and local government as well as UNESCO.

Keywords: place making, Naxi community, Lijiang Ancient Town, heritage tourism, culture vitality

05/17/2023 (10:40 AM - 12:20 PM, HKT (UTC+8))   BC202 (Zoom ID 932 9183 6758)

(Panel) Artificial Intelligence Technology in Business Communication

Chair: Ke Zhao

Chatbots in Business Communication: A Mixed-Methods Study on the Attitudes and Perceptions of Customers in China

Qian Cheng   Yu Zhang   Ke Zhao
Shanghai University of Finance and Economics

Cheng, Zhang and Zhao investigated the impact of using chatbots to serve customers in China. The purpose of this study is to specifically investigate customers' attitudes towards chatbots in Chinese business services, their perceptions of chatbot identity, their experiences of communication breakdowns, as well as the impact of chatbots on the development of interpersonal relationships between customers and businesses. A mixed-methods approach was used, involving a quantitative content analysis of Chinese customers' comments on their interaction with chatbots and a focus group discussion with a selection of users and chatbot developers.

Managing IM Talk and Its Impact on Employees

Yunxia Zhu
University of Queensland

Zhu's study reported research findings from her research team suggesting a novel concept of 'IM Talk' (intelligence machine). Existing communication research suggests talk matters yet little has been done on the influence of talk about intelligence machines which are widely used in organisations. Based on supportive communication theory and regulatory focus theory, we suggest that IM talk, on one hand, induce employees' situational promotion focus and thus increase their innovative behaviors and, on the other hand, stimulate their situational prevention focus and then lead to unethical behavior. A supportive communication focus involving all those who talk can help to promote innovative behavior and address the stress and unethical issues confronted with employees at workplace.

AI at the workplace: an insight into the use of chatbots in businesses in Malaysia

Speaker(s): Hadina BT Habil AB

AI at the workplace: an insight into the use of chatbots in businesses in Malaysia

Hadina BT Habil AB
Universiti Teknologi Malaysia

Habil and Kahar examined the use of chatbots in businesses in Malaysia. This exploratory study seeks to identify the types of businesses that mostly employ chatbots, to describe the function it serves and to discuss the user experience when interacting with chatbots. Secondary data and a survey will be conducted to explain the function and the user experience with chatbots. There has been an increased use of Chatbot by businesses to deal with their customers in Malaysia and findings of this study could provide an insight about the application of AI in businesses and the probable impact it has on customers.

Exploring the Integration of ChatGPT in the Classroom: Enhancing Teaching and Learning for Korean Students

Speaker(s): Reid McLain, Ty Choi

Exploring the Integration of ChatGPT in the Classroom: Enhancing Teaching and Learning for Korean Students

Reid McLain   Ty Choi

Hankuk University of Foreign Studies

Reid McLain and **Ty Choi** are currently investigating the feasibility and effectiveness of integrating ChatGPT into the classroom as a tool for enhancing teaching and learning, especially for Korean students. They will discuss some of the potential benefits and challenges of using ChatGPT in coursework to supplement traditional teaching methods with the goal of improving student engagement and learning outcomes. Some of the technical requirements and ethical considerations of implementing ChatGPT will be discussed, and ideas will emerge for future research and development of ChatGPT for educational purposes.

05/17/2023 (10:40 AM - 12:45 PM, HKT (UTC+8))   BC203 (Zoom ID 958 8589 4148)

(Panel) Intercultural Business Communication between China and the World: A Multidisciplinary Research Perspective

Chair: Jieyun Feng

Negotiating Multiple Identities: A Chinese American Executive Working in Western Multinational Corporations (MNCs)

Jieyun Feng
University of International Business and Economics, China

Abstract

This case study focuses on one Chinese American, who went to the United States in the early 1980s after China's reform and opening-up, and has worked as an executive in several Western multinational Corporations (MNCs) for twenty years. By drawing on the multiple-identity construction theory in socio-psychology and cross-cultural discourse theory, the researchers conducted an in-depth interview with the interviewee and reported on his life history, including how he navigated and negotiated his multiple personal identities: 1.who am I? (an American or Chinese)? ; 2.a sales executive: fighting alone on the battlefield; 3.a leader in front of his Chinese subordinates; 4. a Chinese subordinate in front of his Western supervisors.

This study enriches and contributes to the Chinese and Western cross-cultural leadership research by redressing several prevalent misconceptions in the existing literature and using the under-explored oral life history as a research method. The study also provides practical implications.

Keywords: multiple identities, Chinese-American Executive, cross-cultural leadership, Western Multinational Corporations (MNCs), China; the United States

Cross-Cultural Adaptation of Business Officials from "Belt and Road" Countries in the Training Programs of China

Speaker(s): Fan Zhao

Cross-Cultural Adaptation of Business Officials from "Belt and Road" Countries in the Training Programs of China

Fan Zhao
Zhongnan University of Economics and Law, China

Abstract

In the West and in China, cross-cultural adaptation studies address diverse social groups, nevertheless, the business officials from "Belt and Road" countries are under-researched. Additionally, cross-cultural adaptation research focuses on the post-entry phase and little is studied concerning the pre-entry phase.

This study adopted the qualitative research methods of interview and participant observation and applied grounded theory for conducting data analysis. The researchers made the participation observation of 264 business officials from 72 "Belt and Road" countries in six training programs of China; and furthermore, conducted interviews of 22 business officials and 11 Chinese staff. The corpus of 140,086 Chinese and English words was thus obtained and the software MAXQDA was used for coding.

This study contributes to cross-cultural adaptation studies by building a multi-dimensional and multi-disciplinary framework which involves socio-psychology and pragmatics, and discussing the unique features of business officials of "Belt and Road" countries in cross-cultural adaptation.

Keywords: Cross-cultural Adaptation, "Belt and Road" Countries, Business Officials, Multi-dimensional and Multi-disciplinary Framework, Training Programs

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'How I wish I'm able to work with your team': A Chinese company's rapport management in Ethiopia

Dandan Zhang
University of International Business and Economics, China

Abstract

Rapport management theory (Spencer-Oatey, 2005, 2021) is used and well accepted in pragmatics. Despite its suitability in explaining the ways in which people (mis) manage (dis)harmony through language use, two research gaps are identified: firstly, it is rare to see research extending it to multi-modal analysis in social media communication; secondly, assessing rapport management's effectiveness is sometimes deemed subjective (Spencer-Oatey, 2021) and it calls for interdisciplinary integration such as audience analysis from the communication discipline.

By drawing upon the rapport management theory, this study focuses on China Civil Engineering Construction Corporation, one leading state-owned enterprise, which went to Ethiopia under the Belt and Road Initiative (BRI) to conduct its transnational business. It is found that, via its official Twitter account, this Chinese corporation made use of multi-modal discourse resources, as well as topic and stylistic choices to manage rapport with its target readers. Audience analysis was included as well.

The study enriches the rapport management theory and it provides practical implications as well.

Keywords: rapport management theory, multi-modal discourse, interdisciplinary integration, Twitter, Belt and Road Initiative, State-Owned Enterprise, Ethiopia

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Toward a Nuanced Understanding of Cancel Culture

Sibo Chen
Toronto Metropolitan University, Canada

Abstract

"Cancel culture" refers to incidents in which individuals or corporations who violate norms are called out or shunned by members of the public (Clark, 2020; Saint-Louis, 2021). The increasing prevalence of such incidents across social media platforms has significant implications for risk and crisis communication scholars and practitioners. As previous research has collectively demonstrated (e.g., Bouvier & Machin, 2021; Norris, 2023; Tandoc et al., 2022), there is an urgent need to shift scholarly and public discussions on cancel culture beyond the perspectives of online denunciation and public shaming. Underlying high-profile cancel culture incidents are the complex relationships among culture, language, and politics.

Using a case study of a Canadian university's renaming process, this study contributes to a more nuanced understanding of cancel culture. Toronto Metropolitan University, formerly known as Ryerson University, faced a significant reputation crisis in 2021, when the legacy of Egerton Ryerson, whose name the university commemorates, was heavily criticized for causing significant and generational harm to Indigenous communities in Canada. In response to mounting public pressure, the university formed a Standing Strong Task Force who led a year-long renaming process involving consultations with a wide range of stakeholders.

In this study, I focused on the discursive struggles during these consultations. The analysis of university communications, news coverage, and relevant social media posts suggested that conventional image repair strategies are limited in handling crises associated with fundamental aspects of racism and colonialism in society. In particular, simply labeling Ryerson's critics as "cancel culture" fails to recognize the university's unique role in creating spaces for dialogue; encourage and listen to diverse perspectives. The study thus concluded by recommending the framework of public interest relations (Brunner & Smallwood, 2019), which offers recommendations regarding how to transform heated public debates over cancel culture into public conversations about decolonization and social justice.

Keywords: Cancel culture, Canada, crisis communication, image repair, public interest relations, Truth and Reconciliation

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Fashion communication and the female image conveyed by Max Mara

Ting Zan
Sichuan International Studies University, China

Abstract

With the growing importance of Sino-Italian trade relations, Italian fashion is immensely popular among Chinese consumers. This paper is designed to identify the female image conveyed by Max Mara: from press releases to articles of Max Mara's Chinese official account on WeChat and their subsequent news reports.

This research implies a multi-angled study, with corporate communication at the center as well as a secondary focus on media reception of corporate communication. In order to carry out a corpus-based multimodal analysis, the present study is based on two small corpora: the corporate corpus (CC) and the media corpus (MC). The corporate corpus is composed of 24 press releases in Italian and English (PR-IE) issued by Max Mara from 2017 to 2022 and 12 articles in Chinese (WeChat-Ch) issued by the company's official account on WeChat – Max Mara China for its communication strategy addressed to the Chinese market. The media corpus is composed of 120 news reports (NR-ICE) issued in Italian, English, and Chinese by fashion journalists in online fashion magazines or websites with fashion section covering the same period and events.

The qualitative research is carried out through the KWIC search use of the *Concordance* tool of the *AntConc* software in order to investigate the female image conveyed by the three genres.

Subsequently, this analytical area is complemented by a further contextual analysis, which explores how the messages of corporate communication are received by the local media.

This study contributes to a more refined understanding of the female image of Max Mara woman conveyed by different genres. The results of this study could also facilitate the establishment of a profile of the communication strategies adopted by Max Mara in China, leading to reflections on cross-cultural corporate discourses in the Chinese fashion world in reference to the Italian model.

Keywords: corporate communication, fashion communication, corpus linguistics, press releases, news reports, social media

05/17/2023 (2:00 PM - 3:40 PM, HKT (UTC+8))   FJ301 (Zoom ID 980 0132 6783)

(Panel) Multimodal professional discourse in social media: Cases from China

Chair: Dezheng Feng (William)

Identity performance and branding in E-commerce and social commerce

Dezheng Feng (William)
Department of English and Communication, The Hong Kong Polytechnic University

Abstract

Against the background of the rapid digital transformation of business and widespread consumerism in contemporary China, I will focus on two emerging professional discourse types in business, namely, branding in e-commerce and social commerce. A semiotic framework is developed to model their identities as evaluative attributes and to elucidate how the identities are constructed through linguistic and visual resources. A prominent feature emerging from the analysis is the blurred boundary between professional discourse and personal discourse. E- (and social) commerce has facilitated the decentralization of discourse production and allows laypersons or quasi-professionals to create professional practices that are different from the traditional institutional discourse in business. E-shop representatives and *wanghong* women have created new and hybrid forms of identity that transcend professional boundaries through their interdiscursive performance. They navigate between an expert identity and a peer identity through tactical appropriations of multimodal semiotic resources. The findings provide new understandings of professional discourse in the multimodal new media context.

Session 2a

05/17/2023 (2:20 PM - 2:40 PM, HKT (UTC+8))   FJ301 (Zoom ID 980 0132 6783)

Multimodality, Social Media and University Branding: A Social Semiotic Analysis of Chinese
Universities' Identity Construction on Weibo

Speaker(s): Enyao Li

Multimodality, Social Media and University Branding: A Social Semiotic Analysis of Chinese Universities' Identity Construction on Weibo

Enyao Li

Guangzhou University of Chinese Medicine / The Hong Kong Polytechnic University

Abstract

Market forces have increasingly influenced higher education all over the world over the past decades. In this global context, universities are confronted with great challenges and fierce competition, and China is no exception. In order to promote their identities and enhance their competitiveness, Chinese universities have adopted various branding strategies, particularly on social media platforms. The present study carries out a social semiotic analysis of Chinese universities' identity construction on Weibo within the framework of register typology (Matthiessen, 2009, 2015; Halliday & Matthiessen, 2014). The data of this study consists of 1035 Weibo posts collected from nine influential official Weibo of Chinese universities. Through analysing the socio-semiotic processes represented in the Weibo posts, this study finds that universities in China have constructed their identities as student-centred, research-intensive, service-oriented, and internationalized institutions on Weibo. And these identities reflect the socio-political, socio-economic, socio-cultural, and socio-technical contexts in contemporary China.

Keywords: identity construction, social media, Chinese universities, multimodality, marketization

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Multimodal Construction of Social Work Identity during the COVID-19 Pandemic

Ling Gui   Dezheng Feng (William)
The Hong Kong Polytechnic University

Abstract

Social work, a relatively less recognized profession in China, has been a crucial helping force in the COVID-19 pandemic prevention and control. To improve their professional status in social governance, social work agencies in China have been exploiting various symbolic resources to construct their identity through social media. Integrating genre analysis and multimodal discourse analysis, this study aims to investigate how Chinese social work agencies craft their identities through various social semiotic activities in their WeChat posts during the public health crisis. The multiple activities and identities reflect the neoliberal dynamics of Chinese social work development on the one hand and the centralized sociopolitical context on the other hand.

Keywords: social work identity, social media, multimodality, interdiscursivity, China, COVID-19

Discursive construction of corporate identities of Chinese and American airlines on social media: A cross-cultural multimodal study

Speaker(s): Hua Ying

Discursive construction of corporate identities of Chinese and American airlines on social media: A cross-cultural multimodal study

Hua Ying
The Hong Kong Polytechnic University

Abstract

Albeit in recent years the areas of corporate identity construction and cross-cultural communication on social media have attracted increasing attention from communication and linguistics scholars, the multimodal social semiotic approach is conspicuously neglected. This study examines the discursive construction of corporate identity on social media from a cross-cultural multimodal perspective. Drawing on Matthiessen's (2009, 2015) context-based register typology, this study randomly collected 400 posts of four major Chinese airlines on China-based Weibo and 400 posts of four major American airlines on US-based Facebook during one-year period and performed quantitative and qualitative analyses of social semiotic activities and subject matters at a meso level and the multimodal realizations of social semiotic activities at a micro level. Results show that the airlines in both countries tend to construct the identities of involving reporter, credible sharer, emotional recommender, but the specific strategies they deploy vary significantly. The findings may be explained by the synergy of cross-cultural factors, global neoliberalist corporate culture and digital affordances.

Keywords: corporate identity, cross-cultural, multimodal social semiotic approach, social media

Session 2a

05/17/2023 (3:20 PM - 3:40 PM, HKT (UTC+8))   FJ301 (Zoom ID 980 0132 6783)

Idols for Promotion and New Media Advertisement: A Corpus-Based Multimodal Generic Analysis of Chinese Traffic Stars' Promotional Posts on Weibo

Speaker(s): Sun Han

Idols for Promotion and New Media Advertisement: A Corpus-Based Multimodal Generic Analysis of Chinese Traffic Stars' Promotional Posts on Weibo

Sun Han
The Hong Kong Polytechnic University

Abstract

Contextualized in the background of consumerism and social media entertainment, the traffic star is pinpointed as a special category in the social media influential colony, with mixed characteristics of social media influencer, key opinion leader, celebrity, and wanghong (microcelebrity). Different from the traditional advertisement genre, with a single target to persuades potential customers in buying the product (Bhatia, 2005), traffic stars' promotional discourse in new media hybridizes the product promotion with self-branding. This research investigates into the generic features of traffic stars' promotional discourse in new media with two considerations: celebrity as commodity and the affordance of digital technologies. To identify the generic moves and communicative purposes, the present research deployed both Bhatia's (2004) and Cheong's (2004) generic model of print advertisement and examined 107 pieces of promotional microblog posted on Weibo by a girl idol group THE-9 from 1 June 2020 to 10 December 2020. For the generic structure, eight moves were identified, serving four different communicative purposes. Social purpose is the most conspicuous and can be examined as a parasocial interaction, an imagined friendship-like relationship where fans affirm their loyalty to the idol and show a stronger tendency in purchasing products recommended by the traffic star. Among the moves realized by multimodal resources, the move Locus of attention is especially important as fans strengthen their affection through their appreciation of idols' mesmerizing face, stylish costumes, and spectacular performance posted in the form of pictures and videos. Another feature found in idols' microblogs is topic tag, the hyperlinks allowing readers to move from idols' microblog to a broader community in posting purchase records, sharing using experience and recommending products. In conclusion, traffic stars' promotional microblogs show a high level of interactivity, multimodality and hypertextuality.

Keywords: genre analysis, new media advertisement, traffic stars, multimodality and business communication.

05/17/2023 (2:00 PM - 3:40 PM, HKT (UTC+8))   BC303 (Zoom ID 944 4130 8505)

Globalisation and localisation

Chair: Jenifer Ho

Linguaculture in Business English as a Lingua Franca: Levels and Orientations

Lucas Peltonen
The Hong Kong Polytechnic University

Abstract

Internationally operating professionals communicate with partners from multiple linguistic and cultural (linguacultural) backgrounds using Business English as a Lingua Francs (BELF). Interlocutors may be colleagues, suppliers, or clients located overseas or domestically. For Business English teachers, an ongoing challenge is how to present the "cultural" part of "linguacultural" without being overly simplistic, reductionist, or stereotypical. On the other hand, the intersection of language and culture is complex, so addressing the infinite permutations of how cultures interact could overwhelm students. As a solution, I examine the above issue using the combination of BELF theory (Du-Babcock & Yao, 2020; Kankaanranta & Louhiala-Salminen, 2018) and Linguaculture theory (Agar, 2002; Risager, 2007). I will discuss the concepts of *levels of culture* (regional, organizational, team, and individual) (Bartlett, 2018; Hu, 2018; Mauranen, 2018; The Douglas Fir Group et al., 2016) as well as *orientations of culture* (home culture, target cultures, universal understandings of culture) (Byram, 1989; Frendo, 2005; Hu & McKay, 2014) as a way of structuring our understanding of the complex constructs of culture in BELF communication. With information extracted from the research literature and interviews with business professionals in mainland China, I examined a popular business English coursebook, *Market Leader Intermediate* (Cotton et al., 2010), for the presence or absence of the aforementioned levels and orientations of culture, discovering an uneven distribution balanced heavily toward *target* cultural understandings based on *regions* and *organizations*. Based upon these findings, discussion can proceed to how to adjust materials to provide a more nuanced – but structured – understanding of how language and culture can be taught to BELF learners.

Keywords: linguaculture, business English, Business English as a Lingua Franca, pedagogy, cultural competency

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Globalisation and localisation in corporate videos: A pilot study

Jenifer Ho
The Hong Kong Polytechnic University

Abstract

Video-mediated communication is a salient communication channel in corporate communication. Video allows content creators to use a wide range of transmodal and translingual resources to make meaning, thus opening up possibilities for creative semiotic work. While a lot of work on corporate videos have been conducted in the fields of business communication, organisational management, or more recently, in language for specific purposes, understanding of corporate videos through a sociolinguistic lens is still scarce. This pilot study draws on a range of corporate video genres, including but not limited to promotional and instructional videos, to demonstrate how global and local elements are incorporated in these videos to create a *glocal* identity through the lens of *transmodalities* which focus on the deployment of transmodal and translingual resources in corporate videos, and how these resources orchestrate to become a multimodal ensemble for the construction of corporate identity. These corporate videos can be considered as a medium for the semiotic realization of glocalization. The presentation will conclude by suggesting implications for corporate video design which effectively manages the 'tension' between local and global.

