Malaysian Association
of Applied Linguistics

AILA

**An affiliate of the International Association of
Applied Linguistics (AILA)**

MAAL ASIA PACIFIC CONFERENCE 2022
(MAAL APC 2022)

THE ROLE OF LANGUAGES IN THE PURSUIT
OF GLOBAL SUSTAINABILITY

10 - 11 AUGUST 2022
KUALA LUMPUR, MALAYSIA

PROGRAMME BOOK

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FOREWORD

FOREWORD BY PRESIDENT OF AILA

Emeritus Professor Dr Azirah Hashim

President, International Association of Applied Linguistics (AILA)

It is my great pleasure to welcome you to the Malaysian Association of Applied Linguistics conference with the theme 'The Role of Languages in the Pursuit of Global Sustainability'. The aims of the conference are both current and relevant and are aimed at raising awareness of critical language issues related to the SDGs, goals that AILA has endorsed. The keynote, plenary and featured talks, together with the symposia themes, highlight the broad range of language study in applied linguistics relevant to an equally broad spectrum of practice. Above all, these themes share a common focus on solving real world problems. These areas of attention reflect AILA's aspirations for applied linguists to assume an important and constructive role in solving language-related problems by means of its focus on interdisciplinary and transdisciplinary research.

AILA has strongly endorsed the UN 2030 Agenda for Sustainable Development. The SDGs require interdisciplinary research grounded in real world problems and aimed at tackling global challenges. Awareness of global agendas, ability to accommodate other disciplinary knowledge, and collaboration with other professions are all important. Similarly, engagement with policy-makers and the public is essential. MAAL has consistently highlighted the SDGs in its conferences, seminars and other public events for the purpose of raising awareness of social issues among applied linguists.

AILA will celebrate its 60th birthday in 2024. I am of course greatly honoured that MAAL will host the AILA World Congress 2024 in conjunction with the 60th anniversary. The congress will have an innovative format reflecting the changing times in which we live. We greatly look forward to welcoming you and your colleagues on that occasion.

The MAAL APC conference is only possible through the hard work, enthusiasm and commitment of the MAAL team, with representatives from Malaysian universities, led by Professor Shameem Rafique-Galea and Associate Professor Cordelia Mason, among others too numerous to mention. We are grateful to all of them.

Finally, I congratulate MAAL for bringing this excellent programme together catering to a wide range of applied linguists, practitioners, policy makers and industry players dealing with, or who are interested in language issues. I wish to thank the distinguished speakers some of whom have come a long way to be present at this conference. Special thanks go to our sponsors, including the Embassy of Ireland and the Embassy of Brazil for their support for our two keynote speakers. I wish all participants an enjoyable and fruitful time at the conference.

FOREWORD BY PRESIDENT OF MAAL

Professor Shameem Rafik-Galea

MAAL President

First and foremost, I would like to congratulate the Malaysian Association of Applied Linguistics Asia Pacific Conference organising committee under the stewardship of Associate Professor Dr Cordelia Mason for putting together the inaugural MAAL Asia Pacific 2022 conference. I am pleased to welcome all of you to the first MAAL APC 2022 conference.

The conference theme "The Role of Languages in the Pursuit of Global Sustainability' is pertinent and rightly addresses uncertainties that we presently live in and resonates with UNESCO's Sustainable Development Goals. The 17 SDGs are linked to all key aspects of life, living and well-being and is enshrined in an globally agreed plan to accomplish the goals and the related targets by 2030. But how does language relate to sustainable development? How do we use language to shape mindsets about sustainability? Interestingly, language is not part of the 17 domains of the SDGs. Therefore, this conference is a good start towards the contemplation and elucidation of how applied linguists can shape people's mindsets about achieving sustainability through language and communication.

As an applied linguists, I believe that language plays a central role in shaping and fashioning thoughts and by extension, the perceptions that we have about the world. Basically, language is needed to talk about global problems, develop action plans and implement those plans to reach the goals for a better world. Therefore, as we rethink 'language and the SDGs' during this conference we are also rewording 'words', subsequently framing fresh terrain for the development of knowledge which in turns benefits the social world.

The MAAL Asia Pacific Conference 2022 would not have been possible without the support of a highly motivated and dedicated MAAL team and members who are representatives from both public and private universities in Malaysia. This dedicated and highly committed team are all volunteers who are based all over the country and who meet mainly virtually. My heartiest thanks to all of you. I would like to take this opportunity to also thank our sponsors for their contribution and supporting bodies and agencies for their support and generosity. A big thank you to our keynote and plenary speakers who have travelled from as far as Brazil, all the paper presenters and participants for their support of MAAL APC 2022. Without all of your support this conference would not have been possible.

Finally, to all presenters and participants of the MAAL APC 2022, I wish you a productive and riveting experience.

FOREWORD BY VICE PRESIDENT OF MAAL, CHAIR APC 2022

Associate Professor Dr Cordelia Mason

Vice President of MAAL
Chair
MAAL APC 2022

Welcome to MAAL APC 2022!

This conference which aims to explore how applied linguistics and its sub-branches can contribute towards sustainable development such as in policy making and practice to promote quality education, healthy living, transmission of knowledge and heritage, peace and inclusive societies, industrializations and innovations, and revitalisations of global partnership, marks another step forward for MAAL, the leading applied linguistics association in Malaysia.

This is MAAL's first hybrid conference, and it has given us invaluable experience in running both physical and virtual conference platforms, concurrently. I would like to thank the organising committee for their strong spirit of volunteerism, patience and high level of commitment.

Our deepest appreciation goes to MAAL founder and advisor, Prof Emeritus Azirah Hashim for advancing the field of applied linguistics in many ways.

We applaud current MAAL President and 'conductor', Prof Shameem Rafik-Galea, for her tireless effort to enhance our efficiency in organizing this conference. And she did it with a lot of love, for the team and the field.

Undoubtedly, the success of this conference is not defined only by the conductor and her ensemble. The speakers and presenters are the stars of the event. We celebrate their advancement in the field through their participation in MAAL APC 2022.

Lastly, let's enjoy the conference and keep the knowledge and practice of applied linguistics as soulful melodies ringing in our ears.

AP Dr Cordelia Mason

FOREWORD BY VICE PRESIDENT II OF MAAL

Associate Professor Dr Zarina Othman

Vice-President of MAAL
Co-Chair
MAAL APC 2022

I am delighted to welcome all of you to the Malaysian Association of Applied Linguistics Asia Pacific Conference - MAAL APC 2022, held August the 10th to the 11th, 2022 in Kuala Lumpur. The conference highlights the numerous and complex areas in society in which language plays a role. It is apt that MAAL APC 2022 focuses on "The Role of Languages in the Pursuit of Global Sustainability" as its main theme. My deepest thank you to all the presenters who have made time to share their thoughts, research findings and theories as well as practices at MAAL APC 2022.

I must say that I find it intriguing how MAAL APC 2022 steers to address the significant role language plays in creating, stating, interpreting, understanding, executing and evaluating the SDGs. There exist several pertinent questions to answer when one speaks of language with arising matters of concerns to resolve. Where is the (potentially) greatest added value that the language sector has to offer for the sustainability of the economy and society? What innovative and creative solutions does the language sector have for a more sustainable planet and prosperity? Can the language sector be a change maker? What do our stakeholders expect from the language sector in the field of sustainable development?

Let me end this foreword by emphasising that the MAAL APC 2022 conference program represents the efforts of many people. My utmost gratitude to MAAL APC 2022 committee members for their hard work in assembling the conference programme. The conference chair, Associate Professor Dr Cordelia Mason has guided us in many ways with the advice of the MAAL President, Prof Shameem Rafik-Galea and the AILA President, Prof Azirah Hashim for which we are very much grateful. Finally, the conference would not have been possible without the excellent papers contributed by authors. I thank all the authors for their contributions and their participation in MAAL APC 2022!

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Malaysian Association of Applied Linguistics

MAAL ASIA PACIFIC CONFERENCE 2022 (MAAL APC 2022)

The Role of Languages in the Pursuit of Global Sustainability

10 – 11 AUGUST 2022, KLCC Convention Center, Kuala Lumpur MALAYSIA

	DAY 1 10TH AUGUST 2022
0800 - 0900	**REGISTRATION** **(Physical KLCC & Virtual Participants)**
0900 – 0930	**OPENING** **National Anthem NEGARAKU** **Welcoming Speech** PROF SHAMEEM RAFIK-GALEA MAAL President **MAAL APC Montage** **Officiating Speech** PROF EMERITUS AZIRAH HASHIM AILA President **Video Presentation** PHYSICAL - HALL 8B VIRTUAL LINK

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| 0930 - 1000 | **KEYNOTE 1** **OPENING KEYNOTE** PROFESSOR LOW EE LING *Reimagining Language Teacher Education for a Sustainable Future: What Worked, What Should Go and What's Next?* PHYSICAL - HALL 8B VIRTUAL LINK |

| 1000 - 1030 | **BREAK** |

	PHYSICAL			**VIRTUAL** **Breakout Rooms**		
	PHYSICAL SESSIONS			**VIRTUAL SESSIONS** **Breakout Rooms**		
1030 - 1210	**HALL 8B**	**HALL 8C**	**Limau**	**Jambu**	**Nenas**	**Durian**
	Parallel Session	Parallel Session	Parallel Session	Parallel Session	Parallel Session	Parallel Session

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	LANGUAGE TEACHING AND LEARNING	SOCIOLINGUISTICS	INTERLINGUISTICS, STYLISTICS & PRAGMATICS	LANGUAGE CURRICULUM DEVELOPMENT AND ASSESSMENT	DISCOURSE ANALYSIS
D M88 Revisiting Interpersonal Communication Strategies Saabdev Kumar Sabapathy	ID 43 Another me in virtual environment: would be a better learner? Feng Baoxin; Ng Lee Luan University Malaya	ID 53 A study on International University students' English language use and attitude Ning Jing University Malaya	ID 13 Constructing Destination Brands in Multimodality: Understand the Branding Strategies of China's Tourist Destinations via Logos Liling Liang; Cecilia Yin Mei Cheong University Malaya	ID 19 A Reverse Genealogical Analysis of The Present-Day Foreign Language Education Janpha Thadphoothon Dhurakij Pundit University	ID54 Branding of Fortune Global 500 Chinese Manufacturing Companies: A multimodal Analysis of Corporate Logos Dongmei, Li; Daniel Ung T'chiang, Chow Universiti Malaya
ID 7 Affective Incapacity As A Strong Mental Health Indicator: The Epistomological	ID 50 Instructional Materials Design Model For Esl And Efl Contexts: Development And Validation	IDM87 "this wink was SO HAWTTTTT AHHHH!!!" - A Register Analysis of Language Use In K-Pop Fans' Tweets	ID 31 Interacting with Readers through the Use of Metadiscourse in Business News	ID 79 Revamping a Core Academic Literacy Course for Undergraduate Students:	Language issues, challenges, and development (Environment) IDM90 How Assertive and Non-Assertive

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Insights Of Depressive Emotions Chen Yating, Charity Lee Chin Ai & Ang Pei Soo Universiti Malaya	*ID 94 Exploring Legal Language Among Malaysian Law Students: Challenges And Learning Strategies* Arik Zakri Abdul Kadir; Minah Harun High Court of Malaya Universiti Utara Malaysia
Ferdinand Bulusan Batanes State College	*ID 51 Development Of An Emerging Framework For Reading Assessment Tool For Junior And Senior High Schools: The Context In Northern Philippines* Mark Gil C. Dichoso; Ferdinand Bulusan
Ummi Umairah Nur binti Mohd Isa, Afiza Mohamad Ali International Islamic University	*ID 80 Interactive Meanings in Multimodal Visuals : A Socio-Semiotic Narratological Study of A Pakistani TV Advertisement* Sahira Jabeen, Cecilia Cheong Yin Mei Universiti Malaya
Hooi Chee Mei; Helen Tan; Lee Geok Imm; Sharon Sharmini Victor Danarajan Universiti Tunku Abdul Rahman (UTAR); Universiti Putra Malaysia (UPM)	*ID 49 Rhetorical Moves of Introduction Sections in English Linguistics Research Articles of Non-scopus and Scopus Journals* Hui Geng; Lee Geok Imm; Ilyana Binti Jalaluddin Universiti Putra Malaysia (UPM)
Experience and Implications Mable Chan Hong Kong Baptist University	*ID 108 Malaysian Secondary School English Language Teachers' Speaking Assessment Knowledge* Nur Zaimah Jamil Universiti Putra Malaysia
Messages Drive Compliance of Requests to Adopt a Paperless Environment Nazia Hasan & Syed Hasan Shiraz Zaidi. UniKL Malaysia	*Language Teaching and Learning ID M74 Learning in the Virtual Environment: Instructors' Strategies in Enhancing Interaction in ESL Online Classes* Kamisah Ariffin, Norhajawati Abdul Halim, Norizul Azida Darus

