

ELENA YAKOVLEVA, Ph.D.



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Educational Background

- Jan 29, 2003 Examination of the doctorate thesis
Grade: very good (magna cum laude: 1)
- Since Jan 1998 Otto-von-Guericke University of Magdeburg, Germany
Doctorate (Ph.D.) in Linguistics (Dr.phil.): School of German Language
Subject: contrastive pragmatics; discourse/conversation analysis
- Oct 1995 – Mar 1997 Part-time study of master program at the Otto-von-Guericke
University of Magdeburg, Germany
Subjects: English/German, Rhetoric, Business Administration
- Sept 1992 – June 1996 Udmurt State University (Izhevsk, Russia)
Diploma in Linguistics and Literature with honors
(German/English Studies and World Literature)
Master Thesis: Poetics features in the novel of E.T.A. Hoffmann “The life and
opinions of the Tomcat Murr”. (Grade: excellent)
- Sept 1992 – June 1994 Commercial Trade College of Izhevsk (Russia)
Major: accounting, analysis of economic activity and audit
- Sept 1982 – June 1992 High School No. 34 (Izhevsk, Russia)
Grades: excellent in all subjects (A), awarded with the silver medal

Work Experiences

Aug 2009 – present	Assistant professor of English Department at Wenzao Ursuline University of Languages (full-time) (Kaohsiung, Taiwan)
Aug 2006 – July 2009	Assistant professor of AFL Department at Meiho Institute of Technology (full-time) (Pingtung, Taiwan)
Sept 2006 – July 2008	Assistant professor of AFL Department at I-Shou University (part-time) (Kaohsiung, Taiwan)
July 2005- Feb 2006	Translator of foreign languages in the international and commercial department of Ltd. “Akoil”(Izhevsk, Russia)
2001-2004	Teacher of foreign languages at different Chinese Universities and schools (e.g. Wuhan University of Science and Technology) during summer vacations, manager of study abroad and academic affairs department at the NewCenturyZhenHua Foreign Language School (Shandong Province, China)
Sept 1999 – Apr 2004	Participation in the publication of linguistic dictionary of Th. Lewandowsky, University of Magdeburg, Germany
Apr 1998 – Dec 1998	Participation in the project “German-Russian University Dictionary”, University Magdeburg, Germany
Jan 1996 – Mar 1996	Practical Training as German teacher at the Udmurt State University (Izhevsk, Russia)

Languages

Language Center at the Otto-von-Guericke University of Magdeburg, Germany

Oct 1995 – June 1996	English: Unicert II
Oct 1996 – Feb 1998	Business English: Unicert III
Oct 1997	German Language Exam for University Admission (DSH)
Oct 1996 – Oct 1999	Spanish: intermediate level
Apr 1996 – June 1997	Czech: beginner level
Oct 2001 – Feb 2002	French: beginner level
	Chinese: low-intermediate level (Wenzao Chinese Learning Center)
	Russian: native language

Others

- **Member** of different Teacher Learning Communities in Wenzao University (e.g. Teaching Taiwan National (Elite) Athletes at National Sports Training Center, Kaohsiung, Zyoing)
- **Judge** at different National speech contests (e.g. Wenzao storytelling contest, impromptu speech contest)
- **Examiner** for Wenzao university entrance and transfer exams

- Active **participant** in different extra-curriculum activities such as English Camp, Intercultural Events, Piece Day
- **Intercultural person** (with living experiences in different countries such as in the USA, Costa Rica, China, Germany, Russia, and Taiwan)
- **Interpreter** of Chinese/English ↔ Russian at Kaohsiung Public Court and a police station
- **Translator** of different documents for several Taiwanese companies
- **Active attendee and participant** at different conferences (on linguistics, foreign language teaching, translation, literature, semiotics, etc.)
- **Active internet, multimedia user**

Speeches:

