

2nd HKU PhD Conference in Sociolinguistics Multimodal and Mediated Discourse Analysis

The University of Hong Kong
28-29 September 2017



THE UNIVERSITY OF HONG KONG
SCHOOL OF ENGLISH
<http://www.english.hku.hk>



Faculty of Arts
THE UNIVERSITY OF HONG KONG



大學教育資助委員會
University Grants Committee

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Introduction and Welcome

Welcome to the 2nd HKU Postgraduate Conference in Sociolinguistics, Multimodal and Mediated Discourse Analysis 2017!

Over the last thirty years, Sociolinguistics has gradually incorporated into its area of investigation a wide range of modalities and semiotic resources. The visuality of writing, the grammar of visual design, language as embodied action, the interplay between speech and nonverbal communication, the mediational means of interaction, sites of engagement, communication networks, and so on, have become key areas of concern in Multimodality and Mediated Discourse Analysis. This conference provides a platform for Hong Kong and international postgraduate researchers to dialogue around these issues based on their current Masters and Doctoral research projects. We are delighted to have two leading experts in Multimodal and Mediated Discourse Analysis as Plenary Speakers, Professor Rodney Jones (University of Reading) and Professor David Machin (Örebro University). Our presenting participants come from universities in Australia, China, Hong Kong, Macau, Singapore, South Africa, the Philippines and Taiwan.

We are grateful for the financial support to the HKSAR Research Grants Committee; The Faculty of Arts, HKU; The School of English, HKU.

For their invaluable administrative assistance, we thank

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Keynote Speakers

Professor Rodney Jones, University of Reading, UK
Professor David Machin, Örebro University, Sweden

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We thank the members of our Scientific Committee for their help in reviewing the abstracts submitted to this conference.

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Program Overview

Day 1 (28th September)

9:00–9:20	Registration 4th Floor, Run Run Shaw Tower, Centennial Campus, HKU Rooms 4.34-4.36				
9:20–9:30	Welcome and Introductions 4.34				
9:30–10:30	Plenary Lecture: Can mediated discourse analysis save your life? 4.34 Prof. Rodney Jones (Chair: Nic Guinto)				
10:30–11:00	Coffee and Tea, Room 429-430				
11:00–13:00	<table border="1"> <tr> <td style="text-align: right; vertical-align: top;">4.34</td> <td style="vertical-align: top;"> Panel A (Chair: Billy Poon) Kelvin Wong ‘Siu Suck-ed grandpa house’: Language stylization in online satire Brian D. Villaverde Hyperpersonalization and small town culture on Facebook: The case of ‘popular’ millennials in a small town in the Philippines Teng Man Dan Mu: A comment tool of video- sharing websites in China Khristalyn V. Friginal Social media as tool for communicating S&T information: The case of the Philippine Department of Science and Technology (DOST) </td> <td style="text-align: right; vertical-align: top;">4.36</td> <td style="vertical-align: top;"> Panel B (Chair: Luo Zhengpeng) Dai Hui Indexicality vs. indexability: A multimodal study of traffic signs in China Xiao Rong English in the linguistic landscape of the Palace Museum: A sociolinguistic approach Nic Guinto Semiotic landscape in the periphery: Examining the discursive infrastructure of transnational labor migration in Hong Kong Xu Hongwei Critical analysis of two of Tsai Ing- wen’s political speeches </td> </tr> </table>	4.34	Panel A (Chair: Billy Poon) Kelvin Wong ‘Siu Suck-ed grandpa house’: Language stylization in online satire Brian D. Villaverde Hyperpersonalization and small town culture on Facebook: The case of ‘popular’ millennials in a small town in the Philippines Teng Man Dan Mu: A comment tool of video- sharing websites in China Khristalyn V. Friginal Social media as tool for communicating S&T information: The case of the Philippine Department of Science and Technology (DOST)	4.36	Panel B (Chair: Luo Zhengpeng) Dai Hui Indexicality vs. indexability: A multimodal study of traffic signs in China Xiao Rong English in the linguistic landscape of the Palace Museum: A sociolinguistic approach Nic Guinto Semiotic landscape in the periphery: Examining the discursive infrastructure of transnational labor migration in Hong Kong Xu Hongwei Critical analysis of two of Tsai Ing- wen’s political speeches
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13:00–14:00	Lunch, Room 429-430				

14:00–16:00	<p style="text-align: right;">4.34</p> <p>Panel C (Chair: Jasper Wu)</p> <p>Billy Lok Ming Poon Commodification and heritage representation in tourism discourse in Hong Kong</p> <p>Terry, Shing Hung Au-Yeung Multimodality in text(?): An analysis of mode(s) used in titles of online forum posts</p> <p>Xiaoping Wu Collective storytelling and the formation of an oppositional voice in the age of social media: A case study of Tianjin explosions and Sina Weibo in China</p> <p>Li Danling ‘Dear Professor’: The politeness of requests in student-professor emails</p>	<p style="text-align: right;">4.36</p> <p>Panel D (Chair: Kelvin Wong)</p> <p>Aprillette C. Devanadera A pragmatic analysis of Duterte’s commemorative speeches</p> <p>Luo Zhengpeng ‘His story is truly vivid...’: The role of narratives of vicarious experience in commodification and marketisation of genetic testing in Chinese social media</p> <p>Yixiong Chen Multimodal CDA Assumptions of Advertising Impacts Revisited: Interdisciplinary Evidence and Possibilities</p> <p>Jackie Militello Disclosure and the ideology of sociolinguistic naturalism in first impressions</p>
16:00–16:30	Coffee and Tea, Room 429-430	
16:30–18:00	<p style="text-align: right;">4.34</p> <p>Workshop: Analyzing product packaging</p> <p style="text-align: right;">Prof. David Machin (Chair: Corey Huang)</p>	
19:00	Welcome Dinner	

Day 2 (29th September)

9:30–10:30	<p style="text-align: right;">4.34</p> <p>Plenary Lecture: Analyzing the presentation of data and information: and affordance lead approach</p> <p style="text-align: right;">Prof. David Machin (Chair: Sydney Wang)</p>	
10:30–11:00	Coffee and Tea, Room 429-430	
11:00–13:00	<p style="text-align: right;">4.34</p> <p>Panel E (Chair: Jackie Militello)</p> <p>Aries John G. Enardecido Online dating discourse: The emerging language of the Filipino bisexual men on PlanetRomeo</p> <p>Sydney Wang Jingtian Selling guanxi as cultural ‘otherness’ in YouTube videos: A multimodal analysis</p> <p>Vincent Tse The commodification of experience: Generic homogeneity in students’ stories on the web</p> <p>Li Ruoshan; Almire Abliz Exploring the repair strategies of conversations in radio</p>	<p style="text-align: right;">4.36</p> <p>Panel F (Chair: Farrah Ching)</p> <p>Rahel Cramer Commodifying national identity: a case study of an Australian marketing campaign</p> <p>Liu Bo ‘Do they really appreciate your philanthropy or just need your money?’: A mediated discourse analysis of the online fundraising of Hong Kong University (‘Giving to HKU’)</p> <p>Alicia S. H. Wong and Susan S. S. Chan Language choice, intertextuality and multimodality: The changing power-relations displayed in Hong Kong Government public health and safety posters (1950s–2010s)</p> <p>Corey Huang Fanglei Marketing services on campus: A critical multimodal analysis of student services posters in a Hong Kong university</p>
13:00–14:00	Lunch, Room 429-430	

