



**Yi Zhang Ph.D.**

**Associate Professor**

Department of Languages & Literatures

Delaware State University

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## EDUCATION

**Ph.D.** 2017 - Second Language Acquisition & Instructional Technology, University of South Florida

Dissertation: *Heteroglossic Chinese online literacy practices on micro-blogging and video-sharing sites*

Committee: Dr. Camilla Vásquez, Dr. Wei Zhu, Dr. Suresh Canagarajah, Dr. Soria Colomer

**M.A.** 2012 - Teaching English as a Second Language, Pennsylvania State University

**B.A.** 2010 - English, Yangzhou University (Jiangsu, China)

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## EMPLOYMENT

**Associate Professor of Applied Linguistics | Assistant Director of ESL Programs, Delaware State University**

Dover, United States | August 15, 2025 - present

**Assistant Professor of Applied Linguistics | Assistant Director of ESL Programs, Delaware State University**

Dover, United States | June 21, 2022 - August 14, 2025

**Assistant Professor of Applied Linguistics and TESOL, Xi'an Jiaotong-Liverpool University**

Suzhou, China | August, 2017 - August, 2022

**Instructor of Methods of Teaching English Overseas (TSL4362/LIN6932)**, *University of South Florida*

Tampa, FL | January, 2016 - June, 2016

**Instructor of ESL and EAP, INTO** - *University of South Florida*

Tampa, FL | August, 2012 - December, 2015.

**Instructor of ESL**, *Pennsylvania State University*

State College, PA | August, 2011 - June, 2012

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## PUBLICATIONS

### Peer-Reviewed Journal Articles

**Zhang, Y.**, Zhang, L. (2025). “Do not approach men. You will be miserable” - Feminist humor in “misandry” memes on Chinese microblogging. *Internet Pragmatics*, 8(1), 58-85.

<https://doi.org/10.1075/ip.00120.zha>

Bogachenko, T., Burke, R., **Zhang, Y.**, & Gong, Q. (2025). The use of Google Translate for language learning in emergency forced displacement contexts. *Australian Review of Applied Linguistics*, 47(3), 309-339. <https://doi.org/10.1075/ara1.24098.bog>

**Zhang, Y.**, Zhang, L., Wei, R., & Liu, Y. (2024), “(scream)(wriggle)(dismally crawl)” - Parentheses as semiotic resources for translanguaging and trans-semiotic practices on Chinese micro-blogging, *Social Semiotics*, 35(2), 294-311. <https://doi.org/10.1080/10350330.2024.2306548>

Wu, Y., Ren, W., & **Zhang, Y.** (2024). Attacks and remedies of online public opinion reversal events. *Pragmatics and Society*, 15(3), 448-470. <https://doi.org/10.1075/ps.21095.wu>

**Zhang, Y.**, & Ren, W. (2024). From *hǎo* to *hǒu* – stylising online communication with Chinese dialects. *International Journal of Multilingualism*, 21(1), 149-168.

<https://doi.org/10.1080/14790718.2022.2061981>

Zhang, L., **Zhang, Y.** (2022). “NoL, please be away from my life.” - Pejorative neologisms for stigmatizing males in Chinese micro-blogging. *First Monday*, 27(5).

<https://doi.org/10.5210/fm.v27i5.12402>

**Zhang, Y.**, & Ren, W. (2022). “This is so skrrrrr” – Creative translanguaging by Chinese micro-blogging users. *International Journal of Multilingualism*, 19(3), 289-304.

<https://doi.org/10.1080/14790718.2020.1753746>

Zhang, L., **Zhang, Y.**, & Cao, R. (2022). “Can we stop cleaning the house and make some food, Mum?”: A critical investigation of gender representation in China’s English textbooks.

