Curriculum Vitae

Hyo-Chang(Bob) Hong, Ph.D.
Professor of Applied Linguistics/TESOL
Department of English
Marshall University
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Personal (non-) Academic History:

2018-	Promotion to professor
2007/2009	Associate Professor/Tenured
2002-2007	Assistant Professor, Marshall University
	ENG 101: Composition
	ENG 102: Research-based Composition
	COMP 109: ESL Composition
	ENG 405, The History of the English Language
	ENG 475/575: Introduction to Linguistics
	ENG 476/576: Modern Grammar
	ENG 478/578: Sociolinguistics
	ENG 483, Special Topics/Contrastive Analysis
	ENG 585, Independent Study/Second Language Acquisition
	ENG 615: ESL Teaching Methods
	ENG 627: Text Analysis
	ENG 633: Research Methods in Applied Linguistics/TESOL
	ENG 638: Language and Context
	HON 480, Poets' Crime Scene Investigation, team taught with Dr. Tim Burbery
	24 Independent Studies
1994-1995	English Instructor, Airline News Center, Taegu, South Korea
	Intermediate/advanced Level English Composition, Grammar, Speaking
	English Instructor, TOEIC Center, Taegu, South Korea
	Advanced TOEIC (Test of English as International Communication)
	Advanced Grammar, Oral Communication Skills
1991-1993	Military Service, 728th Military Police Battalion, Division of the 8th U.S. Army, Taegu, South Korea
1991	Korean Instructor at U.S. Army Military Base, Camp Henry, Taegu, South Korea

Academic Activities/Conference Presentations and Publications:

Hyo-Chang Hong (2021) Language, Text, and Society. [Special issue] *Journal of East Asian Humanities Studies*. pp. 242-67.

Hyo-Chang Hong and Eun-Sook Hong (2020) Discourse Semantic Representations of Self and Others: Negotiating Discourse Identities and Power. *Linguistics Studies 57*. pp. 195-221.

Hyo-Chang Hong (2020) Social and Institutional Functions of Interpersonal Lexicogrammar: A case study of the courtroom discourse. *Journal of East Asian Humanities Studies* 50: 269-290.

Hyo-Chang Hong (2019) Dialogic Negotiations in Ayad Akhtar's *Disgraced*. Paper presented at *the 33rd Annual MELUS Conference*, University of Cincinnati, OH.

Hyo-Chang Hong (2019) Grammatical Metaphor and Cohesion: Perspectives from Systemic Functional Linguistics. Paper presented at *the 22nd WVTESOL Conference*, INTO, Marshall University, Huntington, WV.

Hyo-Chang Hong and Puspa Damai (2019) Contextual Variation of Language: Does Grammar Change in Different Contexts?. Paper presented at *the 22nd WVTESOL Conference,* INTO, Marshall University, Huntington, WV.

Hyo-Chang Hong (2019) Dialogic Negotiations in Ayad Akhtar's *Disgraced*. Paper presented at the 33rd Annual MELUS Conference, University of Cincinnati, OH.

Hyo-Chang Hong (2018) Inclusive Language and Cultural Identity: An Interpersonal and Multimodal Analysis of ES/FL Textbooks. *Studies in British and American Language and Literature* vol. 130. pp. 301-320.

Hyo-Chang Hong and Joshua Iddings (2018) Aggression or Persuasion?: Interpersonal Analysis of the Language of ESL Textbooks. Paper presented at *the 45th International Systemic Functional Congress*, Boston College, Boston, MA.

Chaehee Park & Hyo-Chang Hong (2018) Development of English Derivational Suffixes among Korean EFL Students. *Journal of the English Language and Literature* 60 (1). pp. 219-244.

Hyo-Chang Hong and Joe Fincham (2018) Social and Institutional Functions of Lexicogrammar: A Case Study of the Language of the Courtroom. Paper presented at *the 45th International Systemic Functional Congress*, Boston College, Boston, MA.

Hyo-Chang Hong (2018) Role of Grammar in Writing Instruction: Is Writing (Un-)grammatical Speech Written Down? Paper presented at *the 2018 WVTESOL Conference*, Shepherd University, Shepherdstown, WV.