14:00–15:30	<p style="text-align: right;">4.34</p> <p>Panel G (Chair: Jackie Militello)</p> <p>Jasper Wu Topos, media and integration: a case of 26–29th Sept 2014 HK</p> <p>Guo Jingsi and Yuan Chuanyou From Language system to texts: The Instantiation of News Reports on Innocence Cases</p> <p>Mark Nartey NKRUMAISM: Evidence from a corpus-assisted critical discourse study</p>	<p style="text-align: right;">4.36</p> <p>Panel H (Chair: Vincent Tse)</p> <p>Ed Campbell Integrating multiliteracies in teacher education: multimodality as pedagogy and data analysis method</p> <p>Farrah Ching Negotiating ‘Chineseness’ in a ‘Chinese-IB World School’ in Hong Kong</p> <p>Yang Min Multiple voices as mediation in the process of thesis writing</p>
15:30–16:00	Coffee and Tea, Room 429-430	
16:00–17:30	<p style="text-align: right;">4.34</p> <p>Workshop: Doing mediated discourse analysis</p> <p style="text-align: right;">Prof. Rodney Jones (Chair: Yang Min)</p>	
17:30–18:00	<p style="text-align: right;">4.34</p> <p>Final Discussion, Best Presentation Award Ceremony and Close</p>	
19:00	Farewell Dinner	

Plenary and Workshop Sessions

Professor Rodney Jones
University of Reading, UK

Plenary Lecture: Can mediated discourse analysis save your life?

The central argument of mediated discourse analysis is that discourse matters. Discourse and the technologies we use to produce it have consequences for the kinds of actions we are able to take in the world, actions which affect our social identities, our life chances, and sometimes even our very survival. By analyzing how actions are made possible at the intersection of cultural tools, social relationships, and historical bodies, mediated discourse analysis seeks to equip both analysts and the people whom they analyze with the resources to understand why things happen the way they do and how they can change things.

This lecture illustrates the principles of mediated discourse analysis through an analysis of videos of citizens' interactions with police officers both in the United States and Hong Kong, focusing on how technologies like mobile telephones and digital video contribute to altering the possibilities for social action both at the moments these videos are taken and in subsequent moments as these videos circulate through social media.

I will argue that although mobile phones and social media sites may not protect you from being beaten or shot by the police, mediated discourse analysis might, by providing you with the tools to understand how discourse, technology, and power interact in the moment by moment negotiation of actions in our daily lives.

Professor Rodney Jones
University of Reading, UK

Workshop: Doing mediated discourse analysis

In this workshop you will learn the main principles and procedures of mediated discourse analysis. The concepts that will be covered include mediated action, cultural tool, site of engagement, cycles of discourse, and nexus of practice. You will learn how, by analyzing everyday social actions and the material and semiotic resources that make them possible, you can find ways to understand how they are linked to broader ideologies and relationships of power. This is a hands-on workshop in which participants will be asked to work with the same data as the previous workshop (food packaging), but to consider it in terms of the kinds of social actions it makes possible and the cycles of discourse and action in which it participates.

Preparation

Participants should bring 1) a short written account to how they came upon the package that they analysed in the previous workshop (i.e. a ‘history’ of your interaction with that package/product), 2) a photograph of a ‘moment’ (of any kind) at a supermarket, restaurant or wet-market.

Recommended reading

Jones, R. 2014. Mediated discourse analysis. In S. Norris and C.D. Maier (eds.) *Interactions, Images and Texts: A Reader in Multimodality*. New York: Mouton de Gruyter. 39–52.

Professor David Machin
Örebro University, Sweden

Plenary Lecture: Analyzing the presentation of data and information: An affordance lead approach

More and more of the documents and media we encounter carry information in the form of tables, diagrams and flow-charts. This can be in the news, at work, on a public service website, a dating site, school books, computer apps, etc. I want to show these are part of a broader shift in how we communicate and of the values which underpin it. I also want to show how, to some extent, such information and data, has replaced and become integrated with writing, with certain very specific consequences relating to how things like classification, causality and temporality are represented. In this presentation we look at three key canons of *information*, *agency* and *data presentation*, each one carrying its own particular communicative affordances. In other words, each can be used (and misused) for a specific purpose. We look at the consequences for how things, persons and processes become represented – which in each case which is deeply ideological. I present a tool-kit of meaning potentials for analyzing tables, diagrams and flow-charts, but emphasize that this must be used as a secondary step to first understanding each as a canon of use or set of established affordances. I end by reflecting on using multimodal analysis in a problem-solving way.

Professor David Machin
Örebro University, Sweden

Workshop: Analyzing product packaging

The academic literature on product packaging is highly scattered. Some literature in sociology has tended to look at packaging historically or related to social issues such as the environment, but without carrying out detailed analysis of the packages themselves. In marketing research often rather broad concepts of ‘brand’ and consumer market are used. In social semiotics there has been some interest although this has tended to lack a sociological or discursive engagement. But one risk here is that concepts are imposed onto the object of analysis rather than using them to reveal insights. In this workshop we will look at some examples of packaging as regards the kinds of discourses that they realize and the kinds of social practices to which they relate (a sort of sociological type way in). On the basis of such observations we will look at how we can apply a tool kit of meaning potentials to investigate and understand how these discourses and practices are communicated.

Preparation

Please bring with you a couple of empty food/drink packages. These should be related to any area of ‘healthy’ type eating/drinking. So it could be something related to dieting, to fitness, wholefoods, or to general taking care of your self in some way, avoiding ‘bad’ things and getting good sorts of things. The product may be entirely good, or have good things added/bad things taken away. We do not want people getting stopped at the airport, so in this case things that are easy and safe to carry, which can be emptied, washed and easily carried, etc. But the more variety we have the more interesting it will be as regards carrying out our analysis.

Recommended reading

Machin, D. 2016. The need for a social and affordance-driven multimodal critical discourse studies. *Discourse & Society* 27(3): 322–334.

Parallel Sessions

Book of Abstracts (in alphabetical order by author)

Au-Yeung, Terry Shing Hung
University of Macau

Multimodality in text(?): An analysis of mode(s) used in titles of online forum posts

Multimodal Analysis is a field of application of social-linguistic analysis in analysing the different modes of paralanguage that are interwoven with the use of words in, text, talk, and interaction (Bezemer and Jewitt, 2010). According to the formulation of this approach, people use speech and writing (or text in online interaction) as the central modes of communication and representation to make meaning in conjunction with those paralinguistic modes that are analysed includes gesture, gaze and image. However, using the common-sense categories of different means of representation to categorise different modes of interaction inevitably pose a question for analysts: what are the theoretical boundaries between these modes? In this paper, I am going to do an Ethnomethodological analysis of the titles of posts from a Hong Kong online forum, HKGolden, a body of data which is primarily textual, and argue that the users of the forum make use of the affordance of a single line of text-only space to construct their post titles with attention-attracting apparatuses based on their cultural understanding of how people read beyond lexis and grammar. This analysis demonstrates that we need to closely examine the operational definition of taken-for-granted modes of communication before applying them as an analytical unit.