			Universiti Teknologi MARA
ID M86 *Inculcating Reading Habits To Invoke Pro-Environmental Behaviour For A Prosperous, Inclusive And Sustainable Malaysia* Vinitha Guptan, Ratneswary Rasiah & Jason James Turner Saito University College, Malaysia; Saito University College, Malaysia; Asia Pacific University of Technology of Technology and Innovation,	Department of Education Philippines **ID 61** *Lessons from Covid-19 English language classrooms in Bangladesh: A Foucauldian-Habermasian critique* Prithwi Agnes Rozario; Mahmud Hasan Khan Independent University of Bangladesh	**TRANSLATION** **ID99** *Translation Strategies of Subtitling Taboo Words in MALAY: the Case of the American Animated Sitcom 'Family Guy'* Rehana Mohd Meera & Dr. Shahrul Nizam Mohd Basari International Islamic University Malaysia	**ID 67** *A Linguistic Analysis of the Quranic Verses: Miscontextualisation and Propaganda Strategy of ISIS* Mohammad Husni Abumelhim Al-Balqa' Applied University	**LANGUAGE TEACHING AND LEARNING** **ID 72** *Nurturing Chinese EFL College Students' Reading Competency through Extensive Reading with Reading Strategy Training* Shameem Rafik-Galea; Wang Rui SEGi University	**ID 8** *"Fluency matters first!": Chinese netizens' attitudes towards China English* Qi Sun University Malaya

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LANGUAGE FOR SPECIFIC PURPOSE			TRANSLANGUAGING	LANGUAGE AND THE SUSTAINABLE DEVELOPMENT GOALS
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	ID 65 *The Role of Language in Deciding Nicknames: The Case of the British Football Clubs* Dr. Mahmoud Ali Rababah Al-Balqa' Applied University-Jordan Dr. Khalid Ali Rababah University of Huddersfield Dr. Mohammad Husni, Abumelhim Professor Dr. Abdel-Rahman Abu-Melhim Al-Balqa' Applied University-Jordan			

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Time	Session
1210 - 1240	**PLENARY 1** **ASSOCIATE PROFESSOR DR JAMES MCLELLAN** *Translanguaging, Englishes and Local Languages: Can the Imbalance Be Redressed?* PHYSICAL - HALL 8B VIRTUAL LINK
1240 - 1400	**LUNCH BREAK**
1400 - 1530	**AILA ASEAN SYMPOSIA** THE ROLE OF LANGUAGES IN THE PURSUIT OF GLOBAL SUSTAINABILITY **PROF EMERITUS DR AZIRAH HASHIM** MODERATOR **DR MARK FIFER SEILHAMER (SAAL)** Bilingual Signage and Public Safety: The Case of Yangon Shopping Malls Prior to The 2021 Coup **ASSISTANT PROFESSOR DR KORNWIPA POONPON (TAAL)** Local English Testing Practices in Thai Universities: Are They Going in the Same Direction? **ASSOCIATE PROFESSOR DR SHIRLEY DITA (LSP)** The Language Policies in the Philippine Educational Landscape

ASSOCIATE PROFESSOR DR SHAHRINA MD NORDIN (MAAL)

The Power of Language in Shaping Sustainability: Diffusion of Innovation & the Art of Stakeholder Communication

DR SUSANTO SAMAN (ALTI) - ONLINE

Linguistics and its Application in Forensic Context: Some Reflections on Legal Cases in Indonesia

PHYSICAL - HALL 8B
VIRTUAL LINK

1530 - 1600	BREAK

PHYSICAL SESSIONS			VIRTUAL SESSIONS Breakout Rooms		
HALL 8B	**HALL 8C**	**Limau**	**Jambu**	**Nenas**	**Durian**
Parallel Session	Parallel Session	Parallel Session	Parallel Session	Parallel Session	Parallel Session
LANGUAGE TEACHER EDUCATION	**LANGUAGE TEACHING AND LEARNING**	**ARTIFICIAL INTELLIGENCE**	**LANGUAGE FOR SPECIFIC PURPOSE**	**SOCIOLINGUISTICS**	**LANGUAGE AND THE SUSTAINABLE DEVELOPMENT GOALS**
ID 89 *Lecturers' Perceptions On The Application*	**ID M80/85** *The Effects of Explicit*	**ID 5** *Sentiment Analysis of Student Feedback on Institutional*	**ID 62** *Metadiscourse in the Asean Accountant*	**ID 29** *Exploring Language Use and Facework in Collegial Communication*	**ID 52:** *Willingness to Communicate,*

(Time slot: 1600 - 1700)

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22

of Standardized English Language Proficiency Test For Certification In Indonesia Dr. Isli Iriani Indiah Pane Universitas Negeri Medan	*Connected Speech Instruction on Libyan English as a Foreign Language (EFL) Learners' Perception of Connected Speech* Najma Momen Omar , Zahariah Pilus International al Islamic University Malaysia	*Facilities Using Text Based Classification* Fareed Kaleem, Dr. Amna Saad and Dr. Cordelia Mason Universiti Kuala Lumpur	*Conference Presentation* Wulan Fauzanna; Daniel Chow Ung Chiang; Azirah Hashim Andalas University, Padang, Indonesia; Universiti Malaya, Kuala Lumpur, Malaysia	*Conference Presentation* Ali Salah; Minah Harun Al Farahidi University Iraq, Universiti Utara Malaysia	*Communication Confidence and Gender Moderation* Vinothini A/P Ramachandran Paramjit Kaur A/P Karpal Singh Universiti Utara Malaysia
LANGUAGE GENDER & DISCOURSE **ID M84**	**ID 95** *An Investigati on into*	**ID M36** *Of Tongues and Ties: Surfacing*	**ID 63** *Move Structure of Conference Presentations in*	**ID 74** *Relating to Others: Language Use in*	**ID 101** *Exploring language teachers' agency in their use of*

Women's Language Features Used By The Main Female Character Of The Drama It's Okay To Not Be Okay	Linguistics Modality of Multiple Intelligence among Orang Asli Primary School Students	Inclusive Strategies in Linguistically Diverse Classrooms	Continuing Professional Development Programmes for Accountancy	Student-Supervisor Communication	technology in teaching and learning post-pandemic
Nur Hanis Suraya Matbastamam; Khairil Azwar Razali	Mohammad Nor Afandi bin Ibrahim; Kamisah Ariffin; Geraldine d/o John Philip De Mello; Misyana Susanti Husin@Ma'mor; Nur Hidayatulshima Omar; Nurhamizah Ishak;	Geraldine S. Wakat	Freda B. Paulino	Sherene T. Cagaoan	Wulan Fauzanna; Daniel Chow Ung Chiang; Azirah Hashim	Waleed Mohammed A. Ahmed; Minah Harun	Azlin Zaiti Zainal Siti Zaidah Zainuddin
International Islamic University Malaysia		Saint Louis University	Andalas University, Padang, Indonesia; Universiti Malaya, Kuala Lumpur, Malaysia	University of Science and Technology Yemen; Universiti Utara Malaysia	Universiti Malaya

LANGUAGE TEACHING AND LEARNING	ID 27	Syamira Nadia Hairudin Universiti Teknologi MARA	ID 74	LINGUISTIC CHALLENGES TO NATIONAL DEVELOPMENT AND INTERNATIONAL COLLABORATIONS	ID 78	ID 103:

LANGUAGE TEACHING AND LEARNING

ID81
"Football, Brazil and...": Malaysian Students' Mental Images of Portuguese-speaking Countries and Their L2 Motivation
Larisa Nikitina
Universiti Malaya,
Raan Hann Tan
Universiti Kebangsaan Malaysia
Jamian Mohamad
Universiti Malaya

ID 27
A Study of the Relationship Between Vocabulary Size and Idiom Cognizance: Students' Difficulties and Strategies
Dela Cruz Eduard Gemer I
Gumangan Ma Angelica A
Syamira Nadia Hairudin
Universiti Teknologi MARA

ID 74
Relating to Others: Language Use in Student-supervisor Communication
Dr. Waleed Mohammed A. Ahmed & Dr Minah Harun
University of Science and Technology, Yemen
Universiti Utara Malaysia

LINGUISTIC CHALLENGES TO NATIONAL DEVELOPMENT AND INTERNATIONAL COLLABORATIONS

ID M77
Development of a Mobile Web Application for Learning Thai As a Foreign Language
Jintana Rattanakhemakorn
Khon Kaen University College,
Khon Kaen University

ID 78
Destructive Conflicts in Family Communication and the Impacts on Adult Child
Lee Phei Wei Carpe Diem Counseling & Consulting PLT

ID 103:
Exploring language teachers' agency in their use of technology in teaching and learning post-pandemic
Siti Zaidah Zainuddin
Azlin Zaiti Zainal
University Malaya

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1700 - 1730	De La Salle University	**KEYNOTE 2** **PROFESSOR WILLIAM LITTLEWOOD - ONLINE** *From 'Communicative Language Teaching' to 'Post method Pedagogy': Fifty Years of Exploration* PHYSICAL - HALL 8B VIRTUAL LINK

GROUP PHOTO (Hybrid)
END OF DAY 1

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DAY 2
11TH AUGUST 2022

0800 - 0845	REGISTRATION (Physical KLCC & Virtual Participants)

0845 - 0915	KEYNOTE 3 — PROFESSOR DR KYRIA FINARDI

Impact Factor x Social Impact? The Role of Languages in the Dilemma, Tension and Trade-off of Publish 'Globally' x Perish 'Locally'

PHYSICAL - HALL 8B
VIRTUAL LINK

	PHYSICAL SESSIONS		VIRTUAL ROOM Breakout Rooms			
	HALL 8B Parallel Session	HALL 8C Parallel Session	Limau Parallel Session	Jambu Parallel Session	Nenas Parallel Session	Durian Parallel Session
0925 - 1025	SOCIOLINGUISTICS ID 105	LANGUAGE TEACHING AND LEARNING	ID 4 *Adopting French Names as Identity*	INTERLINGUISTICS, STYLISTICS & PRAGMATICS	SOCIOLINGUISTICS ID 1	LANGUAGE AND THE SUSTAINABLE

Malaysian Association of Applied Linguistics

DEVELOPMENT GOALS

Code-Switching And Code-Mixing In State Election Campaign Tweets Nur Farah Suhada Mohamad & Farrah Diebaa Rashid Ali International Islamic University Malaysia	*ID M71* *Increasing School Students' Participation In E-Learning During A Crisis: A Proposal* Asmaa Al-Saqqaf & Nur Farha Shaafi Universiti Malaysia Sabah
Markers of Second Foreign Language (L3) Learners in China Shan Shan Li University for Nationalities, China	*ID M62* *Where Do I Belong: Alienation As a Conflict of the Characters in Jhumpa Lahiri's The Namesake (2003)* Salam Hussein Yahya Chian University Sulaimaniya Manimangai Mani Universiti Putra Malaysia
Discourse of Littering Prohibition in Indonesia I Dewa Putu Wijan Universitas Gadjah Mada	*ID 86* *The role of the metaphor in achieving sustainable development goals* Youssef Charbati Soultan Moulay Slimane University

LANGUAGE TEACHING AND LEARNING

ID 97 *The Ongoing Covid-19 'Confusion' in the Malaysian online News: The Corpus Way* Zarina Othman, Azhar Jaludin & Ric Powell Universiti Kebangsaan	*ID M78* *Integrating Listening and Speaking Skills to Facilitate English Language Learners' Communicative Competence in English Proficiency Classrooms at Tertiary Education* Nadia binti Abd
ID 22 *Approaches To Language Editing: Challenges And Insights* Minah Harun Universiti Utara Malaysia	*ID M83* *Language of Persuasion in Corpus of Entrepreneurship Emails (COREnE)* Nur Baiti Ismail Shauki Manvender Kaur Sarjit Singh Nor Fazura Mohamed Zulkifli Universiti Utara Malaysia Universiti Malaysia Kelantan
ID 40 *Directors' Concerns about Chinese Language in Singapore: Narrative Analysis Based on The Film Wet Season* Zhang Xuan Universiti Sains Malaysia	*ID 96* *Sociocultural Perspective on EFL Educators' Development of Student Feedback Literacy Among*

Malaysia	Rahman Universiti Utara Malaysia	**Chinese Learners in Writing Class** Latha Ravindran SEGi University Zeng Xiaomeng Southwest University of Science and Technology
ID M25 **Empowering the role of Arabic as a Lingua Franca (ALF) through the 'White Dialect'** Wafa Zoghbor Zayed University, UAE	**LANGUAGE AND THE SUSTAINABLE GOALS** **ID M82** **Exploring The Meanings Of Sustainability** Keerthana R. Associate Professor Cordelia Mason Universiti Utara Malaysia; Universiti Kuala Lumpur	**DISCOURSE ANALYSIS** **IDM 92** **The Schematic Structure of Social Science Abstract Section and Interactional Meta-discourse Markers** Manvender Kaur Sarjit Singh Ahmad Al-shorman University Utara Malaysia
	ID 23 **Learning to Learn: Using Mobile Aided Language Learning to Learn a Less Commonly Taught Language** Thomas Abbey North Dakota State University	
	SOCIOLINGUISTICS **IDM73** **Lembu dalam Peribahasa Tamil: Suatu Kajian Semantik Inkuisitif** Tangaprabu Murthy Fakulti Bahasa dan Komunikasi, Universiti Malaysia Sarawak (UNIMAS)	**ID 55** **Thematic Analysis of Synopses of the Iban Folklores: Values and Characteristics of the Characters** Frankie Subon Quest International University
	Utara Malaysia (UUM); Universiti Malaysia Kelantan (UMK)	

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1025 - 1045	**BREAK**		

1045 - 1115	**SPLIT PLENARY 1**	**SPLIT PLENARY 2**
	PROFESSOR DR RICHARD POWELL	**PROFESSOR DR SUSANTO - ONLINE**
	Multilingual Law and Its Potential for Asian-Based Contributions to Forensic Linguistics Research	*Forensic Linguistics as a Resource for Understanding of the Legal Language*
	PHYSICAL - HALL 8B VIRTUAL LINK PHYSICAL - HALL 8B VIRTUAL LINK	PHYSICAL - HALL 8C VIRTUAL LINK

Malaysian Association of Applied Linguistics

1115 – 1145

KEYNOTE 4

PROFESSOR DR ELKE STRACKE - ONLINE

Applied Linguistics for Quality Education – How Applied Linguists Can Make a Difference?

