

Joint-Conference



The language of sustainability: a discourse-analytical perspective

**Talking Across the World & Business and
Professional Communication in a Changing World (Pre-conference event)**



Communicating corporate sustainability performance: A linguistic analysis across cultures and genres

Prof Franca Poppi, Professor, Università degli Studi di Modena e Reggio Emilia, Italy

Framing sustainability as a business opportunity: a corpus-driven approach to sustainable finance discourse

Dr Ge Lan, Assistant Professor,
Department of English, City University of Hong Kong

Dr Esterina Nervino, Assistant Professor,
Department of English & Department of Marketing, City University of Hong Kong



Creating shared value: a social semiotic analysis of ESG discourse on social media

Dr Esterina Nervino, Assistant Professor,
Department of English & Department of Marketing, City University of Hong Kong



Date: 16 May 2023 (Tuesday)
Time: 4:00-6:00 PM HKT
(Reception to follow)
Venue: G7-603, YEUNG (AC1) or Zoom

**For any enquiries,
contact us at:**
Phone: +852 3442 8870
Email: english.event@cityu.edu.hk



[Scan the QR code or click here to register for the workshop!](#)



[Scan the QR code or click here to register for the reception!](#)

Supporting organisations:

