



Yi Zhang Ph.D.

Assistant Professor

Department of Languages & Literatures
Delaware State University
1200 N. DuPont Highway
Dover, DE 19901
yzhang@desu.edu



Profile

Yi Zhang, Ph.D., is an Assistant Professor and Assistant Director of ESL programs in the Department of Languages and Literatures, Delaware State University. He also serves as the Director of the DSU Chinese Language and Culture Research Center, and liaison of Delaware Dual Language Immersion programs. He teaches graduate and cross-listed courses of MA TESOL, English as a second language and other undergraduate courses. He has published his research in SSCI-indexed international journals such as *International Journal of Multilingualism*, *Discourse, Context & Media*, *Linguistics and Education*, to name a few, and book chapters on translanguaging in pedagogical and/or EMI contexts. He is currently editing a Routledge Handbook on language and social media in East Asia, and serves on the editorial board of *Discourse, Context & Media*.

Education

Ph.D. in Second Language Acquisition/Instructional Technology, University of South Florida
M. A. in Teaching English as a Second Language, Pennsylvania State University
B. A. in English, Yangzhou University

Experience

- Assistant Professor of Applied Linguistics | Assistant Director of ESL Programs | Director of DSU Chinese Language and Culture Research Center, Delaware State University
- Assistant Professor of Applied Linguistics and TESOL, Xi'an Jiaotong-Liverpool University
- Instructor of Methods of Teaching English Overseas (TSL4362/LIN6932), University of South Florida
- Instructor of ESL and EAP, INTO - University of South Florida
- Instructor of ESL, Pennsylvania State University

Research Interests

Sociolinguistics, discourse analysis, multilingualism, language and globalization, and computer-mediated communication.

Articles

- (1) **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*, <https://doi.org/10.1080/10350330.2024.2306548>
- (2) 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>
- (3) **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>
- (4) 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>
- (5) **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>

- (6) 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>
- (7) **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>
- (8) **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>
- (9) **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>
- (10) **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>
-

Books, monographs, compilations and manuals

- (1) **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.
- (2) **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
- (3) **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>
-

Conference Presentations

- (1) **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. Paper invited for presentation at the Approaches to Digital Discourse Analysis 4 conference. Klagenfurt, Austria

- (2) **Zhang, Y.** (2023, June). *Dual language immersion Chinese programs and its implications on higher education - Design of the Bridge Program with Delaware State University*. Paper presented at the 8th International Conference on Teaching Chinese as a Second Language. Swarthmore College, Swarthmore, US.
- (3) **Zhang, Y., & Zhang, L.** (2023, March). “*No disclosure means no calories*” - *Playing on intertextuality via “cheat meal” humor on Chinese micro-blogging*. Paper invited for presentation at the American Association for Applied Linguistics AAAL conference. Portland, Oregon, US.
- (4) **Zhang, Y., & Zhang, L.** (2021, November). “*Do not approach men. You will be miserable*”- *Misandry memes in Chinese microblogging*. Paper invited for presentation virtually at the International Conference on New Discourse in Contemporary China & The 2021 International Conference on Frontiers of Discourse Studies. Shanghai, China.
- (5) **Zhang, Y.** (2020, September). *Strategic use of L1 in EMI classrooms: Implications for translanguaging practices and language policy*. Paper invited for presentation virtually at the 6th Symposium on Chinese Language Policy and Language Planning. Jilin, China.
- (6) **Zhang, Y.** (2020, June, accepted). *Memes in Chinese digital messaging - Customizing biaoqing with various linguistic and semiotic resources*. Paper invited for presentation at the 3rd International Conference of Sociolinguistics. Prague, Czech Republic.
- (7) **Zhang, Y.** (2020, June, accepted). *Managing customer complaints: China-based hotels’ responses to negative comments through a domestic travel site Ctrip*. Paper invited for panel presentation at the Regional Association of Business Communication. Vienna, Austria.
- (8) Sun, Z., & **Zhang, Y.** (2020, August, accepted). *Taboo language and expletives in Chinese social media - An investigation of a Chinese online forum Douban*. Paper invited for presentation at the International Association of Applied Linguistics Conference. Groningen, the Netherlands.
- (9) **Zhang, Y.** (2019, June). *From “啥” (what) to “花Q” (screw you) - The pragmatic adoptions of dialects in Chinese online communication*. Paper presented at the 16th International Pragmatics Association conference. Hong Kong, China.
- (10) **Zhang, Y.** (2019, May). “*This is really skr~*” - *Pragmatic adoptions of a hip-hop term by Chinese netizens*. Paper presented at the 2nd Approaches to Digital Discourse Analysis conference. Turku, Finland.
- (11) **Zhang, Y.** (2018, September). “*666*” *as a compliment in Chinese online communication: An investigation of creative stylized Chinese in a video-sharing site*. Paper presented at the 2nd International Conference of Sociolinguistics. Budapest, Hungary.
- (12) **Zhang, Y.** (2018, July). *Creative literacy practices in Chinese online discourse - An investigation of bilibili.com*. Paper presented at the 11th Conference of Chinese Sociolinguistics. Changchun, Jilin Province, China.

