

Joint International Conference

# MAPPING ESP FRONTIERS: BRIDGING TEACHING, RESEARCH AND PRACTICE

THE 1<sup>ST</sup> INTERNATIONAL CONFERENCE OF  
THE CHINESE ASSOCIATION FOR ESP &  
THE 4<sup>TH</sup> INTERNATIONAL CONFERENCE  
ON ESP IN ASIA

13-16 DECEMBER 2012  
THE HONG KONG POLYTECHNIC UNIVERSITY

## Themes

- ESP theories: Development and applications
- ESP teaching: e.g., course or curriculum design, materials design and writing, pedagogical innovations
- English in specialized domains in ESL/EFL contexts
- ESP research: Approaches, methods and findings
- ESP testing and assessment
- ESP practice: Challenges and rewards, English in the professions in multilingual and multicultural contexts
- EAP/ESP within a World Englishes paradigm

## Invited Plenary Speakers

**Prof. Diana Boxer**  
Professor of Linguistics,  
Academy of Distinguished  
Teaching Scholars, University  
of Florida, USA

**Prof. Cai Jigang**  
Fudan University, China; Vice  
Chair, National Advisory  
Committee on College  
Language Teaching; Deputy  
Director, ESP committee of  
China Foreign Languages  
Education Association, China

**Dr John Read**  
The University of Auckland,  
New Zealand; President,  
International Language  
Testing Association

**Prof. Elena Tognini-Bonelli**  
The Tuscan Word Centre, The  
University of Siena, Italy

**Prof. Wang Lifei**  
University of International  
Business and Economics, China

Pre-conference workshops:

12 - 13 December 2012 (details on  
conference website)

## Important Dates

Deadline for Call for Paper	15 June 2012
Notice of Acceptance	16 July 2012
Early Bird Registration	17 August 2012
Cancellation	15 October 2012
(no refund of registration fee after this date)	

## Website

<http://www.engl.polyu.edu.hk/events/jointESP2012>

Co-organisers