Hyo-Chang Hong (2017) Ideological and Cultural Assumptions in ESL Textbooks: Where are ESL Learners? Paper presented at *the 2017 WVTESOL Conference*, West Virginia University, Morgantown, WV.

Hyo-Chang Hong & Eunsook Hong (2016) Struggle for Power and Access to Language. *New Studies of English Language and Literature* vol. 11. pp. 303-322.

Jae-Eon Yu & Hyo-Chang Hong (2016) Systemic Design for Applying the Combined Use of SSM and CDA to Social Practices. *Systemic Practice and Action Research*. 29.2. 149-171

Hyo-Chang Hong and Yuya Kaneso (2016) The Role of Grammatical Metaphor in EFL Content Teaching. Paper presented at *TNTESOL*, Murfreesboro, TN.

Hyo-Chang Hong (2016) What does Grammar have to Do with Content and Vocabulary Teaching? Paper presented at *the 2016 WVTESOL Conference*, Marshall University, Huntington, WV.

Hyo-Chang Hong (2015) A Critical View of Foreign Language Textbooks: Are they Value-Neutral? Paper presented at *the 2015 INTESOL Conference*, Indiana University/Purdue University, Indianapolis, IN.

Hyo-Chang Hong & Chaehee Park (2015) Realizing the Discourse of Power: A Critical Discourse Analysis of the Language of Newspapers. *Linguistics Studies*. 37. 407-428.

Hyo-Chang Hong and Stephen Mitchell (2015) Teaching Effectiveness from the Perspective of Systemic Functional Genre Theory. Paper presented at *the 2015 WVTESOL Conference*, South Charleston, WV.

Hyo-Chang Hong (2014) (Re-)construction of History: Appraisal and Causality in the Language of History. *The Journal of Society for Humanities Studies in East Asia*. pp. 171-196.

Hyo-Chang Hong (2014) Textual Flow and Cohesion. *The New Association of English Language and Literature*. pp. 125-136.

Hyo-Chang Hong (2014) Systemic Design for Applying Deleuzian Concept of Pragmatics to Education and Community Practices. Paper presented at *the International Society for the Systems Sciences*, George Washington University, Washington.

Hyo-Chang Hong (2014) Textual Flow, Cohesion, and English Language Teaching. Invited paper presentation as plenary speaker at *the NAELL Winter Conference*, Kyungbuk National University, Taegu. South Korea

Hyo-Chang Hong & Shinji Kawamitsu (2013) Institutionalizing Culture: Role of Appraisal in Story Genres. *Proceedings of JASFL*, vol. 7. Japan Association of Systemic Functional Linguistics.

Hyo-Chang Hong (2013) (Re-)construction of the Past: Role of Appraisal and Causality in the Language of History. Paper presented at *the Institute of the Humanities*, Yeungnam University, Kyungsan, South Korea

Hyo-Chang Hong (2013) Grammatical Metaphor and Thematic Development in English, Korean, and Japanese textbooks. Paper presented at *the International Systemic Functional Congress 40*, Sun Yatsen University, China.

Hyo-Chang Hong (2013) Cultural Implications of Teaching a Foreign Language. Paper presented at the *2013 WVTESOL Conference*, Charleston, WV.

Hyo-Chang Hong and Shinji Kawamitsu (2012) Institutionalizing Culture: Role of Appraisal in Story Genres. *The 2012 Japan Association of Systemic Functional Linguistics (JASFL) Conference*, Aichi Gakuin University, Japan.

Hyo-Chang Hong (2012) "The Language of Writing Prompts: a Genre Perspective. Paper presented at the *2012 INTESOL Conference*, Indiana University/Purdue University, Indianapolis, IN

Hyo-Chang Hong (2012) Grammatical Metaphor and the Language of Science. Paper presented at the *2012 WVTESOL* Conference, Inwood, WV.

Hyo-Chang Hong (2012) Positional Variation of Lexical Items in EAP Writing. Paper presented at the *2012 WVTESOL* Conference, Inwood, WV.

Hyo-Chang Hong (2012) Writing Instruction from a Systemic Functional Perspective. Paper presented at the *2012 WVTESOL* Conference, Inwood, WV.

