

# ***Professor LADEGAARD, Hans J.***

**Head and Professor, Department of English Language & Literature**

## ***Education***

B.A. in English Language and Literature, University of Odense, Denmark

B.A. in Scandinavian Languages and Literature, University of Odense, Denmark

M.A. in English Language and Literature, University of Cambridge, England/University of Odense, Denmark

Ph.D. in Sociolinguistics, University of Southern Denmark

Teacher Training Diploma for University Lecturers, Institute of Education, University of Southern Denmark

## ***Academic & Professional Experience***

- Professor of Linguistics, Hong Kong Baptist University (2010– )
- Associate Professor of Linguistics, Hong Kong Baptist University (2006-2010)
- Associate Professor of Sociolinguistics, University of Southern Denmark, 1999-2006.
- Assistant Professor of Sociolinguistics, University of Southern Denmark, 1995-1998
- PhD student, University of Southern Denmark, 1992-1995.
- Integration consultant and language teacher, the Danish Refugee Council, 1991-1992.
- Teaching assistant, University of Cambridge, England, 1986-1987.
- Primary school teacher, St. John's Christian School, Denmark, 1981-1983.

### *Courses Taught:*

Oral Communication and Public Speaking (ENG1211)

Language, Culture and Society (ENG1260)

The English Language and Communication across Cultures (ENG2670)

Research Skills (Language concentration) (ENG3340)

Language and Gender (ENG3450)

Language and Advertising (ENG3650)

Intercultural Communication (ENG3650)

Advanced Seminar in Language and Gender (LANG7650)

Communication and Culture in Organizations (ENG3650)

## ***Research Interests***

Global and intercultural communication

Language attitudes and stereotypes

Language and Gender

Discourse Analysis

Attitudes and motivation in foreign language learning

### **Research Grants/Awards/Professional Service**

1. The Discourse of Powerlessness and Repression: Life Stories of Migrant Workers in Hong Kong Church Shelters [HKBU Faculty Grant Cat II]
2. Power and Politeness in Cross-Cultural Computer-Mediated Communication [HKBU Faculty Grant Cat. I]
3. Male and Female Management Style: A Sociolinguistic Analysis of Male and Female Leaders' Discourse Strategies [HKBU Faculty Grant Cat. II]
4. Visiting Professorship, School of Foreign Languages, South China Agricultural University, Guangzhou, China (2007-2010).
5. Research Fellowship, School of Oriental and African Studies, University of London (2006)
6. 5-year Research Grant from the European Research Council. Project title: *Linguistic Dynamics and Management of Diversity* (2006- )
7. Research Grant from the Danish Research Council for the Humanities, and two multinational companies. Project title: *Global Communication in Danish Business Organizations* (2003-2006)
8. Honorary Research Fellowship, Birkbeck College, University of London (2001)
9. Research Grant from the Danish Research Council for the Humanities. Project title: *Cognition, Language and Consciousness: Language Acquisition and Language Use in the Interplay between Psycholinguistics and Social Psychology* (1998-2001)
10. Visiting Research Fellowship, University of Wales Cardiff. Supported with a Research Grant from the Danish Research Academy (1994)

### **Consultancy and Community Services**

- Review Editor for *Pragmatics & Society* (John Benjamins)
- Member of the Editorial Board of *RASK International Journal for Language and Communication* (since 2006)
- Member of the Editorial Board of *Journal of English Language Studies* (since 2010)
- Appointed referee for the *Asian Journal of English Language Teaching* (2008-2011)
- Referee for international publishers including John Benjamins, Polity Press, and Sage.
- Referee for international journals, including *Journal of Sociolinguistics*, *Journal of Pragmatics*, *Language Awareness*, *Journal of Multilingual and Multicultural Development*, *Journal of Child Language*, *Language and Intercultural Communication* and *Journal of Language and Social Psychology*.

