Contents

Sociolinguistics Today and Tomorrow 1

Programme overview 2

Plenary and Workshop Sessions 6

Parallel Sessions: Book of Abstracts 11

Campus Map, Venue and Facilities 38
Sociolinguistics Today and Tomorrow: Postgraduate Perspectives

Language and Sociolinguistics are on the move. With the political, cultural and material processes of globalisation continuing to destabilise the traditional tropes of language-in-society, sociolinguists have broadened the understanding of ‘language’, ‘identity’ and ‘authenticity’ by examining the resources used to both perpetuate and subvert dominant language ideologies.

In STT2015, we invite postgraduates and young researchers to participate in an explicit re-assessment of sociolinguistic theory from the perspective of their own research. Led by two influential, international scholars in the field of sociolinguistics, participants will receive feedback and engage in a discussion of research that has continually made Hong Kong an international hub of excellence in sociolinguistics, applied linguistics and discourse analysis.

The topics of these papers include but are not limited to:

- Language and globalisation
- Multimodality
- Language and social relations
- Multilingualism
- Language and institutions
- Media and mediatisation

Keynote Speakers

**Dr. Helen Kelly-Holmes**
University of Limerick
Helen.Kelly.Holmes@ul.ie

**Prof. Crispin Thurlow**
University of Bern, Switzerland
crispin.thurlow@ens.unibe.ch

This workshop is organised by the School of English, HKU.

Prof. Adam Jaworski
Aaron Anfinson
Jade Biyu Du
Kara Fleming
Fanglei Huang
Kimberly Tao

Generously supported by the Hong Kong Research Grants Council (RGC) and the Faculty of Arts.
# Day 1 (2 October 2015)

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
</tr>
</thead>
</table>
| 9:00 – 9:20 | Registration  
4th Floor, Run Run Shaw Tower  
Rooms 4.34-4.36 |
| 9:20 – 9:30 | Introduction |
| 9:30 – 10:30 | The Euphoria of Privilege and the Limits of Language  
Crispin Thurlow |
| 10:30 – 11:00 | Coffee and Tea |
| 11:00 – 13:00 | **Panel A**  
Fleming, Kara  
The value of “diversity”: What it means to be a minority in Hong Kong  
Jae Hwan, Kim  
Ethnolinguistic Identity of Chaoxian Minority in Beijing  
Lai, Haiyan Kelly  
Image-text relations and their appraisal meanings in junior high school EFL textbooks in mainland China  
Li, Shi  
Hong Kong ESL Learners’ Language Attitudes towards Varieties of Spoken English |
| 13:00 – 14:00 | Lunch |
| 13:00 – 14:00 | **Panel B**  
Du, Biyu Jade  
Mediatized confessions in China  
Liu, Yujie  
Visual evaluation in juvenile public legal education discourse: a social semiotic approach  
Chiang, Yen Anita  
Language, Virtue, and Culture: A Corpus-based Study on the Soci-Cultural Influences of the Concepts of Virtue in the United States, Taiwan, and China  
Ruhua, Jin  
Panel C

Merminod, Gilles
What kind of sociolinguistic methods and theories for a ‘thick description’ of narrative practices in public communication?

Zhu, Hongqiang
Stance marker in television news presentation: expressivity of eyebrow flashes in the delivery of news

Feng, Daniel
Reference Relations in Television News

Shen, Jin
Therapeutic Discourse in a Daytime Talk Show
— A case study on active listening in The Oprah Winfrey Show

Panel D

Xu, Siqi

Zhong, Yin
A Comparative Study of Tourism Discourse in China and America

Militello, Jackie
Linguistic gatekeeping in job interviews

Anfinson, Aaron
Questioning the nation: #QandA and the mediatisation of Zaky Mallah

16:00 – 16:30 Coffee and Tea

16:30 – 18:00 Virtual Linguistic Ethnography for Researching Markets and Multilingualism in Global Contexts

Helen Kelly-Holmes

19:00 Welcome Dinner
Day 2 (3 October 2015)