PHYSICAL - HALL 8B
VIRTUAL LINK

Malaysian Association of Applied Linguistics

	PHYSICAL SESSIONS		VIRTUAL ROOM SESSION Breakout Rooms			
	HALL 8B	HALL 8C	Limau	Jambu	Nenas	Durian
	Parallel Session	Parallel Session	Parallel Session	Parallel Session	Parallel Session	Parallel Session
1155 - 1300	ID 87/M72 *Patient-Friendly Information Giving In HIV* Nur'ain Balqis Haladin | Noor Aireen Ibrahim | Yasmin Hanafi Zaid Univeriti Teknologi Malaysia	INTERLINGUISTICS, STYLISTICS & PRAGMATICS ID 77 *Lexical Bundles In The Findings And Discussion Sections Of Postgraduate Theses: A Corpus-Based Study* Nur Faiqah Mohamed Ismail Joanna Joseph Jeyaraj Mohamed Ismail Bin Ahamad Universiti Putra Malaysia	ID44 *Adult Leaners' Perceptions on Their Learning Experience in the Application of Andragogical Approaches* Nur Fairuz Wahida Ibrahim | Dr. Norizul Azida Darus | Dr. Amizura Hanadi Mohd. Radzi UITM	SOCIOLINGUISTICS ID 98 *The Sharing of Digital Indigenous Stories with Orang Asli and Non-Orang Asli Primary School Students* Chew Shin Yi University Malaya	ARTIFICIAL INTELLIGENCE ID 69 *A Multimodal Analysis of #Covid-19 News Reporting on Instagram* Angelicia Anthony Thane Victoria University of Wellington	DISCOURSE ANALYSIS IDM 93 **The Rhetorical Move Structure of the Abstract Section in Social Science and Distribution of Interactive Meta-discourse Markers** Manvender Kaur Sarjit Singh Ahmad Al-shorman University Utara Malaysia

			LANGUAGE AND THE SUSTAINABLE DEVELOPMENT GOAL	DISCOURSE ANALYSIS	LANGUAGE TEACHER EDUCATION
ID M70 *Equity, Diversity and Inclusion in Applied Linguistics: Introducing an AILA Research Network (ReN)* Azirah Hashim Universiti Malaysia, Kyria Finardi *Federal University of Espirito Santo* & Marina Orsini-Jones Universiti Tunku Abdul Rahman	ID 37 *Thematic Analysis of Climate Change in an English Online Newspaper in Malaysia* Nor Fariza Mohd Nor Universiti Kebangsaan Malaysia	ID 47 *Audio description training and service learning: A case study* Chan Yuet Hung Cecilia; Yeung Wang Tung Ivan City University of Hong Kong*	Lingnan University	ID 85 *Sustainable Literacy in Inquiry Based Learning Approach Using K-W-L: Online Postgraduate Research Presentations* Dr Ena Bhattacharyya Segi University	ID 92 *A Genre and Multimodal Analysis of Postgraduate Vacancy E-Posters* Khairul Firhan Yusob; Afida Mohamad Ali Universiti Putra Malaysia	ID 24 *Delving into the Professional Identity Construction of In-service University EFL Teachers: A Case Study* Md Rabiul Alam, Diana Ansarey, University Malaya Md. Rashed Khan Milon, Department of English, Port City International University, Bangladesh Huzina Abdul Halim University Malaya

Malaysian Association of Applied Linguistics

	LANGUAGE TEACHING AND LEARNING	LANGUAGE GENDER AND DISCOURSE		
	ID 10 *Developing Spoken Malay Corpus For Paediatric Malay Matrix Sentence Test (Paedmalaymst) Material* Wan Aslynn Salwani Wan Ahmad; Nur 'Azzah Zakaria; Nur Awatif Zulkeflee International Islamic University Malaysia	**ID 82** *Learner engagement with teacher feedback in interpreting classrooms: A qualitative investigation* Zhang Yahan	Yan Xiu Jackie City University Hong Kong, Hong Kong	**ID 91** *The Functions of the Rise Tone in Structured Short Story Narrations by Malay ESL Learners* Fazyudi Ahmad Nadzri	Zahariah Pilus	Ridwan Wahid UiTM, IIUM, UM	**ID 76** *Listening Skill in relation to accuracy in the Speaking skill in Aviation Communication* Reshminder Kaur a/p Satvindar Singh, Cecilia Cheong Yin Mei University Malaya
1300 - 1400	**LUNCH**			
1400 - 1530	**PANEL DISCUSSION ON LANGUAGE INCLUSIVITY** PROF DR SHAMEEM RAFIK-GALEA MODERATOR **FEATURED PANELISTS**			

Malaysian Association of Applied Linguistics

PROFESSOR DATUK SERI AWANG SARIYAN (Online Presentation)

H.E. AMBASSADOR PASCAL GRÉGOIRE (Online Presentation)

PROFESSOR DR RAYMOND MADDEN

MS SALWANA ALI

ASSOCIATE PROFESSOR DR JAMES MCLELLAN

PHYSICAL - HALL 8B
VIRTUAL LINK

PHYSICAL - HALL 8B
VIRTUAL LINK

1530 - 1600	BREAK

1600 - 1700	PHYSICAL SESSIONS		VIRTUAL ROOM SESSIONS Breakout Rooms			
	HALL 8B	HALL 8C	Limau	Jambu	Nenas	Durian
	Parallel Session	Parallel Session	Parallel Session	Parallel Session	Parallel Session	Parallel Session

LANGUAGE ISSUES, CHALLENGES & DEVELOPMENT (ECONOMICS)	INTERLINGUISTICS, STYLISTICS & PRAGMATICS		BILINGUALISM	LANGUAGE ISSUES, CHALLENGES AND DEVELOPMENT (ECONOMICS)	SOCIOLINGUISTICS
ID M63 *Story Telling Through The Case Studies In Business* Raymond Madden	ID 100 *A Corpus-Driven Analysis Of The Representation Of Covid-19 Vaccination In News Media In Malaysia* Roslina Abdul Aziz; Nadhratunnaim Abas; Nor Shidrah Mat Daud; Universiti Teknologi MARA	ID 93 *Promoting 21st Century Skills by Innovating the Creative Writing Process through Digital Storytelling* Jeraissa Grande Olivares Chiang Rai Rajabhat University	ID 32 *Raising Chinese-speaking English Learners' Awareness of Stress through Different Types of Evaluation* Congchao Hua City University of Hong Kong	ID 83 *The Progression and Determinants of Corporate Environmental Disclosure in the Malaysian Oil and Gas Companies: Quantity and Quality* Asia Munir; Shahrina Md Nordin; Ruzy Hashim Universiti Teknologi PETRONAS; Universiti Kebangsaan Malaysia	ID 2 *Malaysian Adult Learners' Perception on Code-switching and Its Challenges in Second Language Acquisition: A Case Study* Dr Ali Sorayyaei Azar Nur Haslinda Binti Iskandar Tan Management & Science University

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ID M91 Communication challenges of workers in the construction industry Hadina Habil Universiti Teknologi Malaysia	**ID M42** Impoliteness and Persuasion in Greta Thunberg's Selected Public Speeches on Climate Change Manmeetpal Kaur a/p Harpal Singh; Ghayth K. Sh. Al-Shaibani UCSI University, Malaysia	**ID 102** Exploring teachers' provision of corrective feedback on learners' language performance in online learning context Anne Priyanka Dr. Ng Lee Luan Universiti Malaya	**ID 48** The Nature of Polylanguaging in Two Diverse Chinese Families in Singapore Puah Lynn Dee National Institute of Education, Nanyang Technological University, Singapore	**ID 90** English Language and Communication Skills : Accounting Interns Perspectives Faridah Musa; Melor Md Yunus; Zarina Othman Universiti Kebangsaan Malaysia
ID 42 Content Analysis Of Managerial Views Of Cooperative Performance Zainab A Raman Universiti Kuala Lumpur	**SOCIOLINGUISTICS** **ID 68** How do Standard French and France's 'Langues RÉgionales' Coexist? : A Political and Sociolinguistic Study Kantapon Intamart	**ID 106** The Dynamic Development Of Syntactic Complexity Of Chinese Elf Students' Writting From The Complex Dynamic System Perspective Li Yuanfei	**DISCOURSE ANALYSIS** **ID 66** Linguistic Landscape: Analysis of Coffee Shop Signages in Jordan Mahmoud Ali Rababah	**LANGUAGE ISSUES, CHALLENGES AND DEVELOPMENT (POLITICAL)** **ID 81** Audio Description Policies in the Uk and Hong Kong: A Database-Driven Analysis

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	Chulalongkorn University in Thailand	Yuncheng Universtiy of China Universiti Putra Malaysia	Al-Balqa' Applied University	Jackie Xiu Yan; Su Lin City University of Hong Kong
1700 - 1730	**KEYNOTE 5** **CLOSING KEYNOTE** **DR SUSANNA NOCCHI** *Is English Enough? Languages Other than English and Language Policy-Making in an English Speaking Country* PHYSICAL - HALL 8B VIRTUAL LINK			
1730 – 1745	**Cultural Performance** **SMK St Mary Kuala Lumpur**			
1745 - 1800	**CLOSING SPEECH** **PROF DR SHAMEEM RAFIK-GALEA** MAAL PRESIDENT			

Malaysian Association
of Applied Linguistics

MAAL ASIA PACIFIC CONFERENCE 2022

(MAAL APC 2022)

The Role of Languages in the Pursuit of Global Sustainability

10 – 11 AUGUST 2022, KLCC Convention Center, Kuala Lumpur MALAYSIA

GROUP PHOTO (Hybrid)
END OF MAAL APC 2022

KEYNOTE SPEAKERS

KEYNOTE 1

REIMAGINING LANGUAGE TEACHER EDUCATION FOR A SUSTAINABLE FUTURE: WHAT WORKED, WHAT SHOULD GO & WHAT'S NEXT?