CLP and Towngas: A case study on the readability of sustainability reports

Joyce Oiwun Cheung
The Hong Kong Polytechnic University

Abstract

Readability impacts sustainability report comprehension, as readers, especially laypeople, struggle to decode less readable reports (Farewell, Fisher, & Daily, 2014). As a result, this draws our attention to the different degree of readability in sustainability reports produced by different companies. This paper proposes a case study on the readability of the sustainability reports produced by two different types of energy companies in Hong Kong – an electric company CLP Power and a gas supplier Towngas. CLP claims that it generates, transmits and distributes power from clean fuels (CLP Power, n.d.), while Towngas does not mention renewable energy explicitly. CLP has also released more sustainability materials, such as content index and assurance reports, than Towngas. Therefore, the electric company has a more sustainable outlook than the gas supplier; hence, the CLP sustainability reports are expected to be more readable than the Towngas ones. In order to compare their readabilities, this paper follows Abu-Bakar and Ameer (2011) and Smeuninx et al. (2020) to measure the average word length, sentence length, lexical density, syntactic complexity, passivization, and Flesch readability score of the sustainability reports by each company. Ultimately, the readability difference, if any, will be analyzed to discuss company branding and readiness for sustainability.

Keywords: readability, sustainability, sustainability reports, corporate reports, energy sector, ESG

Session 2b

05/17/2023 (3:15 PM - 3:40 PM, HKT (UTC+8))   BC303 (Zoom ID 944 4130 8505)

Examining China's political policy changes toward relationship maintenance with Africa: A relational dialectics theory analysis of ministerial speeches in FOCAC

Speaker(s): Li Zhaoyun

Examining China's political policy changes toward relationship maintenance with Africa: A relational dialectics theory analysis of ministerial speeches in FOCAC

Li Zhaoyun
The Hong Kong Polytechnic University

Abstract

The year 2022 marks the 66th anniversary of the opening of diplomatic relations between China and Africa. Over the past 66 years, China and Africa have forged an unbreakable brotherhood in the anti-imperialist and anti-colonial struggle, taken a distinctive path of cooperation in the course of development and revitalization, and written a wonderful chapter of mutual support in the midst of complicated changes, setting a shining example for building a new type of international relations. It is significant to clarify the history of relationship development between China and African countries, and further understand its future strategies in progressing mutual relationship. This is a qualitative research design using relational dialectics theory to to analyze ministerial speeches from 2000 to 2021. It is revealed that during these two decades of hardship, the relationship between China and Africa has transformed from a partnership in 2000 to a community of destiny that is now jointly addressing the challenges of globalization. At the same time, China's cooperation with Africa has evolved from economic and trade exchanges, to cultural coexistence and mutual political trust, to the "Nine Projects", a comprehensive program of assistance to Africa in health care, education, poverty alleviation, green development, and talent training. Nowadays, African members of the FOCAC have joined the "Belt and Road" cooperation family, which has given a strong impetus to the China-Africa comprehensive strategic partnership. China is standing at the historical starting point of building the China-Africa community of destiny in the new era. China will continue to enforce the concept of truthfulness and sincerity and the correct concept of righteousness and benefit, and work with African friends to let the spirit of China-Africa friendship and cooperation be passed on and flourish from generation to generation.

Keywords: FOCAC, African countries, ministerial speeches, relational dialectics theory, contrapuntal analysis, relationship maintenance

05/17/2023 (2:00 PM - 3:15 PM, HKT (UTC+8))　　　　BC202 (Zoom ID 932 9183 6758)

Teaching and learning practices for business and professional communication

Chair: Asep Budiman

Identity Construction of Native and Non-native English Teacher Influencers on Tik Tok: A Multimodal Perspective

Speaker(s): Du Chenxi

Identity Construction of Native and Non-native English Teacher Influencers on Tik Tok: A Multimodal Perspective

Du Chenxi   Yang Yingli

University of International Business and Economics, China

Abstract

The dichotomy between Native-English-Speaking Teachers (NESTs) and Non-Native-English-Speaking Teachers (NNESTs) has existed in the field of ELT for a long time, which has resulted in stereotypes about their identities. However, social media has challenged this dichotomy by empowering teacher influencers to become important players in the education sector and transforming the way these influencers shape their teacher identities. Drawing on Constructivist Theory and Context Collapse Theory, this study aims to investigate how one Native-English-Speaking Teacher Influencer and one Non-Native-English-Speaking Teacher Influencer construct their teacher identities on TikTok. A multimodal content analysis of 598 videos posted by an American teacher influencer and a Chinese teacher influencer was conducted to explore their use of multimodal resources to construct their teacher identities. The results showed that both influencers used a variety of multimodal resources to construct different aspects of identities, including (1) a professional self, by emphasizing their competence and personal traits such as dedication and passion; (2) a celebrity self, by showcasing their fashionable lifestyles and endorsing products; and (3) a private self, by sharing personal experiences. Although both influencers displayed similar identities, they emphasized different aspects. The Chinese teacher influencer emphasized his teaching effectiveness, personal charisma, and inspiring life experiences, while the American teacher influencer highlighted his linguistic nativeness and overseas life experience to reinforce his foreignness. This study validates Constructivist Theory and enriches Context Collapse Theory by discussing online professional identity construction in a cross-cultural perspective. The implication is that English teachers and influencers can make use of Tik Tok technology affordances to integrate their personal and professional identities online and challenge conventional identity stereotypes in the ELT field.

Keywords: identity construction, teacher identity, teacher influencers, Tik Tok, multimodal content analysis

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Investigating tertiary English students' attitude towards intercultural language learning

Asep Budiman
Hunan Normal University, China

Abstract

The nature of English as the world lingua franca and the nature of Indonesian students who are multicultural call for the application of Intercultural language learning (ILL) approach within the Global English Language Teaching (GELT) framework in English language education in Indonesia. Yet, the complexities of ILL appear to necessitate English teachers' positive attitude towards ILL even since they became tertiary English students so that ILL could be optimally implemented in the classroom. This study was carried out to delve into tertiary English students' attitude towards ILL and to confirm their English teaching practices according to the perspective of ILL principles. Tertiary students taking English Language Education major at a State University in central Java were chosen to be the participants. Interview, questionnaire, and observation were deployed to garner the data. The findings demonstrated that most of the tertiary English students had a positive attitude towards ILL. Their judgments exhibited a positive tendency to accept and support ILL ideologies and principles. Their positive tendency covered three dimensions: affect ion (76.13%), cognition (75.08%), and behavior (75.16%). Observations showed that their English teaching practices tended to confirm their positive attitude towards ILL. They were able to apply three ILL principles consisting of active construction, making connection, and interaction. Other studies are expected to address ILL implementation in the formal English classrooms at Indonesian schools so that detailed merits and challenges as well as solutions concerning ILL implementation can be revealed.

Keywords: Attitude, intercultural language learning, tertiary English students, global Englishes

The Predictive Role of Willingness to Communicate and Domain-specific Grit in Intercultural Communication Competence of EFL Learners

Speaker(s): Fatemeh Kazemkhah Hasankiadeh

The Predictive Role of Willingness to Communicate and Domain-specific Grit in Intercultural Communication Competence of EFL Learners

Mostafa Azari Noughabi
Hakim Sabzevari University, Sabzevar, Iran

Fatemeh Kazemkhah Hasankiadeh
Ferdowsi University of Mashhad, Iran

Abstract

In a multicultural world, high levels of intercultural communicative competence (ICC) can be regarded as a pressing need for language learners. That is why the majority of previous studies on ICC has been focused on the means of improving it. However, little research attention has been paid to the motivational antecedents of English as a foreign language (EFL) learners' ICC. Therefore, the present study aimed to explore whether EFL learners' willingness to communicate and domain-specific grit (i.e., L2 grit) can predict their competence in intercultural communication. The survey data was collected from a sample of 169 intermediate-level EFL learners in Iran. The results of multiple regression analysis indicated that willingness to communicate and L2 grit were significant sources of ICC. In particular, willingness to communicate was identified as a stronger predictor of Iranian EFL learners' ICC. The findings of the current study highlighted the importance of developing the motivational drives in the path of enhancing EFL learners' ICC. Ultimately, suggestions for future research are offered.

Keywords: willingness to communicate, domain-specific grit, intercultural communication competence, EFL learners

05/17/2023 (2:00 PM - 3:40 PM, HKT (UTC+8)) BC203 (Zoom ID 958 8589 4148)

Digital media

Chair: Ya Sun

Discursive Construction of the Message Credibility for Chinese State-Owned Enterprises on Twitter

Speaker(s): Ya Sun, Chenghui Wu

Discursive Construction of the Message Credibility for Chinese State-Owned Enterprises on Twitter

Ya Sun   Chenghui Wu

School of International Studies, University of International Business and Economics, China

Abstract

There is a growing need for Chinese state-owned enterprises (CSOEs) to utilize Twitter, as an effective communicative tool in the professional business context, to build a credible image to the global community. In order to discursively measure CSOEs' message credibility in corporate tweets, our study has developed a broad framework from two general aspects (content and form), four separate levels (thematic, intrinsic, contextual, and representational level) and nine specific dimensions (capability, morality, objectivity, authority, accuracy, informativeness, timeliness, consistency and persuasiveness). With the help of Natural Language Processing and corpus tools (MAT, CLA, TAALES, GAMET, SEANCE and TAACO), the framework has then been operationalized by a total of 62 discursive features including 18 content-based themes (thematic features) and 44 form-based features. Based on our self-built corpus of 15 representative CSOEs, we applied our framework and adopted statistical methods (descriptive statistics, One-way ANOVA and Principal Component Analysis) to find out the dominant discursive features, dimensions, and CSOEs in establishing message credibility of their tweets. Results show that CSOEs developed themes including strength, power, cooperation, legitimacy and among others, and used discursive features including nominalizations, mentions/@, word length, time adverbials, hashtags/#, semantic overlaps and among others when expressing these themes to establish message credibility. Moreover, CSOEs significantly highlighted the capability, authority, informativeness and consistency dimensions of message credibility in their tweets. Lastly, *China National Machinery Industry Co. (Sinomach), China Datang Co.(CDC), China Railway Engineering Co.(CREC), and China State Construction Engineering Co.(CSCEC)* were found to have established the highest message credibility in their tweets. Our study thus may be the first to develop an NLP-cum-corpus-operationalized framework to computationally measure the discursive construction of online message credibility. It also can provide some practical insights for CSOEs in their international business communication on Twitter.

A Study on the Motivation and the Dissemination's Characteristics of Tarot Future Telling Videos on Bilibili

Speaker(s): Yulan Wu, Zhiting Chen

A Study on the Motivation and the Dissemination's Characteristics of Tarot Future Telling Videos on Bilibili

Yulan Wu   Zhiting Chen
Zhongnan University of Economics and Law, China

Abstract

The thesis took the prevalence of Tarot future-telling videos on Bilibili network platform which are popularized in majorities of Chinese youngsters as an essential entry point, used methods of online ethnography and in-depth interviews, and explored reasons for the prevalence of Tarot soothsaying culture on videos network platform among young people.

The study found that all video forms on Tarot soothsaying have gradually become a social medium to disseminate this kind of youth subculture, after the continuous evolution of New Age Movement. By the long-term existence of metaphysical thoughts and destiny-divination behaviors in traditional society life in China, the Tarot-divination culture, as a Western metaphysics, has a potentially growing foundation in China in some ways, so as to alleviate the new generation's collective anxiety emerged from the fierce changing of social and cultural development, especially from constrained emotions by the national psychology of "being ashamed of speaking ill". They are more inclined to use watching Tarot-divination videos to avoid those bad things. Moreover, Tarot-divination videos use their ways by a variety of interactive videos and video stories, dazzlingly complex tarot rituals, and bloggers' friendly voices to create an immersive environment for users and to convey philosophical ideas about life, in order to relax younger people's anxiety.

The study concluded it that those videos have reflected the tendency of currently integrated culture combining Western philosophical concepts with Chinese ones. But the arrival rate of the ideology attached to the videos remains to be verified. Such videos could also be counterproductive in a certain extent, such as hiding dangers in game-decision-making for young people and leaving opportunities for scams. Finally, the prevalence of such videos also reflected the psychological dilemma out of which young people's urgently need relieved to get it, which needs positive concern and support from the

whole society.

Keywords: Tarot future-telling videos, immersion communication, Bilibili, mental health, youth subculture

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The Oust Duterte Movement and Its Counterhegemonic Rhetoric through Digital Media

Maico Demi B. Aperocho
University of Mindanao, Philippines

Abstract

The dynamics of communication for social activism against politics and governance have changed through time. Multimodality became one of the most important features of digital communication for and about social activism such as the Oust Duterte Movement in the Philippines, which employed a variety of rhetorical actions to advance counterhegemonic initiatives against the Duterte administration in 2016-2022, most especially on issues that concerned War on Drugs and pandemic response. This paper discusses the rhetorical instrumentalities utilized by this movement and how these became tools in challenging cultural hegemonies. The author explored various forms of multimodal texts and understood their reproducibility as digital forms of communication that challenge ideologies circulated by macrostructure social institutions such as the government. In this paper, the power of memes and quiet activism are discussed in the context of the Oust Duterte Movement and the civic engagement these brought to social media that resulted in challenging ideologies on leadership, governance, and political rhetoric. Besides this, the author also investigated the shifts in the use of digital communication such as memes, digital arts, and hashtags as emerging forms of social activism that spark civic engagement among Filipinos online. This study hoped to understand how social media has become a platform for civic conversations and how digital communication has helped social activism bring its communicative presence to a wider global audience.

Keywords: digital communication, social activism, civic engagement, communication studies, counterhegemony, digital media

How social media innovated marketing: The case of *Tasty*

Speaker(s): Alessia Battista

How social media innovated marketing: The case of *Tasty*

Alessia Battista
Parthenope University of Naples, Italy

Abstract

Bearing in mind the interconnection between technology and the humanities (Adolphs & Knight 2020), this study will try to identify the possible reasons behind BuzzFeed's Tasty's incomparable success, which originated in 2015 as a Facebook page sharing food-related user-generated content and soon became successful, eventually turning into an actual brand landing on multiple social networks.

This multidisciplinary analysis brings together linguistics and ESP, social media marketing and promotional discourse, and business communication. Relying on Corpus-Based Discourse Analysis (Baker et al. 2008), the methodology used also considers the frameworks of digital humanities (Drucker 2021; Schwandt 2021), Computer Mediated Communication (Herring 2019), multimodality (Adami 2017; Jones et al. 2015; Kress & van Leeuwen 2021; Norris 2019; Thurlow & Mroczek 2011), genre analysis (Bhatia 2014; Fowler et al. 2019), digital marketing and marketing 4.0 (Dash et al. 2021; Kingsnorth 2019; Kotler et al. 2017), in order to explore food videos specifically created for social media, as they still invite extensive exploration both as pure marketing tools and through an innovative multimodal approach.

The contribution will present the results of a preliminary analysis carried out to determine a) the characteristics of Tasty's intended and actual audiences, whose expectations have been compared to the actual content created; and b) whether the communication about the company by the company itself has changed before and after 2021, which is the year when BuzzFeed became a public company. More specifically, a corpus has been built including the financial documents of the company which have been compared to the content posted on Tasty's social media accounts, so as to assess a) whether there is a match between their objectives and their content; b) whether and how the various media may be used in different ways for different purposes.

05/17/2023 (4:00 PM - 5:15 PM, HKT (UTC+8))   FJ301 (Zoom ID 980 0132 6783)

Diversity and inclusion in business communication

Chair: Wanwen Wang

"A ballet of white birds": Metaphorical source domains of aircraft in airline Instagram posts

Wanwen Wang   Prof. Kathleen Ahrens

The Hong Kong Polytechnic University

Abstract

In the battle to win customers, airlines use a variety of digital marketing strategies to ward off competitors. Marketing is war at the core; thus, marketing discourse is considered to be the most metaphorical compared to other genres (Zaltman et al., 1982). This study examines how airlines employ the target domain of AIRCRAFT metaphors to construct its brand identities on social media. We collected 1,500 posts from the official Instagram accounts of eight world's largest airlines (cf. Forbes 2022 company revenue ranking; 500 posts for US airlines, 500 posts for European airlines and 500 posts for Chinese airlines) as a corpus for this study, which were posted between 2020 and 2023. We used the Conceptual Mapping Model (Ahrens, 2010) and Source Domain Verification Procedure (Ahrens & Jiang, 2020) for identifying metaphorical expressions. We then calculated the frequencies of tokens and found American airlines had a normalized ratio (NR) of 45 tokens per 10,000 words, German/French/Dutch airlines had an NR of 70 tokens per 10,000 words and Chinese airlines had an NR of 12 tokens per 10,000 words, indicating a higher degree of metaphoricity in marketing language in Europe as compared with in China.

This study found two major metaphors about aircraft in all three sub-corpora: ANIMAL and HUMAN BEING. For example, animal archetypes were mapped onto airline brand identities: elegant and patient in European airline marketing language (e.g. *white bird*, *winged seahorse*), powerful and fearless in American airlines ad copy (e.g. *eagle*, *night hawk*), and warmth and team-oriention in the digital copy for Chinese airlines (e.g. *migratory bird*). Furthermore, we also found that all airlines have one common denominator; when aircrafts are metaphorically depicted as human beings, the images are of regal or beautiful women (e.g. *the queen of the skies*, *little miss fuel-efficient*). We concluded that metaphors used in marketing discourse can activate and connect brand identities and differentiate from competitors. This study also provided insights into how metaphors can be used in advertising to build more positive brand identities and increase brand visibility, favourability and, finally sales.

Keywords: conceptual metaphor, airline, digital marketing, brand identity

Session 3a

05/17/2023 (4:25 PM - 4:50 PM, HKT (UTC+8))   FJ301 (Zoom ID 980 0132 6783)

What Drive People to Participate Social Media Challenges? Explore the Attributes of Entertainment, Credibility and Celebrity Involvement

Speaker(s): Wai In Law

What Drive People to Participate Social Media Challenges? Explore the Attributes of Entertainment, Credibility and Celebrity Involvement

CHAN, Wai Hang   CHENG, Lok Yi   LAW, Wai In   LEE, Yi Yan
LUI, Wai Ting   WONG, Sin Yin   WU, Shih Chia
School of Journalism and Communication, The Chinese University of Hong Kong

Abstract

"Viral challenge" on social media platforms has become a global phenomenon. "Ice Bucket Challenge" first appeared on Facebook in 2014 was an example. Now, social media challenges have evolved into different forms and functions. Recent studies focus on the impact of social media marketing activities towards consumer purchase behavioral influence (Chrisniyanti & Fah, 2022; Choedon & Lee, 2020; Niu & Zhang, 2021). This study futher explores the attributes of entertainment, credibility of the organization, and celebrity involvement in relation to participation intention on social media challenges.

A questionnaire was distributed online to 180 millennials in Hong Kong. A five-point Likert Scale was adopted to measure the relationship between the attributes and participation intention in social media challenges. Data analysis with Multiple Regression was computed in SPSS to assess the relationship between the variables of this study.

The result indicates that entertainment has the strongest correlation with Participation Intention (B= .477, p = <.001), followed by Credibility of Organization (B = .252, p = .004). There is no significant relationship between Celebrity Involvement and Participation Intention (p = .355).

This study contributes what factors drive people to participate social media challenges. The results implied that the level of entertainment and credibility on social media challenges will lead to higher participation intention. Entertainment has the strongest influence towards participation intention which indicates that relaxing and stress-free challenges are important elements to drive participation. Results followed by credibility, showing that credibility is the basis of activating social media challenges.