*Linguistics & Education*, 69, 101058. <https://doi.org/10.1016/j.linged.2022.101058>

**Zhang, Y.** (2021). English as a linguistic resource: Localizing English in micro-blogging by users of Chinese. *English Today*, 37(1), 34-41. <https://doi.org/10.1017/S0266078419000324>

**Zhang, Y.** (2020). Adopting Japanese in a popular Chinese video-sharing website: Heteroglossic and multilingual communication by online users of Bilibili.com. *International Multilingual Research Journal*, 14(1). 20-40. <https://doi.org/10.1080/19313152.2019.1627856>

**Zhang, Y.** (2017). The semiotic multifunctionality of Arabic numerals in Chinese online discourse. *Language@Internet*, 14, article 2. Retrieved from <https://scholarworks.iu.edu/journals/index.php/li/article/view/37716>

**Zhang, Y., & Vásquez, C.** (2014). Hotels' responses to online reviews: Managing consumer dissatisfaction. *Discourse, Context & Media*, 6, 54-64. <https://doi.org/10.1016/j.dcm.2014.08.004>

### **Chapters in Edited Volumes**

**Zhang, Y.** (forthcoming). Celebration of language play and humor - Translanguaging and carnivalesque literacy practices in Chinese digital space. In **Y. Zhang & S. Dovchin** (eds), *Anti-social Social Media in East Asia: Language, Identity and Ideologies (The Routledge Handbook of Language and Social Media around the World)*. New York: Routledge.

**Zhang, Y., & Zhang, L.** (2025). Language of online consumer reviews. In Nesi, H., & Milin, P. (in press), *International Encyclopedia of Language and Linguistics* (3rd Edition). Elsevier. <https://doi.org/10.1016/B978-0-323-95504-1.00424-5>

**Zhang, Y., & Wei, R.** (2025). Instructors' strategic use of L1 through a translanguaging perspective in a Chinese EMI university – Opportunities and challenges. In R. Yuan & X. Qiu (eds), *English Medium Instruction Pedagogy in Disciplinary Classrooms* (pp. 89-110). New York: Routledge. ISBN: 9781003432500

**Zhang, Y.** (2022). Stylization in Chinese online communication: English as resource for creative linguistic practices. In S. Li (ed.), *English in China: Creativity and Commodification* (pp.53-66). New York: Routledge. ISBN: 9781003292326

**Zhang, Y., & Wei, R.** (2021). Strategic use of L1 in EMI classrooms: A translanguaging perspective. In W. Tsou & W. Baker (eds.), *English-Medium Instruction Translanguaging Practices in Asia* (pp.101-118). Singapore: Springer [https://doi.org/10.1007/978-981-16-3001-9\\_6](https://doi.org/10.1007/978-981-16-3001-9_6)

**Zhang, Y., & Wei, R.** (2020). Knowledge shock for MA TESOL students in a World Englishes module. In D. Benegas (ed.), *Content Knowledge in English Language Teacher Education: International Experiences* (pp. 97-112). New York: Bloomsbury Academic. <http://dx.doi.org/10.5040/9781350084650.0012>

## Book

**Zhang, Y., & Dovchin, S.** (eds), (forthcoming). *Anti-social Social Media in East Asia: Language, Identity and Ideologies (The Routledge Handbook of Language and Social Media around the World)*. New York: Routledge. Available at: [https://www.routledge.com/The-Routledge-Handbook-of-Language-and-Social-Media-around-the-World/Tagg-Giaxoglou-Lexander/p/book/9781032419060?srsId=AfmBOopE\\_J9Wfcd7PZp5JCnCswrAhrbQ7RFi77eXA8Sdteo8IJzSRDaT](https://www.routledge.com/The-Routledge-Handbook-of-Language-and-Social-Media-around-the-World/Tagg-Giaxoglou-Lexander/p/book/9781032419060?srsId=AfmBOopE_J9Wfcd7PZp5JCnCswrAhrbQ7RFi77eXA8Sdteo8IJzSRDaT)

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## CONFERENCE PRESENTATIONS

**Zhang, Y., & Zhang, L.** (2024, September). *Internet influencer promotion genre in social media – A move analysis of Qiafan videos on Bilibili.com*. Research presented at the 6<sup>th</sup> American Pragmatics Association. St Petersburg, USA.

