Alfredo A. Ferreira 氏 名

1. Educational history

- 1988 Bachelor of Arts in English Literature First Class, Honors Simon Fraser University, Vancouver Honors Thesis: "Revisionist Autobiography: The Narrative Structure of Virginia Woolf's The Waves"
- 1997 Diploma in Outdoor Recreation Management, Capilano College, Department of Tourism, Vancouver
- 2004 Master of Arts in Teaching English to Speakers of Other Languages (TESOL), Columbia University, Teachers College, Tokyo

MA Thesis: "A Social Semiotic Analysis of Tourism Multiliteracy Projects"

2008 - present

Ph.D. student, Language and Literacy Education

The University of British Columbia, Faculty of Education, Canada

2. Working & research experience

1990-95	English Language Instructor, International House, Cairns, Australia
1995-99	Specialized Study Tour Owner/Operator, Echo BC Outdoor Programs, Vancouver
1996-99	English Language Instructor, Westcoast English Language Centre, Vancouver
2000-02	Business Communications Instructor, Simul Corporate Training, Tokyo
2001-05	Communications Consultant, Intersect Ltd. (MIC, JNTO), Tokyo
2001-05	Assistant Professor, Meikai University, Chiba
2006-09	Lecturer, Tokyo University of Foreign Studies, Tokyo
2005-	Assistant Professor, Graduate School of Economics, Hitotsubashi University

3. Teaching at Hitotsubashi

A. Lectures

(b) Graduate program

- · Academic and Professional Presentation (Presentation design & delivery)
- · Academic and Professional Presentation (Academic Vocabulary)
- Research-Based Academic Writing (Introduction to academic writing)
- Research-Based Academic Writing (Writing a paper for publication)

C. Messages to students

In these courses I hope to provide the atmosphere, skills and analytical approaches that will engage and empower students. Competent, knowledgeable and creative practice is the aim. To generate analytical and communicative competencies, students are encouraged to consider what they want to communicate, to whom and why. "To whom" is key; effective communication (and great science!) depends on knowing the communicative norms of our fields of studies, and working creatively with these. Within economics, for example, a good deal of variety exists as to what constitutes a valid claim and valid proof; and in all fields there is room for individualized and localized practice. Learning academic English therefore involves understanding the motivation to communicate, the linguistic resources for making meaning, and the norms of particular academic communities. In my view, these understandings, achieved through analysis, practice, feedback and revision, are the best preparation for competent participation in academic communities.

4. Major research themes

Advanced 2nd language academic literacy: technical & abstract discourses in writing of junior 2nd language social science scholars; Multimodality in specialized second language literacy; The role of semiotic mediation in systemic functional linguistics, social semiotics and cultural-historical theory

5. Research activity

A. Publications

(a) Books, including edited books

2007 "Japanese Semiotic Vernaculars in ESP Multiliteracies Projects", In T. D. Royce, W. Bowcher (Eds.), *New Directions in the Analysis of Multimodal Texts*, New York: Erlbaum, pp. 299-329.

(b) Journal articles (add * to publications in refereed journals)

2010 "Review of Genre Relations: Mapping Culture", In *The Journal of English for Academic Purposes 9*, pp. 242-44.

B. Recent research activity

(a) Presentation at academic association meetings (add * to keynote speeches and invited speeches)

September 2006

"Gestures that co-occur with speech in ESP students' presentations: Resources for critically pragmatic participation in communities of practice". National Conference of the Australian Functional Linguistics Association (ASFLA). Armidale.

May 2007

"Body idiom and interculturality in EAP: A multiliteracies task". Third Annual Symposium on Emerging Pedagogies for Language Teaching and Learning. UBC Centre for Intercultural Language Studies (CILS). Vancouver.

September 2007

"Too soon for a multimodal learner corpus?" Learner Corpus Colloquium: Summer School on Learner Corpus Research. Centre for English Corpus Linguistics, Universite catholique de Louvain. Belgium.

November 2007

"Designs for Co-speech Gestures in EAP Presentations". Columbia University Teachers College Graduate Student Showcase. The Japan Association for Language Teaching (JALT) Conference. Tokyo.

October 2008

"Teaching Discourse Intonation for EAP Presentations". Capilano University & BC TEAL Conference on English for Academic Purposes. North Vancouver, BC, Canada.

February 2009

* "Second Language Academic Discourses across Modalities and Cultures". Departmental Research Seminar Series. Language and Literacy Education Department, University of British Columbia, Vancouver, Canada.

March 2010

Where's the logic? A Functional Linguistic Framework for Analyzing Logic in Spoken and Written Reports in Content-based EAP. American Association for Applied Linguistics Conference 2010. Atlanta, USA.

July 2010

Nominalization in EAP Writing. 37th International Systemic Functional Congress. University of British Columbia. Vancouver, BC, Canada.

(c) Participation to international research projects

Academic Socialization across Semiotic Modes in an Advanced Academic English Classroom, University of British Columbia, Canada, 2009 – 2010.

Logic in a Multidisciplinary English for Academic Purposes Program: A Functional Linguistic Approach, University of British Columbia, Canada, 2010 – 2012.

C. Awards

2009 University of British Columbia Doctoral Fellowship

7. Activities outside of Hitotsubashi

(a) Lecturing at other universities

2006 – 2009: Tokyo University of Foreign Studies, TESOL MA Program: Academic Writing for TEFL, Academic Presentations for TEFL

(b) Membership to academic associations

Japan Association of Language Teachers (JALT)

Association of Canadian Teachers in Japan (ACTJ)

Japan Association of Systemic Functional Linguistics (JASFL)

Australian Systemic Functional Linguistics Association (ASFLA)

British Columbia Teachers of English as an Additional Language (BC TEAL)

(d) Others

February 2008

New Analytical and Computational Resources for Research-based Academic Writing in English. Faculty Development Workshop. Department of Economics. Hitotsubashi University.

June 2009

Demystifying Readability in Academic English Writing: Tools for Improving Informational and Logical Flow. Faculty Development Workshop. Department of Economics. Hitotsubashi University.

August 2010

Conference organizing committee. 37th International Systemic Functional Linguistic Congress. University of

British Columbia, Canada.