

Editorial Project

Crossroads of Language and Society in Post-handover Macau CALL FOR ABSTRACTS

Editors

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Purpose

This book aims to provide an objective, plural, and comprehensive exploration of the intricate relationship between language and society in the unique context of post-handover Macau, China. Through an interdisciplinary lens, the book seeks to analyse the multifaceted dimensions of language and its intersection with key sectors of a multilingual society, including politics, education, culture, identity, media and business. By examining the dynamic interplay between language and these key sectors, the book will offer a nuanced understanding of language's role as both a shaping force and a reflection of the varied social currents in Macau following the handover of sovereignty to the People's Republic of China in 1999. Ultimately, the book also aims to promote the recognition and appreciation of multilingualism as a valuable socio-cultural and economic asset, fostering mutual understanding, and contributing to the cultural richness, social harmony, and prosperity of Macau.

Exploratory Research Topics

We are seeking contributions from various disciplines, encompassing a broad range of scholarly work, including theoretical frameworks, conceptual analyses, empirical research, comparative studies and case studies. While these topics serve as guidelines, we encourage submissions that address, but are not limited to, the following areas:

Part I: Global and Comparative Perspectives

- Multilingualism in post-colonial contexts
- Linguistic imperialism and language endangerment
- The impacts of English as a global language
- Language policy and planning of the People's Republic of China
- Language policy and identity politics
- Language maintenance and shift
- Language and soft power
- Economics of language
- Multilingualism and identity
- Language and cultural heritage
- Language landscape and urban semiotics
- Comparative analyses of multilingual societies or post-colonial contexts

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Part II: Language Policy and Planning

- Language policy in post-handover Macau
- Language planning and multilingualism
- Language in public administration and civil society
- The roles of the Chinese and non-Chinese languages
- The evolving role of Portuguese language
- Language pluralism and the legal system
- Language policy and planning in Macau's tourism industry
- Language policy and planning and economic development

Part III: Language and Education

- Language education policies and practices
- Bilingual and multilingual education in Macau
- Language attitudes and language choice in education
- Multilingualism and language learning outcome
- Assessment practices in language teaching
- Translation teaching approaches and strategies
- Macau as a hub for the promotion of Portuguese language in Asia
- The impact of language on educational access and equity
- Internationalization of education

Part IV: Language, Culture and Identity

- Language attitudes and language choice
- Language attitudes and cultural identity
- Language use and identity construction
- Language and intercultural communication
- Language and social integration
- The preservation and evolution of Macanese Patuá
- Literary representations of Macau
- Impact of multilingualism on literary creativity and expression
- Postcolonial perspectives in Macau literature
- Macau authors and their works
- Comparative analysis of Macau literature
- Literary festivals and events in Macau
- Translation and intercultural exchange
- Language as a tool for cultural heritage preservation
- The influence of tourism on language and culture
- Language, tourism, and cultural representation

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Part V: Language in Media and Business

- Language use in media communication in Macau
- Intercultural communication in Macau's media
- Chinese, Portuguese, English and multilingual press
- Media as a platform for language promotion
- Digital media and language use
- Language policy and investment attraction in Macau
- Role of Macau as a service platform between China and Portuguese-speaking countries
- Language localization and adaptation in Macau's media and business
- Language and economic regional integration
- Language and trade and tourism in the Greater Bay Area
- Language technology and innovation
- Language diversity and economic development
- Language in financial services
- Language and branding in Macau's business sector
- Language skills and competencies in Macau's business environment
- Language barriers and strategies in cross-cultural business communication
- Language and consumer behaviour in Macau

Information to all potential contributors

At the invitation of **Springer**, the editors are welcoming chapter proposals (**Abstracts**) as part of developing a new book project. Your chapter proposal should include:

- Title and subtitle
- Abstract (up to 300 words) + Keywords (up to 6)
- Short biography (up to 150 words)

We encourage multinational co-authorship, gender balance, and submissions from junior researchers.

The deadline for submission of chapter proposals (**Abstracts**) is **April 5, 2024**.

The **chapter submission** deadline is tentatively set for **January 2025**, subject to the approval process of Springer. We will maintain close contact with the authors throughout the entire process.