- (13) **Zhang, Y.** (2017, March). *Using Japanese in a Chinese video-sharing website: An investigation of creative and playful online communication*. Paper presented at the American Association for Applied Linguistics AAAL conference. Portland, Oregon, US.
- (14) **Zhang, Y.** (2016, April). *The semiotic multifunctionality of numerals in Chinese online discourse*. Paper presented at the American Association for Applied Linguistics AAAL conference. Orlando, Florida, US.
- (15) **Zhang, Y.** & Lee, Y. (2016, April). *Superdiversity in an Asian grocery store*. Poster presented at the American Association for Applied Linguistics AAAL conference, Orlando, Florida, US.
- (16) King, B., Cuesta, J. & **Zhang, Y.** (2015, July). *Engaging with native speakers: Looking at conversation openings in Second Life chat-logs*. Paper presented at the XVIIth International CALL Research Conference. Tarragona, Spain.
- (17) King, B., Cuesta, J. & **Zhang, Y.** (2015, March). *Hola, soy un estudiante de español y necesito practicar con hispanohablantes: Opening conversations in Second Life*. Paper presented at the American Association for Applied Linguistics AAAL conference. Toronto, Canada.
- (18) **Zhang, Y.**, & Vásquez, C. (2014, October). *Hotels' responses to online reviews: Managing consumer dissatisfaction*. Paper presented at the Association for Business Communication (ABC) conference. Philadelphia, Pennsylvania, US.
- (19) Contreras, E., & **Zhang, Y.** (2014, March). *Student perception of peer-teacher feedback through the use of Twitter in an ESL classroom*. Paper presented at TESOL CALL-IS Moodle (Special event for TESOL convention). Portland, Oregon, US.
- (20) **Zhang, Y.** (2014, Spring). *Student teachers' development through legitimate peripheral participation: A multiple-case study*. Paper presented at the Department of World Languages WLE Research Colloquium. University of South Florida, Tampa, US.
- (21) **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.
- (22) **Zhang, Y.** (2013, March). *A study of ROTC college recruiting brochures through critical discourse analysis*. Paper presented at the American Association for Applied Linguistics AAAL conference. Dallas, Texas, US.
- (23) Zhang, Y. (2013, March). Learning to "be" a writing teacher: Legitimate peripheral participation for L2 M.A. TESL students. Paper presented at the annual Conference on College Composition and Communication (CCCC). Las Vegas, Nevada, US.
-

Professional Service Activities

University Services

Assistant Director of ESL Programs, *Delaware State University*

June, 2022 - present

Director of DSU Chinese Language and Culture Research Center, *Delaware State University*

June, 2023 - present

Liaison of Delaware Dual Language Immersion programs (DLI), *Delaware State University*

