Andrew D. Wong

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ACADEMIC EMPLOYMENT

California State University, East Bay

2017-Present   Professor, Department of Anthropology, Geography & Environmental Studies
2016-Present   Director, Global Studies Program
2012-2017   Associate Professor, Department of Anthropology, Geography & Environmental Studies
2008-2012   Assistant Professor, Department of Anthropology, Geography & Environmental Studies

University of Hawaiʻi at Manoa

2003-2007   Assistant Professor, Department of Linguistics

ADDITIONAL EXPERIENCE

2025-   Co-Editor-in-Chief
Journal of Sociolinguistics

July 2009   Visiting Professor
Ogilvy & Mather and Advertising Educational Foundation, New York

2007-2008   Associate (Consumer Research, Linguistic and Cultural Evaluation)
Lexicon Branding, Inc., Sausalito, California

EDUCATION

1997-2003   Stanford University
Ph.D. in Linguistics

1997-1999   Stanford University
M.A. in Linguistics

1990-1994   University of North Carolina at Chapel Hill
B.S. in Business Administration (with distinction)

ADDITIONAL TRAINING

2024	CSU Chancellor's Office "AI Tools for Teaching and Learning" Course
2023	California State University, East Bay Writing Across the Curriculum Faculty Development Workshop
2022	The Association of College and University Educators (ACUE) "Promoting Active Online Learning" Course
2020	Online Learning Consortium "Creating an Interactive Syllabus" Course "Designing Game-Based Learning" Course
2017	VoiceThread Certified Educator Online Course
2015-2016	Quality Matters "Applying the Quality Matters Rubric" Workshop "Quality Matters Peer Reviewer" Course "Quality Matters Master Reviewer" Course
2015	Quality Online Learning & Teaching (QOLT) Program, California State University "Applying the CSU QOLT (rne6 (esi (eu(n)10.8mJ0 Tc 0 Tw 11.(S)1w 6.m4d6 (t)n[( )Tjo (esi a)3.3 (li)11

2011	Instructional Grant, Open Source Alternatives to Textbooks Program, California State University, East Bay.
2011	Faculty Learning Community Fellowship, Online and Hybrid Teaching and Learning (Course Management Systems), California State University, East Bay.
2010	Faculty Learning Community Fellowship, Hybrid Course Development, California State University, East Bay.
2009	Faculty Learning Community Fellowship, Scholarship of Teaching & Learning, California State University, East Bay.

PUBLICATIONS

Edited Volumes

2021	Chineseness on the margins. Special issue of *Language & Communication.* (Mie Hiramoto, Hsi-Yao Su and Andrew Wong)
2002	*Language and Sexuality: Contesting Meaning in Theory and Practice.* Stanford, CA: CSLI Publications. (Kathryn Campbell-Kibler, Robert Podesva, Sarah Roberts and Andrew Wong)

Book Chapters and Journal Articles

In Prep.	Marginal subjects and peripheral visions. In Rodrigo Borba, Kira Hall, and Mie Hiramoto, eds. *Language, Gender, and Sexuality: An Anticipatory Retrospective.* Sheffield, UK: Equinox.
2024	Funny words on the screen: Exploring linguistic authority through subtitling practices. *Journal of Linguistic Anthropology*. Advance online publication. https://doi.org/10.1111/jola.12437
2023	"Gangpu is too funny!": The mediatization of Hong Kong Mandarin as a jocular register. *Language in Society.* Advance online publication. https://doi.org/10.1017/S0047404523000416
2023	The ongoing business of Chinese language reform: A view from the periphery of Hong Kong in the last half century. *Modern China* 49 (4): 448-479. (John Wong and Andrew Wong)
2023	Tell me what happened: Pragmatics of affect in legal communication. *International Journal for the Semiotics of Law-Revue internationale de Sémiotique juridique* 36 (2): 561-577. (Wilson Chow, Kelvin Wong, Mie Hiramoto, Andrew Wong, Michael Ng and Christian Go)
2021	Found in transliteration: Translanguaging and the polyvocality of *Xiqu Centre. Journal of Sociolinguistics* 25 (1): 26-43.

2002   The semantic derogation of *tongzhi:* A synchronic perspective. In Kathryn Campbell-Kibler, Robert Podesva, Sarah Roberts, and Andrew Wong, eds. *Language and Sexuality: Contesting Meaning in Theory and Practice.* 161-174. Stanford, CA: CSLI Publications.