<table>
<thead>
<tr>
<th>Time</th>
<th>Session</th>
</tr>
</thead>
<tbody>
<tr>
<td>9:00 – 10:00</td>
<td>Marketing and Sociolinguistics Today and Tomorrow</td>
</tr>
<tr>
<td></td>
<td>Helen Kelly-Holmes</td>
</tr>
<tr>
<td>10:00-10:30</td>
<td>Coffee and Tea</td>
</tr>
<tr>
<td>10:30 – 13:00</td>
<td>Panel E</td>
</tr>
<tr>
<td></td>
<td>Zhou, Feifei</td>
</tr>
<tr>
<td></td>
<td>Turning “home” into “hotel”: semiotic construction in a Shenzhen Village—a case study</td>
</tr>
<tr>
<td></td>
<td>Fanglei, Huang Corey</td>
</tr>
<tr>
<td></td>
<td>The Umbrella Movement in Hong Kong: Semiotic landscapes, multimodal genres, and discursive frames</td>
</tr>
<tr>
<td></td>
<td>Aldayel-Anfinson, Nadia</td>
</tr>
<tr>
<td></td>
<td>‘#HASHTAGأخبار’الخلافة’: The typographic landscaping of the Islamic State’s multi-modal advertisements</td>
</tr>
<tr>
<td></td>
<td>Wu, Xiaoping</td>
</tr>
<tr>
<td></td>
<td>Discourse of Microblogging and the Online Public Sphere: A contrastive study of two cases in China and the United States</td>
</tr>
<tr>
<td></td>
<td>Ju, Bei</td>
</tr>
<tr>
<td></td>
<td>Assessing linguistic capital in Xiamen, China</td>
</tr>
<tr>
<td>10:30 – 13:00</td>
<td>Panel F</td>
</tr>
<tr>
<td></td>
<td>Tao, Kimberly Wei Yi</td>
</tr>
<tr>
<td></td>
<td>Language, Reflexivity and Agency: Transgender Identity in Hong Kong</td>
</tr>
<tr>
<td></td>
<td>Ho Bonnie</td>
</tr>
<tr>
<td></td>
<td>The ideology of English accents: the case of Hong Kong</td>
</tr>
<tr>
<td></td>
<td>Narine N. Kerelian</td>
</tr>
<tr>
<td></td>
<td>Socio-linguistic Frontiers of Sense of Place: Linguistic Capital and Young Transmigrant Professionals in ‘Asia’s World City’</td>
</tr>
<tr>
<td></td>
<td>Xu, Siqun</td>
</tr>
<tr>
<td></td>
<td>Language Socialization in a Single Mother/Daughter Naturally Occurring Conversation in China</td>
</tr>
<tr>
<td></td>
<td>Lau, Natalie</td>
</tr>
<tr>
<td></td>
<td>Language and Politics: The Perspectives of Orwell and Lakoff</td>
</tr>
<tr>
<td>Time</td>
<td>Event</td>
</tr>
<tr>
<td>-----------</td>
<td>------------------------------------------------</td>
</tr>
<tr>
<td>13:00 – 14:00</td>
<td>Lunch</td>
</tr>
</tbody>
</table>
| 14:00 – 16:00 | **Ideologies and Multimodalities in Digital Discourse: A Practical Framework**
|            | By Crispin Thurlow                            |
| 16:00 – 16:30 | Coffee and Tea                                |
| 16:30 – 17:30 | Discussion Summary and Future planning         |
| 19:00      | Farewell Dinner                               |
|            | Subjective book awards for best presentations |
Plenary and Workshop Sessions
Marketing and Sociolinguistics Today and Tomorrow

The collocation of sociolinguistics and marketing might, at first sight, not seem an obvious one. Yet, at their core, they share a common concern with categorisation and differentiation. Sociolinguistics is concerned with the categorisation of speakers and languages; marketing focuses on segmenting markets and consumers. A concern with diversity is also at the heart of sociolinguistics, whether in terms of multilingualism, variation, or distinction/styling in relation to an assumed standard or norm; likewise, in marketing, the need to differentiate a product from competitors, represents, along with segmentation, the other key focus and activity. In addition to similar concerns being at their core, both marketing and sociolinguistics are going through similar paradigmatic shifts as part of and in response to global trends. In this talk, I explore the commonalities across these two disciplines and their current paradigmatic shifts using a range of examples and focussing on one case study in particular in order to illuminate what we can learn about the sociolinguistics of globalization from marketing.

Recommended readings:


Virtual Linguistic Ethnography for Researching Markets and Multilingualism in Global Contexts

From its monolingual (English) origins, the Web has, as a result of changing technological, political and economic factors, evolved to a situation whereby the offer of multiple language options has become not just an index of global presence and authority, but also an expectation of a movement, corporation or institution that claims the attribute of globality. At the same time, the Web has, it can be argued, become increasingly more “bordered” in terms of managing multilingualism and confining individuals to national boundaries and national language groupings. Virtual Linguistic Ethnography combines virtual ethnographic (Hine 2000) and linguistic landscape (Landry and Bourhis 1997) techniques in order to investigate multilingualism online. In the first half of the workshop, the principles of this method and examples will be introduced and discussed, while in the second half, participants will work in groups to investigate a number of issues. Participants should bring a tablet or laptop if at all possible.


Recommended Reading:
Thurlow, Crispin
Department of English, University of Bern

The Euphoria of Privilege and the Limits of Language

At the heart of this presentation is a desire to challenge discourse studies a little: jabbing at its norms and wisdoms, poking around its spiritless (or dispirited) spaces, and perhaps nudging it towards some new possibilities. This impulse is prompted by my collaborative research on elitist discourses in the context of so called high-end or luxury travel, research that also serves as the thematic focus of my presentation. In this work, I’ve found myself struggling to “manage” the patently affective, spatial and embodied nature of status and privilege. Discourse studies tends to be a rather cerebral exercise – and very textual and rational – which lends itself poorly to the slippery, sensuous “new worlds of luxury” where semiosis and representation are everywhere, but by no means everything. And for critical discourse analysts, the stakes are even higher. If we are to get both our scholarship and our politics right, however, we need to understand how class anxiety gets under our skin as well as into our heads, often in ways that are far from obvious, far from linguistic. We must also start recognizing how effectively we are seduced into the euphoric “post-class” ideologies of contemporary wealth formation/inequality.

