



YI ZHANG
Assistant Professor

Department of Languages & Literatures
Delaware State University
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EDUCATION

2017, May	Ph.D, Second Language Acquisition & Instructional Technology, University of South Florida
2012, May	MA, Teaching English as a Second Language, Pennsylvania State University
2010, May	BA, English Education, Yangzhou University (Jiangsu, China)

EMPLOYMENT

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

Dover, United States | June 21, 2022 - present

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

PUBLICATIONS

Peer-Reviewed Journal Articles

Wu, Y., Zhang, Y., & Ren, W. (accepted). Attacks and remedies of online public opinion reversal from a post-truth perspective. *Pragmatics and Society*.

Zhang, Y., & Ren, W. (2022). From *hǎo* to *hǒu* – stylising online communication with Chinese dialects. *International Journal of Multilingualism*. 1-20. Available at:
<https://www.tandfonline.com/doi/full/10.1080/14790718.2022.2061981>

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. Available at:
<https://www.sciencedirect.com/science/article/abs/pii/S0898589822000468>

Zhang, L., Zhang, Y. (2022). “NoL, please be away from my life.” - Pejorative neologisms for stigmatizing males in Chinese micro-blogging. *First Monday*, 27(9). Available at:
<https://firstmonday.org/ojs/index.php/fm/article/view/12402>

Zhang, Y., & Ren, W. (2020). “This is so skrrrrr” – Creative translanguaging by Chinese micro-blogging users. *International Journal of Multilingualism*, 19(3), 289-304. Available at:
<https://www.tandfonline.com/doi/full/10.1080/14790718.2020.1753746>

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. Available at:
<https://www.tandfonline.com/doi/full/10.1080/19313152.2019.1627856>

Zhang, Y. (2019). English as a linguistic resource. *English Today*, 37(1), 34-41. Available at:
<https://doi.org/10.1017/S0266078419000324>

Zhang, Y. (2017). The semiotic multifunctionality of Arabic numerals in Chinese online discourse. *Language@Internet*, 14, article 2. Available at:
<http://www.languageatinternet.org/articles/2017/zhang>

Zhang, Y., & Vásquez, C. (2014). Hotels’ responses to online reviews: Managing consumer dissatisfaction. *Discourse, Context & Media*, 6, 54-64. Available at:
<https://www.sciencedirect.com/science/article/pii/S2211695814000233>

Chapters in Edited Volumes

Zhang, Y. (in contract). Celebration of language play and humor - translanguaging and carnivalesque literacy practices in Chinese digital space. In S. Dovchin & Y. Zhang (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. (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. Available at: <https://www.routledge.com/English-in-China-Creativity-and-Commodification/Li/p/book/9781032268279>

Zhang, Y., & Wei, R. (2021). Strategic use of L1 in EMI classrooms: A translanguaging perspective. In W. Tsou & W. Baker (eds.), *EMI translanguaging pedagogy in Asia: Theories, framework, and implementation* (pp.101-118). Singapore: Springer. Available at: <https://link.springer.com/book/10.1007/978-981-16-3001-9>

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. Available at: <http://dx.doi.org/10.5040/9781350084650.0012>

Book

Dovchin, S., & **Zhang, Y.** (eds), (in contract). *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.

CONFERENCE PRESENTATIONS

International

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.

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.

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.

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.

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.

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.

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.

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.

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.

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.

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.

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.

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.

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.

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.

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.

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.

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.

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.

Regional

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.

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.

UNIVERSITY TEACHING

Delaware State University:

ELI 051 - Conversation V (undergraduate)	Fall, 2022
ELI 052 - Language Use V (undergraduate)	Fall, 2022
LING 404/504 - Second Language Acquisition (undergraduate/graduate)	Fall, 2022
ENGL 410/510 - Structure of Modern English (undergraduate/graduate)	Spring, 2023

Xi'an Jiaotong-Liverpool University:

LNG 415 - Language, Globalization and Mobility (graduate/new course)	Spring, 2022
LNG 410/ENG 412 - English for Specific Purposes (undergraduate)	Spring, 2019, 2020
LNG/ENG 407 - Second Language Acquisition (graduate)	Fall, 2019, 2020, 2021
LNG/ENG 403 - Methods in English Language Teaching (graduate)	Fall, 2018
LNG 310/ENG 318 - Applied Linguistics (undergraduate)	Spring, 2018
LNG/ENG 308 - Intercultural Communication (undergraduate)	Spring, 2018, 2021
LNG 303/ENG 305 - Final Year Project (undergraduate)	Spring, 2018, 2021, 2022; Fall, 2017, 2018, 2019
LNG 201/ENG 201 - Language and the Media (undergraduate)	Fall, 2017
LNG 105/ENG 115 - English as a Global Language (undergraduate)	Fall, 2019, 2020, 2021
LNG 104/ENG 116 - Syntax (undergraduate)	Spring, 2020
LAN 003 - How Language Works (undergraduate)	Fall, 2018, 2019
LAN 002 - Introduction to English Studies (undergraduate)	Spring, 2021, 2022

HSS 001 - Explore Humanities and Social Sciences (undergraduate)

Fall, 2020

University of South Florida:

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

Spring, 2016

UNIVERSITY SERVICES

Assistant Director of ESL Programs, *Delaware State University*

Dover, United States | June, 2022 - 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

PROFESSIONAL SERVICES

Journal Editorial Board Member

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

International Journal of EAP: Research and Practice (March, 2021 - present)

Journal Manuscript Reviewer

2022

Linguistic Landscape

International Journal of Cultural Studies

Language@Internet

Social Semiotics

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>

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

OTHER PROFESSIONAL & ADMINISTRATIVE SERVICES

2023	Mentor of Chinese Visiting Scholar, <i>Xiangyao Meng</i> , Delaware State University, DE Dover, US
2022-2023	Contact and organizing personnel - <i>Banking, Finance and Insurance Institute of Nepal (BFIN) summer training workshop</i> , Delaware State University, DE Dover, US
2022	Liaison - <i>Delaware Dual Language Immersion programs (DLI)</i> , Delaware State University, DE Dover, US
2021	Scientific Committee - <i>The 10th International Conference of Educational Innovation through Technology</i> , Chongqing, China.
2019	Organizing Committee - <i>Conference organization for the “Suzhou Colloquium of Language Arts Research”</i> , Xi'an Jiaotong-Liverpool University, Suzhou, China
2017	Scientific Committee - <i>8th International Symposium on Intercultural Cognitive and Social Pragmatics</i> , Seville, Spain
2016	Organizing Committee - <i>Conference organization for the “XXIII Sociocultural Theory and Second Language Working Group Meeting”</i> , 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

PROFESSIONAL MEMBERSHIPS & ASSOCIATIONS

American Association for Applied Linguistics

Member | 2013 - present

International Pragmatics Association

Member | 2018 - 2020

CLTA-Taoli Mid-Atlantic

Member | 2022 - present

LANGUAGES

Chinese (native language)

English (advanced language ability)

Japanese (2 years in college)

TRAINING

Fundamentals of Experiential Learning Workshop (March 17th, 2023), Delaware State University

Blackboard Online Training (Dec 16th, 2022), Delaware State University

Customer Service Training (Dec 5th, 2022), Delaware State University