

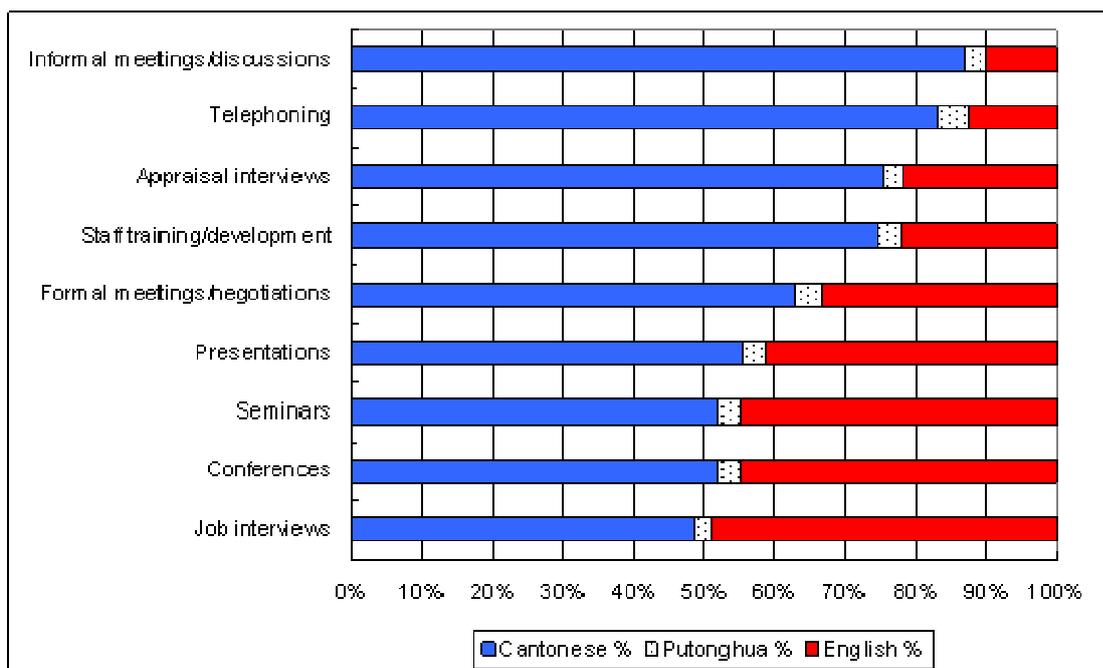
The Learning and Use of English for Professional Purposes in Hong Kong (B-Q11M)

Funding: \$691,850

Research Team: Stephen Evans (PI), Winnie Cheng, Gail Forey, Christopher Green, Li Lan, David Qian and Martin Warren

► Project Description

In the autumn 2008 issue of ENGLink, we reported key findings from a large-scale RCPCE investigation into language use in the professional world in Hong Kong. The results of the study were widely reported in the Chinese and English press last November.



Spoken communication: overall patterns

The study forms part of a continuing, multi-faceted investigation into the language needs of professionals in Hong Kong. The next phase of the project, which is funded by the Research Grants Council, involves examining the use of English in the four key industries that have been

the principal drivers of the SAR's economy in the past decade, namely financial services, trading and logistics, tourism, and professional and other producer services.

The research team, led by Dr Stephen Evans, will use three main data collection methods: a questionnaire survey, semi-structured interviews, and case studies. The questionnaire survey, which will be administered between July and September 2009, seeks to identify the challenges that professionals in these industries experience when using English for various purposes at work.

The findings generated by the project will be used to make practical recommendations for the design of courses in business and professional English at undergraduate and postgraduate levels at PolyU. They will also be useful for planners and policy makers in the public sector, senior professionals in the private sector, and researchers, course designers and teachers in the higher education sector.