

Genuine and authentic: Discourse analysis for language teachers

Co-organisers: Hong Kong Professional Teachers' Union

Date & Time: 10 January 2009 (Sat)

Objective: The seminar provides a sound foundation of knowledge and analytical techniques for participants by introducing concepts and analytical tools for the analysis of genuine and authentic spoken and written English discourse in various contexts of communication, and socio-cultural and ideological factors that impact discourse and communication.

Discourse examples will be drawn from recent published research studies of the speaker, including policy addresses of the Hong Kong Government SAR, public spoken discourses related to SARS in 2003, and spoken discourse in service encounters in Hong Kong.

Speaker: Professor Winnie Cheng

Winnie Cheng is Professor of English, and Director of the Research Centre for Professional Communication in English (RCPCE), Department of English, The Hong Kong Polytechnic University. Her main research interests include corpus linguistics, intercultural professional communication, discourse analysis, discourse intonation, intercultural pragmatics, and outcome-based education. Her publications include *Intercultural Conversation* (2003), *A Corpus-driven Analysis of Discourse Intonation* (2008), both published by John Benjamins, and *Professional Communication: Collaboration between Academics and Practitioners* (co-edited with Kong, C.C.K., 2009) published by Hong Kong University Press. Address for correspondence: Department of English, The Hong Kong Polytechnic University, Hung Hom, Kowloon, Hong Kong, (egwcheng@polyu.edu.hk).