Hyo-Chang Hong (2011) A Discourse Semantic Approach to English Narrative Texts. *Linguistics and the Human Sciences*. vol. 5.1: 37-57.

Hyo-Chang Hong & Kyungyul Kim (2011) On the Development of Text Types: Evidence from the Anglo-Saxon Chronicle. *Studies in Linguistics* vol. 22. pp. 323-339.

Hyo-Chang Hong (2011) Capturing the Flow of Words: Ideational Perspective on ESL Writing. Paper presented at the *2011 INTESOL* Conference, Indiana University/Purdue University, Indianapolis, IN.

Hyo-Chang Hong (2011) Grammatical Sentences but Awkward Writing: The Language of Ideation. Paper presented at the *2011 WVTESOL* Conference, Parkersburg, WV.

Hyo-Chang Hong (2011) Implicit and Explicit Conjunctions and ESL Writing Proficiency. Paper presented at the *2011 WVTESOL* Conference, Parkersburg, WV.

Hyo-Chang Hong & Joshua Iddings (2010) Children's Literature and Cultural Transmission: A Functional Linguistic Perspective. *East Asian Humanities Studies Conference Proceedings*.

Hyo-Chang Hong (2010) Towards a Genre-Based Approach to Old English Texts: A Systemic Functional Approach to the Old English mystery particle *þa*. *Challenges to SFL: Theory and Practice*. International Systemic Functional Congress 36 Conference Proceedings.

Hyo-Chang Hong (2010) Children's Literature and Cultural Transmission: A Functional Linguistic Perspective. Paper presented at the *East Asian Humanities Studies Conference*. Yeungnam University, Taegu, South Korea.

Hyo-Chang Hong (2010) Grammatical Metaphor and ESL Writing Instruction. Paper presented at the *2010 INTESOL* Conference, Indianapolis, IN.

Hyo-Chang Hong (2010) Enhancing ESL Academic Writing through Genre and Register Instruction. Paper presented at t*he 2010 Annual WVTESOL Conference*, Fairmont State University, WV.

Hyo-Chang Hong & Joshua Iddings (2009) Language is My Selling Point: A Contrastive Appraisal Analysis of Advertisements in English and Korean. *Studies in Humanities*. vol. 20: 197-215.

Hyo-Chang Hong & Joe Fincham (2009) Ontogenesis and Semogenesis of the Language of Philosophy. *Studies in Linguistics.* vol. 14: 209-228.

Hyo-Chang Hong (2009) Beyond Grammar Instruction are Words?:A Systemic Functional Appraisal Analysis of ESL Narrative Essays. Paper presented at the *INTESOL Conference*, Indiana University/Purdue University, Indianapolis, IN.

Hyo-Chang Hong (2009) Towards a Genre-Based Approach to Old English Texts: A Systemic Functional Approach to the Old English mystery particle *þa*." Paper presented at the *International Systemic Functional Congress 36*. Tsinghua University, Beijing, China.

Hyo-Chang Hong (2009) Pedagogical Implications of Teaching Grammar in Context. Paper presented at the *11ᵗʰ Annual WVTESOL Conference*, University of Charleston, WV.

Hyo-Chang Hong (2008) Genre and Passives in *the Anglo-Saxon Chronicle*. *Studies in Humanities*. vol. 19: 255-280.

Hyo-Chang Hong & Joshua Iddings (2008) Language is My Selling Point: A Contrastive Analysis of Advertisements in English and Korean. Conference Proceedings, *East Asian Humanities Studies.*

Hyo-Chang Hong (2008) A Genre Approach to Academic Writing for English Language Learners. Paper presented at the *2008 INTESOL Conference*, Indianapolis, IN.

Hyo-Chang Hong & Joshua Iddings (2008) Language is My Selling Point: A Contrastive Analysis of Advertisements in English and Korean. Paper presented at the *East Asian Humanities Studies Conference.*

Hyo-Chang Hong (2008) Formal Academic Narratives and Lexical Density. Paper presented at the *2008 WVTESOL Conference*, Parkersburg, WV.