Suggesting Reading:

Ideologies and Multimodalities in Digital Discourse: A Practical Framework

Somewhat expectedly, this headline comes from the socially conservative British newspaper *The Telegraph*. Perhaps what is more surprising, however, is that the article was published only a few months ago (05 Feb, 2015). Is this really news? Is this really still newsworthy? Given how well-established new media are in the lives of so many people around the world, it’s hard to imagine that journalists are still so preoccupied with the idea that technologies pose a threat to human communication and, specifically, to language. In this workshop, Professor Thurlow will explore these types of issues and data. Working hands-on with different samples of news reports, he will walk participants through a three-step “triangulation” framework for analysing mediatized discourse data. In doing so, he will help participants think through the common language-ideological processes at work in this data; together, they will also consider how the same cultural politics are enacted in the visual images that commonly accompany newspaper stories. In other words, the workshop will take a multimodal approach to digital discourse. While participants will be invited to reflect critically on the social and theoretical issues, the primary goal is to offer practical methods for organizing their own research.

Suggested Reading:

Parallel Panels
Book of Abstracts
The task of analysing creativity and intentions in typographic landscaping is complex. This is due, in part, to recognising the relations of hegemonic prescriptions and proscriptions and how some of the typographic choices subvert perceived levels of authority (Järlehed & Jaworski 2015). The emergence of multilingualism on social media sites, for example, has challenged the notion of territorial-bound language and created tension between authenticity and commodification in the use of certain multilingual materials. In this talk, I analyze some typographic and orthographic choices in the the self-promotional, multi-modal ‘advertisements’ within Dabiq— the ‘official’ online publication of the violent jihadist-orientated group the ‘Islamic State’. Focusing on the emplacement of the # (Twitter hashtag of ‘caliphate news’) along with German and French advertisements that promote external video productions, I argue that the emergence of multilingual and heterographic elements within this specific publication signifies an attempt of the ‘periphery’ to appropriate and surpass hegemonic ideologies and practices.

Anfinson, Aaron  
University of Hong Kong

**Questioning the nation: #QandA and the mediatisation of Zaky Mallah**

‘Q&A is about democracy in action – the audience asks the questions.

It doesn’t matter who you are, or where you’re from - everyone can have a go and take it up to our politicians and opinion makers’ (“About the show”, 2015).

Our language, culture and even national identity are increasingly regulated and legitimised in transnational markets of late capitalism (Duchêne and Heller, 2012). As a result, media institutions have become the gatekeepers of our language ideological processes (Milani and Johnson, 2010), directly challenging the role of the nation in the production of knowledge and expertise. Exemplifying this contention, the Australian television program, #QandA, is presented as a challenge to national hegemony and homogenisation. Through commodifying the performativity of the ‘Question and Answer’ component typically present in political speeches (and academic presentations), #QandA is constructed as an open, ‘democratising’ space on the global mediascape. Critically examining this multimodal space, I focus on a disruption: a question posed by Zacky Mallah, an Australian citizen acquitted of terrorist charges. The mediatisation of this question directly results in government intervention, ongoing citizenship amendments, debates about censorship and comments from Tony Abbott, the Australian Prime Minister. Even this decentring, I conclude, perpetuates the expert systems and language ideological processes of the nation-state.


Chiang, Anita Yen
National Taiwan University

Language, Virtue, and Culture: A Corpus-based Study on the Soci-Cultural Influences of the Concepts of Virtue in the United States, Taiwan, and China

Moral values, the socially constructed rules for people to behave and interact with one another, is an important area of study for the investigation of individual and cultural identities. It is thus the aim of the study to explore the socio-cultural influences revealed in the types of virtues frequently discussed about in America, Taiwan, and China through examining linguistics data collected from the Corpus of Contemporary American English, the Corpora Open and Search, ChineseTaiwanWaC, and the Centre for Chinese Linguistics PKU. The study has found that Christian, Confucian, and Communist traditions have greatly influenced the ethical ideologies in the three cultures respectively while being restructured when the concepts of virtues are adapted in modern societies. Furthermore, the study proposes that individualistic and collectivistic cultural orientations may be more ambiguous than straightforward when it comes to the underlying rules for one to be a “virtuous” person in a culture.
Du, Biyu Jade
University of Hong Kong

Mediatized confessions in China

Mediatization is a new approach to media study and communication that centres on ‘the role of the media in the transformation of social and cultural affairs’ (Hjarvard, 2013: 5). Building on this theoretical underpinning, this paper presents a study of confessions made by criminal suspects in and out of the courtroom in Chinese context. It takes as its major object of inquiry the impact of the media in transforming the legal process. Drawing on discourse analysis of authentic trial data, it first explores the language of defendants inside the courtroom. It is discovered that the Chinese legal culture and the current criminal justice system tend to favour the accused’s act of confessions in the entire legal proceedings. Then adopting the analytical framework of mediatization proposed by Schulz (2004), it proceeds to explore with cases of televised confessions how the media transform this culture in the process of mediatization. Finally it concludes with a discussion on the symbolic significance and communicative functions of this media representation in the current Chinese society.