**Zhang, Y.** (2024, June). *The Chinese dual language immersion program in Delaware - Implications and prospects*. China-US Alliance of College Teachers of Chinese. Xiamen, China.

**Zhang, Y., Wei, R., Zhang, L. & Liu, Y.** (2023, October). “(scream)(wriggle)(dismally crawl)” – *Parentheses as semiotic resources for creative linguistic practices on Chinese micro-blogging*. Research presentation at the Approaches to Digital Discourse Analysis 4 conference. Klagenfurt, Austria.

**Zhang, Y.** (2023, June). *Dual language immersion Chinese programs and its implications on higher education - Design of the Bridge Program with Delaware State University*. Research panel presentation at the 8th International Conference on Teaching Chinese as a Second Language. Swarthmore College, Swarthmore, US.

**Zhang, Y., & Zhang, L.** (2023, March). “No disclosure means no calories” - *Playing on intertextuality via “cheat meal” humor on Chinese micro-blogging*. Research poster presentation at the American Association for Applied Linguistics AAAL conference. Portland, Oregon, US.

**Zhang, Y., & Zhang, L.** (2021, November). “Do not approach men. You will be miserable”- *Misandry memes in Chinese microblogging*. Research presentation virtually at the International Conference on New Discourse in Contemporary China & The 2021 International Conference on Frontiers of Discourse Studies. Shanghai, China.

**Zhang, Y.** (2020, September). *Strategic use of L1 in EMI classrooms: Implications for translanguaging practices and language policy*. Research presentation virtually at the 6<sup>th</sup> Symposium on Chinese Language Policy and Language Planning. Jilin, China.

**Zhang, Y.** (2020, June, accepted). *Memes in Chinese digital messaging - Customizing biaoqing with various linguistic and semiotic resources*. Research presentation at the 3<sup>rd</sup> International

Conference of Sociolinguistics. Prague, Czech Republic.

- Zhang, Y.** (2020, June, accepted). *Managing customer complaints: China-based hotels' responses to negative comments through a domestic travel site Ctrip*. Research panel presentation at the Regional Association of Business Communication. Vienna, Austria.
- Sun, Z., & **Zhang, Y.** (2020, August, accepted). *Taboo language and expletives in Chinese social media - An investigation of a Chinese online forum Douban*. Research presentation at the International Association of Applied Linguistics Conference. Groningen, the Netherlands.
- Zhang, Y.** (2019, June). *From “啥” (what) to “花Q” (screw you) - The pragmatic adoptions of dialects in Chinese online communication*. Research presentation at the 16<sup>th</sup> International Pragmatics Association conference. Hong Kong, China.
- Zhang, Y.** (2019, May). *“This is really skr~” - Pragmatic adoptions of a hip-hop term by Chinese netizens*. Research presentation at the 2<sup>nd</sup> Approaches to Digital Discourse Analysis conference. Turku, Finland.
- Zhang, Y.** (2018, September). *“666” as a compliment in Chinese online communication: An investigation of creative stylized Chinese in a video-sharing site*. Research presentation at the 2<sup>nd</sup> International Conference of Sociolinguistics. Budapest, Hungary.
- Zhang, Y.** (2018, July). *Creative literacy practices in Chinese online discourse - An investigation of bilibili.com*. Research presentation at the 11<sup>th</sup> Conference of Chinese Sociolinguistics. Changchun, Jilin Province, China.
- Zhang, Y.** (2017, March). *Using Japanese in a Chinese video-sharing website: An investigation of creative and playful online communication*. Research presentation at the American Association for Applied Linguistics AAAL conference. Portland, Oregon, US.
- Zhang, Y.** (2016, April). *The semiotic multifunctionality of numerals in Chinese online discourse*. Research presentation at the American Association for Applied Linguistics AAAL conference. Orlando, Florida, US.
- Zhang, Y. & Lee, Y.** (2016, April). *Superdiversity in an Asian grocery store*. Research poster presentation at the American Association for Applied Linguistics AAAL conference, Orlando, Florida, US.
- King, B., Cuesta, J. & **Zhang, Y.** (2015, July). *Engaging with native speakers: Looking at conversation openings in Second Life chat-logs*. Research presentation at the XVIIth International CALL Research Conference. Tarragona, Spain.
- King, B., Cuesta, J. & **Zhang, Y.** (2015, March). *Hola, soy un estudiante de español y necesito practicar con hispanohablantes: Opening conversations in Second Life*. Research presentation at the American Association for Applied Linguistics AAAL conference. Toronto, Canada.