2002   Speaking of sex. In Kathryn Campbell-Kibler, Robert Podesva, Sarah Roberts and Andrew Wong, eds. *Language and Sexuality: Contesting Meaning in Theory and Practice.* 1-21. Stanford, CA: CSLI Publications. (Andrew Wong, Sarah Roberts and Kathryn Campbell-Kibler)

2000   The linguistic construction of the *tongzhi* community. *Journal of Linguistic Anthropology* 10 (2): 248-278. (Andrew Wong and Qing Zhang)

            Recipient of the 1999 Best Student Paper Award, Society for Linguistic Anthropology, American Anthropological Association.

            Reprinted in Paul Garrett and Bambi Schieffelin, eds. 2011. *Anthropological Linguistics: Critical Concepts in Language Studies.* London: Routledge.

2000   Explicit introductions in lexical acquisition: A case study. *Issues in Applied Linguistics* 11 (2): 149-174.

Other Publications

2016   Review of Julie Whitlow and Patricia Ould, *Same-Sex Marriage, Context, and Lesbian identity: Wedded but Not Always a Wife. Journal of Linguistic Anthropology* 26 (3): 356-358.

2015   A quest for linguistic authenticity: Cantonese and Putonghua in postcolonial Hong Kong. In Kenny Baclawski, Anna Jurgensen, Spencer Lamoureux, and Hannah Sande, eds. *Proceedings of the 41st Annual Meeting of the Berkeley Linguistic Society.* 563-576. Berkeley, CA: Berkeley Linguistic Society.

2015   *Tongzhi*. In Patricia Whelehan and Anne Bolin, eds. *The Encyclopedia of Human Sexuality.* Malden, MA: Wiley-Blackwell.

2014   The meanings of unconventional spelling. In Rebekah Baglini, Timothy Grinsell, Jonathan Keane, Adam Roth Singerman, and Julia Thomas, eds. *Proceedings of the 46th Annual Meeting of the Chicago Linguistic Society.* 331-340. Chicago, IL: Chicago Linguistic Society.

2014   Recipe for a service-learning option (http://www20.csueastbay.edu/programs/dsj/faculty-pilot-projects/andrew-wong.html). *Online Teaching Guide on Diversity and Social Justice.* California State University, East Bay.

2012   English words in international brand naj 1 0 -1i(1 0 -1ipl(t)-4.6 (i)-4.7)6.3 (ba)-1.7 (y23d0.9 ([ba)-1.7 (l9 (

2011   Conducting consumer-oriented ethnographic research: A teaching innovation. In Brian A. Vander Schee, ed. *Marketing Management Association 2011 Fall Educators' Conference Proceedings.* 102-103.

PRESENTATIONS

Invited Presentations

2024   Bridging sociolinguistics and Sinophone studies. Stanford IDEAL (Inclusion, Diversity, Equity, and Access in a Learning Environment) Symposium. Stanford University.

2024   How it started…. How it's going. Sociolunch. Department of Linguistics. Stanford University.

2022   What makes an icon an icon? Roundtable discussion on Penelope Eckert's influence on linguistic anthropology. The Spring Conference of the Society for Linguistic Anthropology. University of Colorado, Boulder.

2018   Sinophone linguistics: Language politics in the Chinese peripheries. Linguistics Colloquium. Department of Linguistics. Stanford University.

2016   Building online and hybrid courses. Back to the Bay. California State University, East Bay.

2016   Building quality online courses using Quality Matters. Online Campus. California State University, East Bay.

2014   Perceptions of unconventional spelling in brand names. Sociotea. Department of Linguistics. Stanford University.

2010   Intersectionality theory: What it is and why it matters to variationists (plenary). New Ways of Analyzing Variation. NWAV 39. University of Texas—San Antonio.

2009   Anthropology and branding: Using insights from linguistic anthropology to construct brand identity. "Tuesday at 3" Lecture Series. Ogilvy & Mather, New York.

2009   The indexical meanings of unconventional spelling. Sociorap. Department of Linguistics. Stanford University.

2009   Brand names as paintings: The applications of linguistic anthropology in brand name development. Workshop in Economic Research. Department of Economics. College of Business and Economics. California State University, East Bay.

1999   A space of their own: Language use in a Chinese gay and lesbian magazine. Forum on Women and Gender in Asia. Center for East Asian Studies, Stanford University. (Andrew Wong and Qing Zhang)

Refereed Presentations

2024   Exploring linguistic authority through subtitling practices. Sociolinguistics Symposium 25. Curtin University.

2023   On the mediatization of Hong Kong Mandarin as a jocular register. Asian Studies Conference Japan. Sophia University.