Hyo-Chang Hong (2007) The Fall of a Hero: An Analysis of Ideology in *Beowulf.* Conference Proceedings. *East Asian Humanities Studies.* Oct. 2007.

Hyo-Chang Hong (2007) The Fall of a Hero: An Analysis of Ideology in Beowulf. Paper presented at the *East Asian Humanities Studies Conference*.

Hyo-Chang Hong (2007) ESL writing and Cohesion/Reference. Paper presented at the 2007 *WVTESOL Conference*, Morgantown, WV.

Hyo-Chang Hong (2005) Systemic Functional Linguistics and Text Analysis. *Journal of East Asian Humanities Studies*, 7: 221-238.

Hyo-Chang Hong (2005) Pragmatic Constraints on Old English Passives. Paper presented at the *40ᵗʰ International Congress on Medieval Studies*, Kalamazoo, Michigan.

Hyo-Chang Hong (2004) Beyond the Sentence: Thematic Analysis of ESL Composition. Paper presented at *the 2004 WVTESOL Conference.* Salem International University, Salem, WV.

Hyo-Chang Hong (2003) Demonstratives from Old to Modern English: An Alternative View. *Journal of East Asian Humanities Studies*, 4: 427-447.

Hyo-Chang Hong (2003) Cultural Assumptions of ESL Learners: Implications of Body
Language. Paper presented at the *2003 WVTESOL Conference*, RESA III, Dunbar, WV.

Hyo-Chang Hong (2002) Givenness and Old English Passive Word Order Variation. *Journal of
East Asian Humanities Studies*, 2: 463-498.

Hyo-Chang Hong (2002) Kuhn's Law and Passive Scalarity of Early Old English. Paper
presented at *the Thirty Third Annual Interdisciplinary CAES Conference,* Muncie, IN.

Hyo-Chang Hong (2001) Referring Expressions of Late Old English: Discourse Functional
Analysis of *Apollonius of Tyre*. *Journal of Modern Grammar*, 25: 55-73.

Hyo-Chang Hong (2001) Old English 'se' and 'ðæt', Only Inflectional Difference?:
Demonstrative Functions in the Text of *Beowulf.* Paper presented at *the Thirty Second
Annual Interdisciplinary CAES Conference*, Muncie., IN.

Hyo-Chang Hong (2000) Learning and Understanding the Diverse Cultural Backgrounds of
Second Language Learners. Paper presented at *the 2000 INTESOL Conference,*
Indianapolis, IN.

Hyo-Chang Hong, Desire Beloubi, & Hisham Monassar (1999) Bridging the Cultural Gap:
Learning from Learners. Paper presented at the *1999 INTESOL Conference,* Indianapolis,
IN.

Hyo-Chang Hong, Desire Beloubi, & Hisham Monassar (1999) Bridging the Cultural Gap:
Learning from Learners. *TESOLIN*. vol. 18. Winter/Spring.

Hyo-Chang Hong (1999) Pragmatic Implications of Old English Referring Expressions: Analysis
of Definite Expressions in *Apollonius of Tyre*. Paper presented at *the Thirtieth Annual
Interdisciplinary CAES Conference,* Muncie, IN.
(won NOVUS competition and received monetary award for the paper presented)

Hyo-Chang Hong (1999) Cross-Cultural Literacy. Paper presented at the *Ninth Annual Practical
Criticism MidWest Conference,* Muncie, IN.

Hyo-Chang Hong (1998) Semantic Analysis of modals *will* and *shall* in Modern and Old English.
Paper presented at the *Twenty Ninth Annual Interdisciplinary CAES Conference,* Muncie,
IN.

Hyo-Chang Hong (1998) Basis for Old English Word Stress Patterns. Paper presented at the
Eighth Annual Practical Criticism MidWest Conference, Muncie, IN.

Invited Presentations and Lectures:

- "How are Clauses like Paragraphs, and Paragraphs like Texs? A systemic functional
interpretation of writing flow and cohesion." Invited Lecture (Part II) sponsored by the
Department of General Education, Xi'an Eurasia University, Xi'an, China. May 07, 2021.