June 2022 - present

Department Committee Member - Curriculum/Strategic Planing, *Delaware State University*

June, 2022 - present

Program Director of English and Communication Studies, *Xi'an Jiaotong-Liverpool University*

August, 2020 - June, 2022

Program Director of Undergraduate Joint Programs, *Xi'an Jiaotong-Liverpool University*

August, 2019 - June, 2020

Program Director of English & International Business, *Xi'an Jiaotong-Liverpool University*

August, 2017 - June, 2019

Program Director of English & Finance, *Xi'an Jiaotong-Liverpool University*

August, 2017 – June, 2018

Language Lab Supervisor, *University of South Florida*

August, 2016 - June, 2017

Language Lab Assistant, *University of South Florida*

January, 2015 - July, 2015

Mentor of MA TESOL Intern, *INTO - University of South Florida*

January, 2015 - June, 2015

Academic Services

Section Editor: Routledge Handbook of Language and Social Media – Language and Social Media in East Asia (June, 2022 - present)

Editorial Board: Discourse, Context and Media (May, 2021 - present)

Courses Taught

ELI 051 - Conversation V (undergraduate) – *Delaware State University*

ELI 052 - Language Use V (undergraduate) – *Delaware State University*

LING 404/504 - Second Language Acquisition (undergraduate/graduate) – *Delaware State University*

ENGL 410/510 - Structure of Modern English (undergraduate/graduate) – *Delaware State University*

ENGL 516 - Classroom Planning, Supporting Learners (graduate) – *Delaware State University*

ENGL 590 Practicum (graduate) – *Delaware State University*

ENGL 592 Applied Research (graduate) – *Delaware State University*

HSS 001 - Explore Humanities and Social Sciences (undergraduate) – *Xi'an Jiaotong-Liverpool University*

LAN 002 - Introduction to English Studies (undergraduate) – *Xi'an Jiaotong-Liverpool University*

LAN 003 - How Language Works (undergraduate) – *Xi'an Jiaotong-Liverpool University*

LNG 104/ENG 116 - Syntax (undergraduate) – *Xi'an Jiaotong-Liverpool University*

LNG 105/ENG 115 - English as a Global Language (undergraduate) – *Xi'an Jiaotong-Liverpool University*

LNG 201/ENG 201 - Language and the Media (undergraduate) – *Xi'an Jiaotong-Liverpool University*

LNG 303/ENG 305 - Final Year Project (undergraduate) – *Xi'an Jiaotong-Liverpool University*

LNG/ENG 308 - Intercultural Communication (undergraduate) – *Xi'an Jiaotong-Liverpool University*

LNG 310/ENG 318 - Applied Linguistics (undergraduate) – *Xi'an Jiaotong-Liverpool University*

LNG/ENG 403 - Methods in English Language Teaching (graduate) – *Xi'an Jiaotong-Liverpool University*

LNG/ENG 407 - Second Language Acquisition (graduate) – *Xi'an Jiaotong-Liverpool University*

LNG 410/ENG 412 - English for Specific Purposes (undergraduate) – *Xi'an Jiaotong-Liverpool University*

LNG 415 - Language, Globalization and Mobility (graduate) – *Xi'an Jiaotong-Liverpool University*

TSL 4362/LIN 6932 - Methods of Teaching English Overseas (undergraduate/graduate) – *Xi'an Jiaotong-Liverpool University*

Professional Memberships

American Association for Applied Linguistics, Member | 2013 – present

American Pragmatics Association, Member | 2023 – present

International Pragmatics Association, Member | 2018 - 2020

CLTA-Taoli Mid-Atlantic, Member | 2022 - present

Awards and Honors

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 “*Dialectal Expressions in Chinese Online Discourse – An investigation on bilibili.com.*”

2013-2016, Student Travel Grant (Conference Presentations), University of South Florida.

2014, ABC Graduate Student Travel Scholarship, Association for Business Communication.