**Zhang, Y., & Vásquez, C.** (2014, October). *Hotels' responses to online reviews: Managing consumer dissatisfaction*. Research presentation at the Association for Business Communication (ABC) conference. Philadelphia, Pennsylvania, US.

**Zhang, Y.** (2014, Spring). *Reconstructing truth-how language ideologies affect ESL learning and teaching*. Teaching presentation at the Teacher Development Day. INTO, University of South Florida, Tampa, US.

**Zhang, Y.** (2014, March). *Student teachers' development through legitimate peripheral participation: A multiple-case study*. Research presentation at the Department of World Languages WLE Research Colloquium. University of South Florida, Tampa, US.

Contreras, E., & **Zhang, Y.** (2014, March). *Student perception of peer-teacher feedback through the use of Twitter in an ESL classroom*. Research presentation at TESOL CALL-IS Moodle (Special event for TESOL convention). Portland, Oregon, US.

**Zhang, Y.** (2013, March). *A study of ROTC college recruiting brochures through critical discourse analysis*. Research presentation at the American Association for Applied Linguistics AAAL conference. Dallas, Texas, US.

**Zhang, Y.** (2013, March). *Learning to "be" a writing teacher: Legitimate peripheral participation for L2 M.A. TESL students*. Research presentation at the annual Conference on College Composition and Communication (CCCC). Las Vegas, Nevada, US.

### **Invited Talks**

**Zhang, Y.** (2024, March). *"I bet you know Chinese" – Reexamine multilingualism in the era of globalization and digital communication*. Delaware State University Department of Sociology and Criminal Justice. Dover, US.

**Zhang, Y.** (2023 December). *Translanguaging as discursive practice: Implications from multilingual and multi-modal communication in Chinese social media*. Invited talk at Xiamen University, Xiamen, China.

**Zhang, Y.** (2023, September). *English for specific purposes and intercultural communication for adult English learners*. Invited training session for ESL Rehoboth, Delaware State University, Dover, US.

**Zhang, Y.** (2023, April). *Working with ESL students – Effective strategies for ESL classrooms*. Invited lecture for the MAT program PLC sessions (Education Department). Delaware State University, Dover, US.

**Zhang, Y.** (2023, February). *PhD Professional Development Class – Experiences and discussions of the realities and expectations of junior faculty in China vs. the US*. Invited virtual lecture for the Ph.D. Linguistics and Applied Language Studies (LALS) program at the University of South Florida.

**Zhang, Y.** (2023, January). *Dissertation Workshop – Gain strategy & confidence for your writing. Q&A and tips.* Delaware State University Graduate Student Association. Dover, US.