Reference Relations in Television News

Reference in television news involves reference patterns from the verbal track (verbal reference), the visual track (visual reference) and across the two tracks (visual-verbal reference). Drawing on Halliday and Hasan’s (1976) reference in language (or verbal reference here) and Martin’s (2004[1992]) identification system, Tseng’s (2012) cohesive reference and some intersemiotic models (Martinec and Salway, 2005; Royce, 1998; van Leeuwen, 1991), this study classifies visual reference as personals (i.e., visual reappearance), demonstratives (e.g., proximity and direction) and comparatives (i.e., similarity and difference). Visual-verbal reference includes complementary, visual-as-bridge and parallel. Through these reference patterns, participants in television news can be tracked and identified. This model is applied to a comparative analysis of two news items broadcast separately by BBC’s News at Ten and CCTV’s News Simulcast. Differences and their implications are presented and discussed.

Keywords: reference · reference chain · television news · verbal · visual


The value of “diversity”: What it means to be a minority in Hong Kong

Promoting diversity is often seen as a positive way to encourage greater acceptance and equality. This paper draws on theories of language ideology to argue that in fact, discourses of “diversity” can emphasize social divisions and reinforce the outsider status of minorities. Through ethnographic data from a multiethnic Hong Kong secondary school, as well as metadiscursive analysis of media and policy in Hong Kong, this talk demonstrates how certain forms of linguistic (and implicitly ethnic) diversity are constructed as positive and enriching, and others are presented as problematic and in need of assimilation. This suggests that sociolinguistics should continue to take seriously the question of how transnational mobility and “diverse” settings may result in the strengthening of racial and national boundaries rather than necessarily allowing for hybridity or fluidity.
The ideology of English accents: the case of Hong Kong

The present study explores language attitudes and ideologies by juxtaposing different English varieties. Drawing on the notions of standard language ideologies (Blommaert, 1999; Milroy, 2002; Verschueren, 2012) and how linguistic variations actually denote ideologies (Woolard, 1998), the research probes into two exonormative English accents, namely General American and Received Pronunciation, and the endonormative Hong Kong English accent. A metalinguistic approach is adopted in an attempt to elicit the relationships between accents and ideologies. Data are collected from American, British, and local undergraduates who study in Hong Kong via semi-structured interviews. Preliminary findings demonstrate i) in line with previous studies, subjection to the prevailing ideology of the superiority of “standard English” accents is observed ii) a conflicting duality is rooted in standard language ideology and iii) the labelling of English accents, per se, discursively construct ideologies, through comparing the results of students from inner and outer/expanding circle countries (Kachru, 1985).
The Umbrella Movement in Hong Kong: Semiotic landscapes, multimodal genres, and discursive frames

Based on geosemiotics, multimodal discourse analysis and frame analysis, this study explores the semiotic landscape of the Umbrella Movement which took place in Hong Kong in 2014. It aims to study the interplay between artifacts, texts, and semiotics displayed in the protest sites and how cultural elements were adopted to mediate political demands. Examining over 150 photographs we took on-site, the study identified (1) a number of multimodal genres of artifacts discursively constructing the protest sites and (2) the discursive frames culturally semiotized on these artifacts. As analyzed in this study, apart from such genres as handheld signs and banners, other forms of artifacts such as tents, temples, and hopscotches were observed. These genres demonstrated how space was “transgressed”, transformed and re-semiotized by performing particular political, social and spatial functions. Two broad discursive frames were also identified: the collective memory of Hongkongers frame and the transient translocal hybridity frame.
Jae Hwan, Kim
Tsinghua University

Ethnolinguistic Identity of Chaoxian Minority in Beijing

In the middle of globalization, Chaoxian minority ("朝鲜族") is facing both a rare opportunity and a crucial moment of identity re-negotiation based on cultural, economic, and linguistic advantages. While as their bilingual ability and cross-cultural knowledge are highly valued by South Korean (and Chinese) employment market, they encounter an identity “crisis” which has become more challenging than ever before. The aim of this research is to identity the current identity status (and the process of its construction) of one (i.e. Chaoxian minority) of relatively powerless ethnic groups in Beijing society. The results of qualitative study methods (semi-structured interviews and participant observation) which are applied suggest that, on the one hand, Chaoxian people suffer from a cultural and linguistic ambiguity due to hybridity of Chinese and South Korean cultures; on the other hand, Chaoxian people’s ethnic identity is complicated in the migration process from their local residential communities to metropolitan centers. The results are enhanced with a questionnaire survey analysis, concluding that language features as a core element in this migration trajectory, as Chaoxian minority’s language, Chaoyu (“朝语”), is losing its vitality due to the losing of associated speech environment.
Ju, Bei
University of Macau

