

Dr. KONG, Kenneth C. C.

B.A.(Hons), City Polytechnic of Hong Kong

M.Sc., Aston University, U.K.

Ph.D., City University of Hong Kong

Associate Professor, Department of English Language & Literature

Academic & Professional Experience

Associate Professor (2005-Present) & Assistant Professor (2000-2005), Department of English Language & Literature, Hong Kong Baptist University

Coordinator of Languages Department, Hong Kong Academy for Performing Arts

Research Interests

Discourse Analysis

Intercultural Pragmatics

Multimodal Analysis

Functional Linguistics

Language Education

Consultancy/Professional/Community Services

1. Manuscript referee for *Text, Information Design Journal and Document Design (IDJ + DD)*, *Language in Society*, and *Hong Kong Journal of Applied Linguistics*, *Asian Journal of English Language Teaching*, and *Journal of Asian Pacific Communication*

2. Examiner, International English Language Testing System, IELTS CEPA Management Unit of the University Grants Committee

Research Projects

On-going Research Projects (as principal investigators):

1. Mediated Language Use: Building the first bilingual and multimodal corpus in Hong Kong (Funded by General Research Fund, Research Grants Council of University Grants Committee).

2. Mediated Discourse Analysis: connections between words and images in media and academic registers (Funded by Faculty Research Grant, Hong Kong Baptist University).

3. Towards a research-oriented book in professional discourse (Funded by Faculty Research Grant, Hong Kong Baptist University).

4. A linguistics model of intertextuality (Funded by Faculty Research Grant, Hong Kong Baptist University).

Recently Completed Project (as principal investigators):

5. Researching the Language of Research: Making Claims Across Cultures (Funded by Faculty Research Grant, Hong Kong Baptist University).

6. A Discourse Analysis of Internal Directive Documents of Business Firms and Public Organisations in Hong Kong: their Global Structure and the Use of Interactive Contextual Frames as Politeness Strategies (Funded by Faculty Research Grant, Hong Kong Baptist University).

7. A Study of the Visual and Linguistic Elements in Hypertext Resources for Learning English and their Effectiveness on Users (Funded by CERG, University Grant Committee, Hong Kong SAR)

Publications

Book:

1. Cheng, Winnie and Kenneth C. C. Kong (Eds.) (2008). (Equal contribution). *Professional Communication: Collaboration between Academics and Practitioners*. Hong Kong University Press.

Referred articles:

2. Kong, C. C. Kenneth (1998) 'Are simple business request letters really simple? A comparison of Chinese and English business request letters'. *Text* 18: 103-141. (Current name: *Text and Talk*) (SSCI & AHCI)
3. Kong, C. C. Kenneth (1998) 'Politeness of Service Encounters in Hong Kong'. *Pragmatics* 8 (4): 555-575.
4. Kong, C. C. Kenneth (2001) 'Marketing of belief: intertextual construction of network marketers' identities' *Discourse and Society* 11(4): 473-503. (SSCI)
5. Kong, C. C. Kenneth (2002) 'Managing the ambiguous and conflicting identities of 'upline' and 'downline' in a network marketing firm' *Discourse Studies* 3(4): 49-74. (SSCI)
6. Kong, C. C. Kenneth (2003) 'How to do business without losing friends?' Negotiating friendship in interactions between network marketers and their prospects' *Language in Society* 32(4): 487-522. (SSCI)
7. Kong, C. C. Kenneth (2004) 'Marked Themes and thematic patterns across three genres – academic abstracts, advertisements and administrative documents' *WORD* 55(3): 343-362. (SSCI & AHCI)

8. Kong, C. C. Kenneth (2005) 'Evaluative resources in English and Chinese research articles' *Multilingua* 24(3): 275-308.
9. Kong, C. C. Kenneth (2005) 'Metaphors in network marketing discourse: Language, ideology and organizational culture in Hong Kong' in F. Bargiela & M. Gotti (ed.) *Asian Business Discourses* (Linguistic Insights: Studies in Language and Communication Series). Bern: Peter Lang, pp. 57-75.
10. Kong, C. C. Kenneth (2006) 'The use of accounts as a politeness strategy in the internal directive documents of business firms in Hong Kong' in the special issue on Asian business discourse of *Journal of Asian Pacific Communication* 16(1): 75-99.
11. Kong, C. C. Kenneth (2006) 'Evaluative resources in English and Chinese research articles' Reprint of (8) with modifications in *Multilingua* 25(1/2): 183-216.
12. Kong, C. C. Kenneth (2006) 'A taxonomy of the discourse relations between words and visual' *Information Design Journal* 14(3): 207-229.
13. Kong, C. C. Kenneth (2006) 'Property transaction reports: news, advertisement or a new genre?' *Discourse Studies* 8(6):771-796. (SSCI)
14. Bargiela, Francesca, Kong, C. C. Kenneth, and others (2007) 'Eastern horizons: Enriching Business Discourse' *Discourse and Communication* 1(1):37-58.
15. Kong, C. C. Kenneth (2008) 'A filial son or a loving mother: evaluation resources as recontextualization cues in property transaction reports' *Journal of Pragmatics* 40(3): 431-453 (SSCI & AHCI)
16. Kong, C. C. Kenneth (2008). 'Pragmatic Approach to Business Discourse' in F. Bargiela (ed.) *The Handbook of Business Discourse*. Edinburgh: University of Edinburgh, pp. 239-255.
17. Kong, C. C. Kenneth (2008). 'Interactions of professional, institutional and business voices in academic settings' in K. C. C. Kong & W. Cheng (eds.). *Professional Communication: Collaboration between Academics and Practitioners*. H.K.: Hong Kong University Press, pp. 113-129.
18. Kong, C. C. Kenneth & Cheng, Winnie (2008). 'Intercultural Professional Communication: Approaches and Issues' in K. C. C. Kong & W. Cheng (eds.). *Professional Communication: Collaboration between Academics and Practitioners*. H.K: Hong Kong University Press, pp. 3-16.
19. Kong, C. C. Kenneth. (2009). 'Media discourse' in J. Renkema (ed.) *Discourse Of Course*. Amsterdam: John Benjamins, pp. 251-271.

20. Kong, C. C. Kenneth. (2009). 'A comparison of the linguistic and interactional features of language learning websites and textbooks' *Computer Assisted Language Learning* 22 (1): 31 – 55.

Book review:

21. Kong, C. C. Kenneth (2003) 'Review of *CyberPlay: Communicating Online*' *Discourse and Society* 13(2): 380-382.

Departmental report:

22. Kong, C. C. Kenneth, Chan, Anita & Lee, Ian (2000) 'Analysis of Students' Needs in Learning English at the Hong Kong Academy for Performing Arts'. Department of Languages, Hong Kong Academy for Performing Arts.