Celebrity involvement is insignificant to social media participation intention. Noted that celebrity can raise awareness to the audience, but there is no direct behavioral influence on the audience.
This finding indicates that audience may "watch" celebrities in the social media activities but not take actions. Further studies can be expanded to other attributes, such as celebrity fan influence, conformity behavior, or the novelty of social media challenge.

Keywords: Social media challenge, participation intention, entertainment, credibility, celebrity involvement

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Diversity, Equity & Inclusion in Business Communication in Customer Contact Centers

Garro Ho   Rayland Chan
Hong Kong Customer Contact Association (HKCCA)

Abstract

Diversity, equity and inclusion (DE&I) have become mainstream in all businesses and organizations, and yet DE&I remains an area that requires more attention and discussion in the corporate world in Hong Kong. In this presentation we want to highlight some of the best practices and opportunities in business communication under the lens of DE&I as observed by our members. Particularly we want to zoom in on:

1. Internal communication – From company policies and employee's benefits to internal development opportunities and how feedback is collected and actioned, we will explore how our members communicate inclusively with their colleagues.
2. External communication – We will explore how our members communicate their brand as an employer of choice, what are the best practices and challenges in diversity recruitment and inclusive hiring.

Keywords: DE&I, contact centers, inclusive communication, inclusive hiring

05/17/2023 (4:00 PM - 5:15 PM, HKT (UTC+8))　　　BC303 (Zoom ID 944 4130 8505)

Multimodality and business communication

Chair: Phoebe Siu

Portraying a sustainable self in China's tech sector: A critical and multimodal discourse analysis of corporate identity construction in ESG

Speaker(s): Yang Yang

Portraying a sustainable self in China's tech sector: A critical and multimodal discourse analysis of corporate identity construction in ESG

Yang Yang   Yao Liu
Qufu Normal University, China

Abstract

Integrating Environmental, Social and Governance (hereafter ESG) factors into business operations and investment decisions has been escalated to a developmental priority for companies worldwide (Raman et al., 2020; Nervino, 2022). The key themes reflect the urgent need for climate action and sustainable development in recent decades. This shift requests researchers in the realm of business and professional communication to turn their focus on the ESG discourse and how the discourse indexes certain corporate identities in relation to their sustainable development.

The social-constructivist perspective contributes to "a deeper understanding of identity inasmuch as it points to the ongoing and dynamic character of identity formation" (Frostenson et al., 2022, p. 8). Thus, applying the framework of critical discourse analysis (CDA) and multimodality (MA), this study aims to explore how Chinese corporations portray themselves in their ESG reports and on their websites, both verbally and visually. For the purpose of this research, we selected two cases, Tencent Holdings Limited and Alibaba GRP HLDG, to critically analyse their ESG performances in the report narratives and on their websites. According to MSCI (2023), Tencent and Alibaba rank in the top two in terms of ESG performances. As China's tech giants, these two companies also account for the largest proportion of market capitalisation worldwide (Statista, 2022). Thus, researching these two companies' ESG performances as representative is meaningful to understand the status quo of Chinese businesses' commitment to sustainable development. The results reveal that China's tech giants attempt to construct a sustainable self in relation to the multiple identities they present. These identities help them negotiate a socially responsible self to the stakeholders.

Keywords: ESG discourse, corporate identity construction, organisational sustainability identity, critical discourse analysis, multi-modal discourse analysis, China's tech giants

A multimodal social semiotic analysis of three COVID-19 vaccination video public service advertisements: Unveiling the Hong Kong public health discourse

Speaker(s): Karen Choi

A multimodal social semiotic analysis of three COVID-19 vaccination video public service advertisements: Unveiling the Hong Kong public health discourse

Karen Choi
University College London

Abstract

Since 2020, people around the world have been affected by the turbulence of the pandemic, COVID-19. To combat the pandemic, the Hong Kong (HK) government has implemented COVID-19 Vaccination Programme which encourages members of the public to get vaccinated. This is because it is believed that getting vaccinated is the only way to move beyond the pandemic. To promote the Vaccination Programme, the HK government has set up a COVID-19 thematic website and sophisticatedly published a variety of COVID-19 vaccination video public service advertisements via different channels such as television, social media platforms and YouTube channels. The government has strategically published the vaccination video public service advertisements during different phases of the pandemic to educate and encourage citizens to get vaccinated. This presentation is going to explore how the designs of the COVID-19 vaccination video public service advertisements give rise to the public health discourses in HK by analysing three COVID-19 vaccination video public service advertisements that were published by the HK government during the timeframe of 2021–2022. First, I am going to select some significant extracts from the three video public service advertisements to illustrate the discursive strategies that the HK government employed. To unpack and analyse the extracts, I will employ the multimodal social semiotic theory by Kress (2010), the four principles of recontextualisation by Bezemer and Kress (2015) and the theory of kineikonic mode by Burn (2013) as the theoretical underpinning to hypothetically recover the rhetoric of the HK government. This presentation concludes that even though there were some shared discourses in the three selected COVID-19 vaccination video public service advertisements, the distinctive designs of the video advertisements may indicate that the HK government had different rhetoric and gave rise to different public health discourses during different phases of the pandemic between 2021 and 2022.

Keywords: Multimodality, social semiotics, COVID-19, public service advertisements, crisis communication

Session 3b

05/17/2023 (4:50 PM - 5:15 PM, HKT (UTC+8))   BC303 (Zoom ID 944 4130 8505)

Gongyeh in Public Relations: Mobilising Students' Collective Agency in CLIL through the
Multimodalities-Entextualisation Cycle

Speaker(s): Phoebe Siu, Esther Tong

Gongyeh in Public Relations: Mobilising Students' Collective Agency in CLIL through the Multimodalities-Entextualisation Cycle

Phoebe Siu   Esther Tong

College of Professional and Continuing Education, The Hong Kong Polytechnic University

Abstract

In Hong Kong, Content and Language Integrated Learning (CLIL) emerges in numerous English across the Curriculum contexts, motivating non-Anglophone teachers and students across academic disciplines and institutional levels to develop dual content-language awareness. With digital genres emerge after the global pandemic eras, teachers and students in EMI higher education can no longer sustain effective communication with logocentric written modes alone. International scholars supporting multiliteracies and multicompetence across curriculums and disciplines have called for attention to mobilise students' collective agency (Swain et al., 2015) in CLIL through technology-enriched multimodality. To fill the research gap in leveraging students' familiar social semiotic resources in talking across the curriculums, this participatory action research (PAR) in a 13-week EMI tertiary classroom introduced the Multimodalities-Entextualisation Cycle (MEC) (Lin, 2016; 2020) as curriculum and assessment genres for supporting "gongyeh" (literally means talking in Cantonese) in English-medium Public Relations-specific Media Kit production and oral presentation. The MEC and Gongyeh (a video-making dialogic feedback application) are adopted as pedagogical intervention to improve collective agency and multimodality-driven context-awareness in Media Kit production and oral presentation. Research questions focus on understanding tertiary students' first-hand experience on the ways multimodal design applications may promote dialogic teaching/ learning in Public Relations-specific logic of inquiry (Green et al., 2004). Data collection covers students' communicative portraits, Media Kit production logs, video-aided oral presentation records and dialogic feedback, along with focus group discussion and semi-structured interviews. Research findings elucidate the benefits and challenges teachers and students may face when using an innovative design application to co-create social semiotics resources for disciplinary meaning-making (Danielsson, 2016). Research and pedagogical implications pinpoint at translating SFL multimodality theories into student-friendly orchestration of multimodal texts and resources in Public Relations,

highlighting learner-centric socially equitable assets for advancing talking across the world for plurilingual, pluricultural teachers and students in global EMI tertiary education.

Keywords: collective agency, multimodality-driven context awareness, gongyeh (talking) across the curriculum, disciplinary meaning-making, the multimodalities-entextualisation cycle

05/17/2023 (4:00 PM - 5:15 PM, HKT (UTC+8)) BC202 (Zoom ID 932 9183 6758)

Intercultural communication

Chair: Bin Ai

Being 'professional': A semiotic approach to a cultural concept

Sky Marsen
Flinders University, Australia

Abstract

The proposed presentation aims to explore the discursive ways in which the concept of 'professionalism' is constructed. It will examine the semantic components that constitute the signifier 'professional' in a variety of discourses, identifying patterns in the different meanings emerging from uses of the word. As a signifier, professionalism signifies an agent's image (as in dress code), attitudes (as in commitment to a specific course of action) and behaviours (as in control over emotions), thereby bridging the axes of Being and Doing. It is composed of semantic elements that include public performance, high competence, goal-oriented actions, and recognition through reward. The 'professional' is opposed to the 'amateur', and contrasted with the 'private' and 'personal'. It presupposes expertise, accountability and cooperation, and may connote objectivity and ethics depending on context. It tends to be positively valued in culture and language use internationally - 'being a professional' or 'acting professionally' seem to be globally positive qualities. Professionalism, in different forms, has been studied in communication, sociolinguistics, and discourse analysis, which have investigated how professionals interact, the genres of texts they produce, and the identities that they construct through their discursive practices (Bhatia 2002, Cooren 2000, Cooren, Taylor & Van Every, 2013, Taylor & Van Every 2014). This presentation draws on some aspects of this research and aims to synthesize them into a new semio-linguistic framework for the analysis of the 'professional', utilising the approach associated with the Paris School of Semiotics (Greimas, 1987; Floch, 2001, Marsen, 2006, 2009).

The Online Material Development for TED Talks-Based Public Speaking in the Business Context

Speaker(s): Traithana Chaovanapricha

The Online Material Development for TED Talks-Based Public Speaking in the Business Context

Thittiya Sommana
Thai-Swedish Chamber of Commerce, Thailand

Traithana Chaovanapricha   Chanida Phongnapharuk
School of Liberal Arts, Mae Fah Luang University, Thailand

Abstract

Public speaking is a need for many professions across all industries and levels of experience. Each career can progress, and both new recruits and experienced ones may find a new asset for their CVs if they practice and develop their public speaking abilities (Herrity, 2023). For example, even though few people would disagree the fact that public speaking is a crucial skill for business graduates and essential for career success, Wolverton and Tanner (2019) propose that business students should concentrate on enhancing their public speaking abilities in a digital environment because there is an increase in online courses and businesses are expanding their use of technology to improve communication. TED (Technology, Entertainment, and Design) has been a valuable resource comprising the talks (TED Talks) of a wide range of professionals. In addition, it is a platform where audience can gain knowledge from and use its TED Talks as models of public speaking; for instance, Rohmah (2022) found the improvement of English Department students who watch the talks and imitated them. Therefore, this research was aimed at developing a self-directed learning material to enhance public speaking skills and business-related knowledge of undergraduates by adopting the learning-centered approach to material design (Hutchinson & Waters, 1987). The researchers adapted the procedure of learning materials development (Putra et al., 2017) as a research framework. Prior to the needs analysis, the needs survey including present situation, learning situation and target situation was collected from the participants of three undergraduates majoring in Business English who were also involved in the implementation of four well-designed lessons and material. After two weeks of self-directed learning, the participants significantly improved their public speaking in terms of

business-related content, style, delivery, and target audience engagement. Besides, the participants agreed that the lessons encouraged them to become self-directed learners.

Keywords: material development, public speaking, TED Talks, English for Specific Purposes

Unpacking translanguaging practices in multilingual business communication in China: A qualitative phenomenological approach

Speaker(s): Bin Ai

Unpacking translanguaging practices in multilingual business communication in China: A qualitative phenomenological approach

Bin Ai   Mingjunbao Hao   Dr. Xiaomei Qiao
School of Foreign Studies, Shanghai University of Finance and Economics, China

Abstract

This qualitative phenomenological study examines a cohort of multilingual employees' translanguaging practices in business communication at seven multinational corporations in China. It is found that these employees integrate various linguistic features of named languages stored in their linguistic repertoires; they spontaneously prioritize the linguistic features of different named languages in different contexts to achieve effective communication. They value sense-making more than grammatical correctness in communication practices, so they deploy multiple semiotic resources in translanguaging practices. This paper suggests that multilingual employees' translanguaging literacy should be valued as their linguistic/human capital since it provides them with communication resources in a globalized business context. This paper advances understandings of translanguaging and enriches research practice, broadening the research scope of transnational business communication by expanding translanguaging practices from the bilingual education field to a multilingual, transnational workplace context.

05/17/2023 (4:00 PM - 5:15 PM, HKT (UTC+8))   BC203 (Zoom ID 958 8589 4148)

Workplace communication

Chair: Jessica Jane Nocella

Positive influencing skills in the workplace

Rizwana Wahid
English Language Centre, King Khalid University, Saudi Arabia

Tanzina Halim   Shanjida Halim
Faculty of Languages & Translation, King Khalid University, Saudi Arabia

Abstract

In almost all professions, communication plays a significant role and with the advancement of technology, the medium of communication has taken a completely new dimension. In the 21st century, professionals interact with each other in various ways, i.e., face-to-face, online or digital communication through email, WhatsApp, Facebook, Twitter, Instagram (social media), and so on. When it comes to conveying information or messages, each of these interaction methods has its own role. It is a well-known fact that at the workplace, being too authoritative or, in other words being 'bossy' does not always work. The more co-workers can communicate with each other without hesitation, the better the chances of establishing harmony in the workplace. Hence the researchers intend to focus on the causes of having a poor influence/ negative influence in any workplace and how positive influencing skills help maintain good rapport with co-workers paving a bridge to their career success. To find the answer to their objectives, the researchers collected data by distributing a questionnaire to (n=50) professionals (novice and experienced) who were working in various fields. It was found after the statistical analysis that all the subjects agreed to a great extent with the researchers' hypothesis that positive influencing skills are necessary to begin, sustain, and grow professionally. The findings tell that in any workplace, maintaining trust, respect, and harmony is necessary which depends on the relationship among co-workers. People can gain trust and respect based on how they influence others through interaction or communication with others at the workplace. Therefore, based on the findings and the researchers' experience, the paper suggests developing and practicing positive influencing skills in the workplace.

Keywords: Communication, influencing skills, profession, workplace

Session 3d

05/17/2023 (4:25 PM - 4:50 PM, HKT (UTC+8))   BC203 (Zoom ID 958 8589 4148)

Transparency and Risk. A case study of CSR communication in the rail sector

Speaker(s): Jessica Jane Novella

Transparency and Risk. A case study of CSR communication in the rail sector

Marina Bondi   Jessica Jane Novella
Università degli Studi di Modena e Reggio Emilia

Abstract

This study aims to analyse how railway companies in various English-speaking countries deal with issues of transparency regarding risk. Through a cross-cultural analysis, this work will look at how transparency and risk are delivered in Corporate Social Responsibility (CSR) reports of national rail companies in Australia, Ireland, New Zealand, UK, and USA. By means of a small corpus of the companies' reports, we will examine how communication regarding risk is presented and described in the various sections of the reports. Our qualitative analysis will look at how transparency (Idowu & Towler, 2004; Nielsen & Thomsen, 2007) is delivered through the presence of elements of explicitness of various components of the notion of risk. Through a concordance analysis (Sinclair, 2004) we will look at how future markers (Yu & Bondi 2019) and exemplifications play a fundamental role in dealing with issues regarding risk and uncertainty (Müller et al., 2021). More specifically, through our collocation and phraseological analysis of texts, this study will highlight new trends in disclosure, at both a lexical and discursive level in the various domains of the report (e.g., environment, finance, health, etc.). By tracing patterns in frequency and meaning, we aim at identifying collocates and phraseology used to convey issues related to risk in corporate communication, focusing on the role of actors in terms of explicitness. Results shed light on cross-cultural similarities and differences in risk communication and transparency.

Keywords: Transparency, risk communication, CSR, corpus linguistics, collocation analysis, future markers

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Professional discourse in the ASEAN Accountant's Conference

Wulan Fauzanna
Faculty of Humanities, Andalas University, Padang Indonesia

Abstract

ASEAN accountants rely on the Conference as part of their Continuing Professional Development (CPD) program. The conference presenters present and discuss the most recent information on the accounting profession in the region. The presentation employs discourse reflecting accountants' professional practice in the ASEAN region. The study is part of a multidimensional and multiperspective framework. (Bhatia, 2004). This study focused on the socio-cognitive perspective to identify the model of professional practice in the organization, as well as the interdiscursivity of Conference presentations. Data was collected during the ASEAN Accountants' Conference, which featured 13 presentations. The presentation was audio recorded and transcribed. The professional discourse, as it appears in the conference presentation, is the focus of the analysis. The presentation sections of the introduction, body, and conclusion are included in the analysis. According to the findings, diplomacy and public relations discourse predominate in the introduction section. Accounting, professional development, ethical discourse, and academic discourse are frequently used discourse in the body section. The conclusion section also includes a discussion of diplomacy and professional development. The findings show that accounting conference presentations are interconnected with other discourse. The discourse is used to support the presenters' intention, which must be delivered during the conference and contribute to the professional development of the members.

Keywords: Conference presentation, professional discourse, Continuing Professional development (CPD) Program, ASEAN Accountants

05/17/2023 (5:15 PM - 5:55 PM, HKT (UTC+8))   FJ301 (Zoom ID 980 0132 6783)

Leadership, personal branding and podcast: a discourse perspective

Speaker(s): Prof. Geert Jacobs   Chair: Dr Esterina Nervino

Professor Geert Jacobs

University of Ghent, Belgium

Leadership, personal branding and podcast: a discourse perspective

In this talk I draw on a mix of multimodal discourse analysis, linguistic ethnography and critical management theory to investigate how entrepreneurial podcasting has opened up new opportunities for leadership communication. In particular, I set out to demonstrate that today's audio boom constitutes a unique site for exploring how entrepreneurs are negotiating the affordances of the rapidly changing digital mediascape for personal branding and for communicating their visions on what it takes to be successful in business.

Bio
Geert Jacobs is a Professor at the Linguistics Department of Ghent University. He is a former President of the Association for Business Communication and has published widely in the field of media and institutional discourse studies.

05/18/2023 (9:00 AM - 9:40 AM, HKT (UTC+8))   FJ301 (Zoom ID 980 0132 6783)

Intercultural Communication Competence for Global Managers in Uncertain Times: An Activity-Based Theory Perspective

Speaker(s): Dr Yunxia Zhu   Chair: Prof. Jieyun Feng

Dr Yunxia Zhu

Associate Professor, University of Queensland, Australia
Vice President of Asian Pacific Region of Association for Business Communication

Intercultural Communication Competence for Global Managers in Uncertain Times: An Activity-Based Theory Perspective

Intercultural communication competence is often viewed as a structured-based model composed of cognitive, behavioural and affective dimensions, which is widely applied in business communication for global managers training and learning in the past few decades. However, this model may not be sufficient for today's global contexts filled with uncertainties and crisis. Two significant research gaps exist with this model including (1) the focus on structure rather than process of communication; (2) the tendency of stressing cultural differences as barriers rather than as resources. Hence we need an extended more positive process-based model that incorporates relevant knowledge and skills for dealing with uncertainties and challenges.

Specifically, I introduce an activity-based framework in light of the social and cultural tradition developed by Vygotsky using language and artefacts as a tool of learning. This theory was further developed later by Engeström and applied to the organisational context stressing expansive learning. According to Engeström, expansive learning involves the creation of new knowledge and new practices for a newly emerging activity. In other words, learning is embedded in and constitutive of qualitative transformation of the entire activity system. Expansive learning is thus useful for creatively extending the horizon of intercultural competence in boundary crossing and network building across communities and cultures, which is essential during times of uncertainties and crisis. Therefore, I combine the activity-theory framework with intercultural communication competence model in three aspects in expanding performance, synergy and global mindset. I use linguistic tools (e.g., Hymes ethnography of communication, cultural pragmatics, etc.) to develop the following three aspects followed by specific

cases to illustrate this model of intercultural communication competence for today's very complex global contexts.

