

杨文慧



杨文慧，语言哲学博士，教授，博士生导师，广东外语外贸大学国际商务英语学院副院长，外国语言学及应用语言学研究兼职研究员。1989年毕业于四川外国语学院英语语言与文学系，获本科学士学位。2001—2002 就读于英国中央兰开夏大学文学院，获硕士研究生学位，优秀毕业生，研究方向为跨文化交际与商务谈判策略。2004—2008，就读于香港浸会大学，攻读语言哲学博士学位，研究方向为跨文化商务谈判人际话语策略分析。2017-2018 在加拿大英属哥伦比亚大学亚洲研究院访学，研究跨文化经济新闻语篇认知模式与语言构建。迄今为止，杨文慧教授先后在英国、香港、美国、加拿大、台湾、澳大利亚、新西兰等地的大学和研究中心进行学术访问、研究和交流。

杨文慧 1989 年就职于广东外语外贸大学（原广州外贸学院），历任助教、讲师、副教授、教授。曾多年为商务部、广东省广州市经贸委、驻华商会、企事业单位等机构进行跨文化交际、商务文化礼仪培训，是教育部出国留学行前培训跨文化交际和涉外礼仪培训专家，具有丰富的谈判、翻译、对外交往的经验，在跨文化商务谈判、商务语用策略、商务英语认知语言学学术研究和外语教学方面有着深厚的研究基础和学术产出。主讲的课程包括：跨文化商务沟通理论、MBA 管理沟通、跨文化商务交际研究、社会语言学、认知语言学、跨文化商务交际、商务谈判、语篇分析、商务写作和翻译等。研究兴趣包括：跨文化交际研究、商务语用语篇分析、传媒语篇分析、认知语言学、社会语言学、管理沟通研究及翻译等。公开发表学术专著、著作 6 部，国际、国内期刊论文四十余篇，并多次在国内国外学术研讨会宣读科研成果和论文。2008 年以来，主持和参与多项教育部

人文社科重点研究基地重大项目、省级、校级科研项目。代表作包括：专著《A Cross-Cultural Study of Commercial Media Discourses》(Springer)、《认知语义学视角下的跨文化商务传媒语篇研究》(科学出版社)《商务谈判人际语言策略研究》(科学出版社)以及 SSCI 和 CSSCI 论文《‘Small talk’ --- a strategic interaction in Chinese interpersonal business negotiations》《从话语权看冲突性话语中的人际化线索》《中美贸易谈判新闻语篇中语法空间认知模式研究》等。多次获得大学科研优秀奖、年度考核优秀奖、先进工作者、优秀硕士生导师等荣誉称号。

联系方式：

电话： 86-20-36317183 /86-13660143799

电子信箱：198910321@oamail.gdufs.edu.cn

Prof. YANG Wenhui

Prof. Yang Wenhui, received her PhD from Hong Kong Baptist University, is currently a professor and MA/PhD supervisor in Guangdong University of Foreign Studies (GDUFS), and a vice dean in School of English for International Business, GDUFS.

Ms. Yang graduated from Sichuan University of Foreign Studies in 1989 and received her BA degree, majored in English Language and Literature Studies, then she worked in Guangzhou Institute of Foreign Trade and Economics as a lecturer. She went to UK to study business English in 2001 and obtained her Master degree with merit in 2002. In 2004, she commenced her PhD study in Hong Kong Baptist University with a full scholarship and obtained her PhD degree in 2008. Her research interest includes: intercultural communication studies, commercial pragmatics, discourse studies, media discourse analysis, cognitive linguistics, sociolinguistics, managerial communication and translation studies. She has recently published academic papers in various international and Chinese academic journals, such as *Journal of Communication & Discourse*, *Journal of Applied Linguistics* and *Journal of Modern Foreign Language*, and full-length academic books, such as *A Discourse Analysis of Interpersonal Business Negotiations* (2009, Science Press) and *A Cross-Cultural Study of Commercial Media Discourses* (2020, Springer/Science Press).

