

Curriculum Vitae



Dr Carl Jon Way Ng

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Education Qualifications

2013	PhD in Linguistics, Lancaster University, UK
2003	BA (1st class hon), Nanyang Technological University, Singapore
2002	BA with DipEd, Nanyang Technological University, Singapore

Academic and Professional Experience

2024 - Present	Senior Lecturer, School of Humanities and Behavioural Sciences, Singapore University of Social Sciences, Singapore
2020 - 2023	Head of Programme, School of Humanities and Behavioural Sciences, Singapore University of Social Sciences, Singapore
2014 - 2020	Assistant Professor, Department of English, City University of Hong Kong, Hong Kong
2006 - 2007	Senior Head (Policy), Higher Education Division, Ministry of Education, Singapore
2003 - 2005	Lecturer, English Department, Jurong Junior College, Singapore

Research Interests

- (Critical) discourse studies
- Sociolinguistics
- Semiotic landscapes
- Multimodal and visual communication
- Conceptual metaphor
- (Corporate) brand communication
- Political and policy communication
- Affect and affective governance
- Neoliberalism and discourse

Selected Publications

Journal Articles:

- Ng, C.J.W. (2020). Neoliberal recontextualizations and legitimations in a 'post-Confucian' state. *World Englishes*, 39(4), 638-652.
- Ng, C.J.W. (2019). 'You are your only limit': Appropriations and valorizations of affect in university branding. *Journal of Sociolinguistics*, 23(2), 121-139.
- Ng, C.J.W. (2018). Performing brand identity: Situating branding in discursive-ideological landscapes. *Consumption Markets & Culture*, 21(2), 147-170.
- Ng, C.J.W. (2018). Skilling the nation, empowering the citizen: Neoliberal instantiations in Singapore's lifelong learning policy. *Journal of Language and Politics*, 17(1), 118-140.
- Ng, C.J.W. (2016). 'Hottest brand, coolest pedagogy': Approaches to corporate branding in Singapore's higher education sector. *Journal of Marketing for Higher Education*, 26(1), 41-63.
- Ng, C.J.W. (2014). 'We offer unparalleled flexibility': Purveying conceptual values in higher educational corporate branding. *Discourse & Communication*, 8(4), 391-410.
- Ng, C.J.W. (2014). Semiotizing capitalism in corporate brand enactment: The case of Singapore's corporatized universities. *Critical Discourse Studies*, 11(2), 139-157.
- Ng, C.J.W. & Koller, V. (2013). Deliberate conventional metaphor in images: The case of corporate branding discourse. *Metaphor and Symbol*, 28(3), 131-147.

Book Chapters:

- Ng, C.J.W. (2022). 'We are in this together': Cultural branding and affective activations in a pandemic context. In S. Tan & M.K.L. E (Eds.), *Discourses, Modes, Media and Meaning in an Era of Pandemic: A Multimodal Discourse Analysis Approach* (pp. 141-159). Routledge.
- Ng, C.J.W. (2020). Government policy, communication and (affective) governmentality. In M. Filimowicz & V. Tzankova (Eds.), *Reimagining Communication: Action* (pp. 54-70). London: Routledge.
- Ng, C.J.W. (2019). Governing (through) affect: A social semiotic perspective of affective governance in Singapore. In K. Rajandran & S.A. Manan (Eds.), *Discourses of Southeast Asia: A Social Semiotic Perspective* (pp. 23-43). Singapore: Springer.
- Ng, C.J.W. (2018). Constructing the ideal organization: Metaphor in higher education brand communication. In J. Pelclová & W. Lu (Eds.), *Persuasion in Public Discourse: Cognitive and Functional Perspectives* (pp. 207-223). Amsterdam: John Benjamins.
- Ng, C.J.W. (2018). Metaphor. In J. Flowerdew & J. Richardson (Eds.), *The Routledge Handbook of Critical Discourse Studies* (pp. 215-227). London: Routledge.
- Ng, C.J.W. (2007). Remaking a nation: Interrogating intertextuality in the Singapore national day rally speech