HASALD
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Hong Kong Association for Self-Access Learning and Development

HONG KONG ASSOCIATION FOR SELF-ACCESS LEARNING AND DEVELOPMENT (HASALD) SEMINAR:

POSITIONING APPLIED CORPUS LINGUISTICS: ADVANCING RESEARCH AND PRACTICE FOR REAL-WORLD IMPACT
PROF. ERIC FRIGINAL

Applied Corpus Linguistics (ACL) represents a dynamic and impactful domain of corpus linguistics that bridges the gap between linguistic research and practical applications. Its central mission is to harness corpus-based insights to address pressing challenges in language education, workplace communication, and policy development. By focusing on the practical utility of corpus data, ACL equips researchers, educators, and practitioners with tools to design innovative teaching materials, develop effective training programs, and inform policy decisions across diverse professional sectors, including aviation, healthcare, customer service, and education.

Through my research in ACL, I have developed a theoretical and analytical framework within ACL that emphasizes the identification of discursive practices in spoken corpora. These practices reveal how speakers navigate complex role relationships, cultural identities, power dynamics, and task-oriented objectives. This approach is particularly relevant to workplace communication, where language often intersects with intricate sociocultural structures and professional hierarchies (Baker, 2021; Friginal, 2020; Vine, 2020). In this presentation, I will highlight findings from a series of interconnected studies examining linguistic patterns in spoken English across diverse registers. These findings demonstrate how corpus-based research can inform the creation of contextually relevant teaching and training materials, as well as the development of policies to meet the linguistic demands of global industries.

This presentation also serves as an invitation to the HASALD research community to contribute to the growing field of ACL by submitting their work to the Applied Corpus Linguistics (ACORP) Journal, published by Elsevier (CiteScore = 2.6; Impact Factor = 2.1). The journal provides a platform for cutting-edge research that applies corpus methods to real-world challenges, fostering collaboration between researchers, teachers, and discourse analysts. By showcasing the transformative potential of ACL, this presentation underscores the journal's commitment to advancing applied linguistic research that has tangible and far-reaching impacts on society.

Date:
19 September 2025
18:30 - 19:30

Venue: SHA102,
Department of English and Communication
PolyU Hung Hom Bay Campus

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THE HONG KONG POLYTECHNIC UNIVERSITY
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