

ABSTRACT

Linguistic features of (mis)communication in professional, multimodal workplaces: Patterns from corpora and their language policy implications

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For more than two decades now, I have been exploring real-world, recorded, and transcribed texts (i.e., corpora) of professional communication from domains such as global aviation, healthcare, outsourced customer service call centers, tourism and hospitality, the international maritime industry, and talk in multicultural and multimodal workplaces. In this presentation, I discuss the important role of applied corpus linguistics as a methodological approach in language and social research, contributing linguistics-based explications of workplace discourse with critical language policy and pedagogic implications. Applied corpus linguistics is understood to include the use of corpus resources, techniques, and tools in order to, for example, examine patterning in public discourses so as to obtain novel understandings of how language is used and construed in specific contexts (Thompson & Friginal, 2020). My theoretical and analytical framework emphasizes the identification of discursive practices from corpora across sociocultural structures and task dimensions of talk in these settings, focusing especially upon speakers' understanding of role-relationships, discursal goals and objectives, cultural and/or racial identities, and power dynamics at work (Baker, 2021; Friginal, 2020; Vine, 2020). I will share and discuss results of interrelated studies exploring corpus patterns and distributions and their macro and micro societal and policy implications, especially highlighting emerging mismatches between linguistic realities and industry expectations.

BIO



Eric Friginal is Professor and Head of Department of English and Communication at The Hong Kong Polytechnic University. He is also the director of PolyU's Research Center in Professional Communication in English (RCPCE). Before moving to Hong Kong, he was Professor and Director of International Programs at the Department of Applied Linguistics and ESL, College of Arts and Sciences at Georgia State University. He specializes in applied corpus linguistics, quantitative research, language policy and planning, technology and language teaching, sociolinguistics, cross-cultural communication, discipline-specific writing, and the analysis of spoken professional discourse in the workplace. His recent publications include *The Routledge Handbook of Corpus Approaches to Discourse Analysis* (2021), co-edited with Jack Hardy; *Advances in Corpus-based Research on Academic Writing: Effects of Discipline, Register, and Writer Expertise*, co-edited with Ute Römer and Viviana Cortes (2020); *English in Global Aviation: Context, Research, and Pedagogy*, with Elizabeth Mathews and Jennifer Roberts (2019); and *Corpus Linguistics for English Teachers: New Tools, Online Resources, and Classroom Activities*(2018). He is the founding co- editor-in-chief of *Applied Corpus Linguistics (ACORP) Journal* (with Paul Thompson).