

## Adrian Yip

Email: wayip@hku.hk

Website: [adrianyipwh.wixsite.com/adrianyip](http://adrianyipwh.wixsite.com/adrianyip)

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### Research (selected)

- 2025-Present Hong Kong Linguistics Project
- 2024-Present A comparative study of the linguistic repertoires and translanguaging practices of Chinese students in China and the UK (Co-PI: Dr Songyan Du), funded by Research Development Fund from Xi'an Jiaotong-Liverpool University (~£10,000)
- 2023-2024 The rural racism project: Re-storifying life in the countryside (PI: Professor Neil Chakraborti)
- 2021-2023 COVID-19 memes on Zhihu (Co-PI: Dr Songyan Du)
- 2017-2022 Connecting the dots in online media: Gender representations in professional tennis
- 2015-2018 Patient-physiotherapist interactions during exercise interactions in Hong Kong (PI: Professor Veronika Schoeb)

### Academic Positions

- 2025-Present **Teaching Assistant**  
School of English, The University of Hong Kong
- 2023-2024 **Postdoctoral Research Associate**  
Centre for Hate Studies, University of Leicester
- 2022-2023 **Research Associate**  
Aston Institute for Forensic Linguistics, Aston University
- 2021 **Course Convener**  
Linguistics, Media and Culture Pathway, London Interdisciplinary Social Science  
Doctoral Training Partnership  
Course: Social Media and Multimodal Literacy (online)
- 2018-2020 **Teaching Associate**  
Department of Linguistics, Queen Mary University of London  
Module: LIN6204 Language and Health Communication
- 2015-2018 **Research Associate**  
Department of Rehabilitation Sciences, The Hong Kong Polytechnic University  
Project Lead: Professor Veronika Schoeb

### Education

- 2017-2022 **PhD in Linguistics**  
Queen Mary University of London

Thesis Title: Connecting the dots in online media: Gender representations in professional tennis

Supervisors: Professor Erez Levon & Dr Agnieszka Lyons

2014-2015 **Master of Arts in Applied Linguistics** (Distinction)

The University of Hong Kong

Dissertation Title: Deuce or advantage? Examining gender bias in online coverage of professional tennis through a mixed methodology

Supervisor: Dr Angela Chan

## **Publications**

### **Articles and Refereed Chapters**

Keel, S., **Yip, A.**, Schmid, A., Staffoni, L. & Schoeb, V. (forthcoming, 2026). Examining interprofessional discharge planning meetings to reflect upon intercultural communication in healthcare. In J. Crichton & G. Martin (Eds.), *Handbook of Intercultural Communication in Health Care*. New York: De Gruyter Mouton.

**Yip, A.**, Keighley, R., Kuppan, V., Fowler, C., Kelalech, K., Chakraborti, N., Nisic, M. & Clarke, A. (2025). 'Is there anywhere left that is not considered racist?': Demystifying the online backlash against rural racism. *Ethnic and Racial Studies*, 1-21.

Du, S. & **Yip, A.** (2024). The use of memes in communication about COVID-19 in a Chinese online community. In C. Cotter & M. Peterson (Eds.), *COVID Semiotics: Magical Thinking and the Management of Meaning*. New York: Routledge.

**Yip, A.** (2021). Pinning down the gap: Gender and the online representation of professional tennis players. *Corpora* 16(3), 349-378.

Schoeb, V. & **Yip, A.** (2020). Instructions as actions for initiating exercise therapy in physiotherapy in Hong Kong. In B. Watson & J. Krieger (Eds.), *Expanding Horizons in Health Communication: An Asian perspective* (pp.161-178). Singapore: Springer.

**Yip, A.** & Schoeb, V. (2020). Facilitating patient participation in physiotherapy: Symptom-talk during exercise therapy from an Asian context. *Physiotherapy Theory and Practice* 36(2), 291-306.

**Yip, A.** (2018). Deuce or advantage? Examining gender bias in online coverage of professional tennis. *International Review for the Sociology of Sport* 53(5), 517-532.

### **Media Publications**

2025, March. My walk of life. *Walk Magazine* 86, Spring 2025

### Media Coverage

2025 (forthcoming). Initium Media, *LGBTQ+ Hong Kongers in the UK*

### Proceedings

**Yip, A.** (2019). Gendered representations of professional tennis players in the new media: A corpus-assisted critical discourse analytic study. In Danjo, C., Meddegama, I., O'Brien, D., Prudhoe, J., Walz, L. and Wicaksono, R. (Eds.), *Taking Risks in Applied Linguistics: Online Proceedings of the 51st Annual Meeting of the British Association for Applied Linguistics, York St John University, 6-8 September 2018*.

Poget, F., **Yip, A.** & Schoeb, V. (2017). Interaction patient-physiothérapeute: observation des feedback relatifs aux symptômes pendant l'exécution d'un exercice. *Kinésithérapie la Revue* 17(184), 33.