2022   How does variation become meaningful? The role of the listening subject. New Ways of
        Analyzing Variation (NWAV 50) Conference. Stanford University.

2021   Exploring translanguaging through the lens of transliteration. Sociolinguistics
        Symposium 23. University of Hong Kong.

2019   Locating authenticity at the nexus of speech and writing in post-1997 Hong Kong. The
        16th International Pragmatics Conference. Hong Kong.

2019   Views from the margins: Language politics in the Sinophone. Sinophone Studies:
        Interdisciplinary Perspectives and Critical Reflections. University of California, Los
        Angeles.

2018   Chineseness and Cantonese tones in post-1997 Hong Kong. The 117th Annual Meeting
        of the American Anthropological Association. San Jose.

2018   From indexical signs to icons: Insights from Cantonese tones. Sociolinguistics
        Symposium 22. University of Auckland.

2018   "Woman" assaulted underage girl with sex toy: Representation of transgender
        Singaporeans in newspapers. Sociolinguistics Symposium 22. University of Auckland.
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2011   Conducting consumer-oriented ethnographic research: A teaching innovation. 2011 MMA (Marketing Management Association) Fall Educators' Conference. St. Louis. (Andrew Wong and Lan Wu)

2010   The meanings of unconventional spelling. The 46th Annual Meeting of the Chicago Linguistic Society. University of Chicago.

2009   English words in international brand names: Proceed with caution. Names in the Economy III. Meersten Instituut, Amsterdam. (Will Leben and Andrew Wong)

2006   *Tongzhi*

1999   Beyond the masculine

Language and Culture (upper-level undergraduate; hybrid and online)
(Quality hybrid course certified by Quality Matters)
    Fall 2008, Winter 2009, Spring 2009, Fall, 2009, Winter 2010, Spring 2010, Fall 2010, Winter 2011,
    Fall 2011, Winter 2012, Spring 2012, Fall 2012, Winter 2013, Winter 2014, Spring 2014, Fall 2014,
    Winter 2015, Spring 2016, Fall 2016, Fall 2017, Spring 2018, Fall 2018, Spring 2019, Fall 2019,
    Fall 2020, Spring 2021, Fall 2021, Spring 2022, Spring 2023, Fall 2023, Spring 2024, Fall 2024

Linguistic Diversity and Social Justice (upper-division undergraduate; hybrid and online)
    Fall 2018, Spring 2019, Fall 2019, Fall 2020, Spring 2021, Fall 2021, Spring 2022, Spring 2023,
    Spring 2024

Language and Sexuality (upper-division undergraduate; hybrid and online)
    Fall 2020, Fall 2023, Spring 2025

Anthropology in the Modern World (upper-level undergraduate; online)
(Quality online course certified by Quality Matters)
    Spring 2009, Fall 2009, Spring 2010, Winter 2011, Spring 2011, Fall 2011, Spring 2012, Fall 2012,
    Winter 2013, Spring 2013, Winter 2014, Spring 2014, Summer 2014, Fall 2014, Winter 2015,
    Summer 2015, Fall 2015, Summer 2016, Fall 2016, Winter 2017, Fall 2017, Winter 2018

Anthropology of Global Change (upper-level undergraduate; online)
    Fall 2018, Fall 2019, Spring 2025

China (upper-level undergraduate; online)
    Fall 2008, Winter 2010, Fall 2010, Winter 2012, Winter 2013, Spring 2015, Spring 2017,
    Spring 2020

Folklore (upper-level undergraduate; hybrid)
    Fall 2008, Winter 2011, Fall 2011, Spring 2012

Business Anthropology (upper-level undergraduate; online)
    Fall 2010, Fall 2012, Fall 2014, Fall 2015, Fall 2016, Fall 2017, Fall 2018

Anthropology in Action (upper-level undergraduate; hybrid)
    Spring 2010

Global Systems (upper-level undergraduate; hybrid)
    Winter 2017, Winter 2018

Senior Seminar in Global Studies (upper-division undergraduate; online)
    Spring 2017, Spring 2018, Spring 2019, Spring 2020, Spring 2021, Spring 2022, Spring 2023,
    Spring 2024, Spring 2025

Internship Planning and Analysis (graduate)
    Winter 2009, Winter 2010, Winter 2011, Winter 2012, Winter 2013, Winter 2014, Winter 2015

Seminar in Linguistic Anthropology (graduate)
    Spring 2009, Spring 2011, Spring 2013, Spring 2015

