

Collaborations between Linguistics and the Professions

4th-6th March 2019, Lancaster University

Programme

4th March 2019

9.00	Registration
9.25	Welcome: Elena Semino
9.30	Louise Mullany (School of English and Director of Linguistic Profiling for Professionals, University of Nottingham): <i>Opportunities and Challenges: Linguistics as Consultancy</i>
10.10	Isobelle Clarke (Department of English Language and Linguistics, University of Birmingham): <i>Investigative Linguistics in the Private Sector: Receiving Requests, Taking Cases and the Challenges in Building a Reputation</i>
10.50	<i>Coffee</i>
11.10	Georgina Brown (Department of Linguistics and English Language, Lancaster University): <i>Working with business to innovate new methodologies in forensic speech science</i>
11.50	Kenneth Church (Baidu Research): <i>Corpus Methods in a Digitized World</i>
12.30	<i>Lunch</i>
1.40	Steven Young (Department of Accounting and Finance, Lancaster University Management School): <i>Unstructured Data in Financial Reporting: Implications for Practitioners and Policy Makers</i>

2.20	Claire Hardaker (Department of Linguistics and English Language, Lancaster University): <i>The curious world of (forensic) consultancy research: or, knowing when to say “no thanks”</i>
3.00	<i>Tea</i>
3.20	Patrick Hanks (Research Institute for Information and Language Processing, University of Wolverhampton): <i>Greed, Risk, and Mutual Deception: some indiscreet reminiscences</i> <ul style="list-style-type: none"> • <i>Can academics work with publishers and IT companies?</i> • <i>Can publishers and IT companies work with universities?</i>
4.00	Tony McEnery (Department of Linguistics and English Language, Lancaster University): <i>The ups and downs of engagement - linguistics and the impact agenda</i>
4.40	Concluding remarks
5.00	Close

5th March 2019

9.15	Registration
9.45	Welcome: Elena Semino
9.50	Alison Mackey (Department of Linguistics, Georgetown University; Department of Linguistics and English Language, Lancaster University): <i>Applying second language research in the private sector: From tech companies to independent schools</i>
10.30	<i>Coffee</i>

11.00	Abby Brody (Avenues: The World School): <i>Linguistic research reshaping the private sector of education. A case study of Avenues: The World School</i>
11.40	Judit Kormos (Department of Linguistics and English Language, Lancaster University) <i>Promoting inclusive practices in educational publishing and second language assessment</i>
12.20	<i>Lunch</i>
1.40	Claire Dembry (Cambridge University Press): <i>ELT publishing and linguists: successes, challenges and future possibilities</i>
2.20	Vaclav Brezina (Department of Linguistics and English Language, Lancaster University): <i>Corpora and language teaching and learning: Translating research into impact</i>
3.00	<i>Tea</i>
3.30	Cathy Taylor (Trinity College London) <i>The Spoken Learner Corpus (SLC) project: a collaboration between Trinity College London and CASS, Lancaster University</i>
4.10	John Pill (Department of Linguistics and English Language, Lancaster University): <i>How test developers and domain experts collaborate to create relevant language tests</i>
4.50	Concluding remarks
5.00	Close

6th March 2019

9.15	Registration
9.45	Welcome: Elena Semino
9.50	Colleen Cotter (School of Languages, Linguistics and Film, Queen Mary University of London): <i>Journalists and academics talk about language: Bridging the "professional divide"</i>
10.30	<i>Coffee</i>
11.00	Veronika Koller (Department of Linguistics and English Language, Lancaster University): <i>Healthcare, linguistics and consulting: opportunities and obstacles</i>
11.40	Jeannette Littlemore (Department of English Language and Linguistics, University of Birmingham): <i>Working with marketing and communications agencies on their use of figurative messaging</i>
12.20	<i>Lunch</i>
1.50	Gill Ereaut (Linguistic Landscapes): <i>Making organisational culture tangible through linguistics: practical consulting for organisations</i>
2.30	Sandra Pickering (Opento): <i>Building compelling brands: the role of language in the marketing toolkit</i>
3.10	<i>Tea</i>
3.40	Dan McIntyre and Hazel Price (Department of Linguistics, University of Huddersfield): <i>Language Unlocked: A Linguistic Consultancy</i>

4.20	<i>Short break</i>
4.30	Deborah Tannen (Department of Linguistics, Georgetown University – <u>via video link</u>): <i>Beyond the Academy: Communicating Linguistics to the Broader Public</i>
5.10	Concluding remarks
5.30	Close