Professor Low Ee Ling
Dean, Academic and Faculty Affairs
National Institute of Education, Nanyang Technological University, Singapore
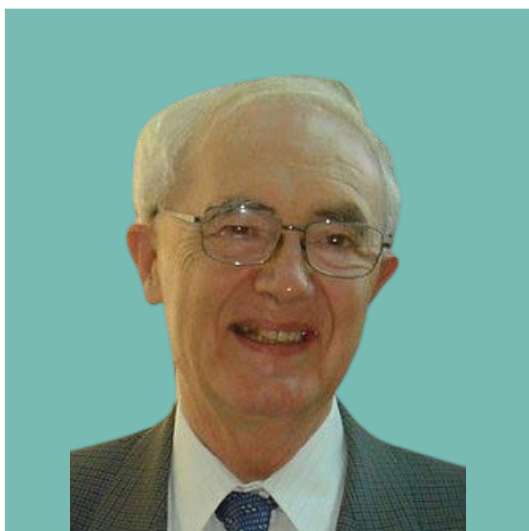
eeling.low@nie.edu.sg

ABSTRACT

In today's context, education cannot ignore the forces of globalisation, disruptions (such as the Fourth Industrial Revolution and the concomitant advancement of technological affordances, particularly in communication and interconnectivity) and crises (such as the COVID-19 Pandemic and the Ukraine–Russia war). These crises and disruptions have drastically altered the way we live, work and learn overnight, and have forced all nations to re-think traditional paradigms of teaching and learning. Teacher education and by extension, language teacher education is no exception. Challenging traditional paradigms further is the urgent need for learners to be able solve complex and unprecedented problems from a multidisciplinary lens. This is of particular importance for Singapore which is a small and young nation, whose only real natural resource is its citizens. This keynote address seeks to articulate the type of rethinking any system has to make in order to prepare upcoming language educators to acquire the future-ready competencies that can help them to thrive in the new teaching and learning spaces including navigating techno-dependence in the post-pandemic world. Core theoretical underpinnings and key components of a future-ready language teacher education programme, which include future-ready and subject matter competencies and knowledge, values, pedagogies, professional awareness, and alternative assessment modes, will be shared using Singapore as a case study of language teacher education taking place in a multilingual setting. Supporting this rethinking of language teacher education paradigms are deliberate language policy and planning, selective teacher recruitment, rigorous pre-service and continual professional development programmes that have all contributed to Singapore's current educational success. However, to prepare learners to thrive in the post-pandemic world, language teacher education must seize the opportunities amidst the crises and disruptions and take bold steps to reimagine the preparation and professional development of language teachers in order to help them to forge a sustainable future both locally and globally. This calls for reviewing what has worked well in the past, what needs to go and envisioning what we need in order to help secure a sustainable future for all through the power that effective language communication across the globe can help to bring about.

Biodata :

Professor LOW Ee Ling is Dean, Academic and Faculty Affairs and the immediate past Dean, Teacher Education. She is a Professor of Education (Applied Linguistics and Teacher Education) at the English Language & Literature Academic Group at the National Institute of Education (NIE), Nanyang Technological University (NTU), Singapore. She obtained her in Linguistics (Acoustic Phonetics) from the University of Cambridge, UK under the NTU-NIE Overseas Graduate Scholarship. She won the Fulbright Advanced Research Scholarship which she spent at the Lynch School of Education at Boston College. Professor Low is an internationally renowned expert in Teacher Education and World Englishes. She is the Editor-in-Chief of the AILA Review, series editor of the Routledge Studies in World Englishes, a co-series editor of Springer's Empowering Teaching and Learning through Policies and Practice: Singapore and International Perspectives (ETLP) and Walter de Gruyter's Handbooks of Applied Linguistics. She is a member of the OECD Education 2030 Scientific Committee and the Forum for World Education (FWE) Steering Committee. In 2021, she was recognized for her exemplary scholarship by the Academy for Leadership in Teacher Education (ALiTE), University of Hong Kong and appointed as a member of the Board of Governors for the International Baccalaureate Organization (IBO). In 2022, she was elected as a Fellow of the prestigious International Academy of Education based in Berlin.

KEYNOTE 2

Prof Dr William Littlewood
Professor Emeritus
Hong Kong Baptist University

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ABSTRACT

The term 'communicative language teaching' (CLT) has been with us for some 50 years now and still serves world-wide as a focus for discussion, exploration and policy-making. Beneath the superficial term, however, we may ask to what extent the concept itself has remained unchanged? In developmental terms, our understanding of CLT can be compared to the three stages of culture shock. In the first stage, we enjoyed a period of euphoria in which the language-teaching world seemed to be magically transformed and all problems seemed to be solved. This was followed by a period of questioning and doubt, driven by efforts to export the original CLT principles and practices into an ever-widening range of new contexts. The emerging challenges led to a partial rejection of CLT as an intact and unquestioned package of principles and practices. In its third period of development, which is still with us, CLT has merged with the concept of 'postmethod language pedagogy'. In this period, the core principles of CLT remain intact, namely: we teach (a) towards appropriate forms of communication, in ways that (b) support processes of memorization and (c) stimulate as much learner-engagement as possible. However, teachers are encouraged to implement these principles creatively and in ways that suit specific situations and learners.

Biodata :
William (Bill) Littlewood worked for several years in secondary schools and teacher education in the UK. Here he was elected President of the British Association for Language Teaching and was also involved in Council of Europe projects. Since coming to Hong Kong in 1991 for an ELT project, he has worked at tertiary institutions and is currently Professor Emeritus at the Hong Baptist University, where his teaching has been mainly with MA in Language Studies courses. He has served on several government committees in both the UK and Hong Kong. His books Communicative Language Teaching and Foreign and Second Language Learning (both with Cambridge University Press) have been used widely in teacher education and translated into several languages, including Bahasa Malaysia. He has presented many plenary papers at international conferences and published widely on applied linguistics and language teaching.

KEYNOTE 3

IMPACT FACTOR X SOCIAL IMPACT? THE ROLE OF LANGUAGES IN THE DILEMMA, TENSION AND TRADEOFF OF PUBLISH 'GLOBALLY' X PERISH 'LOCALLY'

Professor Kyria Finardi
Professor
Federal University of Espirito Santo - UFES

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ABSTRACT

This presentation aims to discuss the role of languages in the tensions and tradeoffs produced and reflected in the quest for global visibility x local relevance translated into impact factor x social impact of academic knowledge. The distinction between 'international' and 'local' knowledge/university/language is brought to bear in this discussion so as to advance the argument that though the view that international/cosmopolitan universities produce universal knowledge with global impact is associated with visibility and prestige, there are geopolitical and local factors that have to be factored in. Publishing in English may guarantee global visibility and impact factor but very often at the cost of maintaining local relevance because of tradeoffs between the use of international and local languages. Drawing on decolonial perspectives and the notion of abyssal lines, I also advance the argument that the uncritical use of English in the quest for international visibility of the Global South reinforces power asymmetries and the academic capital of the Global North leaving the knowledge produced in Global South on the fringes of global academic visibility with the added quandary of maintaining local relevance.

Biodata :
Kyria Rebeca Finardi (https://www.kyriafinardi.com/) is a Senior Lecturer in the Department of Languages, Culture and Education (DLCE) and a researcher in the post-graduate program of Education (PPGE) of the Federal University of Espirito Santo (UFES), Brazil. Professor Finardi was the President of the Brazilian Association of Applied Linguistics (ALAB) 2018-2019, is the co-founder and co-coordinator of the Ibero-America Association of Applied Linguistics (AIALA) and the vice-president of the International Association of Applied Linguistics (AILA).

KEYNOTE 4

APPLIED LINGUISTICS FOR QUALITY EDUCATION – HOW APPLIED LINGUISTS CAN MAKE A DIFFERENCE

Professor Dr. Elke Stracke
Professor in Applied Linguistics and TESOL
University of Canberra (IC-ALAA)

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ABSTRACT

This paper aims to explore the significant role that the discipline of Applied Linguistics plays in promoting sustainable development. My focus will be on Quality Education, goal 4 of the 17 sustainable development goals (SDGs) that 'provide a shared blueprint for peace and prosperity for people and the planet, now and into the future and in a global partnership.' SDG4, Quality Education, aims to ensure inclusive and equitable quality education and promote lifelong learning opportunities for all. Applied Linguistics is often described as interdisciplinary and a mediating discipline. In this paper, I will explore how these characteristics allow us, Applied Linguists, to contribute to Quality Education in the broader context of global sustainable development. Reflections on my practice as an Applied Linguist and educator will illustrate how Applied Linguists are perfectly positioned to make significant contributions to promoting sustainable development through languages and language education.

Biodata :
Professor Elke Stracke is an experienced educator and researcher with international work and research experience. She is an applied linguist who brings her expertise to solving language-related problems in contexts such as language education, cross-cultural curriculum development, and postgraduate supervision and assessment practice. At the University of Canberra, Elke has held several senior leadership positions as Associate Dean International, Head of School, HDR (Higher Degree by Research) students Convenor, and Program Director TESOL. She serves currently as Associate Dean (Research & Development) in the Faculty of Education.

Before joining the University of Canberra in 2007, she held university teaching and research positions in New Zealand (University of Otago), Australia (Australian National University), and Germany (University of Münster). She has been teaching postgraduate MTESOL coursework students at the University of Canberra and partner institutions in Vietnam and China for almost 20 years. Elke is passionate about educating the next generation of Applied Linguists and enjoys working with her Australian and international doctoral students. Elke has published widely in the field of Applied Linguistics and doctoral education, and her current research interests are motivation, autonomy, blended language learning, curriculum development, and feedback and assessment in doctoral education. Finally, Professor Stracke is President-Elect of the Australian Applied Linguistics Association (ALAA) and is looking forward to collaborating with Applied Linguistics in Malaysia, the Asia Pacific, and beyond in the years to come.

KEYNOTE 5

IS ENGLISH ENOUGH? LANGUAGES OTHER THAN ENGLISH AND LANGUAGE POLICY-MAKING IN AN ENGLISH SPEAKING COUNTRY.

Dr. Susanna Nocchi
Lecturer

School of Languages, Law and Social Science at Technological University Dublin

susanna.nocchi@tudublin.ie

ABSTRACT

David Christal's 1997 statement on the English language being on a path to becoming a global language and "independent of any form of social control" has certainly proved right and it is shaping our academic (and not only) reality. "English will be a global tongue for years to come" states Montgomery (2013), referring to the use of English as a lingua franca for science. This wide-spread monoglossia in the trade and business world as well as in the academic world, has led to what could be seen as a 'lazy' approach to the learning of languages other than English, in countries which have English as their (or one of their) official language. This talk will use as an example the case of the Republic of Ireland and of how it is actively addressing the needs of a growing multilingual and multicultural population, living and working in a plurilingual and multicultural Europe. 2017 saw the launch of Languages Connect, Ireland's Strategy for Foreign Languages in Education 2017 – 2026, a milestone in the Irish government's support to foreign language education and plurilingualism. By engaging in a wide consultation with the Irish public, the Strategy has given a much needed voice and impetus to foreign languages and is showing some good results. However, five years on, the number of secondary school leavers with a qualification in one or more foreign languages, and of university students with a working competence in a foreign language remains quite low when compared to other EU nations. Focusing on the socio-economic context that framed the design of the Strategy, on the process that engaged institutional and non-institutional actors, and on how agentive discourses were constrained and enabled by institutional structures, can shed light on how the choices made and published in the Strategy have affected (and have been affected by) the education system and society at large. The Irish experience brings to the fore questions that can frame a discussion on an active and effective support of plurilingualism.

Biodata :
Susanna Nocchi lectures in Italian language and culture, second language acquisition theories, and digital technologies for language learning at Technological University Dublin. Her research interests lie in Computer Assisted Language Learning, particularly in the affordances of Extended Reality and Immersive Environments for intercultural competence and language learning. More recently, she has been involved in research studies on Language Policy Planning, with a focus on Foreign Language Policy in the Republic of Ireland, where she is actively involved in the promotion of the importance and benefits of language learning for Ireland. She is the current Secretary of the Irish Association for Applied Linguistics (IRAAL) of which she was President for 4 years and a Member at Large of AILA.

PLENARY
SPEAKERS

PLENARY 1

TRANSLANGUAGING, ENGLISHES AND LOCAL LANGUAGES: CAN THE IMBALANCE BE REDRESSED?

Assoc. Prof Dr James McLellan
Associate Professor, English Studies
Universiti Brunei Darussalam

james.mclellan@ubd.edu.bn

ABSTRACT

This presentation addresses the theme and two subthemes of the conference: the relevance of languages to the Sustainable Development Goals, Translanguaging & Transknowledging, Bilingualism and Multilingualism. It investigates whether Translanguaging is compatible with the more established World Englishes paradigm. The setting for this investigation is Southeast Asia, a region whose researchers can and should be leaders in the development of new frameworks, owing to the high levels of multilingualism found therein. Research evidence from the Philippines, East Malaysia and Brunei shows that Translanguaging has expanded beyond its original domain, the classroom, into all facets of informal and formal language use. In line with perspectives of Southeast Asian researchers, the notion of separate named languages may thus be challenged: from a historical perspective as a colonial naming, classifying and controlling exercise, but also from a perspective of elite closure and postcolonial continuity shown in the marginalisation and repression of minority indigenous languages. The presentation offers data extracts from classroom and non-classroom domains to evaluate the relevance of both Translanguaging and World Englishes perspectives. The discussion and conclusion propose that there can be accommodation between the two, but that scholars may need to focus less on the Englishes aspect, and more on the languages which have come into contact with and have reshaped English in the South East Asian region.

