

Zhaoyi Pan, Ph.D.

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Profile

Zhaoyi Pan holds a Ph.D. in applied linguistics from English as an International Language Program, Graduate School, Chulalongkorn University, Bangkok, Thailand. He is now working as a university lecturer in Research Institute for Languages and Cultures of Asia, Mahidol University, Nakhon Pathom, Thailand. His research interests focus on, but are not limited to, intercultural pragmatics, interlanguage pragmatics, corpus linguistics, learner corpus research, linguistic and semiotic landscapes, and trans linguistics.

Education

- 2022** **Ph.D. (English as an International Language Program)**
Chulalongkorn University, Thailand
- 2014** **M.A. (English Applied Linguistics)**
Guizhou University, China
- 2011** **M.A. (English Applied Linguistics)**
Guizhou University, China

Research Interests

- Intercultural pragmatics
- Interlanguage pragmatics
- Corpus linguistics
- Learner corpus research
- Linguistic and semiotic landscapes
- Trans linguistics

Present Positions

- **Lecturer in Language and Intercultural Communication (M.A. & Ph.D.)**
RILCA, Mahidol University

Employment History

- 2022 – 2025**
University English Specialist | School of Information Technology, King Mongkut's University of Technology Thonburi
- 2021 – 2022**
University Special Lecturer | School of Liberal Arts, King Mongkut's University of Technology Thonburi
- 2014 – 2018**
University English Lecturer | Sanya University, China
- 2013 – 2014**
Chinese Language Teacher | Huamingkongli School

Publications

International Journals

- Zhaoyi, P.** (2025). Thai EFL learners' use of the discourse marker like in discourse marker combinations. *Ampersand* 14. 100222. <https://doi.org/10.1016/j.amper.2025.100222>
- Zhaoyi, P.** (2025). Ritual frame indicating expressions used in requests in intercultural communication. *Journal of Politeness Research* (Online first). 1–20. <https://doi.org/10.1515/pr-2024-0007>
- Zhaoyi, P.** (2025). Thai transgender people's English articulation in intercultural communication. *Journal of Language and Sexuality* 14(1). 67–90. <https://doi.org/10.1075/jls.00041.pan>
- Zhaoyi, P.** (2025). Semiotic landscapes in Bangkok's Chinatown as a tourist destination. *Cogent Arts & Humanities* 12(1). 1–18. <https://doi.org/10.1080/23311983.2024.2446073>
- Zhaoyi, P.** (2024). Academic group discussions as a ritual frame: An interactional approach. *Forum for Linguistic Studies* 6(4). 126–139. <https://doi.org/10.30564/fls.v6i4.6554>
- Zhaoyi, P.** (2024). EFL learners' use of data-driven learning and their attitudes in the improvement of English-speaking skills. *International Journal of Learning, Teaching and Educational Research* 23(8). 98–115. <https://doi.org/10.26803/ijlter.23.8.6>
- Zhaoyi, P.** (2024). The internationalisation of higher education in linguistic educationscapes in Thailand. *International Journal of Multilingualism* (Online first). 1–20. <https://doi.org/10.1080/14790718.2024.2380097>
- Zhaoyi, P.** (2024). An investigation into English learners' speech acts using a semi-automatic annotation tool. *Journal of Language Teaching and Research* 15(4). 1051–1061. <https://doi.org/10.17507/jltr.1504.03>
- Zhaoyi, P.** (2024). The use of semi-automatic annotation in speech acts performed by learners of English. *World Journal of English Language* 14(6). 1–20. <https://doi.org/10.5430/wjel.v14n6p1>
- Zhaoyi, P.** (2024). The use of English pragmatic markers by learners of English from different linguacultural backgrounds. *Contrastive Pragmatics* (Online first). 1–28. <https://doi.org/10.1163/26660393-bja10120>
- Zhaoyi, P.** (2024) Linguistic uniscape: A comparative study of universities in Thailand. *MANUSYA: Journal of Humanities* 27. 1–28. <https://doi.org/10.1163/26659077-20242707>
- Zhaoyi, P.** (2024). Impoliteness in polylogal intercultural communication among Asian EFL learners. *Intercultural Pragmatics* 21(2). 227–254. <https://doi.org/10.1515/ip-2024-2003>
- Zhaoyi, P.** (2023). The use of English pragmatic markers by learners of English in interlanguage communication. *Theory and Practice in Language Studies* 13(10). 2652–2662. <https://doi.org/10.17507/tpsls.1310.24>
- Zhaoyi, P.** (2023). Formulaic language use by learners of English in interlanguage communication. *World Journal of English Language* 13(7). 128–139. <https://doi.org/10.5430/wjel.v13n7p128>
- Zhaoyi, P.** (2023). Examination of data collection methods for pragmatic competence assessment of EFL learners. *International Journal of English Language and Literature Studies* 12(2). 159–171. <https://doi.org/10.55493/5019.v12i2.4798>
- Zhaoyi, P.** (2022). A corpus-based study on politeness used by L1 Thai EFL learners. *International Journal of Linguistics* 14(6). 28–47. <https://doi.org/10.5296/ijl.v14i6.20436>
- Zhaoyi, P. & Aroonmanakun, W .** (2022). A learner corpus-based study on the use of spoken discourse markers by Thai EFL learners. *LEARN Journal: Language Education and Acquisition Research Network* 15(2). 187–213. Retrieved from <https://so04.tci-thaijo.org/index.php/LEARN/article/view/259927> (Adapted from my Ph.D. dissertation)
- Zhaoyi, P.** (2017). Double tragedies in double settings. *Masterpieces Review* 17(2). 5–6.
- Zhaoyi, P.** (2017). From here to Gestalt: The life trajectory of counterattack upwards. *Masterpieces Review* 17(2). 7–9.

Publications

International Journals

- Zhaoyi, P.** (2016). Women's tragedy in the deficiency and setoff of symbols: Interpreting to the lighthouse from the perspective of semiotics. *Journal of Yancheng Normal University* 36(2). 91–94.
- Yongxiang, W. & **Zhaoyi, P.** (2016). The relational patterns of the symbolization of western modern novels and their aesthetic turn. *Foreign Literature Studies* 38(1). 34–41.
- Zhaoyi, P.** (2015). Symbolic expression of survival in western modern novels. *Masterpieces Review* 17. 136–137.
- Zhaoyi, P.** (2014). Taking symbols as images. *Chinese Arts Quarterly* 1(1). 1–14.
- Zhaoyi, P.** (2012). An analysis of symbolized character images and dual discourses in comic novels. *Chinese Semiotics Study* 8(1). 34–46. <https://doi.org/10.1515/css-2012-0032>
- Zhaoyi, P.** & Yongxiang, W. (2012). The theoretical core of Bakhtin's Marxist view of language. *Russian Literature and Arts* 12(4). 118–123.



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