Campbell, Ed
University of Cape Town, South Africa

Integrating multiliteracies in teacher education: Multimodality as pedagogy and data analysis method

Since 2014 I have been conducting research into ways of integrating the digital into teacher education in South Africa (Campbell, 2016). Every year the pressure on teachers to use the digital in their classrooms becomes greater, highlighting the need for digital literacies integration in teacher education programmes. However, there exists a digital divide in South African Higher Education classrooms – one that extends to teacher education. This divide complicates the integration. The findings of my research were used in the development of a curriculum for integrating digital literacies into pre-service English teacher education and were based on a view of digital literacy as embedded in social practices within a specific context. My research showed that the closer aligned the digital literacy lesson plans and tasks were to actual teaching practice, the deeper the engagement with the digital became, leading to effective student learning.

I have extended this work in my PhD where I am adopting a more multiliteracies view of digital literacy practices. The notion of multiliteracies affirms and strengthens the research already done, by focusing on not separating digital literacy from the context in which it is practiced. Since the two main foundations of multiliteracies are multimodality and multilingualism, I became very interested in multimodality – both as a pedagogy in teacher education and a way to analyse the multimodal practices in which participants in my research engage in. In this paper I will present how I am grappling with the concepts of multimodality as theory, multimodal literacies and multimodal discourse analysis within the landscape of pre-service teacher education. I hope through presentation of my formative ideas and participation in this conference to gain insight into what is being done in multimodality as a concept in social semiotics, a potentially powerful teaching approach, and a tool for data analysis.

Chen, YiXiong

Nanyang Technological University, Singapore

Multimodal CDA assumptions of advertising impacts revisited: Interdisciplinary evidence and possibilities

Critical Discourse Analysis (CDA) is often hailed for its efficacy of understanding social changes. However, as is repeatedly noted in CDA literature, the causal relationship between discursive practices and social-cultural changes is not always well understood (e.g. Fairclough, 2010:93; Bullo, 2014:1). In multimodal CDA studies on advertisements, for instance, social impacts of advertisements are often inferred from assumptions about the viewers. This presentation begins by identifying two such assumptions, namely the assumption that all minute semiotic nuances represented in an advertisement contribute to its social impact, and that such impact can be effectively deduced from prescriptive principles. Then, the presentation moves on to revisit the assumptions with findings from recent studies on advertising effectiveness in *Neuroimaging* (e.g. Gidlof, et al, 2012) and *Consumer Psychology* (e.g. van Rompay, et al, 2014), and demonstrates that the assumptions are questionable. This finding, while problematizes some research practices, also underscores the need for a dialogue between MCDA research on advertisements and other disciplines investigating advertising effectiveness (c.f., Machin, 2016). Thus, the presentation goes on to outline main themes in the interdisciplinary dialogue, and highlight new research questions and promising methods emerging from it, including focus group, eye movement tracking, and experimental design. The interdisciplinary possibilities discussed in this presentation can shed new light on the under-researched area of viewer reception in CDA, especially when similar efforts have been often made from a Functional Grammar perspective (e.g. Gibbons, 2012; Bullo, 2014).

References

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- Fairclough, N. (2010). *Critical Discourse Analysis: The Critical Study of Language*. 2nd ed. Harlow: Pearson Education Ltd.
- Gibbons, A. (2012). *Multimodality, Cognition, and Experimental Literature*. New York: Routledge.
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- Machin, D. (2016). The need for a social and affordance–driven multimodal critical discourse studies. *Discourse & Society* 27(3): 322–334.
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Ching, Farrah

University of Hong Kong

Negotiating 'Chineseness' in a 'Chinese-IB World School' in Hong Kong

This paper focuses on a multi-layered analysis of how 'Chineseness' is negotiated in an IB (International Baccalaureate) World School which distinguishes itself as 'rooted in Chinese

culture'. The research site was an independent school established a few years after the handover of sovereignty in postcolonial Hong Kong. The students are predominantly Cantonese-speaking and the languages of instruction are Putonghua and English. Confucian values are juxtaposed with the attributes of an 'IB learner' in the school ethos.

Drawing on the findings of an ongoing ethnography of language policy and practice, I will examine the discourses about the imagined communities that the school and the participants have constructed both spatially and temporally (Kanno and Norton 2003). In particular, I will adopt an ethnographic approach in combination with multimodal discourse analysis to explore how 'Chineseness' is discursively constructed and negotiated in the context of emerging global elites. Data are collected from the institutional website and on-campus display, IB's corporate literature, interviews with the participants as well as classroom interaction. The research project seeks to reveal incommensurate discourses about what makes a 'Chinese-IB World School', and resistance and appropriation of 'Chineseness', through looking into the interplay between the participants' affiliation with the imagined communities and the changing dynamics of the multicultural context.

References

- Kanno, Y. and Norton, B. (2003) Imagined communities and educational possibilities: Introduction. *Journal of Language, Identity and Education* 2(4): 241–249.
- Li, Z. (2014) Teaching Chinese in Hong Kong international schools: Opportunities and challenges. *International School Magazine* 17(2): 43–43.
- Lin, A.M.Y. (2008) The identity game and discursive struggles of everyday life: An introduction. In A.M.Y. Lin (ed.), *Problematizing Identity: Everyday Struggles in Language, Culture and Education*. New York: Lawrence Erlbaum Associates. 1–11.

Cramer, Rachel

Macquarie University, Sydney

Commodifying national identity: a case study of an Australian marketing campaign

Globalization has called into question the relevance of the nation state due to increased mobility of goods and people across national boundaries. However, nationalism continues to be strategically used as a symbolic resource in social contexts. In marketing discourse, multinational companies deploy connotations of national identity to sell their products. This study contributes to existing research in this area by investigating how nationalism is represented in the Woolworths World Explorers campaign run by the Australian supermarket chain Woolworths in 2016. Conceptually, the study draws on 'banal nationalism' (Billig 1995) to argue that commercial discourse, by drawing on nationalist discourse, can become a key contributor to the production of nationalism.

The study uses multimodal and appraisal analysis to investigate how the campaign establishes an ideology of national identity in alignment with an imagined Australian audience. The main research question is: how does the marketing campaign deploy nationalistic discourse to achieve business purposes? To address this central question, this study examines how (1) a national structure is reconstructed, (2) various distinct communities are imagined, and (3) a link between Australian national identity and the multinational company's self-image is established. The study suggests that nationalistic discourse can be used to support neoliberal interests while at the same time shaping national identity and reinforcing national belonging. Specifically, nationalism in this campaign contributes to creating a distinct Australian identity that is linked with the supermarket's self-image to promote their products.

Dai, Hui

Guangdong University of Technology

Indexicality vs. indexability: A multimodal study of traffic signs in China

This research zeroes in on some indexical features of traffic signage in Mainland China by investigating some of its crucial multimodal factors. Modalities and compositions of traffic signs are analyzed so as to demonstrate the real-life transporting situations encountered by in-seat drivers in the Chinese socio-cultural contexts. The paper discusses the indexical and indexable qualities of traffic signs and derives some cultural attributions from the targeted semiotic atmosphere. The data have been collected in the city of Guangzhou, an important hub city and commercial center in China. With its colossal traffic volume and diverse sign users, the sampling location can be verified. It is found that multiformity characterizes the overall traffic signing system in China and may hamper the sign-user communication in reality. Therefore, it is argued that while China with its high-end traffic signs makes inroads to a user-friendly linguistic landscape, the ‘indexably’ multimodal factors of its public signage are somehow undervalued and much ignored.