Biodata :
James McLellan is an Associate Professor in the English Studies programme, Faculty of Arts and Social Sciences, Universiti Brunei Darussalam. His research interests include the languages of Borneo, mixed language use in social media, and varieties of English in southeast Asia. Recent publications include: Towards dehegemonizing the English language: Perspectives of a "center" researcher working in the periphery. Langkit, 8, 1-16, (2019); and Language, society and change: Shifting identities?, in V. T King & Ooi Keat Gin (Eds.), The Handbook of Contemporary Brunei. Routledge, Taylor and Francis (2022), co-authored with Noor Azam Haji-Othman."

PLENARY 2

Multilingual law and its potential for Asian-based contributions to forensic linguistics research

Prof. Dr. Richard Powell
Associate Professor, English Studies
College of Economics College of Economics, Nihon University

richard.powell@nihon-u.ac.jp;
ricpowell@yahoo.com

ABSTRACT

While multilingual societies are hardly unusual, multilingual legal systems are relatively uncommon, arguably because of lawyers' assumptions that monolingualism minimises legal ambiguity. Asia, however, hosts a number of jurisdictions supporting oral or written discourse in more than one language without requiring translation. Proceeding from a language planning perspective, this paper will typologise the main forms of legal multilingualism in the region, drawing on documentary, interview and observational evidence to highlight practices such as the allocation of different languages to different regions, court levels and legal fields. This typology will include the role of parallel jurisdictions, such as the common law, Syariah and adat courts that coexist in Malaysia and the community-based dispute resolution institutions that survive and even thrive in the Philippines and Sri Lanka. The study will then consider multilingual law from a forensic linguistics perspective, beginning by addressing a field definition problem whereby the analysis of linguistic evidence is frequently, though not always productively, separated from the analysis of language-based disadvantage before the law. After reviewing the scope of studies in the region undertaken from both approaches, it will be argued that Asian societal multilingualism has the potential to yield fresh insights into the analysis of linguistic evidence, while Asian multilingual law could make significant contributions to the analysis of language-based injustice. Although the paper is not based on a new case study, by reappraising forensic linguistics in the context of multilingual law it aims to encourage such studies.

Keywords: forensic linguistics, language planning, legal discourse, community law, multilingual law

Biodata :
Professor at Nihon University in Tokyo, Vice-President of the Japan Association of Law and Language, and Reviews Editor of the Journal of Speech, Language and the Law, Dr. Richard Powell has written on forensic linguistics, legal English, sociolegal reform, language planning and cross-cultural pragmatics, focusing mainly on East, South and Southeast Asia. He recently authored Language Choice in Postcolonial Law: Lessons from Malaysia's Bilingual Legal System (Springer, 2020).

PLENARY 3

FORENSIC LINGUISTICS AS A RESOURCE FOR UNDERSTANDING OF THE LEGAL LANGUAGE

Dr Susanto Saman
*Head of Centre for Studies in Linguistics,
Bandar Lampung University.
Univisitas Bandar Lampung*

susanto@sjtu.edu.cn; susantosaman@gmail.com

ABSTRACT

Legal language has its own morphological, syntactic, lexical and structural characteristics that frame it within a specialized discursive genre. Legal language is related to forensic linguistics since the study attempts to show the contribution of this sub-discipline of applied linguistics to interpretation of the true sense of legal language. I will discuss how forensic linguistics can be used as a resource for understanding of the legal language. The scope of the analysis is carried out on legal texts so that we could not only access an understanding comprehensive rules and procedures in the texts, but the practical application of them in the context of the law. For the common readers, the legal terminology and typical phrase of this textual typology may produce a certain receptive predisposition about the content of certain legal documents. With the analysis, it is expected to demonstrate that the rigidity of the legal language could be an element of distortion with respect to textual understanding, but that with the appropriate interpretation would achieve a correct application. Keywords: Forensic linguistics, legal language, text analysis, legal terminology.

Biodata :
Susanto is the Head of the Centre for Studies in Linguistics, Universitas Bandar Lampung (UBL). At the university, he is also a senior lecturer at the English Education Study Program. In 2018, he was a Fulbright scholar at the Department of Brain and Cognitive Sciences, Massachusetts Institute of Technology (MIT), USA. He completed a postdoctoral research in Forensic Linguistics at the Martin Centre for Appliable Linguistics, Shanghai Jiao Tong University (SJTU), China and attended ISFC Winter Institute at Macquarie University, Australia. He earned his BA in English Literature from Universitas Islam Sumatera Utara (UISU), MA in English Applied Linguistics from Universitas Negeri Medan (UNIMED), MA in English Literature from the Central Institute of English and Foreign Languages (CIEFL), India and PhD in Linguistics and Phonetics from the English and Foreign Languages University (EFLU), India. Some of his major interests are linguistics, phonetics, forensic linguistics, neurolinguistics, artificial intelligence, language teaching and language acquisition. He can be reached at his homepage www.mrsusanto.weebly.com.

PANELISTS

FEATURED PANELIST 1

TRANSLANGUAGING, ENGLISHES AND LOCAL LANGUAGES: CAN THE IMBALANCE BE REDRESSED?

Assoc. Prof Dr James McLellan
Associate Professor, English Studies
Universiti Brunei Darussalam

james.mclellan@ubd.edu.bn

ABSTRACT

This presentation addresses the theme and two subthemes of the conference: the relevance of languages to the Sustainable Development Goals, Translanguaging & Transknowledging, Bilingualism and Multilingualism. It investigates whether Translanguaging is compatible with the more established World Englishes paradigm. The

setting for this investigation is Southeast Asia, a region whose researchers can and should be leaders in the development of new frameworks, owing to the high levels of multilingualism found therein. Research evidence

from the Philippines, East Malaysia and Brunei shows that Translanguaging has expanded beyond its original domain, the classroom, into all facets of informal and formal language use. In line with perspectives of Southeast

Asian researchers, the notion of separate named languages may thus be challenged: from a historical perspective as a colonial naming, classifying and controlling exercise, but also from a perspective of elite closure and

postcolonial continuity shown in the marginalisation and repression of minority indigenous languages. The presentation offers data extracts from classroom and non-classroom domains to evaluate the relevance of both Translanguaging and World Englishes perspectives. The discussion and conclusion propose that there can be accommodation between the two, but that scholars may need to focus less on the Englishes aspect, and more on the languages which have come into contact with and have reshaped English in the South East Asian region.

Biodata :
James McLellan is an Associate Professor in the English Studies programme, Faculty of Arts and Social Sciences, Universiti Brunei Darussalam. His research interests include the languages of Borneo, mixed language use in social media, and varieties of English in southeast Asia. Recent publications include: Towards dehegemonizing the English language: Perspectives of a "center" researcher working in the periphery. Langkit, 8, 1-16, (2019); and Language, society and change: Shifting identities?, in V. T King & Ooi Keat Gin (Eds.), The Handbook of Contemporary Brunei. Routledge, Taylor and Francis (2022), co-authored withNoor Azam Haji-Othman."

FEATURED PANELIST 2

Madam Salwana
International Women's Federation of Commerce and Industry Malaysia (IWFCIM)

Biodata :
Salwana, President of the IWFCIM steers the long-term direction of the member-based Malaysia Chapter of the global NGO, IWFCI. Established to support the women entrepreneurs in Malaysia and connecting with the global network of women entrepreneurs, Salwana strives to nurture a socially responsible one stop center supporting women entrepreneurs to prepare, promote and position their businesses from inceptions to global market players and leaders. She has created developmental programs to support three key pillars, namely the underserved communities, entrepreneurs, and business professionals. She actively supports the Sustainable Development Goal #1 in eradicating poverty and Sustainable Development Goal #5 in gender equality. She established benang.org, a marketplace for tailoring services and ready to wear apparels sewn by the underserved community of women tailors in 2021. benang.org has generated stream of income for 60 underserved women tailors in Beladin Sarawak, YWCA – KL and Senawang Seremban. Other than her social and voluntary work, Salwana enjoys technol- ogy and its impact in improving lives. Her 35-year career in the information technology industry represents interesting combinations of the multinational and entrepreneurial experience. During her tenure with Microsoft Malaysia, she led the Enterprise Partner Group and the Public Sector Division. She developed strategic partnerships, engaged with multiple stakeholders, enabled local software developers, and supported enterprises and businesses with the respective technology solutions in their pursuit to increase profit, delight customers and improve efficiency. One of her key contributions then was the standardization of Microsoft platform for the Electronic Government and Smart School applications for the Government of Malaysia. Now, she co-owns a boutique business man- agement solution company, thestoreBook Sdn Bhd. She provides businesses with the capabilities to manage their business operations effectively utilizing a cloud based, software as a service Enterprise Resource Planning (ERP) solution. She graduated B.Sc in Marketing, California State University, Fresno, California. USA. In her spare time, she enjoys hiking, golf, writing/reading and traveling.

FEATURED PANELIST 3

Professor Dr Raymond Madden
IEdinburgh Business School at Heriot Watt University

raymond.madden@gmail.com

Biodata
Professor Raymond Madden is a Professor of Management Practice and Ethics at Edinburgh Business School in Heriot Watt University Malaysia.

Raymond's expertise covers the whole range of learning and leadership development, with an emphasis on personal learning and how it is linked to business strategy to deliver bottom line growth. He has consulted with a range of clients eg Bank of China, BT, Coutts, Erste Bank, European Commission, Prudential, Texaco whilst at Cass Business School and held posts as global head of learning for ABN AMRO Bank NV and Lloyds Banking Group. He has also advised the Chinese Finance Ministry on curriculum reform and presented to the US Department of The Treasury on professional education and development of talent. Raymond has consulted at Board level providing coaching for senior leaders. Whilst at ABN AMRO, he led an International Consortium Programme for ABB, BHP Billiton, Boeing, Standard Bank, and Tata Group across three continents. He is an advocate of line managers as faculty as he believes 'leaders learn best by teaching' others.

He has published extensively in the areas of talent management, Generation Y and Z, corporate university development and has written over 30 MBA case studies. His, well-received book, The Business of Ethics was published in 2016. Raymond was the former CEO of the Asian Institute of Finance a think tank established by the central bank of Malaysia.

FEATURED PANELIST 4

Human Being Security Agenda In A Globalized World. What Kind Of Diplomacy for The XXIst Century? A Quest for Renewed Trust And Legitimacy

Ambassador Pascal
Ambassador of the Kingdom of Belgium to Malaysia & Brunei Darussalam

kualalumpur@diplobel.fed.be

Biodata:
H.E. Pascal H. Grégoire, Ambassador of the Kingdom of Belgium - Holder of The Sixth International Institute of Islamic Thought & Culture (ISTAC-IIUM) - World Professorial Lecture (IWPL 6, 2022)

FEATURED PANELIST 5

Datuk Seri Professor Dr Awang Sariyan
Director ATMA
Universiti Kebangsaan Malaysia

pghatma@ukm.edu.my

Biodata:
Prof. Datuk Seri Dr. Awang Sariyan is currently Director, The Institute of Malay World and Civilization, The National University of Malaysia and Chairman, Board of Control, Dewan Bahasa dan Pustaka (Malaysian Government Institute of Language and Literature). He is Honorary Professor of Language and Culture Studies, Beijing Foreign Studies University and once a Visiting Professor at Goethe Universitat, Frankfurt Germany. He has published more than 50 titles of books and more than 500 articles and chapters in books. His public lectures and conference papers were presented in Australia, Brunei Darussalam, France, Germany, Indonesia, Japan, Kampuchea, Malaysia Netherlands, Singapore, South Korea, Sri Lanka, Russia, Thailand, The People's Republic of China and United Kingdom.