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## **UNIVERSITY TEACHING**

### **Delaware State University:**

ELI 051 - Conversation V (pre-matriculation)  
ELI 052 - Language Use V (pre-matriculation)  
ELI 061 – Conversation VI (pre-matriculation)  
ELI 062 – Language Use VI (pre-matriculation)  
ENGL 204 – Linguistics (undergraduate)  
INTL 390x – Independent Study  
LING 404/504 - Second Language Acquisition (undergraduate/graduate)  
ENGL 410/510 - Structure of Modern English (undergraduate/graduate)  
ENGL 516 - Classroom-Planning, Supporting Learners (graduate)  
ENGL 590 Practicum (graduate)  
ENGL 592 Applied Research (graduate)

### **Xi'an Jiaotong-Liverpool University:**

LNG 415 - Language, Globalization and Mobility (graduate/new course)  
LNG 410/ENG 412 - English for Specific Purposes (undergraduate)  
LNG/ENG 407 - Second Language Acquisition (graduate)  
LNG/ENG 403 - Methods in English Language Teaching (graduate)  
LNG 310/ENG 318 - Applied Linguistics (undergraduate)  
LNG/ENG 308 - Intercultural Communication (undergraduate)  
LNG 303/ENG 305 - Final Year Project (undergraduate)  
LNG 201/ENG 201 - Language and the Media (undergraduate)  
LNG 105/ENG 115 - English as a Global Language (undergraduate)  
LNG 104/ENG 116 - Syntax (undergraduate)  
LAN 003 - How Language Works (undergraduate)  
LAN 002 - Introduction to English Studies (undergraduate)  
HSS 001 - Explore Humanities and Social Sciences (undergraduate)

### **University of South Florida:**

TSL 4362/LIN 6932 - Methods of Teaching English Overseas (undergraduate/graduate)

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## **UNIVERSITY SERVICE**

**Director of DSU Chinese Language and Culture Research Center**, *Delaware State University*  
Dover, United States | July, 2023 – present

**Assistant Director of ESL Programs, Delaware State University**  
Dover, United States | June, 2022 – present

**Liaison of State Chinese Dual-Language Immersion Program, Delaware State University**  
Dover, United States | July, 2022 – present

**Department Committee Chair – Study-abroad, Delaware State University**  
Dover, United States | July, 2024 – present

**Department Committee Member – Curriculum/Strategic Planning, Delaware State University**  
Dover, United States | June, 2022 – present

**Program Director of English and Communication Studies, Xi'an Jiaotong-Liverpool University**  
Suzhou, China | August, 2020 – June, 2022

**Program Director of Undergraduate Joint Programs, Xi'an Jiaotong-Liverpool University**  
Suzhou, China | August, 2019 – June, 2020

**Program Director of English & International Business, Xi'an Jiaotong-Liverpool University**  
Suzhou, China | August, 2017 – June, 2019

**Program Director of English & Finance, Xi'an Jiaotong-Liverpool University**  
Suzhou, China | August, 2017 – June, 2018

**Language Lab Supervisor, University of South Florida**  
Tampa, FL | August, 2016 – June, 2017

**Language Lab Assistant, University of South Florida**  
Tampa, FL | January, 2015 – July, 2015

**Mentor of MA TESOL Intern, INTO - University of South Florida**  
Tampa, FL | January, 2015 – June, 2015

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## **PROFESSIONAL SERVICE**

### **Journal Editorial Board Member**

*Discourse, Context and Media* (May, 2021 - present)

### **Invited Reviews**

2025	<i>Discourse, Context &amp; Media</i> <i>Online and Internet-Based Research Methods in Applied Linguistics</i> <i>Linguistics &amp; Education</i>
2024	<i>Language and Communication</i>

	<i>Discourse, Context &amp; Media</i>
	<i>Linguistics &amp; Education</i>
	<i>Multilingua-Journal of Cross-Cultural and Interlanguage Communication</i>
2023	<i>Journal of Pragmatics</i>
2022	<i>Linguistic Landscape</i>
	<i>International Journal of Cultural Studies</i>
	<i>Language@Internet</i>
	<i>Social Semiotics</i>
2021	<i>Discourse, Context and Media</i>
	<i>Narrative Inquiry</i>
	<i>Journal of Pragmatics</i>
2020	<i>Journal of Pragmatics</i>
2020	<i>Discourse, Context and Media</i>
2019	<i>Discourse. Context and Media</i>
2018	<i>Lingua</i>
2017	<i>Discourse, Context and Media</i>
2017	<i>Journal of Politeness Research: Language, Behaviour, Culture</i>
2015	<i>TESOL Quarterly</i>