- (Nov. 2009) **Keynote speaker** at Kung Shan University Topic: Globalization through languages
- (Nov. 2010) **Keynote speaker** at Taiwan Normal University Topic: Bilingual Education in Taiwan held by Teachers' Association in Taiwan by very young learners
- (Dec. 2010) **Keynote speaker** at Cheng Shou University Topic: Bilingual Education in Taiwan held by Teachers' Association in Taiwan by very young learners

Courses and Specialties

Courses taught:

- Introduction to Linguistics (**see course portfolio**)
- Research writing
- Business English
- News English
- English Composition
- Medical English
- English Conversation
- Advanced English
- Public Speaking
- International Etiquettes
- Intercultural Communication (**see course portfolio**)

Specialties:

- Conversation/Discourse analysis
- (Contrastive) Pragmatics
- Semiotics
- Language in advertising
- **English literacy in the early childhood (see recent publications)**
- **Foreign language learning and teaching (see recent publications)**
- **Translation for business purposes (see recent publications)**

Publications

Books:

- Oct 2004 *Paper on Intercultural Pragmatics. German and Russian Conversation.* Wiesbaden: Niemeyer (Germany).
- Aug 2014 *Taiwan preschool English classes: Montessori and non-Montessori approaches.* Taiwan, Kaohsiung: Zui Bo Lin Publishing Co.

Book chapter:

- Oct 2016 Story reading class in bilingual kindergarten. In *Discourse and Communicative Interaction* by N.-M. Iftimie & O.-C. Rusu (Eds.). Iași: Politehniun ("Gheorghe Asachi" Technical University of IASI (Romania)), 219-239.
- Sept 2018 An Optimal Curriculum Design for English Club in Junior High School. In: Lin, W.-Ch., Weng, J., Godwin-Jones, R. (Edt.) *Internationalizing English Language Education in Globalized Taiwan*, TungHua Publisher, p.97-124.

Articles (mostly 1st author in the peer-reviewed academic university journals of different countries!):

- Oct 2007 Politeness as Cultural Pragmatic Phenomenon. In: *English Teaching Seminar*, AFL, Meiho, July 2007. WanHo, (Taiwan) p.104-119.
- March 2008 The Need for Cultural Background in the English Classroom. In: *The Proceeding of 2008 International Conference and Workshop on TEFL & Applied Linguistics*. Crane Publishing (Taiwan), p.648-660.
- June 2008 The opening phase in English, German and Russian telephone conversation. In: *Philological sciences. Questions of theory and practice. (Scientific-theoretical and*

- applied journal*), Vol. 1 (1) 2008, Tambov National University (Russia): Gramota, p.181-183.
- June 2008 The Application of Computer-based Constructivist Assessment for English Learning. (3rd author). *Papers of Conference 2008 on English Teaching at Pingtung National University of Education*, p.114-136.
- Jan 2009 Politeness aspect in the communication between salesperson and customer. Contrastive linguistic analysis based on English, German, Russian and Chinese. In: *Almanac of modern science and education. Vol. 1 (1) 2009*, Tambov National University (Russia): Gramota, p.179-181.
- March 2009 Intercultural Aspect in the English Classroom. In: *Conference on Technology Enhanced English Language Instruction Proceeding, 2008*, AFL, Meiho, Nov 2008. WanHo, (Taiwan), p.132-151. (digital file)
- March 2009 Contrastive-structural analysis of sequences in the beginning phase of the everyday conversation. In: *Bulletin of the Kaluga University, Vol.1, 2009* Kaluga State University (Russia), p.35-38.
- Nov 2009 A semiotic intercultural approach to the @ sign. In: *Semiotics 2008 (Proceedings of the 33 Annual Meeting of the Semiotic Society of America held 16–19 October 2008 at the Renaissance Hotel, 6 Greenway Plaza East, Houston, Texas, USA, under the sponsorship of the University of St. Thomas, Houston / book is edited by John Deely and Leonard G. Sbrocchi)*. NY, Ottawa, Toronto: Legas, 2009, p.287-296.
- Dec 2009 How to make linguistics a captivating subject? In: *Bulletin of the Kaluga University. Vol.4, 2009* Kaluga State University (Russia), p.48-51.
- Dec 2009 A practical method of promoting English learning and teaching using English songs on the internet. In: *Proceedings on 2009 Conference on Social Work and Social Service Industry held on Nov 20-21, 2009 at Meiho Institute of Technology*, p.175-179. (2nd author)
- Dec 2010 Supplementary English Class for Junior High School Students: Case Study. In: *人文資源研究學報, 第八期, 中華民國九十九年十二月。Journal of Humanity Resources*, vol. 8, Pingtung (Taiwan): Humanity Resources Society, p.15-27.
- Dec 2010 Play and Teach: implementation of the board games in the foreign language class. In: *Bulletin of the Kaluga University*, vol.4, 2010 Kaluga State University (Russia), p.49-53.
- June 2012 The Junior High School Project. In: *Philological sciences. Questions of theory and practice*, vol. 3, June 2012. Gramota: Tambov (Russia), p.8-12. (2nd author)
- Sept 2012 Choice factors of English names by Asian students. In: *Bulletin of Irkutsk State Linguistic University (IgLU)*, vol.3(20), (Russia), p.87-92.

