

Carl Jon Way Ng

List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/3591449/publications.pdf>

Version: 2024-02-01

10
papers

129
citations

1307366

7
h-index

1474057

9
g-index

10
all docs

10
docs citations

10
times ranked

60
citing authors

#	ARTICLE	IF	CITATIONS
1	Deliberate Conventional Metaphor in Images: The Case of Corporate Branding Discourse. <i>Metaphor and Symbol</i> , 2013, 28, 131-147.	0.4	38
2	“Hottest brand, coolest pedagogy”: approaches to corporate branding in Singapore's higher education sector. <i>Journal of Marketing for Higher Education</i> , 2016, 26, 41-63.	2.3	21
3	SEMIOTICIZING CAPITALISM IN CORPORATE BRAND ENACTMENT. <i>Critical Discourse Studies</i> , 2014, 11, 139-157.	1.1	20
4	“You are your only limit”: Appropriations and valorizations of affect in university branding. <i>Journal of Sociolinguistics</i> , 2019, 23, 121-139.	0.5	16
5	“We offer unparalleled flexibility”: Purveying conceptual values in higher educational corporate branding. <i>Discourse and Communication</i> , 2014, 8, 391-410.	1.0	15
6	Performing brand identity: situating branding in discursive-ideological landscapes. <i>Consumption Markets and Culture</i> , 2018, 21, 147-170.	1.3	7
7	Skilling the nation, empowering the citizen. <i>Journal of Language and Politics</i> , 2018, 17, 118-140.	1.0	7
8	Governing (Through) Affect: A Social Semiotic Perspective of Affective Governance in Singapore. <i>The M A K Halliday Library Functional Linguistics Series</i> , 2019, , 23-43.	0.2	3
9	Neoliberal recontextualizations and legitimations in a post-Confucian state. <i>World Englishes</i> , 2020, 39, 638-652.	0.7	2
10	Chapter 9. Constructing the ideal organization. <i>Discourse Approaches To Politics, Society and Culture</i> , 2018, , 207-224.	0.0	0