Publication

Books:

1. Yang Wenhui (2020) *A Cross-cultural Study of Commercial Media Discourses: From the Perspective of Cognitive Semantics*. Berlin: Springer.
2. Yang Wenhui (2019) *A Cross-cultural Study of Commercial Media Discourses: From the Perspective of Cognitive Semantics*. Beijing: Science Press.
3. Yang Wenhui (2009) *A Discourse Analysis of Interpersonal Business*

Negotiations. Beijing: Science Press.

4. Yang Wenhui, Zhou Ruiqi (2009). *English for Business Etiquette, 2nd Edition*. Guangzhou: SUN YAT-SEN University Press.
5. Yang Wenhui (Co-author) (2008) *Listening and Speaking (Student textbook)*. Shanghai: Shanghai Foreign Language Education Press.
6. Yang Wenhui (Co-author) (2008) *Listening and Speaking (Teacher's book)*. Shanghai: Shanghai Foreign Language Education Press.
7. Yang Wenhui, Yan Xiaobiao (2005). *Contemporary Business Writing*. Guangzhou: SUN YAT-SEN University Press.
8. Yang Wenhui, Zhou Ruiqi (2003). *English for Business Etiquette, 1st Edition*. Guangzhou: SUN YAT-SEN University Press.

Journal Papers:

1. Yang, Wenhui (2023). On Cognitive S-T-A Models in News Discourses of Sino-American Trade Negotiations. *Modern Foreign Language (CSSCI)*. 46(3): 332-344.
2. Tan, Yiyang, Yang, Wenhui, Wang, Yiran & Li Xinye (2022). A Cross-cultural Analysis of Sentiment in "Covid-19" Reportage of CCTV News and The New York Times. *Cross-cultural Communication*. 18(4): 31-40.
3. 李欣叶, 杨文慧 (2022). 探究新时代讲好中国故事的短视频传播策略-以李子柒短视频为例. *文化产业*. 35:59-62.
4. Yang, Wenhui, Zhu, Ling and Liu Xiaofang (2021). The Cognitive Processes of Image Schema in Sino-American Economic News on *The Belt and Road*. *Canadian Social Science*. 17(6): 34-50.
5. Yang, Wenhui, He, Jun, and Fu, Baoyu (2020). A Cognitive Approach to the Metaphor Translation of "Skin in the Game: Hidden Asymmetries in Daily Life". *Journal of Critical studies in Language and Literature*, 1(4): 57-71.
6. Yang, Wenhui, Cheng, Linyan & Zhen, Kaiyue (2020). Cognitive Analysis of the "Discourse Stances" in English News Reports on Smog in China and America. *International Journal of English Linguistics*. 10(4): 1-14.
7. Yang, Wenhui, Zhang, Fan, Wen, Haojun & Zhen, Kaiyue (2019). "Reporting or Interpreting?" -- A Discoursal Study of Broadcasts on NBA Games in China [J], *Studies in Linguistics and Literature*, 3 (4): 331-351.
8. Yang, Wenhui (2019). On the Cross-cultural Pragmatic Modes and "Perceptivity" of Politeness Cognition in Acknowledging Acts. *Foreign Language Education (CSSCI)*. 5: 29-33.
9. Yang, Wenhui, Liu, Xiaofang, Zhen Kaiyue (2018). Current Discourse Space in Sino-American Economic News on "The Belt and Road", *Cross-cultural Communication*. 14(4): 25-42.
10. Xiao-xiao Li, Xu-jun liang, Liu-ying Zhou, Rui-jie Liu, Wu Bi, Sai Zhang, Shi-sheng Li, **Wen-hui Yang**, Zhu-chu Chen, Xin-ming Yang, Peng-fei Zhang (2018). Analysis of Differential Expressions of Long Non-coding RNAs in Nasopharyngeal Carcinoma Using Next-generation Deep Sequencing. *Journal of*

Cancer. 9: 1943-1950.