- Activity is used as a major unit of analysis across all the cognitive, behavioural, and affective dimensions with consistent underlying interests of communities and their well-beings. This is to develop an activity system for achieving goals in communication and practice.

- Synergy can be achieved through expanded networks across communities of different cultures. Here I view culture and language as a tool for drawing resources into the communication process through a deeper understanding of self and the other.

- Global mindset can be expanded creatively in communication of managing uncertainties drawing strengths from all parties involved for specific activities. In doing this in all dimensions of intercultural communication competence, a new activity-based culture emerges for positive and proactive communication about tasks, performance, and activities as part of the entire activity system for global managers. This system draws strengths from all stakeholders of a wide range of cultures, turns uncertainties into expansive learning opportunities across cultural boundaries.

Bio

Associate Professor Yunxia Zhu is an award-winning researcher and educator and has an international reputation in cross-cultural management and communication. Her research focuses on cross-cultural management, discourse studies, knowledge management and learning, and business ethics (e.g., Confucian ethics).

She enjoys an international reputation, have published two scholarly books, more than 60 journal papers including prestigious international journals (e.g., ABDC A and A* journals in both international business and communication), as well as a series of book chapters. As a result, she has won a number of research and education awards. She is the winner of an Australian National Teaching Citation Awards, Association for Business Communication Distinguished Researcher Award and Best Publication Award, UQ Vice Chancellor's Internationalisation award, and so on. She often serves as keynote speaker at international conferences and conventions.

She is Vice President of Asian Pacific Region of Association for Business Communication, a member of Executive Committee as well as Board of Directors. She serves as Associate Editor for the *International Journal of Business Communication*-Association's business communication journal. He is on the editorial boards of prestigious journals of *Journal of World Business, Academy of Management Discovery, Journal of World Business, Management International Review, and Public Relations Review, Discourse & Communication,* just to name a few.

05/18/2023 (9:45 AM - 10:35 AM, HKT (UTC+8))   FJ301 (Zoom ID 980 0132 6783)

Intercultural communication

Chair: Yiheng Deng

Structuration of Interactions at Multicultural Workplaces: An Interview Study of MNCs and Joint Ventures in China

Yiheng Deng   Xinghe Yan
Shanghai International Studies University, China

Abstract

According to Giddens's structuration theory (1984), social relations play a role in how interactions are structured, but they are also the primary "building blocks" around which organizations in system integration are defined. Sensemaking as a crucial and fundamental activity in organizations and the process of organizing, has been researched by scholars (Weick 1979, 1995, 2000, 2010; Brown, 2000; Maitlis, 2005) bridging communication and organizational studies. In addition, management and business scholars study convergence, divergence and crossvergence of global companies and their branches or joint ventures. Among these scholars, some took a step further to look closely at the dynamics and mechanism of the culture within the branch companies or joint ventures to propose the idea of hybridized culture (Kwok-Bun & Peverelli, 2010), where cultures merge to different extents on different levels and in different sections.

We conducted 38 semi-structured interviews between 2019 and 2021 with managers and employees from 26 branches of MNCs and joint ventures in Chengdu, a major Southwestern inland city in China. We intend to combine the communication theory of identity (Shin & Hecht, 2017), the institution theory of convergence, divergence and crossvergence (Paik, et al., 2011), and the theory of structurational interaction (Haslett, 2013) to address the communication issues within these multicultural organizations.

Discourse analysis is adopted to analyze these interview transcripts. Specifically, how people in these MNC branches or joint ventures interact with their superiors and subordinates, manage conflict, and construct their multiple identities are closely examined. We find, for example, that cognitive dissonance or identity gaps occur to both the expatriates and the locals as multi-layered identities exist and could be activated in different communicative events. Both sides show strong identification with their own

cultures while higher-level local managers in close contact with the expatriates adopt the organizational identity in interactions, thus, created a converged culture with the mother company at a higher level. In some departments or sections, local employees could maintain a local cultural identity while realizing the organizational culture occasionally and adapt sporadically, relying mainly on the individuals with "hybridized identities" to communicate effectively with the director or the boss in conflict. Implications are drawn to illuminate what happens to the organizational structure through these interactions.

Keywords: Conflict, identity, structurational interaction theory, sensemaking, China, MNCs

Exploring Influencing Factors on Cross-cultural Adaptation Process of Chinese Expatriates in Africa

Yuting Li　　　Wei Cheng　　Yiheng Deng
Shanghai International Studies University, Shanghai

Abstract

The present study aims to explore the cross-cultural adaptation process of the Chinese expatriates in some African countries and the influencing factors. Previous researches have been mostly concerned with Chinese expatriate employees in developed countries but not much with those sent to "The Belt and Road Initiative" countries, such as the African countries; plus, previous studies have focused on cultural adaptation at either the employee or the company level, but there is a lack of research on both. This study incorporates 10 interviews with both Chinese and local employees (directors, managers and workers) in two Chinese enterprises in Senegal and Ethiopia respectively, and a questionnaire survey of a sample of 120 Chinese expatriate employees in African countries. Hence, it not only researches the processes, discovers and refines the variables, but also analyses the influencing variables of the outcome of cross-cultural adaptation. We attempt to uncover the two-way and dynamic cross-cultural adaptation processes of Chinese expatriates supplemented by the "other" perspective of local employees. In the meanwhile, significant influencing internal factors (e.g., language proficiency, ICC) and external factors (e.g., social support, the effect of civil war and Covid-19 pandemic) are identified. This study is intended to cast some light on the research of expatriates' cross-cultural adaptation and the company level localization strategies and policies. Furthermore, we hope the findings will provide the practitioners with a better and deeper understanding of the expatriate employees' condition of cross-cultural adaptation in Africa and the factors contributing to their resignation. At the end, this study provides some suggestions as to what kinds of training are needed for the Chinese expatriates sent to some African countries and how to improve their cross-cultural adaptability, as well as the kinds of support they need in order to survive and thrive in the Chinese enterprises in Africa.

Keywords: cross-cultural adaptation, Chinese enterprises, Chinese expatriates, Africa

05/18/2023 (9:45 AM - 10:35 AM, HKT (UTC+8))   BC303 (Zoom ID 944 4130 8505)

Emerging genres

Chair: William W. L. Lee

Session 4b

05/18/2023 (9:45 AM - 10:10 AM, HKT (UTC+8))   BC303 (Zoom ID 944 4130 8505)

AI and persuasive professional communication: an exploratory study of interactional metadiscourse in ChatGPT-composed CEO's letters to shareholders

Speaker(s): William W. L. Lee, Sean W. J. McMinn

AI and persuasive professional communication: an exploratory study of interactional metadiscourse in ChatGPT-composed CEO's letters to shareholders

William W. L. Lee   Sean W. J. McMinn
The Hong Kong University of Science and Technology

Abstract

ChatGPT has become a worldwide phenomenon since its release in November 2022 with many speculating its potential to transform how texts are composed in different discourse domains. Business and professional communication is one domain that ChatGPT and other AI driven language processing tools can be used to assist with the construction of different texts. Persuasion is a key objective of many genres of business communication, and metadiscourse—language which refers to the subject matter—has been shown to be an essential element of persuasive discourse. The present study aims to explore the use of metadiscourse in persuasive texts constructed by ChatGPT. The income statements of a selection of S&P 500 companies were fed into ChatGPT and instruction given to compose persuasive CEO's letters to shareholders. Specifically, interactional metadiscourse (Hyland, 2005) is examined in the generated texts, which is a category of resources that encodes explicitly writer-reader interaction and a writer's evaluation of the propositional content. The findings show that interactional metadiscourse is an integral component of the discourse generated by ChatGPT which is consistent with prior studies of these resources in the CEO's letter to shareholders. ChatGPT's potential as a valuable tool is highlighted. It can help business professionals to enhance their interaction with stakeholders by using appropriate metadiscourse markers, and it can provide a template which can be modified and adapted according to the writer's purpose, audience and genre expectations. ChatGPT could be particularly useful for L2 writers of English who may struggle with the linguistic and rhetorical aspects of persuasive communication in a second language. However, ChatGPT may have limitations in capturing context-specific nuances and it may not be able to account for the ethical and social implications of persuasive communication leading to the generation of texts which are misleading or biased.

AI-powered automated interview training within professional English courses: The student experience and its implications

Speaker(s): Andrew Jarvis, Christy Wong Yat Shan

AI-powered automated interview training within professional English courses: The student experience and its implications

Andrew Jarvis   Christy Wong Yat Shan
The Hong Kong Polytechnic University

Abstract

This presentation explores the emerging digital context of AI-powered automated interviewing and its use in professional English language subjects. Automated interview platforms enable organisations to interview and screen applicants without meeting them. These video interviews are commonly used at the early stages of the recruitment process before human-to-human interviews, and are especially used for high-volume positions like graduate posts. AI analytics mediate this early selection process by providing ratings on specific competencies which match the advertised position. With shifts to online modes of workplace communication, and developments in AI, more organisations are turning to AI recruitment practices for initial candidate screening to save time and reduce administrative costs. Though interview skills are often taught in professional English courses, not much emphasis has been placed on AI-mediated interviewing and the digital literacies it demands. Some researchers have started to report on the potential of using automated interviewing for coaching purposes (e.g., Suen et al.; Gu et al.) and this is where our focus is placed. In this presentation, we provide an overview of the genre of automated interviewing before reporting on the student experience of using an automated interview platform and the challenges they encountered. Data includes questionnaire and focus group responses from university undergraduates taking professional English subjects. Finally, we will offer guidance to teachers and materials developers of workplace English communication courses on incorporating this type of learning experience into their subjects.

Keywords: Professional English, interview skills, artificial intelligence

05/18/2023 (9:45 AM - 10:35 AM, HKT (UTC+8))   BC202 (Zoom ID 932 9183 6758)

Globalisation and localisation

Chair: Chen Fangfang

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International Sporting Events' Mascot As A Potential Tool For The Host Country's National Image Construction

Chen Fangfang
The Hong Kong Polytechnic University

Abstract

Holding international sporting events benefits host countries by allowing them to manage their national image globally (Florek et al., 2008; Knott et al., 2015). The global sporting events' mascot, culturally specific to the host country, can be a valuable starting point in enhancing national images. Employing a combination of semiotic analysis and corpus-assisted discourse analysis, this research explores the role of the 2022 Winter Olympics mascot (Bing Dwen Dwen) play in the host country's national image building process and mainly has two observations. Firstly, Chinese publicity tries to interpret the mascot from the name, appearance, and its daily routines as a live doll to reinforce the sense of cuteness, proximity, and less threateningness. Secondly, there are numerous aspects that the mascot helped to deliver positive messages for the host country's national image construction, such as tourism, governance, culture, consumer economy, intellectual property protection, and people. The paper finds that brand image transfer (BIT) theory and social identity theory (SIT) could be used to explain those two attempts: 1) According to the brand image transfer (BIT) theory, Bing Dwen Dwen's positive, lovable characteristics can be transferred to the brand image of the host country to which it belongs; 2) by portraying Bing Dwen Dwen as a communal totem, social identity theory (SIT) implies that it psychologically connects the global public and improve the acceptability of the national brand image that Chinese publicity try to build.

Keywords: Sporting Mascots, National Image, International Sporting Event, Intercultural Communication

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Marketing the elite self: The case of celebrity tutors' biographies

Vincent Wai Sum Tse
Monash University, Australia & The University of Warwick, UK

Alan Man Him Wong
The Chinese University of Hong Kong

Abstract

Since Fairclough's (1993) seminal study on marketized university genres, critical discourse analysts have continued to scrutinize the manifestations of market ideologies in higher education (e.g. Askehave, 2007; Zhang & O'Halloran, 2013). However, relatively little research explores other types of education. This paper examines the promotional biographies of "celebrity tutors" in Hong Kong, focusing on how they enact eliteness as a way of "selling" themselves against the backdrop of the city's meritocratic education system. "Celebrity tutors" are famous individuals teaching at franchised tutorial-school chains. Their fame comes not only from their (supposed) expertise in examination skills and shortcuts that help students obtain good results for university entrance, but also from their highly visible commercialized practices (Eng, 2019). Our analysis is based on 108 celebrity tutors' biographies collected from the websites of four major tutorial-school chains in the school year 2021-22. We focus on the written components where most information of the tutors is disclosed to the reader. Informed by recent sociolinguistic interest in the discursive accomplishment of superiority, exclusivity, and distinctiveness (Jaworski & Thurlow, 2009), we adopt an overall qualitative analytic approach. We move from a qualitative content analysis that develops focal and analytic themes (Roberts & Sarangi, 2005) in the data, to a critical discourse analysis of these themes in relation to celebrity tutors' self-presentation in the context of commodified shadow education. Our analysis reveals that celebrity tutors evoke eliteness affiliated with their educational and professional backgrounds while displaying their exclusive expertise by naming the skills they teach. To show their "celebrity status", they also allude to their popularity among students and in the media. We argue that tutors cast themselves as simulacra of the neoliberal, profit-making self (Gershon, 2016) in their attempts to produce differences on the grounds of knowledge, experiences, and other qualities.

Keywords: marketization of education, eliteness, tutoring, shadow education, critical discourse studies

05/18/2023 (10:55 AM - 12:45 PM, HKT (UTC+8))   FJ301 (Zoom ID 980 0132 6783)

Business communication and reputation management

Chair: Franca Poppi

Session 5a

05/18/2023 (10:55 AM - 11:20 AM, HKT (UTC+8))   FJ301 (Zoom ID 980 0132 6783)

Will the pandemic crisis disrupt the long road to transparent disclosures? A small-scale case study

Speaker(s): Franca Poppi

Will the pandemic crisis disrupt the long road to transparent disclosures? A small-scale case study

Franca Poppi
University of Modena and Reggio Emilia

Abstract

Since the early 2000's companies have started to provide records for their carbon emissions in response to the growing awareness of the damages of climate change (Bansal and Kistruck 2006). This process has been further reinforced by the realization that the provision of information on carbon emissions usually meets with the audiences' favor (Vaccaro & Patiño Echeverri, 2010).

However, the long road to transparent disclosure is not devoid of obstacles. One of them is, for instance, the outbreak of the COVID-19 pandemic, which disrupted normal company activities and affected the airline industry, labelled as one of the most polluting industries in the world, more seriously than other sectors (Jackson *et al.* 2021; Padhan and Prabheeshb 2021).

The present study aims to ascertain whether or not airline companies, while facing the need to communicate effectively with their stakeholders and restore their confidence, could still continue on their road towards the transparent disclosure of their environmental impact. Accordingly, two corpora of letters to shareholders written in 2019 and 2020 by the CEOs of selected airlines were analyzed through the lens of the appraisal theory (Martin and White 2005), with a view to uncovering any possible changes brought along by the pandemic in the airlines' attitudes towards sustainability issues. In fact, even though it is a widespread belief that scientific research is the backbone of the currently unfolding discourse around sustainability, also language plays an equally meaningful role, as words are essential elements to analyze and disclose attitudes and policies towards the world's endangered environment.

The preliminary results of the study suggest that the information that corporations convey is not always totally transparent (Ball, 2009; Piotrowski, 2009) and that the line between the disclosure of proper environmental information and greenwashing is a very fine one.

From Purpose to Impact - Strategies for Building a Community-Driven Communication Agency

Alessandro Pedrini
City University of Hong Kong

Abstract

Launching a communication agency that is driven by a purpose and focused on building a sense of community requires a unique set of skills and strategies. In this talk, we will explore how to build a community-driven communication agency from the ground up, starting with building a brand all the way to landing your first client.

In this session, we'll explore the importance of a company's brand purpose and how it can be used to create meaningful real-life activities that communicate that purpose to key stakeholders. Using our own experience at Prokope as an example, we'll discuss how we used our brand purpose to create the Prokope Akademy (www.proko.pe/akademy), an education platform that provides in-person courses in digital skills to high school students in Southeast Asia. By connecting local schools with digital nomads who teach classes in their areas of expertise, we aim to help students prepare for their future careers and make a positive impact on their communities.
By the end of this session, you'll have a solid understanding of how to build a community-driven communication agency that is purpose-driven and focused on making a positive impact. You'll be equipped with practical tools and strategies to build a strong identity and create purpose-driven impact in your work.

Keywords: Brand building, Startup, Sdg, Community building, Social impact

Metaphor, Stance and Identity: A Corpus-Based Study of CEO Letters in Chinese and American Corporate Social Responsibility

Speaker(s): Xu Yilin

Metaphor, Stance and Identity: A Corpus-Based Study of CEO Letters in Chinese and American Corporate Social Responsibility

Zhang Aoran   Xu Yilin

Guangdong University of Foreign Studies, Guangzhou

Abstract

Background: Corporate social responsibility (CSR) reports are strategic tools for winning stakeholder support and trust through building and maintaining favorable identities and positive images. Literature review: The metaphorical construction of corporate identity in CSR reports has received little scholarly attention. Research questions: 1. What primary, genre-specific conceptual metaphors are used in Chinese and American CEO letters within CSR corporate reports? 2. How do the metaphors build companies' corporate identities? Data and Method: We collected 640 Chinese and American CEO letters in CSR reports, identified linguistic metaphor by using the Metaphor Identification Procedure Vrije Universiteit (MIPVU) procedure, inferred and found out genre-specific conceptual metaphors, and conducted comparative analysis of metaphor-based stance and identity. Results and conclusion: Although Chinese and American companies share several genre-specific conceptual metaphors, there are differences in the metaphor scenarios used to produce the stances and evaluations that contribute to favorable corporate identity construction. Both portray themselves as 'competent players', but only Chinese companies identify themselves as 'brave explorers'. In the environmental dimension, Chinese companies delineate themselves as 'determined environmental protectors' and 'faithful friends' of nature, while American companies present themselves as 'environment-conscious travelers' and 'responsible stewards' of nature. Both types identify themselves as 'good corporate citizens' in the social dimension.

Keywords: Metaphor, stance, identity, corporate social responsibility (CSR) reports, corpus-based discourse analysis, cross-cultural studies

A Study of Development of International Communicability Index of Language and Evaluation of Chinese Language Communication

Speaker(s): Cui Can

A Study of Development of International Communicability Index of Language and Evaluation of Chinese Language Communication

Cui Can

Capital Normal University

Abstract

Based on language communication theories, this study develops an international communicability evaluation index system of language, which includes four first-level indices of language similarity, language interoperability, language popularization and language openness, eight second-level and eleven third-level indices. Delphi method and entropy weighting verification show high reliability and validity and reasonable weights of the indices. The ranking of Chinese communicability in the 56 B&R countries through this index system has found that Chinese communicability varies greatly among countries while still calls for improvement. The study raises three suggestions to strengthen the Chinese communicability in the B&R countries.