Assessing linguistic capital in Xiamen, China

The city of Xiamen, located in Fujian Province, China, has traditionally been a place where a wide variety of mutually unintelligible speech codes, or fangyan (local ways of speaking), have been spoken. People in the coast have greater access to national and international media through television broadcasts and the internet. All these changes have the potential to affect what Bourdieu calls the market value of language, or linguistic capital. That is, as the people of Fujian become more closely integrated with the rest of China and the world, the market value for local ways of speaking may decrease, while speech codes that are associated with outside areas, such as Mandarin Chinese (or Putonghua) and English may increase. This paper investigates the impact of media, immigration, and education on linguistic capital in Xiamen.

Keywords: China, language, linguistic capital, language beliefs, Bourdieu
Socio-linguistic Frontiers of Sense of Place: Linguistic Capital and Young Transmigrant Professionals in ‘Asia’s World City’

Hong Kong is situated within a competitive region vying for highly skilled talent to meet its labor shortages and to build its reputation as Asia’s World City. Congruent with the social polarization thesis in the study of worlding or global cities, there are high levels of social stratification within the territory. In Hong Kong, this stratification is delineated in part through the practice of language. This qualitative pilot study of five British and American young transmigrant professionals (YTP) aims to provide insights into the socio-linguistic frontiers of ‘sense of place’ through YTP lived experiences of residing, working, and recreating in Hong Kong. While Chinese and English are both official languages of Hong Kong, the linguistic capital of YTP contributes to Hong Kong’s broader internationalization. Simultaneously, the dominance of English within geographically delineated places suggests a fractured social geography. This paper explores the meaning and implications of this linguistic segmentation.
Lai Haiyan, Kelly
University of Hong Kong

Image-text relations and their appraisal meanings in junior high school EFL textbooks in mainland China

Inter-semiotic relations are key aspects of Multimodal Discourse Analysis (MDA) study inspired by Halliday’s (1994) Systemic Functional Linguistics (SFL). Appraisal Theory (Martin and White, 2005) is the recent development in SFL modelling interpersonal semantics. Previous literature indicates that image-text relations framework (Martinec and Salway, 2005) has not been adopted to analyze pedagogical materials, and the analysis of multimodal resources that realize appraisal meanings remains not fully explored (Chen, 2009). Aiming at testing the applicability of the image-text relations framework and Appraisal Theory in the analysis of textbook discourse, this study adopts qualitative case study to scrutinize the relations between visual images and verbal language, and their appraisal meanings in the six junior high school EFL textbooks in mainland China. It also quantifies 13 types of image-text relations to generalize findings which shed lights on cultivating students’ multimodal literacy, and achieving the goal of “emotion and attitude” in the semiotic landscape.
Lau, Natalie
Hong Kong Baptist University

Language and Politics: The Perspectives of Orwell and Lakoff

Language influences thoughts, and thoughts have great impact on language in return. This is the reason why political leaders use speeches as the major tool to package themselves and to promote their values to the public. George Orwell, one of the most influential novelists of the 20th century, largely discussed the nature of political language and the relationship between language and politics in his works. He believes that political language creates vagueness which stops people from thinking clearly. Meanwhile George Lakoff, an American cognitive linguist and political activist, sees political language differently. He advocates the use of conceptual frames in political language and investigates how such frames interact with politics.

The perspectives of Orwell and Lakoff on language and politics are comparatively studied. Both demonstrated their comprehensive understanding in the relationship between language and politics. However the vision of Lakoff is much more convincing due to several reasons.
Hong Kong ESL Learners’ Language Attitudes towards Varieties of Spoken English

The study aims to investigate Hong Kong ESL learners’ attitudes towards different English varieties which include the Inner Circle Englishes as well as two localized varieties/accents. It also assesses their ability to recognize different accents via an identification test employing the verbal-guise technique (VGT). In addition, another survey is carried out in an attempt to explore the learners’ attitude towards their own accent. Twenty-nine Hong Kong Chinese undergraduates studying in an English program participated in the research. The results show that most learners can correctly recognize Received Pronunciation, General American English and Hong Kong English. During the attitude test, Canadian English and Australian English are rated highest while Mandarin-accented English is rated rather negatively. At the same time, the participants demonstrate notable ambivalence towards Hong Kong English. The findings suggest that Hong Kong English, which normally is deemed as an emergent variety, is facing possible stratifications among its speakers.
Liu, Yujie
GuangDong University of Foreign Studies

Visual evaluation in juvenile public legal education discourse: a social semiotic approach

Focused on animations targeting at juvenile, this paper aims to explore the core value and meaning conveyed by juvenile public legal education discourse in China. Based on SF-MDA (O’Halloran, 2008) and film segmentation model (Rimmon-Kenan, 2002), this study will address the question of what kind of modes and semiotic resources are utilized in order to fulfill the purpose of this specific genre, how these semiotic resources delicately interweave to construe meaning, more specifically how language, color, gesture and other resources communicate ethical positions and moral judgments, and how does these choice and synergy influence teenagers’ understanding of the animation.


