

檔 號：

保存年限：

## 國立政治大學 函

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受文者：國立成功大學

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密等及解密條件或保密期限：

附件：0221講座海報、0225講座海報(attch1 1140003050-0-0.jpg、attch2 1140003050-0-1.jpg)

主旨：檢送本校英語教學資源中心辦理EMI教學相關系列講座活動海報如附件，請轉知並鼓勵貴屬人員報名參加，請查照。

說明：

- 一、國立政治大學英語教學資源中心邀請教學經驗豐富之國內外教授，期透過講座與教學經驗的分享，讓校內外師生更了解EMI之理念與教學方法。
- 二、本系列活動，同時開放線上與實體報名，報名連結與資訊如下：

(一)第一場

- 1、活動日期：114年2月21日（五）10：00AM－12：10PM
- 2、演講主題：培育或征服？商業語境中的性別隱喻  
Planting Seeds or Going to Battle? Metaphor and Gender in Business Discourse
- 3、地點：國立政治大學 行政大樓七樓第五會議室
- 4、實體報名：<https://reurl.cc/A6LMIZ>
- 5、線上報名：<https://forms.gle/81hYpnmT4VRbMytq9>
- 6、報名截止日期：即日起至2月16日（日）

(二)第二場



- 1、活動日期：114年2月25日（二）12：30PM－14：00PM
  - 2、演講主題：高等教育中的產學合作：如何成功架構產業與教學之間的橋梁 Building Bridges：Successful Industry Collaborations and Joint Teaching Projects in Higher Education
  - 3、地點：國立政治大學 行政大樓七樓第二會議室
  - 4、實體報名：<https://reurl.cc/r34oly>
  - 5、線上報名：  
<https://forms.gle/UHYmBvQY355BWuNa7>
  - 6、報名截止日期：即日起至2月20日（四）
- 三、隨文檢附講座海報，更多詳情請參考網站 <https://www.eminccu.com/>。如有疑問，請洽詢陳小姐電話：02-29393091 分機 60326，電子郵件 [nccu.emi@gmail.com](mailto:nccu.emi@gmail.com)

正本：公私立大專校院

副本：雙語及多元文化推動辦公室、英語教學資源中心

114/02/11  
14:36:15

校長 李蔡彥



#WORKSHOP ON  
RESEARCH,  
DISCOURSE, AND  
COMMUNICATION

# CONCEPTUAL REPRESENTATIONS IN ENGLISH AND OTHER LANGUAGES

## PLANTING SEEDS OR GOING TO BATTLE? METAPHOR AND GENDER IN BUSINESS DISCOURSE #Communication EMI

Invited speaker : Kathleen Ahrens

Kathleen Ahrens is a Professor in the Department of English and Communication and a member of the Research Centre for Professional Communication in English at The Hong Kong Polytechnic University.

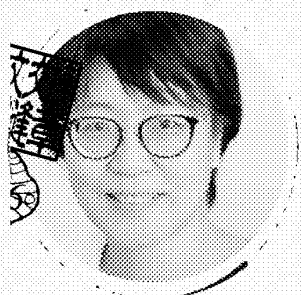


### About the speech

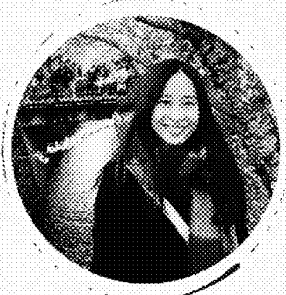
In contemporary news and social media discourse, women encounter metaphorical barriers, such as glass ceilings and, more recently, glass cliffs, which impede their advancement and retention in professional positions within the corporate sector. This raises an important inquiry: do everyday metaphors grounded in the WAR or PLANT conceptual domains also carry gendered connotations? This presentation aims to investigate this question by referencing recent studies that utilize ontological frameworks and collocational analysis to explore the application of these source domains (Ahrens & Jiang, 2020; Ahrens et al., 2024). Furthermore, I will analyze the metaphorical strategies employed by women in political spheres, with an emphasis on how these gendered metaphorical expectations influence their positioning within various leadership contexts.

- FEBRUARY 21, 2025 10:00-12:10AM
- THE CONFERENCE ROOM 5, 7TH FLOOR, ADMINISTRATION BUILDING, NCCU

10:00-10:10 Opening:  
Siaw-Fong Chung  
10:10-10:50 Kathleen Ahrens  
10:50-11:00 Q&A  
11:00-11:20 Ren-Feng Duann  
11:20-11:40 Yao-Ying Lai  
11:40-12:10 Discussion



Ren-Feng Duann  
Associate Professor  
Center for General  
Education, National  
Taitung University  
Metaphors and  
Translations of  
'校正回歸'



Yao-Ying Lai  
Assistant Professor  
Graduate Institute of  
Linguistics, NCCU  
"Hidden" Meaning in  
Sentences: Conceptual  
Representations and  
Real-time Processing  
第3頁, 共4頁

Registration



Main Host

EMI

NCCU | EMI  
國立政治大學英語教學資源中心  
The National Center for English Teaching Resource

Co-host

LST

台灣語言學學會  
Linguistic Society of Taiwan

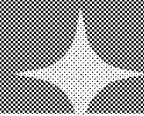
Main  
Host



Co-  
Host



REGISTER



# BUILDING BRIDGES: SUCCESSFUL INDUSTRY COLLABORATIONS AND JOINT TEACHING PROJECTS IN HIGHER EDUCATION

About the Speech:

In this presentation, I will explore the successful integration of industry collaborations into higher education through joint teaching projects. Focusing on practical examples from my own experience, I will showcase how students work alongside industry representatives to tackle real-world challenges. These projects offer valuable learning opportunities by blending academic theory with hands-on experience, benefiting both students and companies. I will highlight the structure, benefits, and outcomes of these collaborations, emphasizing their role in preparing students for the demands of the modern workforce.



2025.02.25



12:30-14:00



行政大樓七樓會議室二

Conference Room 2, 7th Floor,  
Administration Building



PROF. KLAUS LANG

Professor Dr. Klaus Lang serves as the Managing Director of the Institute for Digital Transformation and is the Dean of Studies at the Department of Information Management at Neu-Ulm University of Applied Sciences (HNU). With a doctorate in business informatics, he combines academic expertise with extensive practical experience as a management consultant, specializing in corporate strategy, IT strategy, and AI Transformation. Professor Lang has made significant contributions to the field of digital transformation, particularly through his publications on digital maturity and innovation. He has established the AI Innovation Circle, a collaborative network of 30 companies addressing challenges in digital transformation and fostering AI-driven solutions. As Dean of Studies, Professor Lang is deeply engaged in enhancing the quality of education and examinations through the integration of AI, reflecting his commitment to innovative and effective learning practices. His leadership and expertise continue to shape the academic and business landscapes, emphasizing the critical role of digital transformation in today's dynamic environment.