Keywords: language communication, communicability, index system, international communication, development and application

05/18/2023 (10:55 AM - 12:40 PM, HKT (UTC+8))   BC303 (Zoom ID 944 4130 8505)

(Panel 1/2)Business discourse in digital media

Chair: Ping Liu

Session 5b

05/18/2023 (10:55 AM - 11:10 AM, HKT (UTC+8))   BC303 (Zoom ID 944 4130 8505)

The bully or the fool?: How multimodal speech acts of mocking reshape the narrative of a fraud paracrisis in Chinese social media contexts

Speaker(s): Siwei Yue, Yin Zhang

The bully or the fool?: How multimodal speech acts of mocking reshape the narrative of a fraud paracrisis in Chinese social media contexts

Siwei Yue   Yin Zhang

School of English for International Business, Guangdong University of Foreign Studies

Abstract

This study adopts the case of Tencent, China's most influential IT corporation, being defrauded by the fake Lao Gan Ma, a Chili Sauce manufacturer in 2020 to investigate how the multimodal dialogues are utilized on social media by the corporation in a paracrisis and the public to negotiate and reshape the narrative of paracrisis. Based on Uses and Gratifications Theory and Multimodal Speech Act Theory, the study adopts a diachronic and multimodal pragmatic analysis method to address social-mediated crisis communication throughout the fraud paracrisis cluster which includes the emerging, repairing and recovering stages. The qualitative analysis realized by multimodal pragmatic analysis focuses on the elaboration on the corporation's crisis responses at different stages of the paracrisis, which include the content, figurative language, multimodal affordances such as images, sound, emojis that were used in the initial accusation post and the five subsequent posts of self-mocking response from Tencent. Quantitative analysis is also conducted with the help of corpus linguistic tool Antconc to extract the public's reaction to Tencent's response at different stages, which facilitates the diachronic discussion of the change of the public's attitude towards Tencent's fraud issue. The findings indicate that Tencent adopted the assertive at the emerging stage, the directive at the repairing stage, and the expressive at the recovering stage, which complies with the public's desire for co-creating mocking effects of different styles on social media. The illocutionary forces of these speech acts realizing the mocking effect are enhanced with multimodal affordances of social media, which help divert the public's attention from the preventable crisis and reshape its narrative of a victim crisis. Multimodal affordances are progressively applied and intensified in Tencent's crisis responses to achieve the self-mocking effect as the paracrisis evolves. The successful arousal of co-creation of mocking between Tencent and the public attributes to Tencent's fulfillment of the public's gratification cultivated by the Chinese unique context of social media use.

Keywords: multimodal speech act, uses and gratifications theory, social-mediated crisis communication, mocking

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Impression management in influencer marketing: A multimodal analysis of Zhan Lan on Douyin

Na Peng

School of English for International Business, Guangdong University of Foreign Studies

Abstract

In many ways, social media has redefined today's commerce and influenced the way companies communicate with their customers. Influencer marketing is a crucial gateway for companies to reach out to a broader audience. Against this background, this paper investigates China's rising-star influencer Zhang Lan, a female entrepreneur with more than 9 million followers in her Douyin account. Drawing on theories of impression management and social semiotics, the paper first identifies impression management strategies adopted by Zhang Lan in her 50 most liked videos on Douyin. Then, following Wang & Feng (2022) and Serafini & Reid's (2019) template for multimodal content analysis and Dressler & Kreuz's (2000) transcription convention for paralinguistic dimensions in multimodal discourse analysis, the paper conducts a detailed multimodal analysis of 4 videos, with a view to exploring modal affordances and their interplay in realizing platform-mediated impression management. The study finds that Zhang realized two predominant assertive strategies of self-promotion and exemplification mainly through patterned verbal couplings of herself and positive attitudinal expressions. In addition to Zhang's highly denotative and connotative physical appearance, strategic setting designs, visual effects and ambiance-creating music, her paralinguistic features, such as voice texture, force and speed, help verify and complement her verbal claims. The study also shows that under the asymmetrical power relations of the platform economy in China, Zhang makes no exception in flattering the platform and humbling herself as a repentant wrong-doer. As for the fans and followers, Zhang mainly adopts supplication and ingratiation tactics for affective appeals in terms of followers' sympathy, support and alignment. The study extends the application of impression management theory to non-corporate-disclosure settings and provides a multimodal insight into China's platform-mediated business practice.

Keywords: influencer, impression management, multimodal analysis

Showing politeness and managing relations: A socio-cognitive approach to metapragmatic expressions in international business meetings

Speaker(s): Jialiang Chen, Ping Liu

Showing politeness and managing relations: A socio-cognitive approach to metapragmatic expressions in international business meetings

Jialiang Chen   Ping Liu

School of English for International Business, Guangdong University of Foreign Studies

Abstract

This study explores metapragmatic expressions (MPEs) as politeness strategies and evaluates their interpersonal functions in international business meetings where English is used as a business lingua franca (BELF). Early work on MPEs mainly focused on transactional goals and involved some relational elements, but the interpersonal aspects of MPEs have not been systematically investigated in intercultural business communication. Hence, the present study sets out to fill this gap by adopting the socio-cognitive approach (SCA) with data from the Vienna-Oxford International Corpus of English (VOICE). The findings indicate that participants in BELF meetings use MPEs as proactive or reactive politeness strategies to manage rapport concerning their intentions and actual situational contexts in order to form harmonious business relations. Discussions disclose that the interpersonal functions of MPEs are embodied in the management of relations through different stages of relationship building on the basis of face concern and identity construction. The present study enhances our understanding of the institutional characteristics of BELF interactions and the mechanisms of MPEs. It advances our knowledge of metapragmatic awareness as well as intercultural pragmatic competence regarding interpersonal relations in international business meetings.

Keywords: metapragmatic expressions (MPEs), politeness strategies, interpersonal functions, international business meetings, the socio-cognitive approach (SCA), English as a business lingua franca (BELF)

Deconstruction-analysis-explanation: Contextualization cues in professional written e-commerce sales discourse

Yuanhua Li

School of English for International Business, Guangdong University of Foreign Studies

Abstract

The boom of social media marketing in China has been coupled with the increasing professionality and attractiveness of Chinese e-commerce sales discourse. Technological affordance meanwhile helps pave the way a plethora of official Weibo promotional accounts gain millions of followers or even larger fanbase. Against this background, the author employs the notion of *contextualization cues* to refer to contextual presuppositions which lead audiences to infer about the most related interpretation of the discourse, combined with the analytical framework termed "deconstruction-analysis-explanation", aiming to extend this methodological tool from instant messaging to written e-commerce sales discourse. A corpus of 200 Weibo posts have been randomly retrieved from 3 highly-ranked official promotional accounts, where various kinds of products are promoted. The author thus carries out the categorization of the data with the assistance of AntConc (Lawrence, 2020) to locate the expressions with high occurrence for later selective but detailed analysis following the three steps of Deconstruction-Analysis-Explanation. Contextualization cues such as metaphors, rhyming and the trending buzzwords/memes will be highlighted and explained upon appearance in the data. A salient frequency of such contextualization cues is found in the organization of the selected written posts, together with the reoccurrence of trending buzzwords/memes. Facing the fact of customer diversity, hopefully the findings will shed some light on diversified e-commerce sales discourse creation, for the purposes of gaining resonance, enlarging fanbase and increasing sales.

Keywords: e-commerce sales discourse, Weibo, contextualization cues, deconstruction-analysis-explanation

A cross-linguistic study of relational acts in management responses to positive and negative online customer reviews

Speaker(s): Liangli Wang

A cross-linguistic study of relational acts in management responses to positive and negative online customer reviews

Liangli Wang

School of English for International Business, Guangdong University of Foreign Studies

Abstract

Managing negative reviews currently constitutes a major challenge for response writers, who are also caught in a specific face-work dilemma between the choice of 'self-enhancement' and 'self-effacement' (modesty). Moreover, the cultural backgrounds of service providers and clients exert influence on service recovery processes. Much of previous research predominantly focused on responses to negative reviews and mainly adopted a monolingual standpoint. Against the above background, this study conducts a cross-linguistic investigation into relational acts and rapport management (Spencer-Oatey, 2008) in response to online reviews written in Chinese and English. Taking responses to positive and negative reviews together also affords access to address issues of whether Chinese restaurant operators make the same commitments to manage rapport with domestic and foreign customers. Based on an extensive analysis of 200 items of management responses collected from TripAdvisor, this study identified 18 relational acts in a total of 1037 occurrences, and results revealed that Chinese restaurant operators made more effort to manage rapport with foreign English-speaking customers than with domestic Chinese-speaking customers. More types and numbers of relational acts were used in responses to negative reviews than to positive ones. The findings and pragmatic investigations, hopefully, bear practical value in enlightening business practitioners to reflect on and make improvements in communication with both domestic and foreign online consumers.

Keywords: relational acts, rapport management, online consumer reviews, management responses

An interpersonal pragmatic investigation of rapport management and identity construction in anthropomorphic social media marketing: Taking fast-food accounts of Weibo as examples

Speaker(s): Dongheng Yang

An interpersonal pragmatic investigation of rapport management and identity construction in anthropomorphic social media marketing: Taking fast-food accounts of Weibo as examples

Dongheng Yang

School of English for International Business, Guangdong University of Foreign Studies

Abstract

In social media, a great number of companies adopt anthropomorphic marketing approach to share information and promote products, this paper thus investigates how the digital identities companies constructed in social media facilitate their marketing. Taking fast-food accounts of Weibo as examples, this paper attempts to highlight what social-media images companies construct through rapport management strategies and access how these images can make a difference in publicity and promotion. The data were sourced from Weibo where the posts from four official accounts with high popularity were collected for this study. An analytical framework of rapport management strategies based on Spencer-Oatey (2008) and Chen (2013) is developed to reflect their projected identities as evaluative attributes and to elucidate how the identities are constructed according to strategies in the discourse, stylistic and illocutionary domains. Under the content analysis of a corpus of 400 messages, it shows that their identities are defined in dynamic but intricate three aspects: bosom friend, top fan and bona fide seller. A detailed discussion of each identity found in the results will be exemplified with authentic posts to elaborate on functions of promotional facilitation, in an interpersonal pragmatic point of view. Finally, research implications and limitations will be discussed.

Keywords: identity construction, rapport management, anthropomorphic social media marketing, interpersonal pragmatics, Weibo

Affiliation in co-constructed oppositional speech acts: Forming oppositional alliances in mediated fundraising talks between the investors and entrepreneurs

Speaker(s): Linlin Yang, Ping Liu

Affiliation in co-constructed oppositional speech acts: Forming oppositional alliances in mediated fundraising talks between the investors and entrepreneurs

Linlin Yang   Ping Liu

School of English for International Business, Guangdong University of Foreign Studies

Abstract

Oppositional speech acts (e.g., disagreement, criticism, interrogation and refusal) play a salient role in knowledge construction and affiliation negotiation in business communication. It is found that moral order and its violations are relevant here. By means of micro-oriented discourse analytical approach (an integration of conversation analysis and interactional sociolinguistic approach) (e.g., Van et al., 2023) towards original data from fundraising talks between the investors and entrepreneurs in a series of reality TV shows (e.g., Shark Tank in the US and Dragons' Den in the UK), our study, from the perspective of moral order (Stevanovic & Peräkylä, 2014), explores a unique sequential phenomenon that can only occur in multi-personal interactions: the affiliation of two or more participants into a temporary team in the course of the oppositional speech action. Our analysis firstly demonstrates that the oppositional alliance is a complex and tricky process where interlocutors employ various discourse strategies to downgrade (mitigate) or upgrade (aggravate) oppositional speech acts, such as pessimistic evaluation, shifting footings, self-praising and (im)politeness. The study then shows that when interlocutors take alliance and justify their choice, they always resort to their interpretation and manipulation of different types of moral order valued in the community of entrepreneurs and investors, such as the epistemic order, deontic order, and affect order, to justify their choice of the alliance. Finally, the study investigates the main functions that the oppositional alliances are intended to achieve: knowledge distribution and construction, administrating the interactional process and decision-making, the discursive construction of entrepreneur identities, and stakeholder relationship management. Our study contributes to understanding the mechanism and functions of forming oppositional alliances through co-constructed speech acts in business fundraising communication. Furthermore, it sheds light on how different types of moral order are manipulated by interlocutors to affiliate or disaffiliate with a specific alliance in this high-stakes, mediated business interaction.

Keywords: oppositional speech acts, affiliation, oppositional alliances, moral order, mediated fundraising talks

05/18/2023 (10:55 AM - 12:45 PM, HKT (UTC+8))   BC202 (Zoom ID 932 9183 6758)

(Panel)How artificial intelligence is revolutionizing communication

Chair: Neil Elias

A review of AI and its current applications in communication

Saurabh Gupta
Talent

Abstract

This presentation reports on the various forms and uses of Artificial Intelligence to substitute, support, or augment human communication. Encompassing a broad and growing group of technologies, AI has been transforming communication through chatbots and virtual assistants, natural language processing, image and speech recognition, predictive analytics, and personalization, among other forms. This paper discusses each of these revolutionary technologies and how they have enabled unprecedented levels of productivity in industries such as marketing, call centers, creatives, and recruitment through the rapid analysis of big data.

This presentation also touches on the nature of the programming of AI systems and its dependence on existing data sets, and how this reality presents challenges and limitations in the use of AI for communication.

AI in Business and Academe

Brian Macasieb
Future Perfect Inc.

Abstract

Artificial Intelligence (AI) is the information fed to a machine processed into efficient and intuitive responses to a need. With layers of data that are intricately woven in it, this technology can provide solutions based on patterns of behavior and cognitive processes. It is widely used in several sectors today, including the academe, the workplace, and social media.

The 24-hour wait time to receive a response can now easily be 24 seconds or less as the machine continues to learn and predict outcomes. Corporations invest in AI to take care of their customers by increasing brand loyalty through its ability to problem solve and answer inquiries efficiently.

This presentation looks at these capabilities that AI has made. It tackles how, with the advantages of advanced data analysis, it has also caused ethical questions to be raised on whether this technology modifies or augments data, and it reflects on whether AI could truly address a global need in communication – the acknowledgment and management of human emotions.

A.I as used in recruitment systems

Laura Grace Ramos
Future Perfect Inc.

Abstract

With many multinational companies continually looking for efficient and innovation solutions when hiring talent, the use of A.I. in recruitment systems has been an optimal choice for many. This can be particularly true for those companies, who are hiring a high volume, or those who have recruitment team members who need to focus on multiple responsibilities and processes.

This presentation will focus on A.I. as used in recruitment systems, specifically when assessing communication skills. It will explore topics around the advantages, disadvantages and possible challenges in the near future in using A.I., in getting the right talent. It will highlight how to utilize unbiased criteria while still being able to factor in criteria that involve that human touch – this can include how to effectively assess one's ability to empathize and show compassion in work scenarios, in order for a business to be successful.

Development and Effect Verification of Immersive Virtual Reality Presentation Training
System for Japanese Office Workers: Towards Effective Presentation Skills

Speaker(s): Miharu Fuyuno

Development and Effect Verification of Immersive Virtual Reality Presentation Training System for Japanese Office Workers: Towards Effective Presentation Skills

Miharu Fuyuno
Kyushu University

Abstract

This paper discusses the development of a 360-degree virtual reality (VR) training system on presentation delivery and effect verification experiment of the VR system with office workers in Japan. The globalization and diversification of businesses has created increasing opportunities for delivering authentic presentations. The promotion of communicative competence has become an issue in Japan. This is reflected in changes made in the latest school curriculum by the Japanese Ministry of Education, Culture, Sports, Science and Technology (MEXT) to improve learners' skills to effectively present their ideas (MEXT, 2017). However, public speaking is a major trigger of social fears, and there is no fully sufficient evidence-based teaching methods and material for public speaking and delivery (e.g. speech speed and eye contact). We approach the issue by developing immersive VR training content for public speaking. The system was designed with results from multimodal corpus-based data analysis of effective public speaking performances in terms of eye contact, speech rate, and speaker's nervousness (Fuyuno, 2023). It offers a 360-degree immersive virtual venue and virtual audience for learners to feel as if they are in an authentic public speaking environment. A survey of Japanese office workers was carried out to investigate the potential effect of the system on participants' presentation proficiency. More than 30 Japanese office workers from various business fields partook in the Virtual Reality (VR) experiment and answered a questionnaire sheet. The results showed that (i) the potential training effect of the VR system was evaluated highly, and (ii) there is a need for training of presentation for a smaller audience.

Keywords: virtual reality, speech, presentation training, multimodality, ICT in education

05/18/2023 (10:55 AM - 12:45 PM, HKT (UTC+8))   BC203 (Zoom ID 958 8589 4148)

(Panel)Professional communication: Teaching, learning, research, and practice

Chair: Xin Li

Session 5d

05/18/2023 (10:55 AM - 11:20 AM, HKT (UTC+8))   BC203 (Zoom ID 958 8589 4148)

Cultivating Global Citizens Through Teaching Intercultural Business Communication: Perspective of Multiliteracies Pedagogy

Speaker(s): Xin Li

Cultivating Global Citizens Through Teaching Intercultural Business Communication: Perspective of Multiliteracies Pedagogy

Li Xin
Beijing Language and Cultural University

Abstract

In the increasingly interconnected society, the global citizenship education has come to the top agenda of the UNESCO, a program aiming to instil in young learners the values, attitudes and behaviours that support responsible global citizens to actively collaborate with diverse people (even virtually) to make a difference to the world. To address this need of the era, intercultural communicative competence teaching and learning must be enhanced in the Higher Education curriculum. Therefore, this talk will focus on the design of the teaching scenario of the course *Introduction to Intercultural Business Communication* for the sophomores of Business English majors in the context of China from the perspective of multiliteracies pedagogy (New London Group, 1996; Cope and Kalantzis, 2009). As a new literacy pedagogy facing the changes of the globalized communicative landscape, the multiliteracies pedagogy advocates to integrate multimodal textual resources and practices to the classroom through 4 interlocked links: situated practice, overt instruction, critical framing and transformed practice. In the previous 3 links, this course is designed into a blended and university-enterprise-integrated teaching model introducing a MOOC course to cover the key terms and theories and real cases shared by the professional communicators from relevant enterprises. A textbook written by a professional intercultural trainer is adopted with video and audio materials concerning international meetings, negotiations and interviews to deepen students' critical cognition of the concepts and theories, namely culture and identity, cultural values and patterns, intercultural conflict management and cultural shock and acculturation; meanwhile, the executives from relevant companies will be invited online or offline to share their real intercultural communication and management cases to build up the learning authenticity, criticality and autonomy to combine theoretical knowledge with professional communication practices. As for the practiced transformation, students are required to have the task-based dialogues, the role plays and oral presentations to appropriately and creatively practice what they have learned. Through the 4-link teaching and learning model, their identity transfer

will be realized from college students to global citizens with creativity, innovation, responsibilities and capabilities in their future intercultural business communication in the real world.

Keywords: global citizenship, multilitercies pedagogy, Business English course design, blended teaching model, university-enterprise-integrated model

A Study of Multimodal Metadiscourse in Student Business Presentations

Speaker(s): Yan Xu

A Study of Multimodal Metadiscourse in Student Business Presentations

XU Yan
Zhejiang Gongshang University

Abstract

As an important academic genre widely used in university classes, student presentations have drawn much scholarly attention. The present study is designed to analyze multimodal metadiscourse in business presentations given by students in Business English classes. A total of 38 videos of student presentations are collected as research data, in which each group of students are required to promote one Chinese product to a foreign market. The oral presentation is analyzed in terms of textual metadiscouse drawing upon Hyland's (2005) interpersonal metadiscourse model, and the visual part is analyzed to explore the use of visual metadiscourse based on Xu & Feng's (2023) framework. Findings are reported as follows. First, transitions are frequently used in oral presentation to organize product-related information, but they are largely realized by conjunctions like "and", which may not guide the audience effectively. Second, both textual and visual frame markers are frequently used to present the sequence of speakers and the structure of the presentation. Third, code glosses are mainly realized visually to complement information given in the oral part. Fourth, engagement markers as well as self-mentions are frequently used to build a relationship with the audience. Self-mentions are mainly realized by first-person pronouns in the oral part, and by the use of company logos and iconic colors in the visual part. It can be inferred that students are trying to present their virtual identity of a professional business team though they still lack the ability of organizing information effectively in a discourse. This study can shed light on the assessment of student presentations and has pedagogical implications to Business English teaching.