- Sept 2012 Functions of attributes in translation of advertisement. In: *International Youth Conference "Translation as factor of development of science, technology and sport in the modern world" within the Federal special-purpose program "Scientific and scientific-pedagogical personnel of innovative Russia in the years 2009-2013"*, Vyatsky State Humanitarian University, 05th-06th of September 2012, p.287-289.
- Oct 2013 Don't omit –s!: a common grammatical error of Chinese speakers of English. In *Bulletin of Perm State University. Russian and Foreign Philology*, vol. 3(23), (Russia), p.76-81.
- Nov 2013 Design of curriculum of English classes in Taiwan colleges. In *Bulletin of "Gheorghe Asachi" Technical University of IASI (Romania)*, Department of Social Studies and Humanities. Conference Proceedings of the 3rd International Conference on Education, Professionalization, Creation in the Knowledge Society, EPC 2013, 28-29 Nov 2013, p.274-279.
- Oct 2015 Acculturation of Chinese students through foreign names. In *Bulletin of "Gheorghe Asachi" Technical University of IASI (Romania)*, Department of Social Studies and Humanities, LXI (LXV), fasc. 1-2, p.45-60.
- Oct 2016 The role of a translator as a cultural mediator in the promotion of Taiwanese companies in the post-Soviet area. In *Perm University Herald. Russian and Foreign Philology*, vol. 3(35), (Russia, Perm State University), p. 75-84.
- Nov 2019 Using Culturally Relevant Theory to Foster Athletes' Multiple Intelligences in English Learning Motivation and Confidence. In *Languages and International Studies*, vol.21, (2nd author, 1st author Jean Chiu), 69-96.
- 2018-2020 **Translation of the book *The Art of Seed Bonsai* by Linda Lin (Linfinity Publication Group, Inc. / Global Distributor: UBN Corporation Ltd. in Taipei) with video narration (Cultural Star Laurel selected) (International Russian edition).**
- The **first** master of the art of seed bonsai
 - The **first** book to be simultaneously released in nine languages and ten editions around the world
 - The **first** work to be created using a new model of publishing that will revolutionize the industry
- June 2020 Figurative language in the translation of Taiwanese commercial advertising. In *Bulletin of Perm State University. Russian and Foreign Philology*, vol., (Russia), in press.

