

2017 Series 4 (Number 16)

Pragmatic Strategies in Chinese Professionals' Emails When Using English as Lingua Franca Communication

Date & Time: Tuesday 16 May 2017, 13:00 – 14:00 (Light lunch begins at 12:30)

Venue: E33-G021, Tin Ka Ping Lecture Hall, Faculty of Education

Language: English

Audience: UM Staff / Postgraduate Students

Online Registration: <https://goo.gl/dbQOyF>



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** A Complementary light lunch will be provided.*

Abstract

Although there has been a steady rise of empirical studies investigating pragmatic strategies in oral communication using English as a lingua franca (ELF), there have been relatively few published studies about pragmatic strategies in written ELF communication. Email, despite its current popularity, has scarcely been examined in ELF communication. To extend the existing research on ELF into email discourse, this talk investigates Chinese-English bilingual professionals' real-life emails in ELF communication. Email data were collected from 15 Chinese-English bilingual professionals in Mainland China. The study analyzes and discusses the pragmatic strategies employed by these Chinese bilingual professionals both to solve and to avoid problems of understanding when writing their emails in ELF communication. The results reveal no evidence of non-understanding and only a few misunderstandings. The Chinese bilingual professionals employed various pragmatic strategies to prevent and resolve problems of understanding in ELF communication and to facilitate understanding and ensure communicative effectiveness.



Speaker

Wei REN is currently Professor of Applied Linguistics at the Center for Linguistics & Applied Linguistics in Guangdong University of Foreign Studies, China. His research interests include L2 Pragmatic development and Pragmatics in lingua franca communication and in online communication. His recent publications include articles in Applied Linguistics, Critical Discourse Studies, Discourse, Context & Media, East Asian Pragmatics, ELT Journal, International Journal of Bilingual Education and Bilingualism, Journal of Pragmatics, Pragmatics, and System. He also serves as editorial board members of International Journal of Bilingual Education and Bilingualism, and East Asian Pragmatics.