Keywords: multimodal metadiscourse, student presentations, business presentations

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Examining Teaching Practices from an Intercultural Perspective in Business English Courses

Zhou Xinyue
Warwick University

Abstract

Intercultural language teaching and learning (ICLTL), as a way to teach language and culture as being by nature inseparable in language education, has received great attention in recent years. As a response to the increasingly multilingual world, ICLTL highlights learning's interpretative nature and aims to enhance students' reflections and promote their engagement in communication. To realise intercultural language teaching and learning in classrooms, five principles were proposed by Liddicoat and Scarino (2013) – active construction, making connections, social interaction, reflection and responsibility, which acknowledge language's social use as well as its structure, while highlighting learners' interpretations that are developed through critical reflection. However, most research reveal that teachers' understandings of ICLTL for classroom practice are limited. This talk will draw on qualitative data from semi-structured interviews with a Business English teacher and classroom observations of her Business English courses to analyse and examine ESP teachers' practices from an intercultural perspective. The analysis will consider how ESP teachers realise elements of the process of ICLT in their teaching practice. The talk will contribute to developing a clearer picture of what intercultural practices look like in language teaching, ESP teaching in particular, based on Liddicoat and Scarino (2013)'s principles.

Keywords: Intercultural language education, ESP classroom practices, interpretative learning, reflection

Are we ready for the changing world–perspective and approach from professional communicators

Speaker(s): Yan Han

Are we ready for the changing world–perspective and approach from professional communicators

Yan Han
Chairperson, International Business, Topline consulting group

Abstract

Digital environment highlights the importance of marketing communication as the core engine for growth. No one highlights the importance of digital marketing in China as it has become the norm, which is very different from other countries. The phenomenon results in both explicit and implicit factors. Among these, three critical factors have structured the external fundamental conditions involving consumers, enterprise and technology-empowered culture. Namely, "Fast Culture", Digitalised consumers and Internet Thinking for business. An essential foundation to support economic growth is the "fast" culture that is universally agreed upon from the country level in general to the industrial level and lands softly to consumer consent as soil to stand on. Technology leads the way for culture as the critical element in cultural communication. The behaviour of obtaining information, thinking, the ability to consume and the mindset are changed from consumer which accelerate the evolution of professional communication. Business distinct in China by "Internet thinking" for business as buying is the result of communication. Integrated communication is not feasible anymore which is still populate in many markets. It is challenging for PR and marketing industry to attract talents as professional communicators as a career for two reasons. Firstly, speed of innovation and complex of environment requires interdisciplinary abilities and gap between expectation and readiness of graduates. Based on our perspectives from professional communication practice, in this talk I also put forward our approaches to addressing these problems.

Keywords: marketing communication, digitalized environment, perspective, approach

05/18/2023 (2:00 PM - 3:40 PM, HKT (UTC+8))   FJ301 (Zoom ID 980 0132 6783)

(Panel) Breaking barriers: Enhancing accessibility and audience engagement in museums

Chair: Xiaoyu Xu

Making Museum Text Accessible: M+, A case study

Keri Ryan   Winnie Lai
M+, Hong Kong

Abstract

Text is the most common way museums communicate in exhibitions and displays. A well-considered piece of writing in a museum exhibition can enhance a visitor's experience. When M+ opened its doors to the public in Nov 2021, we presented our collection through six major exhibitions. While each has its own themes and focuses, they also come together to introduce M+ to the audience – a new museum of visual culture here at Hong Kong.

How do we make sure we are communicating with our audience in a distinctive and accessible way? In the lead up to its opening, the interpretation team developed a writing guide and led an interpretive planning process to help deliver the many text-based contents in the galleries. Exhibition interpretation is a relatively new field within the museum profession, especially within this region and in a bilingual context. These discussions helped put in place a process and approach that played a role in shaping voice of M+, guiding the way we decide how and what we share with our visitor in the gallery spaces. Working with our editors and exhibition curators in the various disciplines, the interpretation team became the advocate for the audience to deliver the many label copies and other interpretive contents for the museum. This presentation will share this journey, exploring the role exhibition interpretation plays in creating relevant and accessible content for the audience; and the takeaways and challenges we encountered in the process.

Keywords: Museum, Interpretation, Accessible Content, Label Writing, Exhibition

Session 6a

05/18/2023 (2:25 PM - 2:50 PM, HKT (UTC+8))   FJ301 (Zoom ID 980 0132 6783)

Art accessibility for people with visual impairments: what can AI do?

Speaker(s): Xiaoyu Xu, Luca Rossi, François Mouillot

Art accessibility for people with visual impairments: what can AI do?

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Abstract

Art accessibility has become a prominent concern in museums, particularly in relation to people with visual impairments (PVI) (Serlin et al., 2015). In a recent international mega-event of the museum sector, the Museum Summit 2023, several museum directors shared their efforts in providing programmes or devices to allow PVIs to navigate museums as well as to appreciate artworks, for example through the use of audio descriptions (AD). With artificial intelligence (AI) taking an increasingly prominent role in modern society, many studies have been conducted in the field of AI with the aim of automating the generation of textual descriptions of scenes (Hossain et al., 2019; Senior et al., 2023). However, these studies suffer from a number of issues that require the triangulation of fields to address. The objective of this study is to conduct a critical review of previous research on museum ADs for PVIs in three fields: disability studies, linguistic studies, and AI. The aim is to identify neglected factors that should be taken into consideration to develop assistive AI technologies for museum visitors with visual impairment.

Several factors overlooked by current AI technologies for automating the generation of ADs were identified. The majority of the approaches presented in the AI literature are tested on generic datasets and based on metrics that do not specifically target PVIs, nor are the latter involved at any stage of the problem definition or evaluation of the results. The few studies that deviate from this trend (Gurari et al., 2020; Sidorov et al. 2020) still involve a very limited participation from PVIs and solely focus on the descriptivity of the captions (Ishikawa & Sugiura, 2023). Indeed, from a linguistic perspective, the

focus on descriptivity reduces accessibility to the assimilation of visual information, such as an object's size, shape, colour, and texture. However, the stimulation and enhancement of social, cognitive, and emotional elements are also crucial in making museum content accessible (Blunden, 2017). They can be realised through linguistic and communicative strategies. These factors should be taken into account in the compilation of datasets used to train AI models.

Keywords: art accessibility, AI, visual impairment, museum, audio description, digital humanities

"Name this medieval creature 🥚 ☠️ 🐍 👁️ 😈 🐓" Playful uses of emoji in museum social media

Speaker(s): Cecilia Lazzeretti

"Name this medieval creature 🥚 ☠️ 🐍 👁️ 😈 🐓" Playful uses of emoji in museum social media

Cecilia Lazzeretti
Faculty of Education, Free University of Bozen-Bolzano

Abstract

The Covid-19 crisis has marked a significant shift towards digital communication for museums, leading them to increase their online activities (Noehrer et al., 2021). Social network sites, in particular, have become the primary communication medium for museums (Ryder et al., 2021), able to cater to the "emotional needs" of audiences and create "positive distractions" (Kist, 2020). Against this backdrop, little attention has been paid to the impact of emoji on museum communication and on their discursive effect. Drawing on Systemic Functional Linguistics and, in particular, on the theoretical framework for the analysis of emoji developed by Logi & Zappavigna (2021), this study aims to analyse how emoji make meaning in interaction with language and other semiotic resources in museum social media. The dataset is comprised of a corpus of social media posts collected between September 2021 and February 2022. The analysis highlights that emoji do not only interact with the verbal co-text of the post (caption), but also with its visual co-text (post image), sometimes limiting or excluding the textual component from the semiosis. This often leads to playful effects and engagement strategies based on quizzes and puzzles, such as "emoji fiction" (Sargeant, 2019) and "rebus use" of emoji (Wicke & Bolognesi, 2020). Furthermore, in some cases emoji can be hidden in the post image, rather than integrated in the caption, again giving rise to playful and engaging effects. Results suggest that emoji build an integral part of the digital strategies adopted by museums to implement online engagement and can be used creatively to add a playful and informal component to the dissemination of knowledge, according to the 'new post-museum' paradigm advocated by Ravelli (2006).

Keywords: emoji, museum social media, Systemic Functional Linguistics, emoji fiction, emoji rebus

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Sonification as method of sensory substitution: towards accessible tourism

Silvia Dini
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Abstract

Nowadays, enhancing the artistic and cultural heritage of a country consists of conveying a meaningful experience to any kind of recipient, i.e. making it accessible to everyone. In the museum field, accessibility can be defined by the degree of ease or difficulty with which any individual can access the physical space and the content. Yet, how does a place present itself when it encounters an audience with visual and/or cognitive disabilities? How does it make these important realities accessible?

As audience-centred institutions, museums and art venues play a central role in promoting positive changes in society towards equality and inclusion, in order to impact positively on the lives of those with which they engage. As a matter of fact, in recent years, there has been an increasing emphasis on dismantling barriers to access and on providing services for a much broader range of people[1], not only in terms of disability, but also in terms of age (children, young people, the elderly), social level and culture.

The problem of artworks' accessibility for visually impaired and blind people has so far been addressed providing haptic, touchable supports or verbal descriptions (generally through audioguides or specialized tours)[2]. Anyway, elements such as shapes and colors cannot only be explained but need to reach perception through other methods, particularly in the case of non-figurative works (e.g. a Pollock) or works with low figurative density (e.g. a Kandinsky). Obviously, the transmission of the chromatic experience presents concrete issues. The fundamental hypothesis of my studies is that it is possible to use auditory pathway to convey chromatic information, taking into account the inner rhythm of the painting. In this respect, we are carrying out a test in different countries in order to collect an initial feedback on the degree of correspondences between colors and different musical instruments. The outcome of the research will be the creation of assistive technologies that will accompany both the AD and the tactile exploration of the artwork in such a way as to complete the artistic experience of the VIB visitors.

05/18/2023 (2:00 PM - 3:40 PM, HKT (UTC+8))   BC303 (Zoom ID 944 4130 8505)

(Panel 2/2)Business discourse in digital media

Chair: Wenhui Yang

Multimodal metaphor and metonymy in BYD advertising

Suifang Zhou   Chunyu Hu

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Abstract

Advertising is an important communicative tool for introducing the corporate products, constructing corporate identities, and establishing affective bonds with customers. Multiple metaphors and metonymies are frequently employed in contemporary advertising. Drawing on Peréz-Sobrino's (2017) original study, this talk investigates multimodal metaphor and metonymy use as a discursive and cognitive strategy for construing corporate identities in BYD online advertisements. A multimodal metaphor and metonymy analysis of a corpus of 30 advertisements posted on Twitter shows that BYD contributes to building corporate identities of: (1) a leader in technological innovation, in which it highlights the superior car performance by using ANIMAL metaphor and metonymic elements relating to universe and future; (2) an explorer for sustainable future, in which it emphasizes its endeavor to energy saving and environmental protection, manifesting in metaphoric and metonymic elements relating to nature. These two-fold identities shed light on BYD's efforts to reverse its brand image, relying on technological innovation and new energy to open the door to a high-end brand on one hand; China's Double Carbon Policy and the world's call for the green and circular economy on the other.

Keywords: advertising; corporate tweets, multimodal metaphor, multimodal metonymy, metaphtonymy

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A cross-cultural study of current discourse space in anti-cancer medicine promoting discourses

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Abstract

Under the guidance of cognitive grammar, the present study used current discourse space (CDS) model to conduct a cross-cultural analysis on the medical discourse framework flow in both English and Chinese anti-cancer medicine (ACM) promoting discourses, concerning the unfolding and the updating cognition therein, which involves commercial information, medical knowledge and social contexts. The author selected sixty pieces of promoting discourses about anti-cancer medicines published on websites of American and Chinese pharmaceutical companies to identify the embedded cognitive processes and integrated discourse frameworks by analyzing discourse frames, namely the previous information, current information and anticipated information in minus frame, zero frame and plus frame, and their surrounded larger frame respectively. The author found that with the continuous influx of discoursal information flow, the anti-cancer medicine texts have undergone constant updates by added unknown information in the frameworks and forming new information in discourse frameworks with different linguistic selections which dynamically portrayed the meaning construction in discourses. The integrated discourse frameworks in both English and Chinese ACM discourses revealed that discourse writers actively constructed diverse types of CDS patterns that interpreted the interrelationship between the linguistic inputs and cognitive processes to facilitate the promotion of anti-cancer medicines in different cultural backgrounds. The findings provide cross-cultural cognitive insights for intercultural communication and international sales in pharmaceutical business that discourse writers of different cultures can exercise their control over the discourse space with diverse information, and may influence the readers' cognitive construction and their behaviour thereafter.

Keywords: current discourse space, anti-cancer medicine, promoting discourses, discourse framework, cognitive process

Chinese and American online media's stances on the Russia-Ukraine war: An appraisal model study on economic news discourse

Speaker(s): Mian Wang, Jing Wu

Chinese and American online media's stances on the Russia-Ukraine war: An appraisal model study on economic news discourse

Jing Wu   Menghan Wu   Xiangxiang Tang   Mian Wang   Xiaoqing Yan
School of English for International Business, Guangdong University of Foreign Studies

Abstract

News discourses tend to construct information indicative of the stances adopted by the newspapers. Previous studies have revealed that, in discourses on political and economic events, news articles from mainstream media in China and the US sometimes exhibit different stances. The present study therefore compares Chinese and American media's positions on the impact of the Russia-Ukraine war on the global economy. Based on attitude system within the appraisal framework and the Critical Discourse Analysis (CDA) approach, ten economic news articles from Chinese leading online media and ten from American online media are analyzed with the aim to explore similarities and differences between Chinese and American media's attitudes to Russia-Ukraine war and its involved parties. Results show that there are several recurring appraised entities in Chinese and American news reporting and some prominent patterns are identified in these entities. It is demonstrated that both Chinese and American media hold negative opinion on "Russia-Ukraine war" and acknowledge that "the world" has been trapped in a plight. However, the two media employ different linguistic devices to label the war (conflict vs. invasion). In the meanwhile, they present different attitudes to "western sanctions" (destructive act vs. effective strategy), "Russia" (influential power vs. incapable criminal), and "Ukraine" (food provider vs. painful victim), reflecting their respective evaluations of this war. This variation could be interpreted from the construction of Them and Us representation as well as distinct culture values. Despite some limitations, this study could reveal relationship between linguistic features in economic news discourse and social practices and help readers objectively unscramble information embedded in online news articles.

Keywords: Russia-Ukraine war, appraisal system, attitude system, economic news discourse

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A contrastive study of interpersonal cognition and linguistic applications in promotional speeches on mobile phones

Yumeng He

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Abstract

Promotional speech of mobile phones is the key channel to provide people with detailed information and features of the new products. The author intends to select the launch speech data of Apple's and Huawei's phones, continuously upgraded within a short period. Three videos of Apple and Huawei product launch demonstrations helped us form a small corpus for research and analysis, using the theories of behaviour chain structure and situational implantation (Langacker, 2008) of cognitive grammar, manifesting the differences and similarities in language construction as well as semantic expression between the two enterprises. The present research attempts to make a cross-cultural analysis of the interpersonal cognition in promotional speeches of American and Chinese enterprises, aiming at finding out how English corporate profiles of the two companies help to develop and interact with potential customers.

Keywords: promotional speech, cognitive grammar, interpersonal cognition, cross-cultural analysis, corporate profiles

A comparative study on discourse markers between annual reports in China and America from cognitive-pragmatic perspective

Speaker(s): Qianqian Jia

A Comparative study on discourse markers between annual reports in China and America from a cognitive-pragmatic perspective

Qianqian Jia

School of English for International Business, Guangdong University of Foreign Studies

Abstract

This study uses the comparative method to investigate the similarities and differences in the frequency and use of DMs(Discourse Markers) between annual reports in China and America, exploring its pragmatic function with concrete examples based on the relevance theory. Besides, it will explore the reasons of different usage of DMs in the two corpus from cognitive-pragmatic perspective. The corpora used for the study include 20 comparable written materials of English business annual reports taken respectively from the websites of Chinese and American business companies. By primarily adopting Chen Xinren's classification (2002) of DMs and the tool of AntConc 3.5.8w, this comparative study is conducted on DMs between business annual reports in China and America. Based on the analysis, the study puts forwards that there is no significant difference on the overall frequency of DMs across Chinese corpora and American corpora and the majority of individual DMs among the three categories indicate significant differences across the two comparable corpora. The possible reasons for the above results are analyzed as follows. American like to use logical thinking model, which can enhance their pragmatic-cognitive awareness to use such DMs to reduce the efforts of readers' comprehension of text. And the annual reports written in China emphasizes preciseness and simpleness, which may be one of the reasons for Chinese business annual reports use less colloquial DMs. This study implied that this comparative analysis is conducted in the hope of increasing people's understanding of DMs and thus enhancing their interpretation of the business annual reports in English. Moreover, it is hoped that the present study can provide some reference for the teaching and learning of reading and writing of English business annul report as well as the training of business English professionals based on the corpora. To stress the difference usage of DMs in Chinese and American business annul report in the future makes the content of the international version of Chinese business annul report more better understandable for international readers.

Keywords: relevance theory, business annual reports, discourse markers, corpus

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A study of linguistic and visual metadiscourse in Chinese social media advertisements

Chunlian Jia

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Abstract

Advertising is a form of marketing communication used to promote or sell something, usually a business's product or service. Online advertising refers to the use of the Internet to deliver marketing messages to potential customers. The present study investigates the frequency and the use of linguistic and the visual metadiscourse markers in Chinese social media (CSM) advertisements. The advertising corpora were extracted from CSM platforms such as Weibo, Xiaohongshu, etc. Both quantitative and qualitative analysis were adopted in the study. Under the guidance of Hyland's models of metadiscourse and Kumpf's visual metadiscourse, the study is intended to explore how visual metadiscourse complements linguistic metadiscourse in enticing customers into buying products. Findings showed that all categories of visual metadiscourse, especially chunking, convention, and consistency, were highly significant in the data. In addition, engagement markers and directives exhibited higher frequencies than other linguistic metadiscourse. The study concluded that both the linguistic and the visual metadiscourse play an important role in attracting and persuading customers to buy products.

Keywords: social media advertisements, visual metadiscourse, advertising discourse

05/18/2023 (2:00 PM - 3:40 PM, HKT (UTC+8))   BC202 (Zoom ID 932 9183 6758)

Multimodality and professional communication

Chair: Esterina Nervino

The Mediatization of Tourism Discourse: Multimodal Discourse Analysis of Promotional Tweets about Spain

Speaker(s): Inmaculada Pineda, Francisco Javier González Ruiz

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Javier González
Universidad de Málaga, Spain

Inmaculada Pineda
Universidad de Málaga, Spain / King's College London, UK

Abstract

Tourism Marketing, particularly the promotion of tourist destinations has radically changed in the last fifteen years with the availability of digital devices and the spread use of online social networks (OSNs). Social media production targeting international readership, particularly in the context of Tourism, can be analyzed tracing translingual, transmodal, and transcultural practices. Particularly so after the recent development of Virtual English as a lingua franca (VELF) theory (Pineda & Bosso 2023). The present study analyzes the tweets produced by the official account for Tourism marketing managed by the Spanish government, @*Spain*, during the month of February 2023. By combining a VELF approach with Multimodal Discourse Analysis (Cope & Kalantzis 2020) and Translingual practice theory (Canagarajah 2013), we set out to describe the features of professional Tourism discourse on *Twitter* particularly focusing on 'trans-' practices and their perceived functions and meanings. The implications and applications of the study with regards to teaching and teacher training in (digital) English for Tourism will also be addressed.