Devanadera, Aprillette C.

Southern Luzon State University

A pragmatic analysis of Duterte’s commemorative speeches

The main objective of the study is to determine the dominant speech acts in five commemorative speeches of Duterte, the newly elected president of the Republic of the Philippines. This study employed Speech Act Theory anchored on Discourse analysis to determine how speech acts illustrate the pragmatic meaning of Duterte’s speeches. The application of Speech Act theory and Discourse analysis allowed the researcher to have an in-depth investigation on language used in the speeches of Duterte. Identifying the speech acts is significant in elucidating the underlying message or the pragmatic meaning of the speeches. From the 713 sentences or utterances from the five commemorative speeches, assertive acts with 208 or 29% occurrences from the corpus is the dominant speech acts. It was followed by expressive acts with 177 or 25% occurrences, directive acts account for 152 or 15% occurrences. While commissive acts account for 104 or 15% occurrences and declarative got the lowest percentage of occurrences with 72 or 10% only. It is significant to note that all speech acts are used by Duterte. These sentences when uttered by a president carries a certain power of language to move or influence people. Thus the present study shows the fundamental message that may be perceived by the listeners. Moreover, the frequent use of assertive acts and expressive acts do not only explains the pragmatic message of the speeches but also reflects the character of President Duterte, the current president of the Philippines.

Enardecido, Aries John G.

University of the Philippines Diliman

Online dating discourse: The emerging language of the Filipino bisexual men on PlanetRomeo

Astig (tough) or barako (muscular) and discreet or straight are familiar words in Filipino street-talk. However, the meaning of these words changes if they are turned into expressions such as Astig to astig, or Barako sa barako, or Discreet to discreet only, or Straight-acting for same. These expressions are constructed based on the hegemonic masculinity or the outward

manifestation of the male physical body. Although the original sense of the words is still embedded in those expressions, their new meaning and function are recontextualized within a specific group of gay identities. Similarly, the expressions No to effem (effeminate), No to halata, No to malamy, No to Chubs (chubby), or Not interested in loud gays, softies, and lady boys, suggest certain hierarchy within the gay community where specific gay identities are contested and/or challenged.

The highlighted words and expressions mentioned above are preview of an emerging bisexual language which operates on PlanetRomeo, an online dating site exclusive for gays, bisexuals, and transgender men communities. In this paper, I offer a linguistic perspective to documenting an emerging language among bisexual men. I argue that this bisexual language on PlanetRomeo is recontextualized. Through critical discourse analysis and the concept of recontextualization of language, this paper analyzes 50 profile headline statements on PlanetRomeo in order to show and prove that there is an emerging bisexual men language. On the one hand, the analysis reveals that the use of 'astig' is the one preferred and chosen by the subjects in the study to construct an identity. On the other hand, it shows how the effeminate-gay-men-identity construction is contested and/or challenged in online spaces. The analysis section is illustrative of an interesting language and identity connections within the gay community and how they are telling of which kinds of identities are privileged or not. Keywords: bisexuality, online dating, recontextualization, language and identity

Fraginal, Khristalyn V.

University of the Philippines-Los Baños

Social media as tool for communicating S&T information: The case of the Philippine Department of Science and Technology (DOST)

Social media now complements many parts of our lives. Facebook, Twitter, YouTube and many other social networking sites allow users to share and interact with online content and to connect with like-minded people. Its strengths such as rapid dissemination and amplification of content and the ability to lead informal conversations make it a powerful tool to use in not only in a professional context but also for disseminating information on hazards and disasters. But in spite of the aforementioned advantages/strengths of social media, promoting S&T to the public has not always been sustained and systematic. Thus, this study sought to find out the role of social media in communicating S&T information on environmental concerns like hazards and disasters. The study employed mixed-method approach through survey and a focus group discussion (FGD) with the digital natives from Tuguegarao and some staff of the DOST Disaster and Hazard Management Team. The study finds out the process where social media plays a critical role in communicating information about disaster and hazard management and how the netizens utilizes the social media to bring the public forum to cyber-space.

Guinto, Nicanor L.

University of Hong Kong and King's College London

Semiotic landscape in the periphery: Examining the discursive infrastructure of transnational labor migration in Hong Kong

The overwhelming presence of Filipino Domestic Workers (FDWs) in Hong Kong has led to the emergence of a peripheral(ized) semiotic landscape in the administrative, financial and commercial centre of Hong Kong. This is a rich, multimodal, multisensory semioscape that

arises from the FDWs activities which also provides vital infrastructure for the FDWs from across the city. As part of a larger project, this paper draws on a rich body of data that includes:

- temporary and permanent multilingual signage;
- mobile text and text-laden artefacts such as flyers, promotional text messages, *balikbayan* boxes, t-shirts, etc.;
- bodies, events and activities (over time relocated from some areas of the city to others);
- aural backdrop of conversations and street calls (e.g. South Asian vendor's calls in Tagalog);
- interviews with FDWs about their work and leisure spaces, languages and resources.

A close examination of the data reveals a relatively diverse semiotic assemblage that operates on the symbolic periphery of the city and, as part of transnational flows, on the periphery of globalization. Yet, despite its marginal position at both scale levels (municipal and global), the material and symbolic presence of FDWs has brought about enduring, material and symbolic change to the sociolinguistic terrain of Hong Kong creating a spatio-temporal tension between FDWs' emancipatory, subversive and contested public presence *vis-à-vis* their inequitable status.

Guo, Jingsi and Yuan, Chuanyou
Guangdong University of Foreign Studies

From language system to texts: The instantiation of news reports on innocence cases

In systematic functional linguistics, instantiation is a process that texts are 'instantiated' from abstract system to concrete instances, then reaching the final step of reading. The instantiation of news reports on innocence cases generalizes the patterns that how language system in legal context is instantiated in the specific genre of media discourse. This process also presents the coupling of different meaning potentials along the cline of instantiation, which includes the coupling of generalized attitudinal and ideational meaning from the top to the coupling of specific facts, affects and legal comments from the texts. The final stage of reading is the process that potential readers construct their cognitions of the events, and reach convergence with the attitude of texts. This paper intends to discover the configuration of language in these discourses as well as to generalize this kind of configuration through coupling model along the cline of instantiation. Meanwhile, the news reports in legal context are not only effective means to promote legal knowledge and legal popularization, but also concern the possibility of positive interaction of media, public and justice. Therefore, discourse analysis of these texts can also make reference to discover and enhance the function of legal news reports.