Gilles, Merminod
University of Lausanne

What kind of sociolinguistic methods and theories for a ‘thick description’ of narrative practices in public communication?

Telling stories in public communication is the result of multiple processes and activities (Jacobs 1999; Perrin 2013; Burger, forthcoming). Drawing in Newsroom Ethnography, Discourse Analysis and Interactional Sociolinguistics, my PhD research aims at providing a thick description (Geertz 1973) of narrative practices in the Swiss public sphere. Such a perspective implies considering the media products (external perspective: from the stage) and the on-going media production (internal perspective: from the backstage).

In this respect, my presentation addresses two questions:

• How to link the analysis of narrative as texts and as practices?

• What is the relevance of articulating an external and an internal perspective?

I will focus on a set of data collected in 2007 at TSR1, the French-speaking public TV broadcasting in Switzerland. I will have a close look at various moment of the newsmaking process (video recordings of editorial meetings and talk at work, writing processes recorded on the journalists computers, journalists interviews) leading to the production of a news report concerning an airplane crash in Indonesia.


Militello, Jackie
University of Hong Kong

Linguistic gatekeeping in job interviews

According to Pierre Bourdieu, the privileged speak in a way that is preferentially assessed, and “intuitively grasp the rules that are immanent in a situation” (Bourdieu, 1993). In the new economy, Heller says, language is “both a means of production and … a product itself.” (Heller 2005) This results in job seekers’ “communication skills' [being used] as a gatekeeping device in recruitment” (Cameron 2000). Previous research on interviewing in intercultural contexts has focused largely on the role of language at the lower end of pay, English proficiency and education scale (Gumperz 1992, Roberts 1992). My research looks at the very high end: international consulting and finance. Six Hong Kong university students’ mock job interview videos were shown to and evaluated by industry hiring decision makers. While feedback collection is ongoing, preliminary findings suggest that students' failure in elite job interviews is attributed to two interrelated factors: their lack of knowledge of the interview “rules” and their inability to communicate in the way preferred by the decision makers.
The issue of human rights has always been a hot and critical topic between China and the U.S.. Prior studies of Sino-U.S. human rights debate more focus on the discourse features of China at a particular time, and seldom examine the argumentation characteristics for a period of time. To this end, this study deals with how China refuted America’s criticisms of its human rights practices from 1994 to 1998. It tries to identify the language forms refutation employ and the meanings embodied in these forms. I analyze refutation within critical discourse analysis as its research method and framework as well. This study is a case study with the perspective of qualitative primary and qualitative first. It is found that China disqualify America’s argument through a various type of linguistic forms from rhetoric questions, apparent concessions, denial, contrast, Chinese idiom and sayings, figure of speech, to concession. Meanwhile, these refutation devices are attached with ad hominem and emotional appeal and ethinical teaching in their semantic aspects, which may reduce the argumentative force of China's refutation.

Keywords: Refutation; critical discourse analysis; argumentation; emotion
Shen, J in
University of Macau

Therapeutic Discourse in a Daytime Talk Show
— A case study on active listening in The Oprah Winfrey Show

The Oprah Winfrey Show is often described as a kind of therapeutic discourse, with special reference to Oprah’s interviewing style (Cloud, 2014; McKinnell, 2006; Shattuc, 2014; Tolson, 2001). This paper singles out a feature of Oprah’s style – active and sympathetic listening – as closely related to this claim and adopts a broadly conversation analytic approach, drawing upon Clancy et al (1996), to explore this general characteristic in more detail, with particular reference of their use in media context. They identify five types of reactive token, namely continuers, reactive expressions, collaborative finishes, repetitions and resumptive openers, to which this paper adds a sixth – laughter – because of its prevalence in The Oprah Winfrey Show (and in daytime talk shows more generally).

The paper addresses two main issues: firstly, the way in which reactive tokens are used by Oprah to indicate active listening and support to the guest; secondly, the degree to which these provide a warrant for descriptions of her show as a kind of ‘therapeutic’ discourse, which is also referred in some other studies as “the talking cure” (Shattuc, 2014) or “tele-advising” (White, 1992). Through tracing “the therapeutic” in relation with discourse or a particular strategy of discourse in media context, this study aims to further develop our understanding of the use and the status of the therapeutic in contemporary mass culture.