AILA AEAN SYMPOSIA SPEAKERS

AILA ASEAN SYMPOSIA

THE ROLE OF LANGUAGES IN THE PURSUIT OF GLOBAL SUSTAINABILITY

PROF EMERITUS DR AZIRAH HASHIM
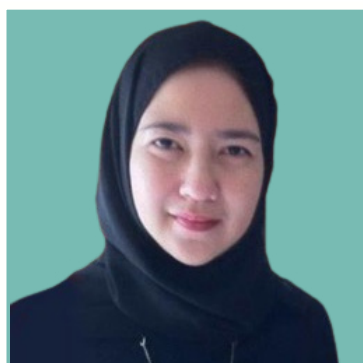*MAAL President*

ASSISTANT PROFESSOR DR KORNWIPA POONPON (TAAL)
Local English Testing Practices in Thai Universities: Are They Going in the Same Direction

DR SUSANTO SAMAN (ALTI) - ONLINE
Linguistics and its Application in Forensic Context: Some Reflections on Legal Cases in Indonesia
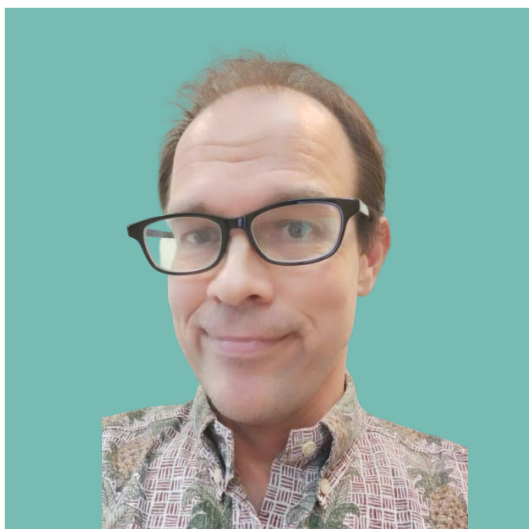

ASSOCIATE PROFESSOR DR SHIRLEY DITA (LSP)
The Language Policies in the Philippine Educational Landscape

ASSOCIATE PROFESSOR DR SHAHRINA MD NORDIN (MAAL)
The Power of Language in Shaping Sustainability: Diffusion of Innovation & the Art of Stakeholder Communication

SYMPOSIA

Bilingual Signage and Public Safety: The Case of Yangon Shopping Malls prior to the 2021 Coup

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ABSTRACT

Advertisers and businesses in developing countries commonly utilize the indexical connotations of the English language in signage, even when only a small segment of their clientele is proficient in the language. Casting light on this situation, I highlight the illustrative case of Yangon, Myanmar prior to the country's 2021 coup. After emerging from decades of isolation, Yangon saw frenzied development, with developers rushing to provide shopping malls for the city's rising middle class, which, aspiring for cosmopolitan identities, were presumably attracted to the English environments these establishments provided. A rash of 2017 fires in several Yangon malls, however, sparked concern among investors, shop owners, and consumers, casting attention on problematic building design, shoddy construction, lax safety codes, and a lack of bilingual signage.

In this talk, I will discuss this situation, highlighting data from an ongoing (but presently paused) Yangon linguistic landscape study. AmSong the shopping malls examined, the emergency and cautionary signage (as well as the linguistic landscape in general) at malls targeting middle class consumers was found to be overwhelmingly monolingual English (along with some pictograms), seemingly intended for foreign residents and tourists, despite the fact that the clientele consisted overwhelmingly of local Myanmar. At Yangon's most upscale mall, however, Myanmar language (formerly known as 'Burmese') was found to have a far greater presence, perhaps reflecting a clientele more secure in its bilingualism. This situation highlights the frequent necessity of prioritizing the informational functions of language(s) over indexical functions.

Biodata:
Mark Fifer Seilhamer is a lecturer in the English Language and Literature academic group at National Institute of Education, Nanyang Technological University, Singapore. He obtained his Ph.D. from National University of Singapore and has previously taught English language and linguistics courses in a variety of other Asia-Pacific contexts, including Hawaii, Guam, Taiwan, and Japan. His main area of research is issues related to language ideologies and language & identity, examining individuals' relationships with the various languages in their linguistic repertoires and the roles these languages play in their lives. He has published articles in a variety of journals, including World Englishes, Journal of Multilingual and Multicultural Development, Journal of Asian Pacific Communication, Asia Pacific Journal of Education, and Journal of Pragmatics. He has also written a research monograph entitled Gender, Neoliberalism and Distinction through Linguistic Capital: Taiwanese Narratives of Struggle and Strategy, published by Multilingual Matters.

PARALLEL SESSION

ARTIFICIAL INTELLIGENCE

THEME : AI, MACHINE LEARNING, DATA ANALYTICS

PRESENTERS

ID_5_4

SENTIMENT ANALYSIS ON STUDENT FEEDBACK ON INSTITUTIONAL FACILITIES USING TEXT BASED CLASSIFICATION

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Dr Cordelia Mason
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ABSTRACT

This study gathers student feedback regarding institutional facilities using sentiment analysis. Sentiment analysis, also known as opinion mining, or emotion Artificial Intelligence (AI), is a process of analyzing online text to determine the emotional tone in the text, be it positive, negative, or neutral. Sentiment Analysis is a sub-field of Natural Language Processing (NLP) where with the help of machine learning techniques, it can be used to classify and mine insights. Sentiment Analysis is often used by many companies to understand the pattern of emotions exhibited by the consumers. In educational setting, students are considered as consumers, and it is important to find out whether there are satisfied with our products or services. This study measures students' sentiment of the facilities provided such as computer rooms equipped with laptops, air-conditioned rooms and the other device or media provided to them as part of their studies. Data is obtained from surveys conducted in every school term to evaluate whether the needs of the students are met and addressed in an effective manner. This study will be able to provide insights on the efficiency of the management of facilities in the form of sentiments echoed by the students. It will also utilise a text-based classification using various machine learning algorithms to provide a comprehensive view of all the sentiments identified.

Biodata : Fareed Kaleem Khaiser is an experienced Academic and has taught students in Singapore, India, China, and the United Arab Emirates. Currently, pursuing his Ph.D. (Information Technology) in MIIT, University of Kuala Lumpur, Malaysia. Recently, he has received the "Best Presenter" Award for his journal article, Framework for Future Employment Prospects of Undergraduates in Singapore through Multi-class Classification Prediction using Machine Learning Algorithms, in iCare '21 – International Conference on Advancing and Redesigning Education, an Alliance of Government Linked Universities in Malaysia. His research areas include Data Analytics, Machine Learning, Artificial Intelligence, and Cyber Security.

THEME : AI, MACHINE LEARNING, DATA ANALYTIC

PRESENTERS

ID 69

A Multimodal Analysis of #Covid-19 News Reporting on Instagram

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ABSTRACT

The evolution of print media into digital media has triggered a shift in news reporting and has inevitably given rise to a new form of the journalistic genre: the online news genre on social media (Bullard, 2015; Caple & Knox, 2017; Hiippala, 2017; Knox, 2007; Rulyova & Westley, 2017). A likely progression from this phenomenon is the rise of a hybrid genre, a fusion of digital news reporting and social media postings on Instagram that is complex, distinctive, and worthy of research attention. In this multimodal analysis, I adopt a social semiotic perspective (Kress & Van Leeuwen, 2006; Adami, 2015) to tease apart one of the three main semiotic modes of an Instagram post, the visuals (Mapes, 2021) alongside the different interactive elements (Adami, 2015) to make sense of the generic structure of Instagram news reporting. The presented findings are preliminary results of Phase 1 in a larger, three-phased project exploring the textual and contextual components used in the genre construction, interpretation, and exploitation of social media news reporting. Drawing on Bhatia's (2017) Critical Genre Analysis, the larger project accounts for the professional knowledge and practices involved in these processes. The currently reported findings explore different multimodal components, providing early insights into the possible journalistic practices on Instagram alongside the role of social media affordances in the world of digital news reporting.

Keywords : Multimodal Analysis, Social Media News Reporting, Online Genre

Biodata :
Angelicia is currently pursuing her PhD in Applied Linguistics at Victoria University Wellington, New Zealand. Her primary research interests include critical genre analysis, multimodality, and social media discourse, adopting a multidimensional and multi-perspective stance to understand and account for the intrinsic link between text, context and society. Apart from social media and research, she is professionally the happiest when teaching and learning in a classroom.

BILINGUALISM AND MULTILINGUALISM

THEME : BILINGUALISM AND MULTILINGUALISM

PRESENTERS

ID_32

Raising Chinese-Speaking English Learners' Awareness of Stress Through Different Types of Evaluation

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ABSTRACT

This study investigated how three types of evaluation, namely, teacher evaluation, peer evaluation, and self-evaluation, may help Chinese English-as-a-foreign-language (EFL) learners to develop awareness of word stress and tonic stress. One hundred and forty-four freshmen undergraduates at a university in Southern China participated in a 2-week training activity. During the training process, their production of the two types of stress were recorded and then rated weekly either by the teacher (Group 1), by their classmates (Group 2), or by themselves (Group 3) with detailed comments on their strengths and weaknesses in their production of stress. The results of the pretest and posttest (in the form of online multiple-choice questions) revealed that the three groups achieved comparable overall improvements, suggesting similar overall effects of the three types of evaluation. However, teacher evaluation improved awareness of word stress significantly more than the other two types, whereas peer evaluation improved awareness of tonic stress slightly better than the other two types. In addition, the participants generally had better awareness of tonic stress than of word stress, and their awareness improved more for word stress than for tonic stress. These findings lend empirical support to the adoption of peer evaluation and self-evaluation in addition to teacher evaluation in EFL pronunciation classes.

Keywords : teacher evaluation, peer evaluation, self-evaluation, words stress, tonic stress

Biodata : *Congchao Hua obtained her PhD in applied linguistics and is currently senior lecturer at the School of Foreign Languages, Shenzhen Technology University. Her research interests mainly include second language acquisition, second language prosody, and L2 English pronunciation teaching and learning.*

THEME : BILINGUALISM AND MULTILINGUALISM

PRESENTERS

ID _48

The Nature of Polylanguaging In Two Diverse Chinese Families in Singapore

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ABSTRACT

In Singapore, besides the four official languages (English, Chinese, Malay, Tamil), Chinese dialects, other Indian languages, foreign languages, and other language varieties such as Singlish are used in the community. In the past, most linguistic studies follow the traditional language separation norm, which cannot fully explain the current highly diverse real-life language use in Singapore. By adopting a polylingual view, this study aims to understand the language use of interlocutors from different cultural backgrounds. The concept of polylingual-ism, originated in Denmark and proposed by Jørgensen (2008), argued that speakers would employ whatever linguistic features to achieve their communicative aims. This empirical study involves two families. For Family One, both parents and their three children were locally born. For Family Two, both parents were born in Malaysia whereas their two children were locally born. One mealtime conversation that lasted about 30 minutes for each family was recorded and transcribed. Utterances were coded as pure English (PEU), pure Chinese (PCU), or non-pure English or Chinese (NPECU) for quanti-tative analyses purpose. Of the 1096 utterances in Family One, 69.07% were PEU, 0.36% were CEU, and 30.57% were NPECU. Of the 548 utterances in Family Two, 12.41% were PEU, 46.17% were CEU, and 41.42% were NPECU. Linguistic features that cannot be categorised into any known languages were analysed qualitatively. Interestingly, this study found that the nature of polylanguaging in the family mealtime conversation is highly dependent on the family's cultural background, presenting a new approach for analysing language data from the perspective of polylanguaging.

Keywords : Mealtime Conversation, Polylanguaging, Family Talk

Biodata : *Puah Lynn Dee is a PhD. candidate in the Department of Asian Languages and Cultures, Chinese faculty, National Institute of Education, Nanyang Technological University Singapore. Lynn Dee's research interests include polylanguaging, bi-/multilingualism, home language, family language policy, and child language development.*

DISCOURSE ANALYSIS

THEME : DISCOURSE ANALYSIS

PRESENTERS

ID 54

Branding of Fortune Global 500 Chinese Manufacturing Companies: A multimodal Analysis of Corporate Logos

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ABSTRACT

Although an increasing number of Chinese companies are ranked in Fortune Global 500, China's corporate brand is barely recognized by the international community. The Chinese government press ahead with developing and strengthening Chinese corporate brand in the 14th national five-year plan. 'Corporate branding' can be conceptualized as "means by which to construct organizations' distinctive identities", which requires effective communication of distinctive corporate attributes. However, there is insufficient research on brand communication within corporate brand literature, especially an absence of literature on communication vis-a-vis Chinese corporate brands. A corporate logo is conventionally used as a communicative tool to convey companies' brand identities. This study analyzes how visual strategies of corporate logos are exploited to construct the corporate brand identities of Fortune Global 500 Chinese Manufacturing Companies (FG500CMCs) by applying Kress and van Luween's multimodal discourse analysis. The researcher accessed the official corporate websites of the 44FG500CMCs and collected the corporate logos of these companies. The findings show that each company employs particular visual resources to construe the distinctive attributes signifying the corporate brand identities. However, the most conspicuous finding is that a dominant number of companies unanimously employ a common set of visual resources to construct shared brand identities, including adoption of common patterns of colors, shapes and typography.

Biodata

Dongmei, Li is a fourth-year PhD student in the Faculty of Languages & Linguistics of Universiti Malaya. Her research interests focus on how written and visual texts, hypertextuality and interdiscursivity of corporate websites are tactfully employed for corporate branding, which provides companies with a valuable set of communicative directives for corporate branding.

Daniel Ung T'chiang, Chow (PhD) is currently the Deputy Dean of Research and Development at the Faculty of Languages and Linguistics, Universiti Malaya. His areas of interest include English for Specific Purposes and Critical Genre Analysis. He is currently involved in research projects on Professional Discourses and Sustainable Development Goals (SDGs).