Issues in Anthropology (Language and Sexuality) (graduate)
    Fall 2009

Courses taught at the University of Hawai'i at Manoa

Sociolinguistic Theory and Analysis (graduate)   Fall 2003, Spring 2005, Fall 2006
Advanced Sociolinguistic Analysis (graduate)   Fall 2005
Sociolinguistic Field Methods (graduate)   Spring 2004
Language, Gender and Sexuality (graduate)   Fall 2004
Language Planning (graduate)   Spring 2006, Spring 2007
Introduction to the Study of Language (undergraduate)   Spring 2004
Language and Gender (undergraduate)   Fall 2004, Spring 2006, Spring 2007
Language as a Public Concern (undergraduate)   Spring 2005, Fall 2005, Fall 2006

Undergraduate courses taught at Stanford University

Language and Sexuality (Program in Feminist Studies)   Winter 2002
    (co-taught with Kathryn Campbell-Kibler)
Living and Working with Americans   Summer 2002, Summer 2001,
    (Stanford ESL Program)   Summer 2000, Summer 1999
Vocabulary and Idiom   Summer 2002, Summer 2001,
    (Stanford ESL Program)   Summer 2000, Summer 1999

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Janel Moreno. 2018. *Working the Golden Years: An Ethnographic Study of Three Employed Women, Aged 75 and Older.* (University Thesis) (CSU East Bay)

Ryan Martin. 2017. *Museums and Media: Representation Matters.* (Departmental Thesis; Chair) (CSU East Bay)

Christine Day. 2016. *Cultural Hurdles of Refugees on First Moving to America.* (Departmental Thesis; Chair) (CSU East Bay)

Veronica Reyes. 2016. *Reproductive Health Lessons in Rural Communities.* (Departmental Thesis) (CSU East Bay)

Kara Zamora. 2016. *The Anthropology of Complementary Integrative Health for Chronic Pain Management in the San Francisco Bay Area.* (Departmental Thesis)

2019-2021	Member, East Bay Study Away/Study Abroad Taskforce.
2019	Chair, Tenure-Track (Environmental Anthropology) Search Committee, Department of Anthropology, Geography & Environmental Studies.
2018-2019	Member, University Tenure and Promotion Committee.
2018-2019	Member, Range Elevation Committee, Department of Anthropology, Geography & Environmental Studies.
2018	Member, University Grade Appeal Hearing Panel.
2017, 2020	Post-Tenure Review Committee, Dep Rarch Ce Antronmental Studies.

2013-2014	Member, Student Paper Prize Committee, Department of Anthropology, Geography & Environmental Studies.
2013	Anthropology Representative, Faculty Hearing Panel.
2012-2013	Member, Writing Skills Subcommittee.
2012	Member, Taskforce on Online Instruction Policy.
2012	CLASS (College of Letters, Arts, and Social Sciences) Representative, the University Library Advisory Council.
Spring 2012	Member (Substitute for Carl Stempel), Committee on Research.
Fall 2012	Member (Substitute for Julie Beck), Committee on Academic Planning & Review.
2009-2011	Member, Committee on Research.
2008-2009	Member, Tenure-Track Assistant Professor Search Committee (Religion and Spirituality).
2008-2009	Member, Graduate Curriculum Committee, Department of Anthropology.

University Service at the University of Hawai'i at Manoa

2006	Member, Graduate Admissions Committee, Department of Linguistics.
2006	Liberal Arts and Undergraduate Coordinator, Department of Linguistics.
2005-2007	Member, Humanities Council.
2005-2007	Member, Curriculum Committee, College of Languages, Linguistics and Literature.
2003-2007	Founder and Coordinator, Sociolinguistics Group, Department of Linguistics.

Service to the Field

Manuscript Reviewer

American Anthropologist (2012, 2022), *Applied Linguistics* (2004, 2024), *China Information* (2022), *China Journal* (2016), *Discourse and Society* (2010), *Gender and Language* (2007, 2016, 2019, 2021, 2023), *International Journal of Asian Studies* (2022), *Journal of Homosexuality* (2011), *Journal of Language, Identity & Education* (2024), *Journal of Language and Sexuality* (2019, 2021), *Journal of Linguistic Anthropology* (2013, 2015, 2021, 2023), *Journal of Sociolinguistics* (2015, 2016, 2017, 2018, 2021), *Language & Communication* (2020, 2024), *Language and Linguistics Compass* (2017), *Language in Society* (2009, 2010, 2015, 2023), *Language Policy* (2014), *Reviews in Anthropology* (2011), *Sexualities* (2004, 2005), *Societies* (2014), *Sociolinguistic Studies* (2013)