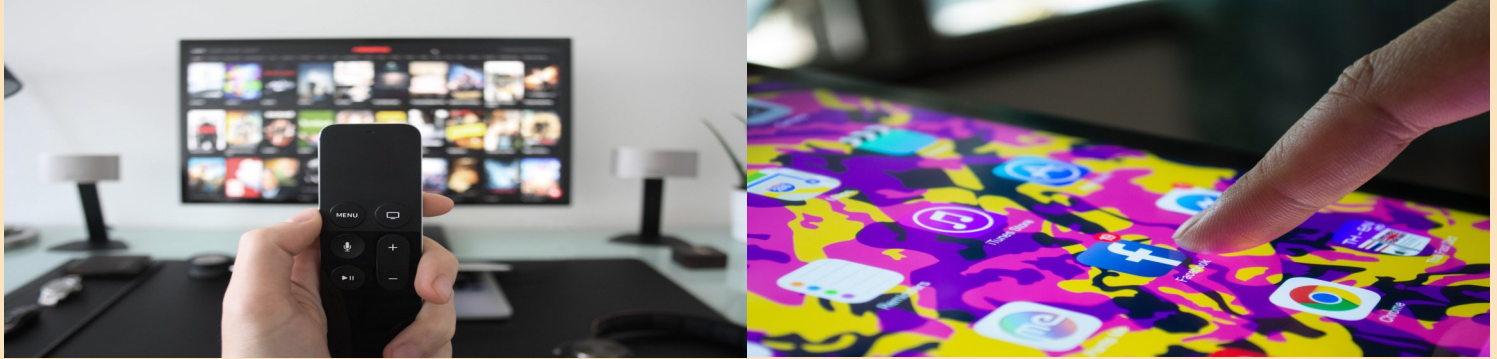




RIDCH 38th Seminar

Corpus Linguistics and Creativity in TV and Social Media English



Date: 30 October 2018 (Tue)
Time: 8:15 - 9:15 p.m.
Venue: Room C0812, 8/F, OUHK Main Campus

The study of linguistic creativity has posed great challenges for corpus linguists. Some main obstacles include the absence of agreement about (linguistic) creativity; the dearth of efficient extraction strategies which can improve the current, highly time-consuming manual trawling process; and the lack of analytical frameworks which can cover various multimodal resources contributing to the production of linguistic creativity.

In this talk, the main objectives are i) to discuss quantitative ways to improve efficiency of linguistic creativity extraction through corpus linguistic approach, ii) to introduce new frameworks for the multimodal analysis of (linguistic) creativity, and iii) to analyse instances of (linguistic) creativity qualitatively using the introduced frameworks. The data used in this talk will be mainly English-based, taken from, but not limited to, television and social media – two of the world's most popular forms of communication media to date.



Dr. Locky Law Lok-hei
The Centre for Applied English Studies (CAES),
The University of Hong Kong

Dr. Law is a Senior Research Assistant of The Centre for Applied English Studies (CAES), the University of Hong Kong (HKU). He holds a PhD in linguistics at The Hong Kong Polytechnic University (HKPolyU). He has published a total of 14 peer-reviewed journal articles, corpora, book chapters, conference proceedings and presentations on linguistic creativity.

Prior to the appointment at HKU, Dr. Law was the Innovation & Public Relations Manager at Hotel ICON, a lecturer at Hong Kong Adventist College, a visiting lecturer at the English Department, HKPolyU, and a head of department at a commercial English learning centre. Dr. Law has taught English courses in a total of 22 primary and secondary schools, as well as courses in corpus linguistics, sociolinguistics and communication at bachelor's and master's level.

All are welcome

Enquiry: ridch@ouhk.edu.hk / Tel: 2768 5903 (Ms Lam)

Website: www.ouhk.edu.hk/ridch

Online Registration