Tao, Kimberly Wei Yi
University of Hong Kong

Language, Reflexivity and Agency: Transgender Identity in Hong Kong

The word "transgender" itself entails linguistic indeterminacy, possibilities, values and ideologies. It also represents oppression but at the same time creation and reflexivity. In order to understand the power relationship between transgender people and gendered labelling, this paper examines how transgender people in Hong Kong interact with and respond to gendered terms, such as transgender, transsexual and 變性人 bin3 sing3 jan4 (sex changed person), that have been imposed on them. Interviews with Hong Kong transgender people are analyzed, including both pre-operative and post-operative male-to-female transgender people and female-to-male transgender people. Transgender participants' own understandings of sex and gender have been embedded in their selection of gendered terms and gender performance. Through understanding how they have made their way through gendered labelling, this paper shows that transgender people have varied responses to gendered labelling and do not have a uniform set of opinions about how they wish to be defined. It is argued that even though it is language that provides them with a set of labels to make sense of their gendered identities, the decision to accept or reject particular gendered terms reflects their own agency and reflexivity. Through exercising their agency and reflexivity, the transgender participants bring us to see how they work beyond the normative word meanings of the gendered terms and even have created new meanings for those terms. This paper presents an angle for us to look at transgender labelling and categories from the first person perspective with the intention of letting transgender people's voices on labelling practices be heard.
Wu, Xiaoping Alice
University of Macau

Discourse of Microblogging and the Online Public Sphere: A contrastive study of two cases in China and the United States

Opinion voicing through tweets, re-tweets and comments is gradually regarded as an efficient way to express to the public how one views certain social or political issues, which resonates with the emergence and development of the public sphere in the 18th century Europe. This study attempts to investigate the discourse of opinion expressing and forming of public opinion on microblogging sphere by drawing upon two media events from the United State and China.

The American case is based on the data from the 2012 presidential debate where the Republican Candidate Mitt Romney made an ill-judged reference to “binders full of women”. The phrase was immediately picked up by Twitter users and became an Internet meme. The Chinese case began with a press photograph of an official looking relaxed at a fatal car accident. The cropped picture of the official Yang Dacai led to widespread comment among Sina Weibo and to such an extent that Yang not only lost his position, but was investigated for corruption.

A comparison between the two microblogging discourses from the perspectives of technological affordances, multimodality, interactional structures and sentiment analysis leads to reflection upon the potentiality of online public sphere. More importantly, it urges us to think about the public sphere in two different societies of our time and how two similar microblogging services are used differently to different ends.
Xu, Siqi
Guangdong University of Foreign Studies


Interpersonality refers to the dialogical relation between the interlocutors in communication. This article intends to employ the engagement system of the appraisal theory in a comparative analysis of Lenovo’s and Intel’s corporate social responsibility Reports in 2014, with the objective to find out their respective interpersonality constructed between companies and stakeholders. It is expected to find that Lenovo is inclined to use dialogical contraction to narrow down the space for dialogue whereas Intel tends to use dialogical expansion to enlarge the space for dialogue. The paper further explores the intercultural differences of engagement system between the two companies. The findings provide some thinking from the culture perspective for Chinese enterprises to go global.
Xu, Siqun
The University of Nottingham

Language Socialization in a Single Mother/Daughter Naturally Occurring Conversation in China

There may be multiple factors that influence the mother’s conversational style, such as the fact she is female, the identity she has as a mother. The paper shows how single mother plays an active role in shaping the family discourse in the single parent family sphere.

I will show that the daughter listens and tends not to interrupt mum as much as possible, probably has been socialized by experience over the years to listen carefully to mum so that she can express her views. It may be that the daughter understands Mum’s conversation style and this strives to avoid interrupting mum, it could also be that the daughter respects the family hierarchy and Mum, as the head of the family. Respecting for parent as well as the family hierarchy puts the daughter in the position as the child.
Zhong, Yin
Jinan University

A Comparative Study of Tourism Discourse in China and America

In view and comparison of David Spurr’s (1993) 12 modes of colonist rhetorical strategies, this research tries to point out the similarities and differences of their rhetorical strategies of tourism discourse in China and America. By comparison I assert that the rhetorical idealization and strategies of promoting tourism products in China are other than what are presented in Spurr’s theory and similarly, the West does not construct their tourism discourse based on the opposite side of the colonist rhetorical strategies. While self exotation can be seen in the construction of tourism discourse at the colonist and post-colonist era, this research further proposes that China’s tourism discourse is realized more often than not by strategies of positioning, history retelling, historical figures or citation of ancient poems, legends or stories and the Western one is in great portion realized by strategies of knowledge exploring, adventure seeking, and service providing and facility instruction.