11. Yang, Wenhui, Liu Xiaofang (2018). Cognitive Construction of English News on China High-speed Rail: A Force Dynamic Schema Account. *Journal of Guangdong University of Foreign Studies*. 6: 68-77.
12. Yang, Wenhui, Zhao, Junpeng, Zhen Kaiyue (2018). A Schematic Discoursal Study of Chinese Football Commercial Transfer News, *Studies in Media and Communication*. 6(2): 20-32.
13. Yang, Wenhui & Zhen, Kaiyue (2017). "Being Direct or Indirect?" --- Politeness, Facework and Rapport Construction in Chinese Interpersonal Business Requests, *English Literature and Language Review*, 3(6): 58-70.
14. Cheng, Linyan & Yang, Wenhui (2017) . A Contrastive Discourse Study of Cognitive Frames in Chinese and American Smog Reports. *Journal of Guangdong University of Foreign Studies*. 28 (1): 5-10.
15. Yang, Wenhui; Liang, Qichao & Zhen, Kaiyue (2016). A Discourse Study of Cognitive Frame Construction of 'China' in American Economic News. *English Linguistic Research*. 5(4): 7-24.
16. Yang, Wenhui (2015). Small Talk. In Karen Tracy and Todd Sandel (Eds.) *The International Encyclopedia of Language and Social Interaction* (pp.1-6). John Wiley & Sons, Inc.
17. Yang, Wenhui, Chen, Linhan (2015). Cultural Continuity in EFL Teaching in International Higher Education: From a Discourse Perspective of Chinese Learners. *English Language Teaching*. 8(2): 196-205.
18. Yang, Wenhui, Chenlinhan (2015). An Empirical Study of Pre-departure Training in International Higher Education in China. *Journal of Guangdong University of Foreign Studies*. 1: 96-99.
19. Yang, Wenhui (2013). On interpersonalized clues in business conflict interactions: From a perspective of discourse power. *Modern Foreign Languages*. 36(4): 371-378.
20. Yang, Wenhui (2012). 'Small talk'--- a strategic interaction in Chinese interpersonal business negotiations. *Communication & Discourse*. 6 (1): 101-124.
21. Yang, Wenhui, Su Xiaolan (2011). An Empirical Study of Corporate Communication in China – Request Strategies by TBEs and LBEs. *Management Science and Engineering*. 1: 652-662.
22. Yang, Wenhui (2011). On Business English Course: Strategic Concept and Model Construction. *Journal of Guangdong University of Foreign Studies*. 5: 85-89.
23. Lei, Yu & Yang, Wenhui (2010). An analysis of "discourse stance" in property transaction report. *Journal of Guangdong University of Foreign Studies*. 6: 41-47.
24. Yang, Wenhui (2009). The discourse power in Sino-American trade negotiations. *Journal of Guangdong University of Foreign Studies*. 5: 22-26.
25. Yang, Wenhui (2009) On the intercultural pragmatic differences and stereotype – a discourse study of thematic structure in communication. *Journal of Sichuan International Studies University*. 3: 93-99.
26. Yang, Wenhui (2009). Exploring silence function and politeness strategies in

- interpersonal business communication. In Shu Chuan, Tseng (Ed.) *Linguistic Patterns and Spontaneous Speech* (pp. 241-261). Taipei: Academia Sinica.
27. Yang, Wenhui (2008). Using Metaphors as Politeness Strategies in Chinese Business Negotiations. *Journal of Applied Linguistics*. 5(1): 113-145.
 28. Yang, Wenhui (2008). Metaphor, FTA and politeness strategies. In Yoon. J. Y & Kim, K. A (eds.) *The Perspectives of Linguistics in the 21st Century* (pp. 19-36). Korea: Hankook Munhwasa.
 29. Yang, Wenhui (2007). Gendered positionality in translation practice. *Journal of Guangdong University of Foreign Studies*. (1): 41—44.
 30. Yang, Wenhui (2005). The social pragmatic effects of Netglish and Txttlk. *Journal of CAFLE*. (5): 46-50.
 31. Yang, Wenhui (2004d). Positive and negative pragmatic transfer vs. FL pragmatic problems. *Journal of South China University of Technology*. (4): 69-73.
 32. Yang, Wenhui (2004c). On acculturation of the Chinese businessmen in foreign trade negotiation. *International Economics and Trade Research*. (4): 56-59.
 33. Yang, Wenhui (2004b). A cultural study on TBL approach in CCE teaching environment. *Sun Yatsen University Forum*. (2); 351-355.
 34. Yang, Wenhui (2004a). Analyzing the pragmatic features of Netglish and Txttlk. *Journal of Guangdong University of Foreign Studies*. (1): 25-28.