Huang, Corey Fanglei
The University of Hong Kong

Marketing services on campus: A critical multimodal analysis of student services posters in a Hong Kong university

Marketization of higher education has been documented in different types of documents: university mission statements (Morrish and Sauntson, 2013), student prospectuses

(Fairclough, 1993; Askehave, 2007), and institutional websites (Zhang and O'Halloran, 2013). This paper examines the ideologies of marketization made manifest in another genre commonly found across university campuses – student services posters. These texts are targeted at current students who are promised a good learning experience, unique lifestyle, substantial support and other benefits while at the university. The data sample consists of six large posters on two bulletin boards on a Hong Kong university campus. Initial content analysis of the posters identifies two dominant ‘themes’ – ‘welcome’ and ‘support’. Drawing on the notions of ‘affordance’ and ‘recontextualization of social practice’ (Kress and van Leeuwen, 1996; van Leeuwen, 2005, 2008; Machin, 2016), the paper adopts critical multimodal discourse analysis to unveil the ideological underpinnings of the ‘discourse designs’ (Ledin and Machin, 2015) of these posters. It reveals a number of strategies such as discursive conversationalization, prioritization of visuality over provision of concrete information, and exploitation of symbolic value of language(s) and other semiotic resources, found in more traditional marketization genres such as advertising. With these strategies, these multimodal discourses position the university as a service provider and the students as its (paying) customers, whereby ‘customer satisfaction’ appears to compete with the traditional role of the university as a site of learning. The paper aims to contribute to the larger project of the examination of interrelationships between ‘new writing’ and the marketization of public discourse (Djonov and van Leeuwen, 2014; Ledin and Machin, 2016).

Li, Danling

The Chinese University of Hong Kong

‘Dear Professor’: The politeness of requests in student-professor emails

Studies on the ‘hybrid-medium’ discourse of computer-mediated communication (CMC) in email have drawn great attention over the past two decades (Herring, 1996, Lee, 2017). However, less research in this field has been focused on the user-related patterns of language use from the pragmatic perspective in a certain context (Androutsopoulos, 2006). The present study adds to the literature by concentrating on the linguistic practices deployed by the Hong Kong-based Mainland Chinese doctoral students for making a polite request email in English to their professors.

Taking a ‘literacy practice’ approach (Barton and Hamilton, 2000), the present study aims to offer an in-depth understanding of students’ writing practices in composing polite request emails to their professors. Both screen-based and user-based data were collected, including a corpus of 60 authentic request emails and data from 8 follow-up text-focused interviews. Adopting Brown and Levinson’s (1987) politeness framework, this study first illustrates the linguistic features of the email discourse and then analyzes how doctoral students deploy their linguistic practices for making polite request emails from three sections (salutation and address form, opening and closing, and the head act of request event). After that, the influencing factors of students’ composing polite request email are discussed and interpreted from the sociocultural perspective.

The findings suggest that the request emails can be characterized as a distinctive written discourse combined with uniquely CMC features. Students’ uses of languages and other semiotic modes in request emails are grammatically correct and pragmatically appropriate, mainly influenced by professor’s authority and legitimacy and students’ perceived notion of Chinese politeness.

Li, Roushan and Abliz, Almire
Tsinghua University

Exploring the repair strategies of conversations in radio broadcasting

Repair strategies are the ways in which people deal with problems or troubles in speaking, hearing and understanding. While there are plenty of previous researches on repair from the perspective of EFL learning, classroom teaching, and TV shows, few study has approached to repair strategies in radio conversation, more specifically, strategies used in impromptu talkshows. This paper examines four radio programs from Beijing Communication Radio (FM103.9) and summarizes six types of repair strategies frequently used by hosts and guest speakers, namely topic-changing, compensation, complementation, rhetorical question, insertion and replacement. This study also discusses the different repair types between hosts and guest speakers. It is found that most repair types in our data were self-initiated self-repair and self-initiated other repair. On the one hand, high frequency of self-repair among hosts/hostesses would have some positive influence on radio communication atmosphere, building a good relationship between speaker and hearer. On the other hand, the other-repair type meant denial or disagreement with the speaker, which could be either contributive to a livelier atmosphere or leading to some slight confrontations in conversation.

Keywords: repair, radio conversation, initiation, trouble source

Liu, Bo
Chengdu University

‘Do they really appreciate your philanthropy or just need your money?’ A Mediated discourse analysis of the online fundraising of Hong Kong University (‘Giving to HKU’)

With widely-spreading concept of commercialism and marketization, university probably fails to maintain its pure image of nurturing great minds, since some promotional elements have been seeping into every aspect of the educational context (Fairclough, 1993; Askehave, 2007). Now, modern universities, running like a corporation, attempt to attract more financial supports in a number of ways (Fairclough, 1992; Tao, 2012). Fundraising, as one of those money-collecting approaches (King and Lee, 2007), seems to be special, probably due to its unique characteristic as a moral action (Payton et al, 1994). But the fundraising activities, embodied with the philanthropic value, by universities probably cause the uncertain social awareness among potential donors, as they find more terms from promotional settings in university discourse (Chan and Lo, 2007), while, however, what they actually do for universities is philanthropic. Hence, this study aims to explore whether ‘promotional’ fundraising discourse that university produced could have anticipatory results to influence ‘philanthropic’ action of potential donors or not.

This study applies Mediated Discourse Analysis (Scollon, 2001) to investigate social interaction to unpack a central issue of this research: how the mediational means (philanthropic discourse of university, with strong promotional features) negotiates with practice of social actor (potential donors), since the meaning of a discourse sometimes does little with the way it actually acts in the real scenarios (Scollon, 2001; Jones and Norris, 2005). The concepts of historical body, interaction order and discourses in place (Jones and Norris, 2005; Wohlwend, 2014) can be applied in analyzing the gap between the social action of potential donors and online fundraising discourse produced by HKU. The paper conducts a micro-analysis of the online fundraising for its potential donors. As for the results and findings, this study is probably reliable to enable HKU to re-produce the fundraising discourse more persuasively.

Luo, Zhengpeng*, Zayts, Olga and Shipman, Hannah
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*Conference Presenter

‘His story is truly vivid...’: The role of narratives of vicarious experience in commodification and marketisation of genetic testing in Chinese social media

This paper uses a narrative inquiry approach to investigate how genetic testing companies draw on narratives of vicarious experience (NoVE) (Norrick, 2013) to market their services on Chinese social media. Ten stories about individuals undergoing genetic testing on two companies’ social media accounts are examined to understand the role that NoVE play in the commodification and marketisation (Fairclough, 1993; Featherstone, 2007) of genetic testing. Two types of NoVE are identified, namely, ‘compound narratives’ that combine elements of narratives of personal experience (NoPE) and NoVE, and ‘NoVE proper’ that are narratives told in the third person. In terms of the narrative structure (Labov and Waletzky, 1967), the NoVE demonstrate long Complication, short Resolution and explicit Evaluation. The paper describes the discourse and rhetorical strategies that these narratives draw on and the functions they perform in relation to the companies’ marketing agenda. The findings show that the narratives feature interplay of medical jargon and lay language, and dramatic formulations that make them more tellable and enhance their promotional value. The heteroglossic telling devices, including direct and reported speeches of lay consumers and genetic professionals make the stories more authentic and create a sense of medical validity. The NoVE represent a hybrid mix of educational, medical and promotional genres, masking promotional content within the narratives themselves. With a shift from healthcare to commodity, there is a need to take a critical approach and to raise awareness to enable potential consumers to evaluate the utility of tests for themselves.