Keywords: tourism discourse, rhetorical strategies, exotation
Zhou, Feifei
University of Hong Kong

Turning “home” into “hotel”: semiotic construction in a Shenzhen Village—a case study

Standard hotels are essentially non-places according to Auge’s definition. Having no organic link with the local environment and its residents, they aim to provide a certain predictability and security to tourists. B&B, on the other hand, offers an opportunity for tourists to enjoy homely atmosphere (of the local’s home) and tap into local knowledge. Minsu – Chinese B&B, offers an interesting case study in considering the dichotomies of ‘local’ and ‘global’, ‘place’ and ‘non-place’. Unlike typical B&B, these minsu are most often rented and redesigned by nonlocals; not limited by local culture, they display a wide range of attractions by drawing on both local and global resources, realized in most cases through linguistic means. In this paper, I will study Jiaochangwei (Shenzhen), a tiny fishing village with 200 minsu, and investigate how different linguistic resources are mobilized in constructing these minsu as a semiotic ‘place’.
Zhu, Hongqiang
University of Macau

Stance marker in television news presentation: expressivity of eyebrow flashes in the delivery of news

The discourse of broadcast news is shifting toward being “conversational” and thus, rather than a traditionally poker face way to present information on television news, the news readers as televised persona are becoming “informal” and “dialogic” to engage with the audiences. Eyebrow flashes as communicative resource in the television news presentation play important part in construing the expressiveness of presentation and engaging with the audiences. Drawing upon some insights from non-verbal communication studies (especially, pragmatics of non-verbal communication) and discourse analysis, this paper, based on the data collected from Chinese broadcast news (news in English), explores the pragmatics of the eyebrow flashes as a marker of expressivity in the delivery of news and the interaction of eyebrow flashes with its verbal contexts. It shows that eyebrow flashes are widely employed to initiate the theme of the agent in news message (implicating “I know something”), to emphasize the focus of the news statements (implying “I am thinking now”), to respond to the authorial voice (also implicating “I’m thinking now”) and to respond to the attributed statement (indicating “I want to know more”). Therefore, the eyebrow flashes function to assist to construe the alignment with authors of news or reporters of news and even the alignment with audiences; in the meantime, they serve to distill personal emotion to hybridize the institutional voice of news to make the television news more “watchable” and engaging.

Keywords: the discourse of television news, television news presentation, expressivity, eyebrow flashes, stance taking
Campus Map, Venue and facilities

Our workshop is held on the University of Hong Kong’s Centennial Campus, which is now accessible by the MTR HKU Station. All sessions will take place in rooms 4.34 and 4.36 on the fourth floor of Run Run Shaw Tower.

Banking services

HKU campus has bank branches with ATM machines and counter services, though with limited money exchange services. Larger bank branches can be found a few minutes’ walk off campus on Bonham Road.

- Bank of China: Podium of Haking Wong Building
- Bank of East Asia: G/F (next to Delifrance), The Jockey Club Tower, Central Podium, Centennial Campus
- HSBC: G/F, Run Run Shaw Building, Main Campus
Bookstores
• Hong Kong University Press Bookshop: G/F, Run Run Shaw Heritage House, Centennial Campus
• Swindon Campus Bookstore: G/F, Chi Wah Learning Commons, Centennial Campus

Cafes and restaurants
• BIJAS Vegetarian: G/F, Run Run Shaw Tower, Central Podium, Centennial Campus (Mon-Sat 11.00-21.00)
• Delifrance: G/F, The Jockey Club Tower, Central Podium, Centennial Campus
• Grove Café: LG/F, The Jockey Club Tower, Central Podium, Centennial Campus
• Halal Food Corner: Ebeneezer’s Kebabs and Pizzeria, 1/F, Fong Shu Chuen Amenities Centre, Main Campus (Mon-Sat 10.00-20.00)
• Starbucks: G/F, Library Building Old Wing, Main Campus
  Starbucks, G/F, Composite Building, Main Campus (a 5-minute walk from LG/F, Central Podium, Centennial Campus, via University Street)
• Super Super Congee and Noodle: G/F, Run Run Shaw Tower, Central Podium, Centennial Campus (Mon-Fri 07.30-17.00, closed on Sat)

Internet access
Free wifi is available all over the HKU campus: connect to ‘Wi-Fi.HK via HKU’. No registration is required, but users will need to click agreement in a browser in order to access the wifi.

Library
HKU Libraries, the oldest academic library in Hong Kong, today comprises the Main Library on the Main Campus, and 6 specialist branch libraries. You may gain reader access (without borrowing privileges) to the Main Library upon showing your conference nametag (and being identified against the delegates’ list at the library). For library holdings, see the Library’s Dragon Catalogue http://library.hku.hk.

Photocopying
Regrettably, we cannot provide complimentary photocopying services to conference delegates. Commercial photocopying services are available on campus at Ching Yuet Ming Amenities Centre.

Taxis
There is a (non-signposted) taxi stand just outside the East Gate of the Main Campus on Bonham Road, on the side of the road in the direction away from Central.

Taxis can also be hailed just outside HKU MTR station exit A on Pokfulam Road in the direction away from Central, and outside HKU MTR exit C1 on Pokfulam Road in the direction of Central. There are apps for taxi bookings: Easy Taxi, Taxi Please, Uber Hong Kong, as well as Hong Kong Taxi Translator. Taxi companies are listed at http://www.taxihongkong.com, and a few telephone numbers for taxi bookings are listed below.