

Curriculum Vitae

PAN, Ping Cathy

Division of Humanities
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ACADEMIC EMPLOYMENTS

Sept. 2023 – Present	Senior Lecturer, The Hong Kong University of Science & Technology (HKUST)
Sept. 2013 – Aug. 2023	Lecturer, HKUST
Sept. 2011 – Aug. 2013	Visiting Scholar, HKUST
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

Grants and Awards:

1 Jan. 2021 – 31 May 2023	Teaching and Learning Innovation Projects (TLIP) of HKUST 2021, titled “Into cultures and values: Independent research on language, culture and society”, total sum HKD199,412.
Dec. 2023	Best Teaching Award of the School of Humanities and Social Science, HKUST

Courses Taught and Duties Involved:

Feb. 2021 – Present	Lecturer (Senior Lecturer since Sept. 2023) in the Division of Humanities, HKUST:
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	<p>Delivering the GCS Track-required course: HUMA3030 <i>Language, Culture and Communication</i> (with a particular focus on pragmatics and culture);</p> <p>Designing and experimenting with an experiential learning course on <i>Cultures and Values</i> (a subsection of HUMA1000A).</p> <p>Jointly revamping and teaching a foundational core course <i>MILE5000 Language Learning</i> for the MA in International Language Education program (MILE) of the School of Humanities and Social Science, HKUST</p>
Feb. 2016 – Present	<p>Lecturer of the School-Sponsored Common Core Course (SSC) <i>HUMA1000A Cultures and Values: Language, Communication and Society</i> (with a multi-disciplinary approach from psycholinguistics, linguistic anthropology, intercultural communication and sociolinguistics).</p> <p>Coordinator of the HUMA1000 course as a whole and the IA (Instructional Assistant) Team leader for the two SSCs of HUMA1000 and HUMA1001. Duties and responsibilities involved: Collaborating with colleagues of all course sections; coordinating among different parties and academic units involved in the course QA committee; administering course evaluation mechanism; organizing meetings and discussions; documenting the QA process and monitoring the QA database. Leading and supervising the IA team devoted to the SSCs, including recruitment, training and evaluation.</p>
Sept. 2019 – Dec. 2019	Joint lecturer of the course MILE5001 <i>Second Language</i>
Sept. 2020 – Dec. 2020	<i>Acquisition</i> for the MILE program, HKUST
Sept. 2013 – Jan. 2016	<p>Developing and teaching a brand-new language course for the Division of Humanities: <i>Postgraduate English for Humanities</i> in Spring Term 2014, 2015 and Fall Term 2015.</p> <p>Maintaining duties as course coordinator of HUMA1000 and leader of the IA team.</p>
Sept. 2011 – Aug. 2013	Visiting Scholar in the Division of Humanities, HKUST. Member of the developing and teaching team of the School-Sponsored course <i>Cultures and Values</i> initiated by the Division; and forming the IA Team for the course.
Sept. 2010 – Dec. 2010	Joint-lecturer of the course <i>Language and Intercultural Communication</i> for the MA in AEL (Applied English Linguistics) Programme of the English Department, the Chinese University of Hong Kong

Sept. 2006 – Apr. 2010	Teaching assistant for five courses in the Department of English, The Chinese University of Hong Kong: <i>Communication Across Cultures, Grammatical Structure of English, Pragmatics and Semantics, Language Policy, Culture, and Identity in Asian contexts, and Pedagogical Grammar.</i>
Sept. 2007 – Mar. 2008	Private Chinese tutor for a Hong Kong-born Chinese American.
Feb. 2005 – May. 2005	Learner assistant of an ESL class of a local community school in Bristol, U.K.
Jul. 2002 – Jun. 2004	Lecturer at Shengda Economics, Trade, and Management College, Zhengzhou University.

SERVICES

Fall 2024, Supervising the final-year Capstone Project of a Global China Studies (GCS) major at the School of Humanities and Social Science (SHSS), HKUST

Mar. 2024 – Present, Member of the Teaching and Learning Innovation Projects Subcommittee (TLIP), HKUST

Sept. 2023 – Present, Member of the Teaching Faculty Appointments Committee, the Division of Humanities, HKUST

Sept. 2023 – Present, Member of the Merit Salary Review Committee [for TA/IA], the Division of Humanities, HKUST

Spring 2023, Supervising the final-year Capstone Project of a Global China Studies (GCS) major at the School of Humanities and Social Science (SHSS), 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 – Present, Mentor of GCS Major, SHSS, HKUST

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:

Experiential Learning under the Pandemic: Lessons and Gains from a Humanities Course on Cultures and Values. Oral Presentation at the *CUHK Teaching and Learning Innovation Expo 2022*, December 14 -16, 2022, Hong Kong.

“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*, June 9-14, 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 *3rd 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 *5th 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 (Distinction)

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.

Paper Reviewing:

2020 Paper reviewer of the journal *Intercultural Pragmatics*

PUBLIC LECTURES

(March 16th, 2014) 45th 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 6th, 2015) 66th 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 4th, 2018) 117th Lecture of the HKUST Public Humanities Lectures Series at the Hong Kong Museum of History: *Into Human Language: The Mysteries and Miracles*.

(August 25th, 2019) 144th 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 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) & China Pragmatics Association (CPrA).

SKILLS

- Academic training and expertise in both Education (TESOL Programme) and Applied English Linguistics, subsuming language testing and assessment as one of the primary components;
- Abundant experience in coordinating projects, communicating among groups; leading and supervising teams;
- Knowledge of research methodologies (quantitative, qualitative, mixed-method), with extensive experience with SPSS, NVivo, Dedoose, among others.
- Knowledge and experience in embracing online social media for blended learning (e.g., online platforms such as Canvas, Miro, Mentimeter, BuddyPress, Moodle);
- Strong oral and written skills in documenting, reporting and writing in both English and Chinese;
- Languages: English, Mandarin, Cantonese.