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Militello, Jackie

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Disclosure and the ideology of sociolinguistic naturalism in first impressions

When meeting someone new, speakers engage in impression management (Goffman, 1959), typically seeking positive self-presentation and avoiding negative self-presentation, or stigmatization (Goffman, 1963). For the purposes of this study, opening conversations between newly met business professionals and students at a networking event in Hong Kong were recorded. Subsequently, the conversations were transcribed and played back to the recorded participants, who were asked to comment on their own and others’ verbal performances. These metapragmatic comments constitute the core data.

The comments repeatedly oscillated between two opposing descriptors of conversational styles: ‘open’, viewed positively, and ‘reserved’, viewed negatively. Openness was evoked by the following moves/acts: (a) sharing somewhat discrediting/stigmatizing self-disclosures; (b) explicit evaluative stances of situations or events as ‘good’/‘bad’, ‘liked’/‘disliked’; (c) offering rich narrative detail (Tannen, 1989); and (d) volunteering information of one’s own private or non-work interests. Reserve traits were the polar opposites of openness. In particular, reserve was negatively evaluated when it was perceived as a way of over-managing impressions for maximum positivity and minimum stigma with little or no personal self-disclosure.

This disclosure of personal details and foibles is symptomatic of the tendency in contemporary discourse to blur the boundaries between personal and public selves (Van Dijk, 2013). In the businesslike setting of a networking event, a unified image of the personal and public and an unstudied, seemingly effortless self-presentation lead to a speaker being deemed ‘open’ and positively evaluated. Comments showed participants hold a linguistic ideology of ‘sociolinguistic naturalism’ (Woolard, 2016) where, in the first encounter, an ostensibly unfiltered or unmediated and cohesive self is valued and deemed authentic and trustworthy.

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Nartey, Mark

The Hong Kong Polytechnic University

NKRUMAISM: Evidence from a corpus-assisted critical discourse study

In the last decade, the discourse of politicians and presidential rhetoric have gained momentum in critical discourse analytical (CDA) research (cf. Charteris-Black, 2011), highlighting what politicians do with their words. In this vein, this paper critically examines the socio-political discourse of Kwame Nkrumah, Ghana’s first president and a pioneering Pan-African leader, using a 500, 000-word corpus. Since his demise in 1972, Nkrumah’s life, works and thoughts have inspired much literature, especially in philosophy, (social) history, political science, African/Diasporan studies and communication studies. In discourse studies, however, not much can be found, even though a construal of the overarching ideas in his speeches is relevant in helping us better comprehend not only the history of Ghana, but also Africa in the postcolonial period. To fill this void, the present study investigated the ideological representations that underpinned the socio-political discourse of this pioneering pan-African leader during Ghana’s struggle for independence, drawing on a triangulated framework of critical discourse analysis and corpus linguistics. The study found six main themes in Nkrumah’s discursive formation, viz. African unity, African liberation, (neo-)colonialism and imperialism, Pan-Africanism, African identity/personality and socialism. This finding holds implications for the scholarship on

political discourse and presidential rhetoric, theory of (critical) political discourse analysis and African history.

Poon, Billy Lok Ming

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Commodification and heritage representation in tourism discourse in Hong Kong

As part of a broader cross-genre study of tourism discourse in Hong Kong, this paper examines the representation of local social practices in the semiotic landscape of heritage tourist attractions. Based on the data elicited from fieldwork at 50 heritage sites, such as temples, nunneries and monuments, it focuses on how local places and traditions are packaged for tourist consumption and reflects on the role of economic and socio-political forces in shaping these imageries. It begins by discussing the relevance of heritage tourism in relation to the study's interest in commodification, otherness and authenticity. As a niche form of cultural tourism tailored for specific groups of tourists, this study highlights the role of language and other semiotic resources in constructing an 'authentic' sense of place and rescaling local traditions into global categories for touristic appeal and consumption (cf. MacDonald 1997).

The data analysis reveals three dominant themes in packaging and commodifying Hong Kong's cultural heritage for tourist consumption: otherness, history and rescaling practices. First, the commodification of otherness considers tourism, as a social practice, is a constant juxtaposition from the 'non-touristic', involving locals who are performing their mundane, everyday activities (Bispo 2016). The contrast between tourists and the (exotic) locals is therefore materialized into added value of touristic experiences. The second theme concerns the commodification of history. As tourists participating in heritage tourism often seek the feeling of being 'part of the history of a place' (Hall and Zeppel 1990, 87), the sense of place, which is often constructed through the recontextualization of historic activities, is transformed into economic value in the promotion and consumption of attractions. Since heritage tourism is largely experiential (Craik 1997), the third theme, commodification of rescaling practices, underscores the translation of local traditions for global tourist consumption is itself an economic activity which enables tourists to experience the 'authentic' local cultural practices and performances (e.g. Pietikäinen and Kelly-Holmes 2011).

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Teng, Man
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Dan Mu: A comment tool of video-sharing websites in China

Recently there is an emerging comment tool provided by most video-sharing websites in China. Instead of under the videos (like YouTube), comments sent by using this tool appear on the video screen (see figure 1 below), which enables the audience to send their comments and to read other users' comments without pulling down the screen. Such comments are called 'Dan Mu' which is the pinyin of Chinese characters '弹幕'. This paper aims to investigate how Internet users apply various semiotic resources provided by the tool to accommodate online communicative needs, and at the same time construct an online identity and community. By adopting ethnographic observation and concepts drawn from multimodality, it is found that despite various modes involved when using the tool (color, written texts, sound and moving image, etc.), the meaning making process of Dan MU is basically a process of keeping cohesion between one multimodal ensemble (audience-generated comments) and another (either user-generated or institution-generated videos). However, this cohesion is by no means easy to achieve. Taking color as its focus, this paper attempts to illustrate various norms that need to be followed in order to send a Dan Mu post in the 'right' color. Furthermore, the paper suggests that these norms are multilayered and interwoven with each other; more specifically, there are norms for comment contents, norms for combining multiple modes, and norms due to social-cultural considerations.

Keywords: mode, multimodality, online comments, norms, colors

Tse, Vincent
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Generic homogeneity in students' stories on the web

Critical discourse analysts have paid widespread attention to the linguistic and multimodal features in higher education marketisation. This paper aims to contribute to such literature by looking at a comparatively under-researched aspect: the commodification of students' experiences for promotional purposes. Combining genre analysis and the notion of hypermodality (Lemke, 2002), I analyse two sets of students' stories posted on the websites of community colleges in Hong Kong. I argue that my data shows what Machin and van Leeuwen (2004) called 'generic homogeneity' in global media discourse. Each student's everyday life experiences at the institutions, which in principle are likely to be unconventional and individualistic, are commodified in the genre of stories through similar moves and strategies. For instance, the programmes the students graduated from and the university offer(s) they received are listed using bullet points and 'the grammar of little texts' (Halliday, 1985); 'synthetic personalisation' (Fairclough, 1989) is achieved through photos of students with direct gaze, advice-giving and the pronoun 'you'. Notably, this 'generic homogeneity' is observed not only in terms of the rhetorical moves and strategies but also in terms of the hypermodal environment in which the genre of students' stories is realized. First, the students' stories are arranged in the websites as web sections (as opposed to just a page), which entails mandatory navigation for viewers if they want to read stories on different pages. Second, information including the names and photos of the students, the programmes they graduated from and the university offer(s) they received are made more salient by resources like colour, font size, framing and interactive hypermodal clicks.