Submission of chapter proposals (Abstract)

- ➔ Click on the following link: <https://forms.office.com/r/HCBZHikH1r>
- ➔ If you encounter any issues with the online form or prefer to submit via email, kindly send your proposal to joaosimoes@cityu.edu.mo.

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1 **João Simões** is an Assistant Professor at the Institute for Research on Portuguese-speaking Countries at City University of Macau, China. He earned his Ph.D. in Portuguese-speaking Countries Studies from the same university, a Master's degree in Chinese Studies from the University of Aveiro, Portugal, where he studied language policy and planning of the People's Republic of China, and a Bachelor's degree in Electrical and Computer Engineering from the University of Lisbon, Portugal. Prior to his current position, he taught bachelor's degree courses in Portuguese language and culture at Xi'an International Studies University, China. His research interests include lusophony, Portuguese-speaking countries and their interaction with China, and energy geopolitics. He co-edited the book 'Changing the Paradigm of Energy Geopolitics: Security, Resources, and Pathways in Light of Global Challenges' (Peter Lang Publishers, 2023), and he is co-editing 'The Palgrave Handbook of the Geopolitics of Energy Cooperation' (Palgrave Macmillan, forthcoming).

2 **Francisco José Leandro** (<https://orcid.org/0000-0002-1443-5828>) received a Ph.D. in political science and international relations from the Catholic University of Portugal in 2010. From 2016 to 2017, he took part in a post-doctoral research programme on state monopolies in China — One belt, one road studies. In 2014, 2017 and 2020, he was awarded the Institute of European Studies in Macau (IEEM) Academic Research Grant, which is a major component of the Asia-Europe Comparative Studies Research Project. From 2014 to 2018, he was the Programme Coordinator at the Institute of Social and Legal Studies, Faculty of Humanities at the University of Saint Joseph in Macau, China. From 2018 to 2023 he was the Associate-Dean of the Institute for Research on Portuguese-Speaking Countries at the City University of Macau (China). He is currently Associate Professor with Habilitation in International Relations at Faculty of Social Sciences at University of Macau. His most recent books are: Steps of Greatness: The Geopolitics of OBOR (2018), University of Macau; The Challenges, Development and Promise of Timor-Leste (2019), City University of Macau; The Belt and Road Initiative: An Old Archetype of a New Development Model (2020), Palgrave Macmillan; Geopolitics of Iran (2021), Palgrave Macmillan; The Handbook of Special Economic Zones (2021), IGI Global; Disentangled Visions on Higher Education: Preparing the Generation Next (2023), Peter Lang Publishers; and The Palgrave Handbook of Globalization with Chinese Characteristics (2023), Palgrave Macmillan. Leandro is a member of OBSERVARE (Observatory of Foreign Relations), which was established in 1996 as a centre for studies in International Relations at the Autonomous University of Lisbon, Portugal).

3 **Vera Borges** is an Associate Professor at the Faculty of Humanities and Social Sciences at City University of Macau, China. Previously, she worked at the Faculty of Arts and Humanities at the University of Saint Joseph in Macau, and at the Faculty of Humanities at the University of Lisbon, Portugal. Vera's research interests encompass a wide range of subjects within the field of literature. Her scholarly work focuses on areas such as poetry, world literature, Macau studies, and postcolonial studies. Specifically, Vera's research explores the intricacies of postcolonial studies, examining the literary works stemming from Portuguese-speaking regions. Her expertise also extends to the study of Macau-China, delving into the unique cultural and literary dynamics of this region.

4 **Colum Ruane** is an Assistant Professor at the Faculty of Humanities and Social Sciences at City University of Macau, China. He obtained a Ph.D. in Applied Linguistics from Macquarie University in Sydney, Australia. Colum has accumulated extensive experience in tertiary level teaching, specializing in areas related to academic communications and applied linguistics. Prior to his current position, he served as a lecturer in the School of Humanities and Social Science at the Chinese University of Hong Kong in Shenzhen, China. He held a post-doctoral researcher position at the Australian Institute of Health Innovation in Sydney. Colum is a member of the Multilingualism Research Centre at Macquarie University. His primary research interests lie in the realm of English ideologies and cosmopolitan regimes. Through his scholarly work, he explores the intricate relationship between language, culture, and identity, shedding light on their intersections in today's globalized society.