

Dr. Barry Pennock-Speck is an honorary professor at the Universitat de València – Estudi General (UVEG), where he also earned his Ph.D. in English Studies (Filología Inglesa) in 1998. He is a member of IULMA-UV research institute. He has taught in postgraduate programmes such as the Master in Advanced English studies, the Master in Secondary Education and the Master in Creative Translation at the UVEG. He also taught in the Master in Secondary Education at the VIU. Before that he taught at several private schools including the Berlitz Language Academy where he learned to teach English using the direct method. He passed competitive examinations to become a Spanish secondary school teacher and a teacher at the Escola Oficial d'Idiomes (Official Language School). He taught in both institutions and also served as director at the Escola Oficial d'Idiomes de Sagunt. He coordinated the Proyecto de Innovación Educativa in the English and German Department at the UVEG for several years. He was director of the Department of Filologia Anglesa i Alemanya for seven years. He was appointed coordinator for the University Entrance Examination: English section in 1990. He was coordinator for the Pragmatics and Discourse Analysis panel at the Asociación Española de Estudios Anglo-Norteamericanos AEDEAN. His research spans several fields, including discourse analysis, pragmatics, ICTs and teaching, multimodality, translation, and phonology. He is particularly focused on Facework in various types of discourse, combining multimodal and pragmatic perspectives, especially in relation to television commercials. He has co-edited several books, the most recent being *The Multimodal Analysis of Television Commercials*. Some of his journal publications include: • Voice-overs in standardized English and Spanish television commercials with del Saz-Rubio, M. (Atlantis) • Violent women in Spanish TV ads: Stereotype reversal or the same old same old? (Discourse & Communication) • Imperatives in voice-overs in British TV commercials: 'Get this, buy that, taste the other' with Fuster-Márquez, M. (Discourse & Communication) • Constructing female identities through feminine hygiene TV commercials with del Saz-Rubio, M. (Journal of Pragmatics) • A multimodal analysis of facework strategies in a corpus of charity ads on British television commercials with del Saz-Rubio, M. (Journal of Pragmatics) Dr. Pennock-Speck has participated in Spanish and European research and teaching projects. The European Commission-funded projects he has been involved, which focus on telecollaboration, include TILA and TeCoLa and Erasmus+ E-LIVE project.

Academic website: <https://anglotic.blogs.uv.es/>

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Research Gate:

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