### **PhD Committee**

2024	<i>Yuxuan Mu, PhD program of Linguistics and Applied Language Studies (LALS), University of South Florida</i>
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## **AWARDS & GRANTS**

2022-2023	Professional Development Fund (US \$2,148.12), Delaware State University.
2023	Spring Course Release, Delaware State University
2018-2020	Research Development Fund (RMB 21,000), Xi'an Jiaotong-Liverpool University. Project " <i>Dialectal Expressions in Chinese Online Discourse – An investigation on bilibili.com.</i> " - Completed.
2013-2016	Student Travel Grant (Conference Presentations), University of South Florida
2014	ABC Graduate Student Travel Scholarship, Association for Business Communication

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## **OTHER PROFESSIONAL & ADMINISTRATIVE SERVICE**

- 2025 Organizer of the 2025 podcast series, *The Learning Lounge - Where Language Meets Culture, and Learners become Locals*, with the Appoquinimink School District, Delaware State University, DE Dover, US
- 2025 Initiator/organizer of the *2025 DSU Chinese New Year Gala*, Delaware State University, DE Dover, US
- 2024 Initiator/organizer of the *2024 Colloquium of Multilingual Education and Intercultural Communication*, Delaware State University, DE Dover, US
- 2024 Mentor of Chinese Visiting Scholar, *Dianying Wang*, Delaware State University, DE Dover, US
- 2024 Initiator/organizer of the *2024 DSU Chinese New Year Gala*, Delaware State University, DE Dover, US
- 2023 Mentor of Chinese Visiting Scholar, *Xiangyao Meng*, Delaware State University, DE Dover, US
- 2022-2023 Contact and organizing personnel - *Banking, Finance and Insurance Institute of Nepal (BFIN) summer training workshop*, Delaware State University, DE Dover, US
- 2022 Liaison - *Delaware Dual Language Immersion programs (DLI)*, Delaware State University, DE Dover, US
- 2021 Scientific Committee - *The 10th International Conference of Educational Innovation through Technology*, Chongqing, China.
- 2019 Organizing Committee - *Conference organization for the "Suzhou Colloquium of Language Arts Research"*, Xi'an Jiaotong-Liverpool University, Suzhou, China
- 2017 Scientific Committee - *8th International Symposium on Intercultural Cognitive and Social Pragmatics*, Seville, Spain
- 2016 Organizing Committee - *Conference organization for the "XXIII Sociocultural Theory and Second Language Working Group Meeting"*, University of South Florida, Tampa, FL
- 2012-2014 Public Relations Officer - *"SLAQ student organization for SLA/IT"*, University of South Florida, Tampa, FL
- 2012 Content Editor - *"APLNG Newsletter for the Department of Applied Linguistics"*, Pennsylvania State University, State College, PA

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## PROFESSIONAL MEMBERSHIPS & ASSOCIATIONS

American Pragmatics Association  
 American Association for Applied Linguistics  
 International Pragmatics Association  
 CLTA-Taoli Mid-Atlantic

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## LANGUAGES

Chinese (native language)  
 English (advanced language ability)

Japanese (beginner)

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## **TRAINING**

Apple Teacher Certificate (March 26<sup>th</sup>, 2025), Delaware

Professional Development Workshop 2024 (November 21<sup>st</sup>, 2024), Delaware State University

Fundamentals of Experiential Learning Workshop (March 17<sup>th</sup>, 2023), Delaware State University

Blackboard Online Training (Dec 16<sup>th</sup>, 2022), Delaware State University

Customer Service Training (Dec 5<sup>th</sup>, 2022), Delaware State University