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