### Conference Presentations (selected)

\*Indicates presenting author(s)

\***Yip, A.** & \*Keighley, R. (2024). Backlash against discourses on rural racism. *International Conference on Social Media & Society*, London College of Communication, United Kingdom, 16-18 July.

\***Yip, A.** (2024). Online backlash against rural racism. In Panel: 'The Rural Racism Project: Towards an Inclusive Countryside'. *British Society of Criminology Conference 2024*, University of Strathclyde, United Kingdom, 10-12 July.

\***Yip, A.** & Du, S. (2021). The use of memes in communication about COVID-19 in Chinese online community. *American Anthropological Association annual meeting*, Baltimore, United States, 17-21 November. (online)

**Yip, A.** (2021). Gender representations of tennis players in the new media: A corpus-assisted critical discourse analytic study. *Putting multimodality to use*, University of Salzburg, Austria & University of Groningen, Netherlands, 23-24 September. (online)

**Yip, A.** (2021). Gender representations and multimodality: The case of tennis players on Instagram. *Annual Meeting of British Association of Applied Linguistics*, Northumbria University, United Kingdom, 9-10 September. (online)

**Yip, A.** (2021). Gender representations of tennis players in the new media: A corpus-assisted critical

discourse analytic study. *19<sup>th</sup> International Association of Applied Linguistics World Congress*, University of Groningen, Netherlands, 15 – 21 August. (online)

**Yip, A.** (2021). Multimodality and gender representations: The hyperreal female athletic body on Instagram. *#GenderChallenge - Exploring Gender Identities Online*, University of Greifswald, Germany, 18 – 20 July. (online)

\*Du, S. & \***Yip, A.** (2021). The use of meme in communication about COVID-19 in Chinese online community. *17<sup>th</sup> International Pragmatics Conference*, Zurich University of Applied Sciences, Switzerland, 27 June – 2 July. (online)

**Yip, A.** (2021). Women win, men delight: Gender-bland sexism in online tennis news. *11<sup>th</sup> International Gender and Language Association Conference*, Queen Mary University of London, United Kingdom, 22 June – 24 June. (online)

\*Ho, L. & \***Yip, A.** (2021). Unsettling social actor representation in online media during the 2019 Hong Kong protests. *Sociolinguistics Symposium 23*, University of Hong Kong, China, 7 June – 10 June. (online)

**Yip, A.** (2021). Countering unsettling gendered discourses in sports on social media. *Sociolinguistics Symposium 23*, University of Hong Kong, China, 7 June – 10 June. (online)

**Yip, A.** (2019). Resistance to gendered representations in sport on social media. *8<sup>th</sup> Language in the Media: Mediatizing Resistance*, Federal University of Rio de Janeiro, Brazil, 23-26 July.

**Yip, A.** (2019). Multimodality in online sports reporting. *Approaches to Multimodal Digital Environments: From Theory to Practice*, University of Rome ‘Tor Vergata’, Italy, 20-22 June.

**Yip, A.** (2019). Can women play tennis? Gender representations of tennis players in online media. *CMCI Emerging Voices 2019*, King’s College London, United Kingdom, 6-7 June.

**Yip, A.** (2018). Gender representations of professional tennis players in the new media: A corpus-assisted critical discourse analytic study. *51<sup>st</sup> Annual Meeting of British Association of Applied Linguistics*, York St John University, United Kingdom, 6-8 September. (Poster)

**Yip, A.** (2018). Gender representations of athletes in the new media. *7<sup>th</sup> Critical Approaches to Discourse Analysis across Disciplines Conference*, Aalborg University, Denmark, 4-6 July.

**Yip, A.** (2018). Rethinking femininity, masculinity and athleticism: Online gender representations of

athletes by tournament organizers and sports news media. *10<sup>th</sup> International Gender and Language Association Conference*, University of Botswana, Botswana, 20-22 June.

\***Yip, A.** & Schoeb, V. (2018). Remember what exercises we did?: Instructions during exercise training in physiotherapy. *VALS-ASLA 2018: A Video Turn in Linguistics?*, University of Basel, Switzerland, 6-8 June.

**Yip, A.** (2018). Who is greater – Serena Williams or Novak Djokovic? Deciphering gendered discourses in sports media. *Gender in the Contemporary World: Articulation, Navigation and Change*, Queen Mary University of London, United Kingdom, 3 March.

**Yip, A.** (2017). Online representations of female and male tennis players: Content analysis and critical discourse analysis as complementary methodologies. *2nd International DiscourseNet Congress*, University of Warwick, United Kingdom, 13-15 September.

\*Schoeb, V. & **Yip, A.** (2017). Patient-physiotherapist interaction during exercise therapy in Hong Kong. *WCPT-AWP & PTAT Congress*, Bangkok International Trade & Exhibition Center, Thailand, 28-30 June. (Poster)

\***Yip, A.** & Schoeb, V. (2016). A multimodal analysis of patient-physiotherapist interaction in exercise therapy. *6<sup>th</sup> Annual Applied Linguistics and Professional Practice (ALAPP) conference*, University of Copenhagen, Denmark, 3-5 November.

