

## Curriculum Vitae

---

### PAN, PING Cathy

Division of Humanities  
The Hong Kong University of Science and Technology  
Clear Water Bay, Kowloon, Hong Kong

Office phone: 2358 5942  
Email: [hmpanping@ust.hk](mailto:hmpanping@ust.hk)

### ACADEMIC EMPLOYMENTS

- Sept. 2013 – Present      Lecturer, The Hong Kong University of Science and Technology  
Sept. 2011 – Aug. 2013    Visiting Scholar, The Hong Kong University of Science and  
Technology  
Sept. 2010 – Aug. 2011    Post-doctoral Research Fellow, The Chinese University of Hong  
Kong

### EDUCATION

- Sept. 2006 – Aug. 2010    PhD in Applied English Linguistics, The Chinese University of Hong  
Kong, Hong Kong  
Sept. 2004 – Sept. 2005    Master of Education in TESOL, University of Bristol, U.K.  
Sept. 1998 – Jun. 2002    Bachelor of Arts, Zhengzhou University, China

### TEACHING EXPERIENCE

- Jul. 2002 – Jun. 2004      Lecturer in Shengda Economics, Trade, and Management College,  
Zhengzhou University;  
Courses taught: University Comprehensive English, Intensive  
Reading, English Listening and Speaking; Training of CET (College  
English Test, China) Band 4.  
Feb. 2005 – May. 2005      Learner assistant of a Chinese male adult learner in an ESL class of a  
local community school in Bristol, U.K.  
Sept. 2007 – Mar. 2008      Private Chinese tutor for an adult female Hong Kong-born Chinese  
American in Hong Kong.  
Sept. 2006 – Apr. 2010      Teaching assistant for five courses in the Department of English, The  
Chinese University of Hong Kong: *Communication Across Cultures*,  
*Grammatical Structure of English*, *Pragmatics and Semantics*,  
*Language Policy, Culture, and Identity in Asian contexts*, and

*Pedagogical Grammar.*

Duties included: conducting tutorials, leading and organising discussions, providing in-class and out-of-class support for students via various means; responding to questions related to course assignments, exercises, and project work; offering assistance to faculties in preparing course materials, and delivering comments and feedback with regard to students' academic performance.

- Sept. 2010 – Dec. 2010      Joint-lecturer of the course *Language and Intercultural Communication* for the MA in AEL (Applied English Linguistics) programme of the English Department, the Chinese University of Hong Kong
- Sept. 2011 – Aug. 2013      Visiting Scholar in the Division of Humanities, The Hong Kong University of Science and Technology (HKUST). Member of the developing and teaching team of the School-Sponsored course *Cultures and Values* offered by the Division, and leader of the IA (instructional assistant) Team for the course.  
Major duties and responsibilities: Coordinating the online strand of the course for peer exchanges; conducting orientation and concluding tutorials; cooperating with the lecturing faculties and language professionals in charge of other strands of the course; leading and training the IA (Instructional Assistant) Team devoted to individual sections of the course; coordinating among different parties and academic units involved in the course QA (Quality Assurance) committee; recording progression of the course and maintaining database for the QA purpose; implementing surveys and focus group investigations as part of the course evaluation mechanism and compiling subsequent research reports; administering assessment-related platforms such as in-class quizzes through clickers and online peer assessment of student presentations; managing course-related logistics, and providing all-round support in response to students' queries and concerns.
- Sept. 2013 – Jan. 2016      Lecturer in the Division of Humanities, HKUST, teaching a brand-new language course *Postgraduate English for Humanities* in Spring Term 2014, 2015 and Fall Term 2015. The course aims to provide research postgraduate students of humanities with essential training in academic English for their graduate studies and to hone their academic writing and presenting skills with a strengthened sense to position themselves to be credible academic members of the target community.

Also continuing the duties as the coordinator and the team leader of IAs of the HUMA1000 course, training and supervising new members, monitoring the process of course implementation, collaborating with all concerned parties, maintaining course database for QA purpose, and other pertinent tasks and commitments.

- Sept. 2019 – Dec. 2019      Joint-lecturer of the course *Second Language Acquisition* for the MA in International Language Education program of the School of Humanities and Social Science, HKUST
- Feb. 2016 – Present          Lecturer in the Division of Humanities, HKUST, teaching one of the sections of the School-Sponsored Common Core Course *HUMA1000 Cultures and Values*, with a *focus* on language, communication and society. Maintaining the responsibilities as the coordinator and the IA Team leader for HUMA1000.

## **PUBLICATIONS:**

### **Research Papers and Book Chapters**

Pan, P. (2009). Making requests in institutional e-mail communication: A cross-cultural pragmatic study. *Current Issues in Linguistic Interfaces*, 1, 389-402.

Pan, P. (2012) Interlanguage requests in institutional email discourse: A study in Hong Kong. In H. Woodfield & M. Economidou-Kogetsidis (Eds.), *Interlanguage Request Modification* (pp. 119-162). London: John Benjamins.

### **Conference Presentations:**

“Most of the time, I will adopt a ‘speak less’ strategy”: Raising pragmatic and politeness awareness through instruction and online reflective writing. Paper presented at the *16th International Pragmatics Conference*, 9-14 June, 2019, Hong Kong.

Interculturality and intercultural communicative competence: A case of status-unequal email communication. Paper presented at the *14th International Pragmatics Conference*. July 26-31, 2015, Antwerp, Belgium.

In the magic box of academic email communication: An intercultural pragmatic investigation. Paper presented at the *2014 International Conference on Applied Linguistics & Language Teaching*, April 17-19, 2014, Taipei, Taiwan.