THEME : DISCOURSE ANALYSIS

PRESENTERS

ID 66

Linguistic Landscape: Analysis of Coffee Shop Signages in Jordan

Dr. Mahmoud Ali Rababah, Dr. Khalid Ali Rababah, Dr. Mohammad Husni Abumelhim
Professor Dr. Abdel-Rahman Abu-Melhim

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ABSTRACT

This paper discusses the study of coffee shop signs that enhances the understanding of the way the linguistic landscape of cafè signs is constructed and highlights socio-cultural values, norms and practices in Jordanian Arabic. The study examines how the promotion of goods and services is lexicalised in commercial signs on coffee shops in a trendy Jordanian society. It aims to reveal how English is used by coffee shops to construct and shape signs. The researchers analyse the linguistic material comprising 200 coffee shop signs which were photographed in different regions of Jordan. Drawing from observations and qualitative interviews with the coffee shop owners, the findings revealed that the coffee shop signages are mainly dominated by the English language due to its vitality and the strong relationship between English and globalisation, economic motivations and the customers's positive attitudes toward English. The analysis revealed that the lexicalisation of trendy coffee shops names, lexical modernisation and foreign cultural referents aims to heighten prominence. Different linguistic strategies were employed to attract customers to visit the shops. Besides, pragmatic features including politeness strategy, personification and metaphor were found in the signs. The study contributes to the significance of English language signages in Jordan. It recommends that English teachers utilise these commercial signs as the realistic sources of learning linguistic strategies and pragmatics. This study is useful for linguistic landscape researchers who are unfamiliar with socio-cultural values, norms and practices in the Jordanian society..

Keywords
Coffee shop, Jordan, Language, Linguistic landscapes, Linguistic strategies

Biodata

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Mahmoud Ali Rababah: PhD in Applied Linguistics. Lecturer at Irbid University College, Al-Balqa' Applied University, Jordan. Interests: Socio-Pragmatics, Sociolinguistics.

Mohammad Husni Abumelhim: Associate Professor, Department of Sociology and Social Work, Al-Balqa Applied University-Jordan, Interests: Sociolinguistics, Sociology.

Abdel-Rahman Abu-Melhim: Professor Dr. Of English Language and Literature: Applied Linguistics/Socio-Linguistics. Irbid University College, Al-Balqa' Applied University, Jordan, Interests: Socio-Pragmatics, Sociolinguistics.

THEME : DISCOURSE ANALYSIS

PRESENTERS   ID 87/72

Patient - Friendly Information Giving in HIV Counselling through the Use of Metaphor

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Univeriti Teknologi Malaysia

ABSTRACT

HIV counselling is a method of communication between patients and certified HIV nurse counsellors to discuss and help patients deal with HIV-related issues. Despite the training received by these nurses, communicating HIV-related issues remains a difficult task in Malaysia. Due to lack of research examining information giving in HIV counselling in Malaysia, this study investigated both the challenges and the strategies in providing information to HIV patients. Twenty-four audio recordings of actual HIV counselling sessions were gathered and six focus group discussions with HIV nurse counsellors from three government hospitals in Malaysia were recorded. The discourse analysis of information giving strategies revealed a prominent use of metaphor which was embedded in HIV nurse counsellors' information giving to HIV patients and their spouse/family as a way to represent some medical jargons pertaining to HIV. The four mostly used metaphors are askar (soldier), komando (commando), tidur (sleep), and makan (eat). Since HIV patients came from different educational background, it would be much easier for them to understand HIV-related information giving through the use of metaphor. Therefore, the acknowledgement and integration of metaphors can be an amazingly valuable tool for HIV nurse counsellors. It is hoped that the findings provided in this study will serve as a basis for integrating metaphor into counselling practice.

Biodata

Nur'ain Balqis Haladin is a Senior Lecturer at Language Academy, Universiti Teknologi Malaysia. Her PhD research focused on advice and information giving strategies used by HIV Nurse Counsellors at Malaysian general hospitals. During her PhD studies, she completed an attachment program at the Faculty of Linguistics, Philology and Phonetics, University of Oxford. She has conducted research and published papers related to pragmatics, discourse analysis, and health communication. Noor Aireen Ibrahim is a Senior Lecturer at Language Academy, Universiti Teknologi Malaysia. She is a Language and Communication Consultant with a special interest in Health Communication, Professional Communication, Media Communication and Discourse–driven studies. She has published book chapters and articles in Language and Communication, Health Communication and Discourse journals and has co-authored a book entitled Communication in the Intensive Care – A Practical Guide (2014, MSIC). Dr Yasmin Hanafi Zaid is currently attached to Universiti Teknologi Malaysia as a senior lecturer. She joined Language Academy, UTM in 1997. Taking basic degree, masters and PhD in Teaching of English as a Second Language (TESL), she is passionate about researches concerning second language learning and teaching. She is also familiar with researches in applied linguistics particularly genre studies. Dr Yasmin has taught Language Learning Theories and Methodology in TESL at undergraduate level.

THEME : DISCOURSE ANALYSIS

PRESENTERS

A Genre and Multimodal Analysis of Postgraduate Vacancy E-Posters

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ABSTRACT

The current global practice shows universities are struggling to obtain research grants which help in promoting their position to a higher ranking. Thus, the academics in universities are keen in securing exceptional research students to assist them in their research. A popular means to achieve this is by advertising vacancy posts as postgraduates. In Malaysia, it is often done through e-posters which are disseminated via online platform such as social media. The practice has seen the emergence of a new genre which is postgraduate vacancy e-poster or PVeP. PVePs are often produced by lecturers or researchers with research grants who are looking for interested candidates to pursue their studies and work as grant research assistants. The student will also be assigned under the lecturer or researcher's supervision. Similar to job vacancy advertisements, a PVeP can be categorised as a mixed-genre since it comprises informative and promotional components. Even though PVeP has been around for years, research within the genre and multimodal framework have not placed this particular genre under scrutiny. Using a qualitative research design, the present study investigates 30 PVePs published in a social media group, between June 2019 and December 2020. Genre theory is adopted for the analysis of the PVePs by identifying the rhetorical moves and steps to ascertain the generic structure of the genre. This is followed by a secondary analysis of the multimodal strategies used in the PVePs. Findings show that PVePs are constructed using seven moves. The PVePs were also found to have six different move-step patterns. Through the multimodal analysis, three interrelated systems were found in the PVePs which included information value, salience and framing. This study could benefit researchers and grant receivers in publishing better PVePs that target the exact candidate they need.

Biodata

Khairul Firhan Yusob is a lecturer at the Akademi Pengajian Bahasa, Universiti Teknologi MARA Cawangan Pahang. He obtained his master's degree in Applied Linguistics from Universiti Putra Malaysia. He is currently pursuing his doctorate in English Language at Universiti Putra Malaysia. His research interests include genre studies, corpus linguistics, ESP and language teaching and learning.

Afida Mohamad Ali (PhD) is an associate professor at the Department of English, Faculty of Modern Languages and Communication, Universiti Putra Malaysia. Her research interests are in English/Language for Specific Purposes/Language for the Professions, Corpus Linguistics, and Discourse/Genre Analysis.

THEME : DISCOURSE ANALYSIS

PRESENTERS

The Schematic Structure of Social Science Abstract Section and Interactional Meta-discourse Markers

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ABSTRACT

Research article abstracts are the most effective means of sharing research results. This function and the evolution of the research article genre have kept the abstract in the focus of academic investigations. However, despite the impressive research output on abstracts, there is lack of research addressing structural content specifically of the social sciences research article (SSRA) abstracts. The researcher randomly selected 60 research articles from five high impact journals in Social Science in the last eleven years (2010-2020). This study examines the rhetorical structures of research article abstract sections in the field of SSRA draw proposed by Pho's (2008) model of the organizational features of moves interpersonally in research article abstracts analysed in terms of interactional meta-discourse. The evolution in the distribution of five prominent interactional markers comprised in Hyland's (2005a) model, viz. hedges, boosters, attitude markers, self-mention, and engagement markers. It was found that interactional meta-discourse, with hedges, booster, and attitude marker being among the most frequent categories.

Biodata

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THEME : DISCOURSE ANALYSIS

PRESENTERS

The Rhetorical Move Structure of the Abstract Section in Social Science and Distribution of Interactive Meta-discourse Markers

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ABSTRACT

Abstract of a research article is the key to successful submission to reputable journals. The content of an abstract facilitates readers to understand the gist of the academic nature of the overall article. One of the most challenging aspects of abstract writing is the tension between structural choices and the limited space to maximize the text comprehension. This study examines the rhetorical structures of research article abstract sections in the field of Social Science proposed by Pho's (2008) model of the organizational features of moves, and Hyland's (2008) interactive metadiscourse markers across moves. The analysis is based on a corpus of 60 RAs from five high impact journals in Social Science in the last eleven years (2010-2020) namely cognition, cognitive psychology, communication, memory, and language, and finally language and social interaction. It was found that for interactive meta-discourse, there was significant use of more transitions, frame markers and evidential markers than the endophoric markers and code glosses.

Biodata

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LANGUAGE FOR SPECIFIC PURPOSE

THEME : LANGUAGE FOR SPECIFIC PURPOSES

PRESENTERS   ID 62

Text
Metadiscourse in the ASEAN Accountant Conference Presentation A

Wulan Fauzanna; Daniel Chow Ung Chiang; Azirah Hashim

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ABSTRACT

Conference presentation (CP) is one of the Continuing Professional Development (CPD) Programmes for the accountants in the ASEAN region. This programme is carried out at the professional conference whereby the presenters discuss the accountancy profession and services in the region. Many of the previous studies focus on the CP in academic settings such as lecture introductions. This research focuses on CP in a professional setting, in the context of a CPD which is organized by organizations such as the ASEAN Federation of Accountants (AFA). From an applied linguistics lens, the Non-native speaker (NNS) audience may have challenges in understanding the presentations by the NNS presenters. The study aims to understand the metadiscourse used by the presenters to realize the moves following Hyland's (2005) framework. 13 CPs which were presented by the representative across ASEAN were collected at an AFA conference. The presentations were audio-recorded, transcribed and analysed using wordsmith 8.0 (Scott, 2020). The analysis involves all sections of the presentation; introduction, body and conclusion. The findings show that the interactional resources (69.8%) are more dominant than the interactive resources (39.2%). The markers are; Self-mention, Engagement markers and Hedges. Besides, the interactive resources; Transition and Frame markers are also frequently used. The use of the marker emphasizes the rhetorical purpose; audience orientation, content organization and understanding. The study concludes that markers are significant to guide the audience in understanding the presentations and engaging the audience. The findings could be used to support the accountancy services and education in the ASEAN region.

Biodata

Wulan Fauzanna is from the Faculty of Humanities, Andalas University, Padang, Indonesia.

Daniel Ung T'chiang, Chow (PhD) is currently the Deputy Dean of Research and Development at the Faculty of Languages and Linguistics, Universiti Malaya. His areas of interest include English for Specific Purposes and Critical Genre Analysis. He is currently involved in research projects on Professional Discourses and Sustainable Development Goals (SDGs).

Azirah Hashim is currently an Honorary Professor at the Department of English Language, Faculty of Languages and Linguistics, Universiti Malaya and Asia-Europe Institute (AEI) representative at the ASEM Education Standing Working Group since 2019. She is President of the International Association of Applied Linguistics (AILA) from 2021 to 2024 and is Founding President of the Malaysian Association of Applied Linguistics.

THEME : LANGUAGE FOR SPECIFIC PURPOSES

PRESENTERS

ID 63

Move Structure of Conference Presentations in Continuing Professional Development Programmes for Accountancy

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ABSTRACT

Members of the ASEAN Accountant are required to undergo a Continuing Professional Development (CPD) Programme. One of the activities is to carry out a conference presentation (CP), whereby presenters are required to discuss issues in accountancy, such as accounting development, Professional development and Ethics of the accountants in the ASEAN region. This study establishes the move structure of the CP presented by professionals who contribute to the development of accounting services, the accountancy profession and the ASEAN Economic Community (AEC). The data consists of 13 conference presentations by Non-native English speaker presenters, who represent organisations that provide accounting services in the ASEAN region. The move structure analysis applied the Seliman & Dubois (2002) framework. The findings show that the presentation contains a structure that discusses the organization's concerns and solutions for the accountancy issues in ASEAN. The body section of the presentation contains some moves that support the presentation of the solutions for the issues in accountant organisation, including; presenting the background of the study, the need for the proposed solution, the description of the solution, and the evaluation results. Besides, the introduction and conclusion sections contain greetings, presenting topics and the structure of the presentations. The study can contribute to providing guidelines for the presenters involved in the CPD programme for the accountant organization in the ASEAN region.

Biodata

Wulan Fauzanna is from the Faculty of Humanities, Andalas University, Padang, Indonesia.