Research Projects (incl. Academia-Industry Projects)

Title of Research Project	Role/ Position	Duration (MM/YY~ MM/YY)	Funding or Sponsoring Institution	Project Status	Total Expenses (TWD)
<i>Intercultural Aspect in English Classroom</i>	Leader	01/2008 - 12/2008	“Europe Center” Ltd. (Kaohsiung, Taiwan)	completed	50,000
<i>The analysis of the Montessori method applied to Taiwanese preschool children for English learning</i>	Leader	01/2009 – 12/2009	“Montessori Teachers Association in Taiwan” (Tainan, Taiwan)	completed	50,000
<i>A practical method of promoting English learning and teaching using English songs on the</i>	Co-leader	01/2009 – 12/2009	“Europe Center” Ltd. (Kaohsiung, Taiwan)	completed	50,000
<i>The effectiveness of the Montessori approach applied to English learning in the Taiwanese preschool educational institutions</i>	Leader	01/2009 – 12/2009	Ministry of Education (Taiwan)	completed	50,000
<i>A study of promoting the spiritual life of the senior citizens by learning and singing classical English songs</i>	Co-leader	01/2010 – 12/2010	“Europe Center” Ltd. (Kaohsiung, Taiwan)	completed	60,000
<i>A practical method of promoting English learning using English songs on the internet for the college students</i>	Co-leader	01/2010 – 12/2010	“Europe Center” Ltd. (Kaohsiung, Taiwan)	completed	60,000
<i>Research on Feng-Jia Junior High School English Course for the 1st and 2nd grade Students</i>	Co-leader	01/2010- 06/2010	Academia-Industry Cooperation Project bw. Wenzao & Feng-Jia Junior High School (Kaohsiung)	completed	>100,000

<i>Development of English literacy of Taiwanese very young learners: case study of Montessori kindergarten</i>	Leader	09/2010-07/2011	Ministry of Education (Taiwan)	completed	50,000
<i>A Study of Enriching Our Inner Life in English Teaching and Learning Using English Songs on the Internet</i>	Co-leader	03/2011-05/2012	Meiho University	completed	150,000
<i>Writing activities in Taiwan's preschool education</i>	Leader	11/2013-07/2014	Ministry of Education (Taiwan)	completed	50,000
<i>A Study of Promoting English Teacher's Ability in Singing and Teaching English</i>	Co-leader	11/2013-11/2014	屏東縣私立內埔小博士幼兒園 (Pingtung Nei-Pu Shao Puo Shi Kindergarten)	completed	80,000
<i>Seeds of English Learning program: An optimal curriculum design for English club</i>	Leader	10/2014-06/2015	Tzyy Guan Junior High School in Kaohsiung	completed	19,200
<i>The role of translator as cultural mediator in promotion of Taiwanese companies in Russian-speaking market</i>	Leader	01/2015 – 12/2015	Ministry of Education (Taiwan)	completed	55,515
<i>Interpreter of Chinese Taipei Modern Pentathlon & Biathlon Association at the 67th Congress of UIPM</i>	Leader	07-08 Nov 2015	Chinese Taipei Modern Pentathlon & Biathlon Association	completed	30,000
<i>Teaching English in Asia Pacific: local vs foreign teachers in Taiwan</i>	Co-leader	May-31 Dec, 2017	Ministry of Education (Taiwan)	completed	55,000

<i>Enhancing English Proficiency of the Taiwanese Elite Athletes in the English Learner-Centered Context</i>	Principle investigator of integrated project	01/03/2018-31/12/2018	Ministry of Education (Taiwan)	completed	250,000
<i>Bonsai Translation Project (English to Russian with audio recording)</i>	Leader	20/07/2018 – 31/12/2019	Academia-Industry Cooperation Project bw. Wenzao Ursuline University of Languages & Linfinity Publication	in process	approx. 250,000
<i>Teaching English to the National Elite Athletes</i>	Co-teacher	01/20/2017 – 31/12/2019	Academia-Industry Cooperation Project bw. Wenzao Ursuline University of Languages & National Sport Training Center in	completed	approx. 650,000
<i>Teaching English to the National Elite Athletes</i>	Co-teacher	02/15/2020 – 31/12/2020	Academia-Industry Cooperation Project bw. Wenzao Ursuline University of Languages & National Sport Training Center in	in process	approx. 258,000