- "How are Words like Clauses, and Clauses like Words? A systemic functional view on
language and context." Invited Lecture (Part I) sponsored by the Department of General
Education, Xi'an Eurasia University, Xi'an, China. Apr 08, 2021.

- "Systemic Functional Linguistics, Critical Discourse Analysis, and the Meaning of Contexts"
Invited lecture sponsored by the Institute of Humanities, Yeungnam University, Daegu,
Korea. Mar. 2019.

- "Features of Language and Features of Context: Where is Vocabulary and Grammar in
Language?" Plenary speech at *the 2018 Undergraduate Research Symposium*, Virginia
Military Institute, VA. Apr. 2018.

- "Appalachia and Asia: Incorporating Asian studies in the West Virginia classrooms." Invited
Lecture at NCTA (National Consortium for Teaching about Asia) meeting, Hurricane, WV.
Sponsored by the University of Pittsburgh. Oct 2018.

- "Linguistics, Intuition, and Evidence-Based Reasoning: What Kind of Evidence is Linguistic Evidence for Discipline-Specific Language Use?" Lecture sponsored by the Center for Teaching & Learning as part of the Faculty Learning Community Lecture Series, Marshall University, WV. Apr. 2018.
- "Words, Grammar, and Context?" Invited Lecture at Culver Academies. Culver, IN. Apr. 2017.
- "Textual Flow, Cohesion, and English Language Teaching." Plenary speaker at *the NAELL Winter Conference*, Kyungbuk National University, Taegu. Korea. Feb. 2014
- "(Re-)construction of the Past: Role of Appraisal and Causality in the Language of History". Taegu, Korea. Sponsored by the Humanities Studies Research Institute, Yeungnam University, Daegu, Korea. Nov. 2013.
- "English Program Consultant & invited lecture on systemic functional linguistics pedagogy". Invited Lecture at Culver Academies. Culver, IN. Apr 2013
- "ESL Writing" Invited lecture at Andong National University. Sponsored by the Foreign Language Institute and English Department. Andong, Korea. Jul. 2011.
- "On Reading and Writing in English as a Foreign Language". Invited lecture at Andong National University. Sponsored by the College of Business at Andong National University. Andong, Korea. Jul. 2009.
- "English as a Foreign Language". Invited lecture at Andong National University. Sponsored by Andong National University. Andong, Korea. Jul. 2008.
- "Hillbilly-Speak: Why we Should Claim our Appalachian Dialect with Pride". 2006 Spring Series about Diversity in Appalachia sponsored by the Center for the Study of Ethnicity and Gender in Appalachia. Marshall University, Huntington, WV. January 2006.
  * Part of the presentation/interview aired on WV Public Radio. Jan. 2006

Program Development:

Applied Linguistics Graduate Certificate Program, approved in summer 2008.

TESOL M.A. Program at Marshall University, WV, approved in 2011.

Program Review:

Reviewer of English as a Second Language (ESL) and English Program, Culver Academies, Culver, Indiana. Apr. 2017.
Reviewer of English as a Second Language (ESL) and English Program, Culver Academies, Culver, Indiana. May. 2013.

Awards:

2009   Outstanding Graduate Advisor's Award. Marshall University, Huntington, WV.

2001   Received Honorary Citizenship from the mayor of Muncie, Indiana, for translation service (Korean to English and English to Korean) in the community.

1999   Won NOVUS competition with monetary prize for the quality of paper submitted for CAES Conference, Ball State University, Muncie, IN.

Research Interests:

TESOL, General and applied linguistics, ES/FL-reading/writing pedagogy, Discourse analysis, Systemic functional linguistics, Register/Genre and multimodal analysis

Teaching License:

EFL Teaching License issued by the Korean Ministry of Education

Languages:

Korean: native
English: fluent
Japanese: fluent (JLPT-2/3 level)

Professional Organizations:

Vice President: WVTESOL (West Virginia Teachers of English to Speakers of Other Languages)
Overseas editor: Journal of the British and American Language and Literature Association of Korea
Member: International Systemic Functional Linguistics Association
Member: North American Systemic Functional Linguistics Association
Member: INTESOL (Indiana Teachers of English to Speakers of Other Languages)