## **Publications**

1. Rudeness as a discursive strategy in leadership discourse: Jocular insults and gendered discourse in a Hong Kong workplace (under review, *Journal of Pragmatics*) (Elsevier Publishers).
2. Bilingualism and bilingual education: John Edwards. In Carol A. Chapelle (Series Editor) *The Encyclopedia of Applied Linguistics* (Wiley-Blackwell, 2011) (forthcoming).
3. 'Doing power' at work: Responding to male and female management styles in a global business corporation. *Journal of Pragmatics* 43 (2011), 4-19 (Elsevier Publishers).
4. Stereotypes in the making: Prejudice and cultural generalizations in Hong Kong students' discourse. *Journal of Asian Pacific Communication* 21:1 (2011), 133-158 (John Benjamins).
5. Discourses of identity: Outgroup stereotypes and strategies of discursive boundary-making in Chinese students' online discussions about 'the other'. *Journal of Multicultural Discourses* 6:2 (2011), 1-21 (Routledge).
6. Negotiation style, speech accommodation and small talk in Sino-Western business negotiations: A Hong Kong case study. *Journal of Intercultural Pragmatics* 8:2 (2011), 197-226 (Mouton).
7. Stereotypes and the discursive accomplishment of intergroup differentiation: Talking about 'the other' in a global business organization. *Pragmatics* 21:1 (2011), 85-109 (John Benjamins).
8. Pragmatic cooperation revisited: Resistance and non-cooperation as a discursive strategy in asymmetrical discourses. *Journal of Pragmatics* 41 (2009), pp. 649-666 (Elsevier).
9. Politeness, power and control: The use of humour in cross-cultural telecommunications. In W. Cheng and K. Kong (eds.) *Professional Communication: Collaboration between Academics and Practitioners* (pp. 191-209) (Hong Kong University Press, 2009).
10. Language attitudes and gender in China: perceptions and reported use of Putonghua and Cantonese in the southern province of Guangdong (with Limei Wang). *Language Awareness* 17 (1), 2008, pp. 57-77 (Multilingual Matters/Routledge).
11. Global culture – myth or reality? Perceptions of 'national cultures' in a global corporation. *Journal of Intercultural Communication Research* 36 (2), 2007, pp. 139-163 (Routledge).
12. 'I like the Americans ... but I certainly don't aim for an American accent': Language attitudes, vitality and foreign language learning in Denmark (with Itesh Sachdev) *Journal of Multilingual & Multicultural Development* 27 (2) (2006), pp. 91-108 (Multilingual Matters/Routledge).
13. Politeness revisited: A new approach to an old problem. *Current Anthropology* 47 (1) (2006), pp. 205-207 (Chicago University Press).
14. Review of *Handbook of Perceptual Dialectology* (vol. 2) edited by Daniel Long & Dennis Preston (John Benjamins) *Journal of Multilingual and Multicultural Development* 27 (2), (2006), pp. 177-179. (Multilingual Matters/Routledge).

15. 'Vi taler engelsk og det er vildt internationalt' ['We communicate in English and it's so international'] *Kommunikation og Sprog* 9, 2005, pp. 6-9 [*Communication & Language* 9, 6-9].
16. Hvordan står det til med den globale kommunikation? [What is Global Communication?] *Humaniora* 1, 2005, pp. 26-31 [*Humanities* 1, 26-31].
17. Politeness in young children's speech: context, peer group influence and pragmatic competence. *Journal of Pragmatics* 36 (2004), pp. 2003-2022 (Elsevier).
18. Gender differences in young children's speech: the acquisition of sociolinguistic competence (with Dorte Bleses) *International Journal of Applied Linguistics* 13 (2), 2003, pp. 222-233 (Blackwell).
19. The Odense Language Acquisition Project (with, in alphabetical order, Basbøll, Bleses, Cadierno, Jensen, Madsen, Millar, Sinha & Thomsen). *Child Language Bulletin* 22 (1), 2002, pp. 11-12.
20. Sprog skaber folk: sprogholdninger og stereotyper i Danmark [Language creates people: Language attitudes and stereotypes in Denmark] *Sprogforum* 22, 2002, pp. 52-57 [*Language Forum* 22, 2002, pp. 52-57].
21. Popular perceptions of standard language: attitudes to 'regional standards' in Denmark. *Language Awareness* 10 (1), 2001, pp. 25-40 (Multilingual Matters/Routledge).
22. Review of *Handbook of Perceptual Dialectology* (vol. 1) edited by Dennis Preston (John Benjamins). *Journal of Multilingual and Multicultural Development* 22 (5), 2001, pp. 252-54 (Multilingual Matters/Routledge).
23. Language attitudes and sociolinguistic behaviour: Exploring attitude-behaviour relations in language. *Journal of Sociolinguistics* 4/2, 2000, pp. 214-33 (Blackwell).
24. Review of *The Discourse of Classified Advertising* by Paul Bruthiaux (Oxford University Press). *International Journal of Applied Linguistics* 10/2 (2000), pp. 281-85 (Blackwell).
25. Grices kooperative principper i kritisk belysning [A critical discussion of Grice's cooperative principles] In C.E. Lindberg & S.N. Lund (eds.) *Proceedings of the 17<sup>th</sup> Scandinavian Conference of Linguistics* (vol. II), pp. 75-88. University of Southern Denmark, 2000.
26. Standard Danish in a social psychological perspective: a discussion and empirical analysis of the concept of Standard Danish [Dansk rigsmål i et socialpsykologisk perspektiv: en diskussion og empirisk analyse af rigsmålsbegrebet] *RASK International Journal for Language and Communication* 11 (1999), pp. 3-43 (University of Southern Denmark Press).
27. Assessing national stereotypes in language attitude studies: The case of class-consciousness in Denmark. *Journal of Multilingual and Multicultural Development* 19/3 (1998), pp. 182-98 (Multilingual Matters/Routledge).