Interlanguage requests in status-unequal e-mails: A contrastive study in institutional discourse. Paper presented at the *3<sup>rd</sup> International Conference on English, Discourse and Intercultural Communication*, June 21-24, 2011, Macau. (**Acting also as the panel discussant**)

Making requests in institutional e-mails: Production, perception, cognition, & sociopragmatic awareness. Paper presented at the *American Association of Applied Linguistics Annual Conference (AAAL 2010)*, March 6 - 9, 2010, Atlanta, GA, USA.

A cross-cultural comparison of requests in student-professor e-mail exchanges: A mixed-method approach. Paper presented at the *11th International Pragmatics Conference*. July 12 -17, 2009, Melbourne, Australia.

Designing, implementing, and validating an e-DCT Instrument to elicit e-mail requests: A pilot study. Paper presented at the *5<sup>th</sup> Annual Conference of China Pragmatic Association and 2009 International Symposium on "Pragmatics and Its Application"*. July 20 - 23, 2009, Wuhan, China.

Making requests in institutional e-mail communication: A cross-cultural pragmatic study. Paper presented at *The 2009 Seoul International Conference on Linguistic Interfaces*. June 24 - 26, 2009, Seoul, Korea.

Production and perception of request strategies in CMC by EAP graduate students: A contrastive study. Paper presented at *The 2nd Pearl River Delta English Studies Graduate Student Conference*. June 15 – 18, 2007, Shenzhen, China.

## **RESEARCH EXPERIENCE**

### **Research interests:**

Interlanguage pragmatics, intercultural pragmatics, speech acts, CMC (Computer-Mediated Communication) and linguistic politeness, English for academic purposes and second language writing, study abroad and international exchange, humanities education for non-humanities undergraduates.

### **PhD thesis:**

Making requests in institutional e-mail communication in Hong Kong: An interlanguage and intercultural pragmatics approach

### **Master of Education dissertation:**

A cross-cultural study of production and perception of request strategies in electronic communication by EAP graduate students (**Result: "A"**)

### **Project Participation:**

(2006-2009) Research assistant for SES (Special English Stream) Project led by Prof. Jane Jackson of the Department of English, The Chinese University of Hong Kong.

(2009-2010) Research assistant for study abroad project (Title: *International Exchange Programs and the Acquisition of Academic, Linguistic, Personal, and Intercultural Competences*) led by Prof. Jane Jackson of the Department of English, The Chinese University of Hong Kong and sponsored by Research Grants Council of Hong Kong.

(2010-2011) Post-doctoral Research Fellow for study abroad project (Title: *Bridging Experiential (Study Abroad) and Academic Learning Through Critical Reflection and Web-Enhanced Pedagogy*) sponsored by Teaching Development Grants, and led by Prof. Jane Jackson of the Department of English, The Chinese University of Hong Kong. My duties involved coordinating and overseeing assignments of other research assistants/ student helpers; setting up on-line surveys, collecting and organising data into NVivo software; statistical data analysis via SPSS and qualitative data coding and analysis; writing up statistical reports, and processing of IDI (Intercultural Development Inventory) surveys using IDI software.

(2012-present) As Visiting Scholar and later Lecturer in the Division of Humanities, in charge of the following research-oriented duties: Implementing focus-group sessions for one of the signature courses delivered in Fall 2011; conducting additional investigations of the School-Sponsored course *Cultures and Values*, including pre- and post- surveys during the course, and post-course focus groups during 2012-2014; maintaining, analyzing and reporting course QA data for discussion among the concerned parties and for course improvement.

### **SERVICES AT HKUST**

2015-present, Member of the UG Committee, the Division of Humanities, HKUST

Feb. 2018 – Present, Member of Task Force on Review of Humanities School-Sponsored Courses, Division of Humanities, HKUST

Fall 2015-Spring 2018, Mentor of GCS (Global China Studies) Major, the School of Humanities and Social Science, HKUST

### **PUBLIC LECTURES**

(March 16<sup>th</sup>, 2014) 45<sup>th</sup> Lecture of the HKUST Public Humanities Lectures Series at the Hong Kong Museum of History: *Nonverbal Codes in Intercultural Communication: Body Language, Time, Cultural Space, What Else?*

(June 6<sup>th</sup>, 2015) 66<sup>th</sup> Lecture of the HKUST Public Humanities Lectures Series at the Hong Kong Museum of History: *Linguistic Politeness, Facework, and Verbal Behaviours in Intercultural Encounters.*

(February 4<sup>th</sup>, 2018) 117<sup>th</sup> Lecture of the HKUST Public Humanities Lectures Series at the Hong Kong Museum of History: *Into Human Language: The Mysteries and Miracles.*

(August 25<sup>th</sup>, 2019) 144<sup>th</sup> Lecture of the HKUST Public Humanities Lectures Series at the Hong Kong Museum of History: *Language and Nation Building: Language Planning and Policy in Modern China.*

### **CERTIFICATE & MEMBERSHIP OF ACADEMIC ORGANISATIONS**

- Teaching Certificate of Tertiary Education in China, awarded by the Department of Education of Henan Province, China;
- Lecturer Certificate in English at Tertiary Level, awarded by Zhengzhou University, China;
- Certificate of Putonghua – Level A in Putonghua Shuiping Ceshi (PSC).
- Professional societies: American Association for Applied Linguistics (AAAL), The International Pragmatics Association (IPrA), and China Pragmatics Association (CPrA).

## **SKILLS**

- Academic training in both Education (TESOL Programme) and Applied Linguistics;
- Knowledge and experience in embracing online social media for blended learning (e.g., online platforms such as Canvas, BuddyPress, Moodle, and ePortfolio);
- Knowledge of research methodologies (quantitative, qualitative, mixed-method), with extensive experience with Procite, SPSS, NVivo, Dedoose, uReply, and IDI software.