

RIDCH 42nd Seminar

Discourse Analysis on University Websites: A Case Study between Hong Kong and Taiwan

4 April 2019 (Thu) | 7:40 – 8:15 p.m.
G28, G/F, OUHK Main Campus

Abstract

University websites provide plenty of information to the public. They help to construct the collective identity of a university, and reveal the purposes of a university. Particularly, more and more universities treat their websites as an efficient tool to attract prospective students and increase their reputation. This study investigates the multimodality on websites from universities in Hong Kong and Taiwan, attempts to explain the socio-cultural backgrounds revealed by text and images. Using eye tracking technology and interviews, the study suggests that pictures and associated descriptions have strong relationships and colorful pictures usually draw users' attention. The major differences between Chinese and English university webpages in this study are the importance of the 'university logo', and the familiarity of universities may cause differences in the reading time of related details while the website designs are relatively less influential to the respondents' perception.



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Chor Kiu Lee (CK) is currently a PhD candidate at the Graduate Institute of Linguistics, National Taiwan University. His research interests include pragmatics, discourse analysis, and the relationship between language and sports. Having experienced in teaching schools at various levels in Hong Kong and Taiwan, he has developed the curiosity in cultural differences and relative pedagogical approaches.

Online Registration



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