Keywords: professional communication, English for tourism, multimodality, translingual practices, virtual English as a lingua franca

She moves us: Multimodal discursive strategies of communication practices focused on women empowerment and advocacy in online employee magazines

Speaker(s): Carmen Daniela Maier

She moves us: Multimodal discursive strategies of communication practices focused on women empowerment and advocacy in online employee magazines

Carmen Daniela Maier
Department of English, Aarhus University

Abstract

This paper is part of a larger study aiming to map strategic aspects of internal and external organizational communication addressing women empowerment and advocacy. The purpose is to explain multimodal discursive strategies employed when women empowerment and advocacy are communicated in organizational context, viz. in employee magazines, by women belonging to the *Puma* family.

For accomplishing this purpose, a series of multimodal interviews appearing in *Puma*'s online employee magazines, *Puma Catch Up*, are systematically examined. These are part of Puma's campaign, *She Moves Us*, launched to empower women through sharing the stories of women who "move" the world and, in this way, to help them contribute both to the reconsideration of their individual social identity (Van Leeuwen 2022) and to social change globally. The multimodal interviews are focused both on the unfolding the empowerment process and/or on the achievement of this goal inside and across various organizational borders.

The methodological approach combines multimodal discourse analysis with thematic reflexive analysis. The analytical focus is on multimodal interplay that builds discourses through still and moving images, language, sounds and other semiotic modes. The paper adopts a critical discourse approach for analyzing the legitimating discursive strategies used in *Puma*'s online employee magazines for creating a global community of women celebrating their challenges and achievements.

The theoretical framework includes perspectives on multimodal discourse from discourse studies, and perspectives on tangible and intangible outcomes from communication for social change theory (Pavarala, 2020).

The paper argues that a multimodal approach might defy the limits we encounter in attempting to explore the articulation of several semiotic modes in discourses where manifestations of women empowerment are discursively legitimated. Thus, the paper provides means for rethinking and improving the strategic usage of multimodal discursive strategies and, consequently, move the study of organizational communication and communication for social change forward.

Keywords: employee magazines, women empowerment, social identity, multimodal discursive strategies, organizational communication practices, social change theory

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Narration in defendant examination and closing arguments in Chinese criminal trials

Yan Chen
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Abstract

China is conducting a 'trial-centred' judicial reform, which highlights the critical role of trials to find facts, verify evidence and deliver justice. Against this backdrop, legal experts have had heated discussions about the questioning of defendants by prosecutors (Liu, 2017; Sun & Wang, 2017; Wang, 2017), criticising it for being a mere formality rather than a critical stage in the trial. This research aims to contribute a linguistic perspective by comparing the narratives constructed during the questioning stage and in the closing arguments. Both defendant questioning and closing arguments as well as their connections have been broadly examined from the perspective of narrative, which is understandable because '[i]t is through the process of storytelling (narrativization)…that "reality" is ultimately created in court'(Grunewald, 2013, p. 367). However, most prior studies investigate trials from the Anglo-American jurisdiction (Archer, 2013; Bartley, 2020; Cotterill, 2003; Felton Rosulek, 2015; Heffer, 2005; Stygall, 1994), with insufficient attention paid to Chinese trials. This research examines 49 transcribed Chinese criminal trials with a combined approach of corpus linguistics and conversation analysis.

Although it is difficult to identify whether a narrative is true in the factual sense by simply looking at the narrative, this research aims to find out whether the questioning and responding pattern is different when certain narrative element is deemed as truthful and false by a prosecutor, which is revealed explicitly in the closing argument. Meanwhile, how those truthful and false elements are narrated in the closing arguments are also examined. Preliminary findings reveal that even truthful testimonies by the defendants are reconstructed in the closing arguments, and when defendants give false testimonies in answering the questions, prosecutors adopt various coping strategies including confrontation, lecturing and interruption. Thus, the examination of the closing arguments provides a new perspective to look at the prosecutors' questioning strategies.

Keywords: courtroom discourse, corpus-assisted discourse analysis, narrative, conversation analysis

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Comparing the Multimodality of Chinese and US Corporate Homepages: The Importance of Understanding Local Cultures

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Xingsong Shi
University of International Business and Economics of China

Abstract

Purpose: Corporate websites offer hybrid manifestations of multimodal communication which combines a variety of textual and visual resources. In this cross-cultural study, we investigated the similarities and differences in the multimodality of Chinese and U.S. corporate homepages to understand how multimodal elements such as texts, pictures, diagrams, and videos are composed and arranged on the webpages.

Method: We collected the homepages of 35 Chinese and 35 U.S. companies' local websites. We developed a framework for annotating different types of multimodal elements presented on corporate homepages. Using both quantitative and qualitative methods, we analyzed and compared the verbal-visual composition and arrangement between Chinese and U.S. corporate homepages in terms of textual, pictorial, diagrammatic, and video elements.

Results: We found salient differences in the use of multimodal resources between Chinese and U.S. corporate homepages. Chinese homepages overall made greater use of textual and video resources, with special emphasis placed on directional textual elements and Flash animations and videos. They also tended to arrange multiple news titles in a list and employed parallelly placed pictures. In contrast, U.S. homepages preferred to present individual news headlines with news summaries attached and often used one large background picture with subordinate elements embedded in them. Finally, Chinese homepages used more QR codes, while U.S. corporate homepages offered more social media icons for further connection.

Conclusion: The differentiated approaches to deploying multimodal resources between Chinese and U.S. corporate homepages were closely associated with the distinctive cultural orientations and communication styles between these two countries. Corporate communication practitioners should be aware of the differences in web communication between local cultures in order to properly address the unique cultural preferences and communication norms of foreign markets when communicating to an overseas audience.

Keywords: Cross-cultural Differences, Multimodal Elements, Corporate Homepages, Online Communication, China versus the U.S.

05/18/2023 (2:00 PM - 3:40 PM, HKT (UTC+8))   BC203 (Zoom ID 958 8589 4148)

Teaching and learning practices for business and professional communication

Chair: Elena Korotkova

How can beginning level Aviation English students be assessed? A case study to develop a speaking-task rubric

Speaker(s): Mehrnoush Karimi, Ashleigh Cox

How can beginning level Aviation English students be assessed? A case study to develop a speaking-task rubric

Mehrnoush Karimi   Ashleigh Cox
Georgia State University

Abstract

Assessment has been a growing area of research in Aviation English since ICAO's (1998) decision to make English proficiency a requirement for pilots to fly internationally (Douglas, 2014). Although Aviation English tests have been developed (Alderson, 2010), there is still a need for placement assessments that can be used by Aviation English programs admitting ab-initio pilots at low English proficiency levels (Friginal et al., 2019). To address this need, as a continuation of previous work (Cox et al., 2022), a rubric for grading aviation speaking tasks was developed by examining the ICAO proficiency descriptors (Aviation English students' target proficiency level) and analyzing the speech of beginning-level ELL students who were not yet advanced in their aviation content studies (the language and experience levels at which many students begin Aviation English programs). Recordings of four beginning-level Aviation English students completing pilot-air traffic controller role play communication tasks were analyzed. To identify authentic examples of language-related gaps that Aviation English programs would need to address, the errors that students made were noted and categorized as issues pertaining to pronunciation, grammar, vocabulary, fluency, comprehension, interaction, and task performance. A rubric informed by these observations and the ICAO proficiency was formed, and an Aviation English teacher who has previously worked as a pilot was interviewed to look for ways to improve the rubric. The rubric was then revised based on the interview data, and the final version includes descriptors to rate learners' pronunciation, grammar, vocabulary, fluency, comprehension, interaction, and task performance level as beginning, low intermediate, high intermediate, or advanced. Aviation English programs can thus group students based on speaking and listening proficiency levels to help them achieve their goals efficiently. Implications, limitations, and future directions will be discussed.

Keywords: Aviation English, assessment, ESP, speaking & listening

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Factors improving business negotiation skills in students majoring in International Relations studies

Elena Korotkova

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Far Eastern Federal University, Russia

Abstract

Current research focuses on the experience of teaching university students of 2nd, 3rd and 4th year majoring in International Relations (IR) studies in the frame of a research project to develop business negotiation skills in a culturally diverse simulated educational environment in ESP classes from 2018 till 2023.

Some factors contributing to developing business negotiation skills in university students such as cognitive approach to cultural diversity before training business negotiation, simulation approach to the guided dialogues on business negotiation topics and elaborate methodology activities during the training session as well as statistical method confirming the course efficiency after business negotiation have been used.

Cognitive approach to cross-cultural communication analyzed in terms of cultural diversity in negotiation process was based on some notions of negotiation style belonging to fact, people or trust cultures, low-context and high-context culture, negotiation stages and their impact on various methodology of activities shaping successful win-win negotiation strategies in university students.

Moreover, simulation technique and methodology activities provided adjustment for diverse cultures which made the education process more motivating for IR students and proved helpful in activating students' vocabulary and internalizing negotiation skills, they also inspired project participants to make use of the negotiating strategies immediately and designed a program tailored to suit the needs of the research project.

Statistical data of 185 students' academic achievements in mastering business negotiation strategies as well as the most and the least developed negotiation skills in students were submitted to confirm the efficiency of the project and to prove that cognitive approach to cross-cultural communication analyzed in terms of cultural diversity and simulation technique applied to the guided methodology activities can become the springboard for successful professional communication and the basis for developing general and professional competences highly required of experts in IR studies in the process of cross-cultural negotiations.

Keywords: business negotiation skills, research project, cognitive approach, cross-cultural communication, cultural diversity, simulation technique, methodology activities, statistical data

A Resilience Model of Acculturation: A Case Study of A Mainland Chinese Student in Hong Kong

Speaker(s): Zhang Min

A Resilience Model of Acculturation: A Case Study of A Mainland Chinese Student in Hong Kong

Zhang Ming

Beijing Institute of Technology

Abstract

Based on a semi-structure interview, this study aims to analyze the acculturation process of a mainland Chinese postgraduate student in Hong Kong, especially her process of acquiring resilience and how did she use resilience to cope with acculturative hassels. Considering that it is her first time entering a background with multi-languages and cultures, her experience is typical and worth reseaching. A model concerning factors that enhance or reduce resilience is adopted in the study. The results show that, the student mainly faced threatening factors from two aspects: language and education pattern. When facing the pressure, this student tried to enhance personal identity and stimulate resilience by accumulating academic experience on her study, establishing social network with new acquaintances, achieving self-reconciling and strengthening self-motivation. The results provide insights for further acculturation study on cross-cultural students' psychological adaption.

Keywords: resilience, mainland student, Hong Kong, cross-cultural acculturation, case study

05/18/2023 (4:00 PM - 5:40 PM, HKT (UTC+8))   FJ301 (Zoom ID 980 0132 6783)

Organisational communication

Chair: Bartels Jos

Using corpora in aviation written communication: contributions to language policy, standardization, pedagogical and translation practices

Speaker(s): Malila Carvalho de Almeida Prado

Using corpora in aviation written communication: contributions to language policy, standardization, pedagogical and translation practices

Malila Carvalho de Almeida Prado
BNU-HKBU United International College, China

Daniela Terenzi
Instituto Federal de Educação, Ciência e Tecnologia de São Paulo, Brazil

Abstract

Aviation English is the language used by professionals involved in aviation, including pilots, air traffic controllers, maintenance engineers, flight dispatchers, flight attendants, and others (Friginal, Mathews, & Roberts, 2020). While significant attention has been given to pilot and air traffic controller communication, other professional genres, such as written documentation ensuring the airworthiness of aircraft and flight safety, have been marginalized. Documentation includes manuals, checklists, handbooks, and reports, which are used by professionals for performing tasks within or across teams. As most documentation comes from aircraft manufacturers and is produced in English, aviation professionals are recommended to be proficient in English to facilitate mobility and trade. To such an end, commonly adopted practices are teaching aviation professionals to handle documentation in English, with some airlines offering English for Specific Purposes courses, and hiring agencies to translate documentation (Liu, 2020). However, misinterpretation of aircraft manuals can lead to serious consequences (Drury & Ma, 2003), and appropriate training and education for understanding the content of manuals are essential both to translators and aviation professionals, particularly in the multicultural environment that is commonplace in the industry. This paper draws on how a 40-million-word corpus of aviation documentation can be explored with an aim to investigate patterns that make up the dynamic and mobile work setting of pilots and maintenance personnel, and the language they use or refer to when communicating with one another. Through Corpus Linguistics, it intends to examine the language used in documentation and how it affects – or may contribute to – language policies, language standardization, pedagogical materials design, and translation practices in the aviation industry. The paper concludes by suggesting that technical language from documents can

be used as models of real language use to design aviation English lesson plans that prioritize real-life communication over idealized grammar for students or on-the-job professionals.

Keywords: Aviation English, corpus linguistics, aircraft maintenance, aircraft documentation, ESP, translation

Supervisor phubbing and cyberloafing in the Netherlands, the US and India: The moderating roles of employee identification and employee-supervisor relationships

Speaker(s): Bartels Jos

Supervisor phubbing and cyberloafing in the Netherlands, the US and India: The moderating roles of employee identification and employee-supervisor relationships

Jos Bartels
School of Communication, Hong Kong Baptist University

Abstract

The importance of knowledge on online employee workplace deviance (cf. cyberloafing) has been recognized for decades. These studies focus on situational, individual, and cultural influences on negative online communication behavior exhibited by employees (Blanchard and Henle, 2008; Lim, 2002; Mercado et al., 2017). Based on Conservations of Resources Theory (Hobfoll, 1991), the current study focuses on the role of a specific situational influence called supervisor phubbing in employee negative (online) behavior. Supervisor phubbing is a (negative) behavior exhibited by a supervisor while in direct face-to-face interaction with a subordinate (Roberts & David, 2017). Only a few recent studies focus on supervisor phubbing (Roberts & David, 2020; Yasin et al., 2020; Yousaf et al., 2022). We hypothesize that supervisor phubbing leads directly to employees copying behavior, that can be damaging to the organization. We conducted an online study using the MTurk platform. Participants were employees in the Netherlands, (N = 274), United States (N = 390) and India (N = 395) who worked at least 32 hours per week and had access to the Internet at work. We performed structural equation modeling using AMOS 27 to test our assumptions. As expected, we found a positive relationship between supervisor phubbing and (online) workplace deviance toward colleagues and toward the organization, in all three countries. In contrast to our expectations, employee identification with the organization or a positive employee-supervisor relationship did not show a mitigating effect in these positive relationships. The results shed light on the negative impact that supervisor phubbing can have on an organization. Based on the results, we conclude that if you behave badly as a supervisor during personal face-to-face communication, eventually employees will pay you back in kind. In short, the study findings indicate that you reap what you sow.

Keywords: supervisor phubbing, workplace deviant behaviour, cyberloafing, organizational identification, leader-member-exchange

Euphemisms as a discursive strategy in corporate voluntary disclosures: A view from metaphors

Speaker(s): Jinxiao Wang

Euphemisms as a discursive strategy in corporate voluntary disclosures: A view from metaphors

Jinxiao Wang
Guangdong University of Foreign Studies

Abstract

Effective leadership involves success in addressing and persuading the public, especially the stakeholders, when approaching unsettling or disagreeable topic. Adopting a corpus-based method, this study compares the usage of euphemisms in two key business genres in order to gain insights into the way euphemism works in corporate voluntary disclosures. This study takes the earnings conference calls and letters to shareholders of six top chain hotels as the corpora, codes euphemisms with the help of the negative word lists in the dictionary for financial textual analysis developed by Loughran and McDonald (2011), and identifies linguistic metaphors using the discourse dynamic approach (Cameron and Maslen, 2010). Further analysis revealed that euphemisms, both metaphorical and non-metaphorical, constitute a major strategy for corporate leaders to communicate subtly both at the individual level and at the corporate level. Euphemistic metaphors allow them to attenuate delicate issues, and to refer to topics that are unpredictable or uncontrollable when facing straightforward questions from analysts. At the corporate level, euphemistic metaphors help to decrease transparency of business performances, and to positively present the corporate self.

Keywords: euphemism, metaphor, leadership, discourse dynamic approach

Session 7a

05/18/2023 (5:15 PM - 5:40 PM, HKT (UTC+8))   FJ301 (Zoom ID 980 0132 6783)

How narrative co-construction responds to the leadership dilemma of organizational goals and agency?

Speaker(s): Weiwei Lu

How narrative co-construction responds to the leadership dilemma of organizational goals and agency?

Weiwei Lu
City University of Hong Kong

Abstract

To achieve the organizational goal, a leader should build up the authority to lead a team. However, hierarchical relationship will hinder members' agency. This is a dilemma in leadership practice. The existing research either emphasized on achieving organizational goal as the core of leadership, or oriented to relationship management as the essence of leadership. The reality is that these two directions co-exist in the leadership process like a seesaw. Leaders must regulate the tensions in this dilemma to achieve the optimal effect of leadership.

From a narrative perspective, leadership is a problem-solving process through narrative co-construction. During this narrative communication process, leaders establish a leader's authority and trigger members' agency through constructing a coherent narrative with members.

This study aims to investigate how narrative co-construction as a nature of leadership responds to this dilemma by shaping the power relation and agency in a team.

This study will adopt qualitative research design with in-depth interviews. Interviews will be conducted to leaders and members in three oncological departments (medical oncology, surgical oncology, and radiation oncology) in a private hospital in Mainland China. Narrative analysis will be applied to the data. This project is still in progress. Preliminary findings will be shared in the presentation.

This study expands the leadership research by taking a narrative perspective to investigate the team dynamics and agency. Narrative is ubiquitous in organizational communication and everyday interaction to create meanings and solve problems. A narrative approach in leadership indicates the importance of language and discourse in shaping organizational performance.

Keywords: Narrative co-construction, Leadership, Power relation, Agency, Oncology

05/18/2023 (4:00 PM - 5:40 PM, HKT (UTC+8))   BC303 (Zoom ID 944 4130 8505)

Research methods in business communication

Chair: Donald Ding Chi Yee

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A Social Semiotic Perspective on IKEA's Assembly Instructions

Xiaoqing Yan
Guangdong University of Foreign Studies

Abstract

Businesses going global are often confronted with a big issue of how to communicate with the target customers of overseas market. For manufacturing businesses, it is essential to specify the product-related matter for whatever language users it is to address. An exemplary business is IKEA, whose assembly instructions are characterized by non-verbal graphic guide and efficient communication with customers of any country. This study investigates the multimodal resources of IKEA's assembly instructions from a social semiotic perspective. It focuses on the semiotic systems involved and their architecture. It is found that the multimodes of images, digital numbers and vectors consist of an expression plane and a content plane, which constitute the logic-semantic relations of expansion and projection. They together construe a genre of procedure and fulfil the communicative purpose of giving instruction without the use of language.

Keywords: multimodality, corporate discourse, product assembly instruction, genre

Discourse Markers in English Business Letter Writing of English Majors from the Perspective of Relevance Theory

Qiaoying Cai
College of Foreign Languages, Fujian Normal University, Fuzhou, Fujian

Abstract

This study reports on the discourse markers in English business letter writing of English majors from the perspective of relevance theory. Building on the perceptive of relevance theory, this study collects 40 English business letter compositions of sophomore students in College of Foreign Languages of a normal University in Southern China. These compositions are divided into high-score and low-score groups according to the scores given by the teacher. This study makes a comparative analysis of the number, frequency and error rate of discourse markers used in the two groups. The data analysis shows that in terms of the number of discourse markers used, the usage in high-score group is significantly more than the low-score group, indicating that the usage of discourse markers is positively correlated with the discourse coherence and the level of English business letter writing. As far as the frequency of discourse markers is concerned, both groups are intended to use simpler and earlier acquired discourse markers, and all students adopt avoidance strategies for complex or later acquired discourse markers. As for the misuse of discourse markers, the amount of errors in the high-score group is significantly lower than that in the low-score group. The main misuse categories in both groups are overuse, collocation error and punctuation error. In terms of discourse markers used in different styles, both groups use the most discourse markers in argumentative papers and practical articles. In addition, implications of the study for English business letter writing teaching are also discussed.