## **Grants and Awards**

2024	Research Development fund, XJTLU (Co-PI: Dr Songyan Du)
2021	Research support funding for conferences, QMUL
2021	LISS DTP funding for short courses scheme
2020	ACTL funding for Language in the Media Reading Group
2020	Study grant from Gilchrist Educational Trust
2020	Chinese Students Award from The Great Britain-China Educational Trust
2020	Student Conference Sponsorships, LAGB
2019	Campus Community Fund for conference organization, QMUL
2019	Student Lead Activity Fund for event organization, LISS DTP
2019	Travel grant for New Methods for New Media Summer School, QUB
2019	Grant from The Sir Richard Stapley Educational Trust
2019	Research support funding for A-MODE conference, QMUL
2019	Postgraduate Research Fund, QMUL
2018	Doctoral College Initiative Fund for symposium organization, QMUL

2018	Campus Community Fund for symposium organization, QMUL
2018	BAAL Scholarship for 51 <sup>st</sup> Annual Meeting of BAAL
2018	Grant from The Sir Richard Stapley Educational Trust
2018	Research support funding for IGALA10 conference, QMUL
2018	Centre for Public Engagement funding for event organization, QMUL
2018	GradFest funding for seminar organization, QMUL
2018	Travel grant for VALS-ASLA conference 2018, PolyU
2016	Travel grant for ALAPP conference 2016, PolyU
2010	Emperor Foundation Scholarship
2009	BOCHK Charitable Foundation Scholarship
2009	Dean's List Award, HKUST
2008	Dean's List Award, HKUST

### **Academic Outreach and Event Organisation**

2024	“Voices Unheard”, Pint of Science 2024, Phoenix, 4 Midland Street, Leicester, 13 May (Invited Speaker)
2021	Conference – 11 <sup>th</sup> International Gender and Language Association Conference, Queen Mary University of London, 21-24 June (Organizing Committee) (online)
2020	Conference – “Critical Approaches to Media Discourse”, Queen Mary University of London, 13-14 May (Organiser, with Songyan Du and Zihuan Zhong, cancelled due to coronavirus)
2020	GradFest 2020, Queen Mary University of London, 20-30 April (Steering Committee, cancelled due to coronavirus)
2019	Exhibition and Panel Discussion – “Media and Hong Kong Protests”, Queen Mary University of London, 6 December (Organiser, with support from Andy Li and Katherine Crofts-Gibbons)
2019	Symposium – “Reading beyond words: Approaches to multimodality in the media”, Queen Mary University of London, 12 April (Organiser, with Songyan Du)
2019	GradFest 2019, Queen Mary University of London, 18-22 February (Steering Committee)
2018	“Battle of the sexes: Playing mini tennis”, Festival of Communities 2018, Queen Mary University of London, 12-13 May (Organiser)
2018	Conference – “Gender in the Contemporary World: Articulation, Navigation and Change”, Queen Mary University of London, 3 March (Student Helper)
2018	Seminar – “From Superman to Wonder Woman: Is there sexism in superhero movies?”, GradFest 2018, Queen Mary University of London, 21 February (Organiser, with Songyan Du)
2017	Research Dissemination Workshop, Rehabilitation Clinic, The Hong Kong Polytechnic University, August (with Dr Veronika Schoeb)

- 2017      Research Dissemination Workshop, Hong Kong MacLehose Medical Rehabilitation Centre, February (with Dr Veronika Schoeb)
- 2015      CAES International Conference on Faces of English: Theory, Practice and Pedagogy, The University of Hong Kong, 11-13 June (Student Helper)

## **Academic Service**

### **Academic Roles**

- 2024-Present    Executive Board Member, Critical Approaches to Discourse Analysis across Disciplines
- 2024-Present    Editorial Advisory Board Member, "The Routledge Handbook of Language, Discourse and Mental Health"
- 2024-Present    Editorial Advisory Board Member, "Language, Discourse and Mental Health" book series for the University of Exeter Press

### **Peer Review**

Qualitative Health Research, Discourse & Communication, International Review for the Sociology of Sport, Physiotherapy Theory and Practice, 11<sup>th</sup> International Gender and Language Association Conference, 2024 International Conference on Social Media & Society

### **Reading Group Convener**

- 2020              Language in the Media Reading Group, Advanced Core Training in Linguistics, United Kingdom (with Songyan Du)  
(actlblog.wordpress.com/language-in-the-media-reading-group)

## **Community Engagement**

- 2024-Present    Trustee/Research Lead, CLS Cantonese
- 2023-Present    Founder/Captain/Research Lead, BJMF Sports
- Awarded £2,000 from National Lottery Community Fund in June 2025
  - Awarded £3,500 from Wimbledon Foundation Community Fund in May 2025
  - Awarded £10,000 from Sport England in January 2025