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Villaverde, Brian D.

University of the Philippines-Diliman

Hyperpersonalization and small town culture on Facebook: The case of ‘popular’ millennials in a small town in the Philippines

This study explores the notion of hyperpersonalization among selected ‘popular’ millennials in a small town in the Philippines. Anchored on Joseph Walther’s Computer-Mediated Communication, and Kurt Lewin’s Field Theory, specifically that of ‘life space’, it tries to uncover the images the said millennials try to project in their Facebook accounts. It also attempts to see the ‘norms’ they cultivate on the social media platform in view of the fact that they come from a relatively small town where almost everyone knows each other, and share relatively similar life trajectories. The data from focus interviews conducted among eight informants reifies the notion that the popular millennials post photos, status messages, and links on Facebook to present particular versions of their ideal selves in reference to a set of (imagined) online audience. While the informants suggest that the social media platform offer agentive affordances to them, their selective self presentation is, nonetheless, constrained by online (within Facebook) and offline (within the small town) norms, placing greater consideration to the latter. As such, the concept of small town culture, or being aware of life trajectories and identities of other people within the town, is a matter that is reproduced online and one that constrains the kind of individual they can be on the social media platform.

Wang, Jingtian

University of Hong Kong

Selling *guanxi* as cultural otherness in YouTube videos: A multimodal analysis

Guanxi (关系) is a widespread Chinese concept that has been defined as a process of ‘drawing on connections in order to secure favors in personal relations and to fulfill personal objectives’ (Taormina et al., 2010: 1196). A large number of non-Chinese, self-proclaimed experts in Chinese culture have constructed *guanxi* as ‘mysterious’ in order to provide intercultural advice to other non-Chinese people who want to operate in China, especially western business people. Such instances of commodification of *guanxi* are commonly found on YouTube, where over 7,300 videos are retrievable by searching for the keyword ‘*guanxi*’. This paper analyses two typical videos in which Chinese people and Chinese culture are positioned as ‘different’ from everyone else and every other culture in the world, which requires non-Chinese people to ‘learn’ *guanxi*. The findings reveal four overlapping ways of framing *guanxi*: exoticization, standardization (via iconization and erasure), authentication and valorization. The verbal and visual tracks are in a complementary relationship (relay, Barthes, 1977), the latter offering a cartoonish, somewhat humorous and light-hearted counterpart to the verbal track. The paper discusses the affordances of the verbal and visual tracks and their respective effects in the joint production of the ideology of otherness.

Wong, Alicia S.H. and Chan, Susan S.S.

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Language choice, intertextuality and multimodality: The changing power-relations displayed in Hong Kong Government public health and safety posters (1950s–2010s)

Posters are used widely by the Hong Kong Government to promote public policies (Government Records Service of Hong Kong, 2017). Examining over 90 posters on public health and safety archived in the poster collection of the Government Records Service of Hong Kong from 1950s to 2000s and those currently displayed in the Hong Kong Department of Health, Hong Kong Food and Environmental Hygiene Department, and Hong Kong Road Safety Council websites, the paper traced the development of bilingualism, a distinguishing feature of Hong Kong's linguistic landscape (Pan and Scollon, 2000, cited in Lou, 2007, p. 175). The study found the changing preferences in language choices in terms of the colonial period before Hong Kong's industrialisation (1950s), the two proposed 'modern' timelines marked by Hong Kong's development into industrial and service economy respectively (1960s–1970s and 1980s–1990s) (Bolton, 2000; Evans, 2015), and the post-colonial period (2000s–now), and explored how the changing preference of writing Chinese from the traditional format (from top to bottom or from right to left) to the Westernised format (from left to right) during 1960s and 1970s impacted upon the interpretation of multimodal posters. The paper went on to focus on the intertextuality and multimodality of posters displaying the three recurrent themes of road safety, public hygiene and keep Hong Kong clean, revealing the connection between language, power and ideology in the four different timelines.

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Wong, Kelvin

University of Hong Kong

'Siu Suck-ed grandpa house': Language stylization in online satire

Late modernity has been associated with a heightened sense of mediatization of social life creating new opportunities for performers, media producers and consumers to explore new meanings in their semiotic practices (Androutsopoulos, 2014; Mortensen et al., 2017). In this paper, an online video channel – TV Most – is selected to show how a particular media format engages in metacultural reflexivity in the socio-political context of post-Umbrella Hong Kong. Through orienting towards the genre of political satire and through the deployment of certain culturally familiar styles (Coupland, 2007) in its production, the channel adopts a localizing and democratizing stance in the Hong Kong mediascape. To explore the relation between style and stance, I focus on one programme about the Wang Chau public housing scandal in 2016. The paper first examines the discursive frame (Goffman, 1974) of the event whereby indexical potential of linguistic features is activated. Then it investigates the replacement of standard English subtitles by

‘Kongish’, a code-mixing practice of Romanized Cantonese and English, and how this form of stylization indexes a sense of localness against a globalized and elitist image of broadcast media.

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Wu, Jasper

University of Hong Kong

Topos, media and integration: A case of 26–29th Sept 2014, Hong Kong

The notion of an integrated online-offline space has been the subject of increasing attention in the field of sociolinguistics and in the paradigm of media studies in general. Imagination, technology and attention are frequently referenced terms in explaining the nature of such integration (see e.g. Fox 2004, Baym 2010, Jones 2010). However, with Lefebvre’s (1991) concept of ‘lived space’ lying in the background of the contemporary discourse of space/place, two pressing questions remain: how is the integration of the online and the offline experienced, and how is such experience experienced as a creation of a topos. Or, to put these two questions in to one: how do technology and attention motivate the imagination and thus constitute the being of a place. This proposed paper aims at contributing to the unfolding of this often addressed, or taken for granted, integration between the online and the offline. The paper engages the puzzle through the case of the place-making process at the early stage of the Umbrella Movement in Hong Kong, 2014 (hereafter the Movement). Considering the integration of the physical space, embodied space and online space, the paper references a multimodal analytic approach (cf. Thurlow and Jaworski 2014) in addressing the interactions between these distinct but mutually complementing layers of spaces in creating the topos of the Movement. Drawing upon posts uploaded to a local forum HKGolden.com during 26–29th Sept, the paper explores the condensation of space and time through semiotic resources, for example through instant reporting of the situation in the physical protest sites. However, taking Lefebvre’s (1991) modifier ‘lived’ in ‘lived space’ seriously, the study complements and compares the analysis of the posts with three interviews with participants of the Movement. The juxtaposition of multimodal analysis with participant interviews gives the study the advantage of being situated in the affective experiencing of the place. It draws together not only modes and media of expression, but also the affectivity of the place-makers.