28. National stereotypes and language attitudes: The perception of British, American and Australian language and culture in Denmark. *Language & Communication* 18 (1998), pp. 251-274 (Pergamon Press).
29. Boys, girls, language and identity. Language attitudes and linguistic behaviour in a rural community in Denmark. *International Journal of Applied Linguistics* 8.1 (1998), pp. 3-25 (Blackwell).
30. Audience design revisited: Persons, roles and power relations in speech interactions. *Language & Communication* 15 (1), 1995, pp. 89-101 (Pergamon Press).
31. Sociale stereotyper som determinative faktorer i evalueringer af dansk talesprog [Social stereotypes as determinative factors in the evaluation of spoken Danish]. *Danske Folkemaal* 36, 1994, pp. 105-118. [*Danish Dialectology* 36, 1994, pp. 105-118] (Copenhagen: C.A. Reitzel Publishers).
32. Language attitudes and language change in Denmark. In U.B. Kotsinas and J. Helgander (eds.) *Dialektkontakt, språkkontakt och språkförändring i Norden* [Dialect Contact, Language Contact and Language Change in Scandinavia]. (pp. 270-279) University of Stockholm Press, 1994.
33. Sprogholdninger og sproglig adfærd hos skoleelever på Fyn [Language attitudes and linguistic behaviour among students on Funen] In M. Kunøe and E.V. Larsen (eds.) Conference Proceedings, *Fjerde Møde om Udforskningen af Dansk Sprog* [*The Study of Danish Language*], Aarhus University Press, 1993, pp. 177-197.
34. Sprogholdninger i Danmark. En socialpsykologisk analyse af stereotype holdninger til sprog og sprogbrugere i fire danske lokaliteter [Language attitudes in Denmark. A Social Psychological analysis of stereotypical attitudes towards speech and speakers in four Danish communities]. *Nordisk Psykologi* 44 (3), 1992, pp. 173-189. [*Nordic Psychology* 44 (3), 1992, pp. 173-189] (Copenhagen: Academic Press).

*Other:*

*Recent Conference Papers and Talks*

- ‘The Discourse of Powerlessness and Repression: Identity Construction in Foreign Domestic Helper Narratives’. Paper presented at the 2011 Symposium of the International Association for Languages and Intercultural Communication, Selangor, Malaysia, 9-10 December 2011.
- ‘Will you accuse your mother of being ugly and low-ranking?’: Stereotypes and prejudice and Hong Kong students’ discourse about ‘the other’. Paper presented at the 12<sup>th</sup> International Conference on Language and Social Psychology, University of Queensland & Griffith University, Brisbane, Australia, 16-19 June 2010.
- ‘Cross-cultural communication in the workplace: A Sino-Western perspective’. The Danish Consulate General, Hong Kong, 6 November 2009.

- ‘East is East and West is West’: Problems and challenges in cross-cultural communication.’ Keynote lecture in celebration of the 100<sup>th</sup> Anniversary of South China Agricultural University, 5 November, 2009.
- ‘Cultural awareness and critical thinking in the multicultural classroom: A Hong Kong case study.’ Paper given at an international symposium on Internationalization, Teaching, Learning and the Liberal Arts, Sun Yat-sen University, Guangzhou, 4-5 November 2009.
- ‘Doing power’ at work: An analysis of male and female management styles in a global business corporation. Paper presented at the Asia-Pacific Rim LSP and Professional Communication Conference, Hong Kong Polytechnic University & City University, Hong Kong, 8-10 December, 2008.
- ‘Oh you have office in Hong Kong too’: Culture and Confucian thinking in cross-cultural business negotiations in China. Paper presented at the 3<sup>rd</sup> International Conference on Language, Culture and Mind, University of Southern Denmark, July 2008.
- Stereotypes and the discursive accomplishment of ingroup-outgroup cohesiveness: Talking about ‘the other’ in global business communication. Paper presented at the Hong Kong Association of Applied Linguistics Research Forum, 11 June, Hong Kong Polytechnic University.
- Language, Gender and Culture. Guest Lecture, School of Foreign Languages, South China Agricultural University, Guangzhou, China, December 2006.
- Male and Female Management Style. The Annual Conference of the Association of Danish Industries (*Dansk Industri*), Nyborg, Denmark, November 2005.
- Language, Gender and Socialization. Conference of the Modern Language Teachers’ Association, Copenhagen, September 2005.
- Global Communication in Business Organizations. The Annual Staff Conference, LEGO, Billund, Denmark, May 2005 (with S. Millar).
- Language use, attitudes and stereotypes in the print media. The annual conference of the Association of Danish Journalists, Aarhus, Denmark, January 2003.
- ‘I like the Americans but I certainly don’t aim for an American accent’: Language attitudes, vitality and foreign language learning in Denmark. Paper presented at The 8<sup>th</sup> International Conference on Language and Social Psychology, City University, Hong Kong, July 2002.
- Politeness in young children’s speech: a (re)consideration of context and peer group influence. Birkbeck College, University of London, UK, May 2001.
- Politeness in young children’s speech: the verbalization of gender identity in play. Max Planck Institute for Evolutionary Anthropology, Leipzig, Germany, October 2000.