

# TALKING ACROSS THE WORLD

## Professional Communication in the Digital Age

21 May 2021 (UTC+8) via. Zoom



For registration and symposium update, please visit

<https://polyu.hk/GManY>

*Talking Across the World (TAW)* is a forum for academia and industry to exchange ideas, share experience and research around the key issues in professional communication. The theme for the symposium this year is *Professional Communication in the Digital Age*.

Digital technology has transformed professional communication practice in various contexts and is now exerting an impact on the theorization and teaching of professional communication. New channels, new resources, and new norms in the digital world have brought about both opportunities and challenges to professional communication, which calls for the collaboration among academics, teachers, and practitioners. Addressing this need, the symposium brings together leading experts, outstanding teachers, and top-notch practitioners to discuss a wide range of trending topics related to the research, teaching and practice in business/corporate communication, workplace communication, and so on in the digital age.

We have invited ten professionals in academia, professional practitioners and professional communication educators to share their research agendas, effective teaching methods, and best practices in digitalized professional communication.



New challenges in professional and business communication in a post-Covid world

Dr Jane Lockwood  
Research Centre for Professional Communication in English,  
The Hong Kong Polytechnic University  
**Plenary speaker**

DBS HK Customer Centre Transformation Journey

Cora Cheung  
DBS Bank (Hong Kong)



Let's just stop saying sorry: Surviving the bad call and focusing on discourse habits instead of a script

Dr Priscilla Angela T. Cruz  
Ateneo de Manila University

"Excuse the noise, I am homeschooling 3 children":  
Re-visiting the online/offline/professional/private divide

Dr Erica Darics  
Aston University



The Move Away from Voice: as contact centres increasingly move to email, chat, and social media interactions, what does that mean for hiring and training?

Neil Elias  
FuturePerfect

Emerging Communication: Humans,  
AI-Robots and Elderly Healthcare

Dr Gail Forey  
University of Bath



Discover sustainable business value in the digital age

Dr Yan Han  
China Topline Consulting Group

Teaching business communication in practice:  
A university-enterprise collaboration model

Dr Xin Li  
Beijing Forestry University



Studies of Discourse Quality of Chinese Corporate  
Annual Report Communication

Prof. Lifei Wang  
Beijing Language and Culture University

Bridging 'the old' and 'the new' in the syllabus  
development of a business English programme

Dr Xiaoyu Xu  
City University of Hong Kong