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Wu, Xiaoping

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Collective storytelling and the formation of an oppositional voice in the age of social media: A case study of Tianjin explosions and Sina Weibo in China

In 2015, the worst industrial accident since the founding of the P.R.C., took place in Tianjin (a major city close to Beijing) when a series of massive blasts occurred in chemical storage warehouses, killing 173 and injuring over 700. Against the backdrop of the slow and unsatisfactory reactions by the local authorities, users of social media – especially Sina Weibo (a popular microblogging service in China) – united to fill the blanks left by official narratives and eventually forced both central and local government to investigate what led to the blasts and to them finally holding more than 20 people criminally responsible. By drawing upon data immediately following the explosions, this study examines the discourse practice of collective storytelling in multimodal forms such as words, pictures and videos, and the formation of an oppositional voice in the online community afforded by Sina Weibo. The study attempts to show how social media are significantly influencing disaster communication and actively reshaping the power relations between the state and the public..

Xiao, Rong

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English in the linguistic landscape of the Palace Museum: A sociolinguistic approach

The primordial ties between language and space have long been recognized. It is the nature of emplacement of language in spaces that fortifies the meaning of places. The same is true for the construction of tourism destinations. The linguistic landscape of a tourism spot collectively displays words in differently languages which are brought into the built environment for a purpose and consumed with a purpose. The aim of this study is to situate the English language in the linguistic landscape of the Place Museum, one of the most popular tourist destinations in Beijing, China, and to explore the general distribution of the English language at the research site in the light of wider questions concerning the linguistic landscape from a sociolinguistic approach. I will draw on theories of linguistic landscape studies as well as research on ‘discourse in place’ to analyze the special role of English language in the Palace Museum. Based on a mixed methods case study design, the data adopted in this study mainly incorporates the digital photographs taken during a fieldwork in the Palace Museum in August 2016, which are then complemented by survey questionnaires and interview data. I will first present an overview of the documentation of the linguistic signage collected in order to lay a general picture of the linguistic landscape of the Palace Museum. Based on this, I will then move on to present the results of an in-depth discourse analysis of the English language usage in the linguistic landscape of the Palace Museum.

Such a sociolinguistic approach to linguistic landscape which emphasizes the importance of context and which includes analysis of signage use, content, and function, will hopefully lead to a better understanding of the linguistic landscape as a social-cultural construct and help set the footing stone to understand the spaces wherein the English language becomes commodifiable in tourism discourse.

Xu, Hongwei

Tamkang University, Taiwan

Critical analysis of two of Tsai Ing-wen's political speeches

The relationship across the Taiwan Strait has been a heated and sensitive issue now, and hence it is significant to understand the political ecology in Taiwan. In order to explore it, this paper aims to unravel the reciprocal relationship between the political speeches and the ideology implicitly hidden behind them in the Taiwanese political environment. Specifically, the present study analyzed two of Tsai Ing-wen's (president of ROC) political speeches from the perspective of critical discourse analysis. The analysis showed that the ways of using the addressing terms, the choice of nouns, the voice, the modality, the pronoun, the modality and the presupposition in her speeches were intricately manipulated to affect the audience. The findings suggest that these devices, although not exhaustive, reflect and contribute to her ideology. Finally, the study discusses the implications of these findings for future research.

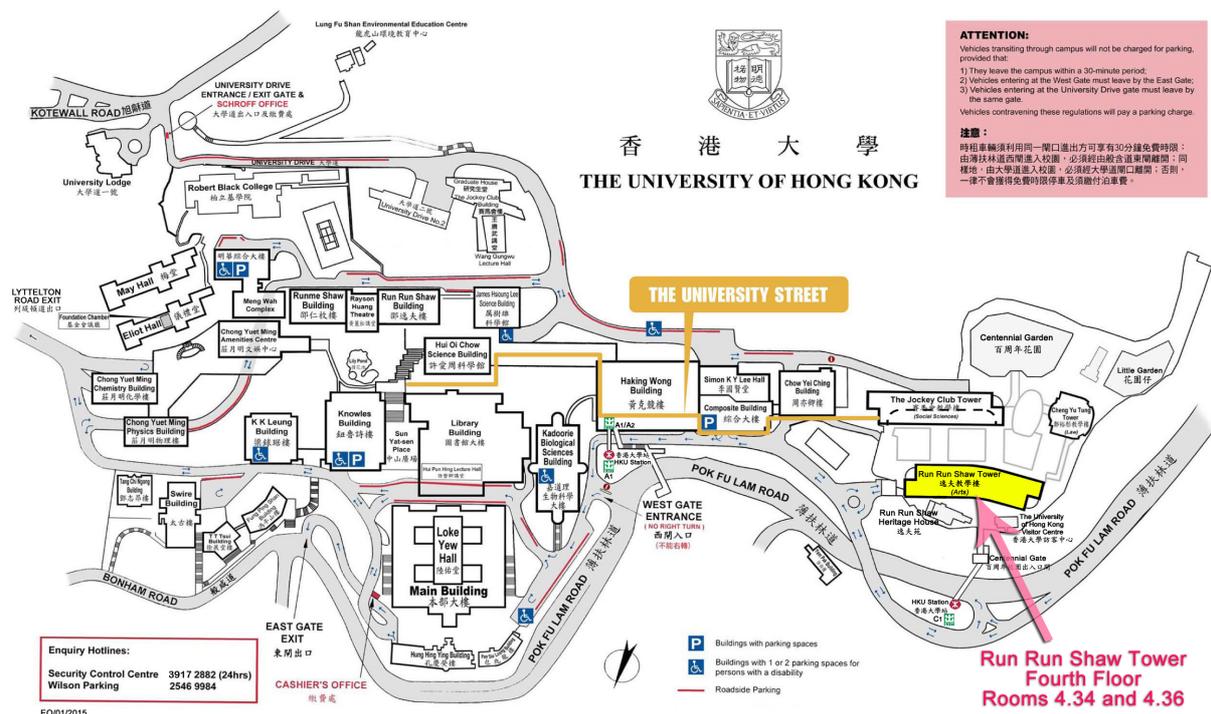
Yang, Min

University of Hong Kong

Multiple voices as mediation in the process of thesis writing

In the process of writing up a thesis, doctoral students may receive comments and suggestions from various social actors through participating in academic activities. Although dealing with comments from various social actors (such as supervisors, peers, journal reviewers) is important for academic discourse socialization, few studies have focused on doctoral students' responses to voices from various actors in the process of thesis writing. This ethnographic case study aims to explore how a beginning doctoral student negotiated with comments from social actors in her process of drafting up a thesis. The theoretical framework was developed based on the theories of academic discourse socialization, mediation, and multiple voices. Four sources of data collected were collected from a beginning doctoral students at a university in Hong Kong over twelve months: (1) developing thesis drafts and comments received, (2) semi-structured and text-based interviews, (3) observation of the participant in academic activities and field notes, and (4) the participants' written journals that documented instances of negotiation with multiple voices. Guided by the theoretical framework, the data was analyzed with an ethnographic-based discourse analytical approach. It was found that responding to multiple voices was a multi-layered process, and the different voices the participant received mediated one another in academic discourse learning. With the findings, this study provides insights into the areas of academic discourse socialization and higher education by revealing the complexities of multiple voices as mediation in academic discourse learning and providing suggestions for enhancing the thesis writing experience.

Campus Map, Venues 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 the Run Run Shaw Tower.

Banking Services

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: Ebenezer’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 Chong 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.

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