Keywords: business letter writing, discourse markers, relevance-theoretic perspective, avoidance strategies, misuse

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A Critical Approach to Analyse Online Corporate Discourse

Donald Ding Chi Yee
City University of Hong Kong

Abstract

Climate change describes the sustained changes in weather conditions and temperatures because of greenhouse gas ("GHG") emissions (Agreement, 2015). With corporate activities being the key contributor to GHG emissions, corporations have been under intense pressure and social expectations to embrace environmental protection as part of reducing GHG emissions (Kao et al., 2018). In Hong Kong, some companies are perceived to be environmentally responsible whilst remaining the biggest polluters. This infers that such public perception is likely achieved through the manipulation of corporate discourse within their companies' discursive practices.

This study investigates how one of the highest polluting companies in Hong Kong have been recognised as been environmentally responsible by unveiling its discursive practices, including discursive power, on its corporate websites to shape stakeholder perceptions (Fuchs & Lederer, 2007). Given the existence of discursive power, Fairclough's (2001) three-level Critical Discourse Analysis framework has been used as the overarching framework together with Systemic Functional Multimodal Discourse Analysis to examine the multimodal text on selected webpages.

The pilot analysis, comprising of 10% of the overall dataset, revealed that there was evidence of power asymmetries, with the total absence of text with regard to the negative impact the corporations' operations have on the environment. The corporations, rather diverts the focus of the readers - through text - to emphasize themselves as being capable, environmentally friendly and in control by using multimodal text that relied on declarative statements and scientific and technical language to present themselves as being authoritative leaders in their respective industries.

The unveiling of an implicit use of power and manipulation on the corporate website underscores the significance of this study as it can raise the awareness of corporate stakeholders to avoid accepting corporate rhetoric at face value.

Keywords: Climate change, Corporate discourse, Persuasion, Manipulation

Session 7b

05/18/2023 (5:15 PM - 5:40 PM, HKT (UTC+8))   BC303 (Zoom ID 944 4130 8505)

Role-Interpretation and Promotion of Popular Male Dungeon Master in China's Emotional Role-Playing Game: A Multimodal Content Analysis Account

Speaker(s): Ying Ma

Role-Interpretation and Promotion of Popular Male Dungeon Master in China's Emotional Role-Playing Game: A Multimodal Content Analysis Account

Ma Ying

English Department, Central University of Finance and Economics, China

Fan Li

Central University of Finance and Economics, China

Fan Xiaofan

University of Shanghai for Science and Technology

Abstract

As an emerging genre in entertainment economy, the board role-playing game (BRPG, Ju4ben3sha1 game, in Mandarin) has gone viral among Chinese young and middle-aged people. Characterized by emotional plot setting and immersive performance, the emotional board role-playing game (Qing2gan3ben3, in Mandarin) plays a unique role where the male Dungeon Master (DM) acts as a keyman triggering players' emotional experiences. Meanwhile, great masculine identities are interpreted in the play and attracts more female players, which can distinguish the DMs themselves and promote the BRPG marketing. With the social semiotics inspired multimodal content analysis (Wang & Feng, 2022) framework, the study aims to probe into how the popular male DM identity is constructed through the script setting and performance arrangement verbally and audio-visually, respectively. 147 videos from five representative emotional role-playing games in China are analyzed and the popular shaped identities by DMs are defined into three evaluative attributes, namely, 1) the cultivated leader or senior, who highlights the gentleman-like appearance and carries great responsibility, makes self-sacrifice to the cause of family and country 2) the handsome trouble-maker, who exhibits the puberty-like mischief and intimacy, creates the joyful atmosphere brimming with positive values 3) the affectionate practitioner, who is featured by tender-heartedness voice, steadfast faith in love or kinship. Multifarious popular identities construction by DMs in the emotional role-playing game extends

previous scholarship via a multimodal lens under China's burgeoning entertainment economy, and presents the inclusive and dynamically-interactional social state of China after COVID-19.

Keywords: Male Dungeon Master (DM), Identity Construction, Emotional Role-playing Game, Multimodal Content Analysis

05/18/2023 (4:00 PM - 5:40 PM, HKT (UTC+8))   BC202 (Zoom ID 932 9183 6758)

Advertising

Chair: Walter Giordano

Folds and swaps in advertising discourse

Walter Giordano
Università degli Studi di Napoli Federico II, Italy

Abstract

This investigation draws on the application of the script theory (St.Amant 2015, 2017) to advertising. A script is a schema of factors associated to the actions individuals repeatedly perform in a location or context.

Specifically, some script dynamics could prompt audiences to
> •Adopt – or fold – new items into existing processes
> •Change – or swap – the setting associated with performing a familiar activity

In advertising, if scripts are folded, it means that a new item is integrated in a different or existing context. In addition, if items can exit one context and enter another one, they are swapped. (St.Amant; Giordano forth. 2023)

Given that many communicative strategies have a linguistic nature, while others leverage on images or on other multimodal components (Kress and van Leeuwen 2006), this study on Instagram ads provides a repertoire of examples, on the US market, to demonstrate the hypothesis of: 1) strategic manipulation of the promotional message through both swaps and folds, and 2) the discursive change resulting from the script swap or fold.

The analysis was carried out on a pilot corpus collected from the Instagram pages of the major players in some selected industries in the USA. The variety of industries (from financials to food and beverage, pharmaceuticals, automotive, etc.) ensures the reliability of results. Preliminary outcomes show that many brands communicate their products recurring both to folding alien items in the scripts and to swaps in several different scripts, so as, for example, to represent bottled mineral water as a medical remedy, a prescription drug on the breakfast table of an average family, or cat food as a gourmet delicacy. This study is a part of a larger research project designed to build a predictive model of

advertising communication, extending the analysis on different audiences (children, disabled), domains (inclusion, sustainability) and framing (healthcare, morality).

Keywords: advertising discourse, folds and swaps, script theory, multimodality in advertising, framing in advertising

Session 7c

05/18/2023 (4:25 PM - 4:50 PM, HKT (UTC+8))   BC202 (Zoom ID 932 9183 6758)

Analyzing Interdiscursivity in Microblog Marketing Discourse from the Perspective of Critical
Genre Analysis: A Case Study of Uniqlo

Speaker(s): Li Diqiao

Analyzing Interdiscursivity in Microblog Marketing Discourse from the Perspective of Critical Genre Analysis: A Case Study of Uniqlo

Wu Jianguo   Li Diqiao   Ling Shichang
South China University of Technology

Abstract

Weibo, a typical form of new media with a large number of users and high page views, has drawn considerable scholarly attention to its increasingly diversified marketing activities and related strategies. Taking Uniqlo's blogs on Weibo as the example, this paper builds on the analytical foundations of Bhatia's (2017) Critical Genre Analysis (CGA), Sernovitz's (2006) 5T word-of-mouth marketing model and Wu's (2010) classification of interdiscursivity. It does this to explore the interdiscursive performances of microblog marketing discourse from the dimensions of text-genre, professional practice, and professional culture, with the goal of discovering the business mechanism of pragmatic success in new media marketing. It is found that microblog marketing discourse mainly consists of three types of genres: product promotion, brand enhancement, and customer relations management. Other professional practices and cultures are interwoven with these through blended, embedded, switched, and chained interdiscursivity, gradually forming three cultural tendencies of glocalization, popularization, and equalization. Such hybridization in these dimensions and the flexible use of Internet resources, to some extent, have obscured Weibo's nature as a tool for marketing, and led to its pragmatic success. This paper aims to provide an analytical lens for research on CGA and interdiscursivity, and thus help flesh out the social meanings of new media marketing.

Keywords: critical genre analysis, interdiscursivity, microblog marketing discourse, Uniqlo

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An Intercultural Perspective on Virtual Linguistic Landscape of Amazon Official Website, USA and Product Marketing

Zhang Yu
Guangzhou College of Applied Science and Technology

Abstract

With the rapid development of cross-border E-commerce, more and more Chinese sellers trade on Amazon website and achieve great progress. Attention has been increasingly drawn to how the use of language in the cyberspace may contribute to success on Amazon platform.

This paper explores the virtual linguistic landscape (VLL) of Amazon official website, USA through a cross-cultural analysis of the linguistic modality (product title, product highlights) and non-linguistic modality (images) on the basis of Visual Grammar. It is found out that the host country sellers' VLL feature is concise and precise, with fewer English words , simpler sentence structure and more attractive images, while Chinese sellers' VLL feature is lengthier and not directly expressed, with more English words, more complex sentence structures and less prominent images. The above differences are reflective of cultural gaps between China and US. Chinese sellers' absence of intercultural communication awareness leads to less effective marketing strategies and less efficient seller-buyer intercultural communication. It is hoped that this paper will offer constructive solutions to Chinese sellers' VLL performance problems, and promote their intercultural communicative competence in cross-border and cross-cultural E-Commerce.

Keywords: Virtual Linguistic Landscape, Cross-Border E-Commerce, Intercultural Communication, Marketing Strategies, Linguistic Modality

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Volvo Saves My Life: Affective Capitalism as a Strategy in Corporate Branding Discourse

Ningyuan Wang
Beijing Foreign Studies University / Lancaster University

Zhengjun Lin
Beijing Foreign Studies University

Veronika Koller
Lancaster University

Abstract

Branding discourse is characterized by the discursive construction of brand characteristics that appeal to consumers and stakeholders. However, what has not been sufficiently acknowledged is how brands may encode personal affective experience into branding discourse to emotionally engage the audience. Taking the Volvo Car branding video "Volvo Saves my Life" as an example, this study explores how emotion is encoded in the visual and verbal elements to construct emotional story-telling, and how the brand, in doing so, may appropriate the audiences' affective response to promote corporate value. Built on Multimodal Discourse Analysis and Affect system in the Appraisal Theory, the study provides a tentative framework for an integrated analysis of verbal and visual Affect in corporate branding videos. Adopting multimodal transcription, the study found that 1) Affect could be verbally inscribed or evoked through lexis and verbal imageries, or visually depicted through facial expressions and body movements; 2) these elements are modified by interactive resources (e.g., gaze, camera position and angle), to emotionally engage the audience; 3) in the video, brand endorsement coincides with a change of Affect value from negative to positive, and is accompanied by increased use of interactive recourses (e.g., direct gaze and close-up frontal shot). Adding a critical angle, this study hopes to shed light on the potential emotional manipulation involved in corporate branding in the broader context of affective capitalism, language and work.

Keywords: Branding discourse, discourse analysis, corporate communication, multimodality, affective capitalism, Volvo

05/18/2023 (4:00 PM - 5:40 PM, HKT (UTC+8))   BC203 (Zoom ID 958 8589 4148)

Teaching and learning practices for business and professional communication

Chair: Amily Wang

English language teaching should provide learners with a tool for intercultural communication. But what do we teach and who should teach it?

Speaker(s): Jenny Hirst, Charlotte Otto

English language teaching should provide learners with a tool for intercultural communication. But what do we teach and who should teach it?

Jenny Hirst
Southern University of Science and Technology, China

Charlotte Otto
Kyungnam University, South Korea

Abstract

Globalization is often referred to as if it is a 21st century phenomenon, but it is not. The longstanding interconnected nature of our world is visible in the everyday behaviors. For example, in the foods and spices that appear on every shelf and continent. The chili found in dishes in Korea, China, India, Africa and Europe originated in South America, the end of a trade route that connected us over five hundred years ago. The people who communicated along this trade route had not taken IELTS or TOEFL exams or spent interminable hours in language classrooms memorizing vocabulary lists and grammar rules in English. Nevertheless, these people met the communicative needs of a dynamic multilingual and multicultural community. And this is what English language teachers should be doing now, facilitating the development of intercultural communicative competencies (ICC) that enable equitable participation in a linguistically and culturally dynamic global community. We argue that to enable this equitable participation, we don't need native English speakers or publications, but multilingual, and multicultural facilitators of intercultural communication who utilize dynamic tasks and input to develop ICC expertise in others. English, for the moment, remains the most widely accepted lingua franca, and therefore a valuable linguistic vehicle for the development of these intercultural competencies, however, what this 'English' looks like and who teaches it are often impacted by outdated EFL curriculum and recruitment policies. We will share content from a pilot 'Global Communication Skills' course and also recent research into policies related to teacher recruitment.

Keywords: Intercultural Communicative Competence, Native speakerism

Session 7d

05/18/2023 (4:25 PM - 4:50 PM, HKT (UTC+8))   BC203 (Zoom ID 958 8589 4148)

Students' perception of evaluation procedures at the Business English Course in the changing onsite-online environment (during and after the COVID-19 pandemic)

Speaker(s): Aleksandra Makowska, Katarzyna Fronczak

Students' perception of evaluation procedures at the Business English Course in the changing onsite-online environment (during and after the COVID-19 pandemic)

Aleksandra Makowska   Katarzyna Fronczak

Department of Specialized Languages and Intercultural Communication, University of Lodz, Poland

Abstract

The COVID-19 pandemic changed the idea of progress assessment at any level of education (Cicha, Rutecka, Rizun & Strzelecki, 2022; Janus, 2020). Due to a shift to distant teaching, methods of knowledge evaluation had to be adapted to the new teaching environment, also at Business English courses. Where possible, summative forms of assessment were substituted by formative ones (Bhat & Bhat, 2019). However, such a change was challenging for subjects focused on developing three initial categories of the cognitive process dimension in Bloom's taxonomy (Anderson & Krathwohl, 2001: 27-34). Still, the process of assessment of students' progress at these subjects had to be adapted from traditional paper-based onsite exams to new conditions in order to maintain the continuity of the educational process. As a result, examinations were conducted online via communication platforms (Krupski & Cader, 2006).

The current study is based on two anonymous surveys conducted in June 2021 and 2022 among students of Linguistics for Business, a BA programme taught at University of Łódź, Poland. The questionnaires show students' opinions about the online (June 2021) and onsite (June 2022) assessment procedures they were subjected to at the end of the Business English course. The study is to determine which examination environment can be regarded as examinee-friendly, i.e., which tests may guarantee more reliable results, how the teacher's physical presence or absence affects their comfort of writing, or which aspects of each type of the exam turned out to be more problematic. In addition, it is to scrutinise whether the students accept or reject the university policy concerning the two types of examination. The results of the surveys are juxtaposed with statistical analyses of results of the conducted exams to indicate the possible future implications of progress evaluation procedures performed in the changing environments.

English for Scientific and Professional Purposes (ESPP): updated practices for post-Covid business communication

Annalisa Zanola   Roxanne Barbara Doerr   Carlotta Fiammenghi
Department of Economics and Management, University of Brescia, Italy

Abstract

ESPP (English for Special and Professional Purposes, Zanola 2023) is adopted here as an innovative theoretical and applied framework for both written and oral production. The challenge is to define students' needs, which is essential for successful dissemination of any academic field yet still shaped by the constraints of each discipline and influenced by specific methodological approaches and intercultural ways of thinking.

The future of ESPP lies in its ability to meet the increasingly sophisticated needs of the academic, scientific and professional communicative world (Miller 2014: 317). The training paradigm must be adapted based on the type of user, who is typically an adult, non-native speaker of English, who is sometimes proficient in non-professional communicative situations. Newly designed materials and curricula that respond to the need to integrate emerging digital tools and related professional contexts (such as chat rooms, videoconferencing meetings, shared drives) into HE courses are increasingly urgent, since learners are in search of technology-driven, autonomous and self-directed strategies meeting today's demands for globalisation, collaboration and competitiveness (Liu et al. 2014: 838).

The Author proposes business as an area of application with peculiar academic and professional features. The history of the problem, analysis of specific lexical and syntactic issues, and description of audio and visual aids, together with practical cases and insight into users and contexts are supported by data derived from delivering and assessing the Business English courses of an Italian Department of Economics. In view of the growing collaboration between universities and the professional world, the data will be analysed to highlight strengths and weaknesses of current language teaching and learning activities affected by and adapting to the instability and forced changes that have been implemented due to the Covid pandemic.

Multimodal, Multicultural and Multidisciplinary Business Chinese Teaching in the UK and Ireland

Amily Wang   Zhen Zhang   Tao Xiong
Lancaster University

Abstract

The Chinese economy demonstrated remarkable resilience in 2022, bringing certainty and vitality to a world facing unprecedented challenges amid COVID-19 induced disruptions and geopolitical tensions. With the development of China's economy and ever-increasing international business between China and the rest of the world, the growing needs for employees with Business Chinese knowledge and good business communication skills can be observed.

To meet this need, universities have set up BC courses to prepare language-competent global businessmen for working in a multicultural context, therefore effective pedagogy for teaching BC is needed. This study explores the multimodal, multicultural and multidisciplinary approach to teaching business Chinese to foster university students' intercultural awareness and global visions, intercultural communication competence and preparing them to become future business practitioners. This study investigates the multimodal construction of Chinese business culture teaching in two universities through synchronous online lesson recorded teaching videos for research purpose with case study of TikTok, SHEIN, MICO, Gengshin Impact (原神) to understand China's AI development and digital economy. The teaching content on business etiquette, expatriate staff's adaptation, high and low context communication, different negotiation styles, attitudes towards time and space, non-verbal communication etc has very positive effect on enhancing students' intercultural communicative awareness and knowledge. The real task on interview with real life scenario has also enhanced students' transferable employability skills.

05/18/2023 (5:40 PM - 6:20 PM, HKT (UTC+8))   FJ301 (Zoom ID 980 0132 6783)

Does Reputation Matter Anymore? Post-Credit Suisse, Pre-AI and Social Outrage Generally, Is It Important What People Think and Say About You in 2023?

Speaker(s): Charles Lankester   Chair: Dr Esterina Nervino

Charles Lankester

EVP Global Reputation & MD Hong Kong, Ruder Finn Asia

Does Reputation Matter Anymore? Post-Credit Suisse, Pre-AI and Social Outrage Generally, Is It Important What People Think and Say About You in 2023?

In this talk, I focus on the tectonic shifts taking place in business and politics to investigate if reputation still matters in 2023. Banks are disappearing over a weekend but we still keep our money in banks. Presidents and Prime Ministers are being accused of breaking the law and seeing their popularity increase. Fashion brands are seeing global social media crises but seeing all-time highs in their share price. Consumer goods companies are accused of using forced labour but we still love their products. So what does it take to permanently reputationally damage a business, brand or person? What is unrecoverable? In my talk I chart three emerging themes in reputation and risk management and three priorities for organisations and individuals looking ahead in building their communication.

Bio

Charles Lankester is a financial and corporate communications specialist and manages Ruder Finn's Global Reputation Management Practice, based in Hong Kong. Charles has built a career in reputation management, investor relations and corporate communications and has worked in China, Singapore, South Korea and Europe. He brings experience, quick thinking and a focus on results to all client engagements. He understands today's complex communications and business environment and ensures his clients prevail and win. He has advised clients including L'Oréal, Rosewood Hotel Group, Citigroup, Heineken, Prudential and Marriott International on a range of challenging, business-critical communications assignments. These have included government relations, media relations, transactions and risk/reputation management work. He has also advised the Governments of Hong Kong, Singapore and the United Kingdom. Charles and the Ruder Finn team have been pioneering in the risk/crisis management space, working on complex, high profile cases involving product recalls, high-profile litigation, management change and share price fluctuation. Prior to Ruder Finn, Charles held leadership

positions at many of the world's most respected communications firms including Burson-Marsteller, Ogilvy and Weber Shandwick. Most recently Global Chair, Risk Management Practice at Edelman, he also managed the firm's operations in Greater China (based in Beijing) and North Asia (with responsibility for Japan and South Korea). Widely published and quoted in the business and communications industry media, Charles is a regular speaker on the communications aspects of business opportunities and threats.