

**Joint-Conference**



THE HONG KONG  
POLYTECHNIC UNIVERSITY  
香港理工大學



香港城市大學  
City University of Hong Kong



Department of English  
and Communication  
英文及傳意學系



RC  
RCE Research Centre for  
Professional Communication in English



Department of English  
香港城市大學  
City University of Hong Kong

# The language of sustainability: a discourse-analytical perspective

Talking Across the World & Business and  
Professional Communication in a Changing World (Pre-conference event)



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

Prof Franca Poppi, Professor, Università degli Studi di Modena e Reggio Emilia, Italy

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

Dr Ge Lan, Assistant Professor,  
Department of English, City University of Hong Kong

Dr Esterina Nervino, Assistant Professor,  
Department of English & Department of Marketing, City University of Hong Kong



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

Dr Esterina Nervino, Assistant Professor,  
Department of English & Department of Marketing, City University of Hong Kong



**Date: 16 May 2023 (Tuesday)**  
**Time: 4:00-6:00 PM HKT**  
**(Reception to follow)**  
**Venue: LT-13, 4/F, Yeung Kin Man**  
**Academic Building (AC1), CityU or Zoom**

**For any enquiries,**  
**contact us at:**  
**Phone: +852 3442 8870**  
**Email: english.event@cityu.edu.hk**



**Scan the QR code or click**  
**here to register for the**  
**workshop!**



**Scan the QR code or click**  
**here to register for the**  
**reception!**

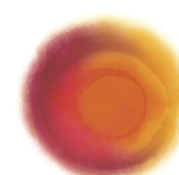
Supporting  
organisations:



Consulate General of Italy  
Hong Kong



CREATE CHANGE



DECO  
當歌酒業 WINES