Daniel Ung T'chiang, Chow (PhD) is currently the Deputy Dean of Research and Development at the Faculty of Languages and Linguistics, Universiti Malaya. His areas of interest include English for Specific Purposes and Critical Genre Analysis. He is currently involved in research projects on Professional Discourses and Sustainable Development Goals (SDGs).

Azirah Hashim is currently an Honorary Professor at the Department of English Language, Faculty of Languages and Linguistics, Universiti Malaya and Asia-Europe Institute (AEI) representative at the ASEM Education Standing Working Group since 2019. She is President of the International Association of Applied Linguistics (AILA) from 2021 to 2024 and is Founding President of the Malaysian Association of Applied Linguistics.

THEME : LANGUAGE FOR SPECIFIC PURPOSES

PRESENTERS

ID 64

Gameplay As A Language To Deliver Knowledge In Game-Based Learning

Suhaili Din & Cordelia Mason

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ABSTRACT

Gameplay is a game rule that defines the challenges and actions to get to the goal. The gameplay is similar to the syntax of a sentence in a language. The syntax of a sentence refers to the set of rules that determines the arrangement of words in a sentence. The most basic syntax follows a subject + verb + direct object formula; an example is, "Suhaili eats the apple". On the other hand, gameplay refers to the set of actions taken to overcome challenges to get to the goal. It can be translated in the most basic syntax as a subject + action + challenge + goal; an example is, "Suhaili jumps the rope to earn a point". This paper discusses the analysis of various 'language' features of gameplay, focusing on how it allows the player to explore and progress in the game and learn by taking actions to overcome the challenges to reach the goal. In many instances, the use of spoken or written language is very minimal in gameplay. The gameplay will guide the player through the game from the beginning until the end and while playing the game, the player learns something directly or indirectly in an interactive and fun way. It can be concluded that one major characteristic of gameplay is that it is a language used to deliver knowledge in game-based learning even without the need of having many texts to convey the knowledge. It is argued that the language for gameplay lies within the domain of language for specific purposes (LSP).

Biodata

Suhaili Din is a Senior Lecturer in Game Design and a Unity Certified Associate Game Developer who is currently pursuing her PhD in Information Technology at Universiti Kuala Lumpur. She is working with Universiti Kuala Lumpur for 24 years. She is inspired by the power of multi-media in enhancing human communication.

Cordelia Mason is an associate professor in Management at Universiti Kuala Lumpur, Business School for more than 20 years. Her interest is in business management and marketing.

LANGUAGE GENDER AND DISCOURSE

THEME : LANGUAGE GENDER AND DISCOURSE

PRESENTERS

ID 84

Women's Language Features Used by the Main Female Character of the Drama It's Okay to Not Be Okay

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ABSTRACT

The use of language by men and women is influenced by various circumstances such as gender. Lakoff (1973) proposed ten features of women's language that distinguish women from men regarding language use. In this study, the researcher was interested in analyzing women's language features used by the main female character of the drama, It's Okay to Not Be Okay based on Lakoff's theory. The researcher applied qualitative research through content analysis to answer the research questions. Based on the findings, out of the ten women's language features, the main female character, Ko Munyeong employed eight of them. They were13 lexical hedges or fillers (10%), 21 tag questions (16%), 17 rising intonations (13.2%), 7 'empty' adjectives (5.3%), 25 intensifiers (19%), 18 'super-polite' forms (13.7%), 21 avoidance of strong swear words (16%) and 9 emphatic stress (6.8%). Two of the women's language features that were not used by Ko Munyeong were precise color terms and hypercorrect grammar. Thus, it can be concluded that, underneath all the fancy clothes she wore and the self-centred attitude she exhibited, Ko Munyeong was actually an insecure and unassertive character based on what can be seen from her speeches.

Keywords: language and gender, women's language, drama, content analysis, language features

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THEME : LANGUAGE GENDER AND DISCOURSE

PRESENTERS

ID 91

THE FUNCTIONS OF THE RISE TONE IN STRUCTURED SHORT STORY NARRATIONS BY MALAY ESL

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ABSTRACT

Intonation is an important facet of speech. In English, the rise tone for example can be used to communicate shared information (Brazil, 1978), convey unfinished business (Bolinger, 1989), and ask yes or no questions (Roach, 2009). This study examined the functions of the rise tone in structured short story narrations by 30 male and 30 female Malay ESL learners. The learners were in a one-year foundation programme in Teaching English as a Second Language (TESL) at the Centre of Foundation Studies, UiTM Dengkil. Acoustic analysis was performed on recorded voice samples using Praat (Boersma & Weenink, 2018) to identify the rise tone. Brazil's (1985, 1997) Discourse Intonation model was used as a guide to determine the rise tone functions. It was discovered that the rise tone was primarily assigned when the learners intended to impart shared information and continue speaking, demonstrating parallels with the use of the rise tone in British English, the pronunciation model in the teaching and learning of English in Malaysia. The rise tone was also used to convey new information, a function that is not associated with British English. As gender can be an important factor in language use, the tone functions were also analysed for possible gender-based differences. Independent t-tests showed that there were significant gender-based differences in the use of the tone. The findings contribute to the literature on intonation in Malaysian English and gender and language use.

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INTERLINGUISTICS, STYLISTICS, AND PRAGMATICS

THEME : INTERLINGUISTICS, STYLISTICS, AND PRAGMATICS

PRESENTERS

ID 10

Developing Spoken Malay Corpus for Paediatric Malay Matrix Sentence Test (PaedMalayMST) Material

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ABSTRACT

Diagnosing hearing impairment in both adult and paediatric population can be done through several speech tests, one of them is Matrix Sentence Test (MST). MST for both population is available in languages like Russian, German and Polish. To date, adult Malay MST is available to be used by audiologists in Malaysia. Meanwhile, MST for Malay paediatric, also known as PaedMalayMST is currently being developed. In order to create this test, the words are usually extracted from a corpus; which is a collection of written or spoken material. However, unlike languages like English and Mandarin, there is no available spoken Malay corpus that can be utilised. Due to this, there is a need to have a spoken corpus to select appropriate words as materials for the test. The aims of this study are : (1) To identify spoken Malay words suitable for paediatric population; (2) To produce a spoken Malay corpus for PaedMalayMST. Corresponding to those aims, popular Malay animated movies and television series were selected, the dialogues were orthographically transcribed by two different transcribers; these words were arranged according to the frequency of occurrence (most-least). They were then phonetically transcribed. The words for PaedMalayMST material were selected from the first 1000 words of this list according to a set of inclusion and exclusion criteria. After a thorough selection, a spoken Malay corpus is produced and available to be used as the material for PaedMalayMST and any future speech test material.

Keywords : Malay, corpus, spoken corpus, Matrix Sentence Test, Paediatrics

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THEME : INTERLINGUISTICS, STYLISTICS, AND PRAGMATICS

PRESENTERS

ID 13

Constructing Destination Brands in Multimodality: Understand the Branding Strategies of China's Tourist Destinations via Logos

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ABSTRACT

Destination branding has become a popular conceptual idea with growing interests in tourism research. With the internet acting as a communicative medium for most interactive activities, web-mediated destination mar-keting is gaining status in tourism promotion, where the notion of destination branding assumes a significant role. he use of logos, which symbolizes the visual identity of a destination, is an essential component of desti-nation branding. he presented research investigates how multimodality is displayed visually in tourism logos to accomplish the function of building brand identity for tourist destinations. Images and words in destination logos are investigated to understand their synergic action in bringing about efficient brand identity. Kress and van Leeuwen (2006)'s visual grammar is adopted in this study as the analytical framework to conduct a qualita-tive analysis of destination logos collected from 34 provincial-level administrative regions in China. he finding indicates that pictures and written elements are skillfully combined in logos to project the visual brand identity of those destinations. he analysis of visual components explains the branding strategies adopted by different tourist destinations in capturing and conveying informative content and promoting positive brand identities through the design of logos. his research aims to shed light on destination branding through an examination of multimodality in destination logos, as well as provide inspiration for those engaged in destination logo design and destination marketing to use multimodality as an effective tool in constructing destination brands.

Keywords : Brands, Destination logos, Multimodality, Tourist destinations, Visual identity

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THEME : INTERLINGUISTICS, STYLISTICS, AND PRAGMATICS

PRESENTERS

ID 31

Interacting With Readers Through the Use of Metadiscourse in Business News

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ABSTRACT

Metadiscourse is the way in which writers engage the readers to the discourse and reveal the writers' authority towards the content of the discourse making it credible (Crismore, 1989; Hyland, 1998, 2000). It is categorised into two types: textual and interpersonal metadiscourse features. These features are investigated in this study due to the lack of appropriate guidelines in reference books, manuals or websites on journalism to write busi-ness news specifically (Khattak, Yaqoob, & Basri, 2003). Therefore, this study aims to find out how important metadiscourse features is in business news. Two sets of news printed versions with and without metadiscourse from two prominent news portals in Malaysia, as well as writing prompts were given to 30 students from English major courses from a local university to read in order to obtain their perceptions of the use and importance of metadiscourse features in business news. This study will compare the students' responses to the business news to gauge their feedback on which news is more engaging in terms of style, language, and syntactic and pragmatic features. Apart from that, we propose suggestions for course designers to develop more relevant forms of struc-tured guidelines on the use of metadiscourse for journalism course lecturers.

Keywords : Business news, Metadiscourse, News with and without metadiscourse, Students, Writing prompts

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THEME : INTERLINGUISTICS, STYLISTICS, AND PRAGMATICS

PRESENTERS

ID 37

Thematic Analysis of Climate Change in an English Online Newspaper in Malaysia

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ABSTRACT

Climate change studies mainly focused on disaster management and inundated with scientific jargons that the public could not fathom. Thus, public's understanding of climate change discourse has been less effective, which explains the lack of public engagement and participation. Although studies on climate change that consider linguistics aspects are beginning to emerge (e.g. HÌünneland, 2004; SchÌfer & Schlichting, 2014; Willis, 2017; Nik Nazli Nik Ahmad & Dewan Mahboob Hossain, 2015; Nik Nazli Nik Ahmad & Dewan Mahboob Hossain, 2019), generally, such studies are still lacking. Therefore, the present study intends to extend the linguistic analysis on climate change, by identifying themes in news on climate change and by analysing the extent of media propagation about climate change. 922 news articles from Malaysiakini were analysed through collocation and thematic analysis using corpus-driven and discourse analysis approaches. AntConc 4.0 software was employed as the tool for the corpus analysis. The results showed that the theme governance is the most propagated theme, followed by mitigation and adaptation, contributor, and impacts and threats. The themes of contributors, and impacts and threats should be given focus as they may provide facts on the causal relationship of climate change that may help in assisting the public in understanding what to do, what to avoid, and the consequences of not acting on climate change. An understanding of the temporal aspects of public involvement in engaging with climate change issues through thematic and discourse analysis could assist in identifying the types of public participation in climate change issues.

Keywords : climate change, theme, corpus-driven, media, propagation

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THEME : INTERLINGUISTICS, STYLISTICS, AND PRAGMATICS

PRESENTERS

Impoliteness and Persuasion in Greta Thunberg's Selected Public Speeches on Climate Change

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ABSTRACT

This paper aims to uncover impoliteness strategies used in Greta Thunberg's public speeches on climate change and how these impoliteness strategies contribute to persuade her audience. Twelve speeches were analysed by employing Culpeper's Impoliteness Strategies (bald on impoliteness, positive impoliteness, negative impoliteness, sarcasm or mock politeness, and withhold politeness) and Aristotle Rhetorical Appeals (pathos, ethos and logos) to examine the two aspects. This study adopted a descriptive qualitative design. This qualitative approach was chosen because this approach is capable of describing the facts and characteristics found in the data systematically. The researchers found that Greta Thunberg used four types of impoliteness strategies throughout the 12 speeches. In descending order, she used bald on record impoliteness with a frequency of 88 times (52.7%), negative impoliteness 37 times (22.2%), sarcasm 26 times (15.6%), and positive impoliteness 16 times (9.6%). The findings also show that Greta Thunberg adopted all three rhetorical appeals in the 12 speeches. She used pathos the most with a frequency of 98 times (39.2%), followed by logos 96 times (38.4%), and ethos 56 times (22.4%). It can be deduced that Thunberg most likely was persuasive in her speeches because she successfully utilized every appeal in each of her speeches to persuade her audience. This has been mostly achieved through the use of bald on record impoliteness and pathos as they have been used the most in her speeches. This key finding is interesting as this study contributes to persuasive discourse in terms of impoliteness which is very rare.

Keywords : impoliteness, persuasion, impoliteness strategies, rhetorical appeals, speech

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THEME : INTERLINGUISTICS, STYLISTICS, AND PRAGMATICS

PRESENTERS

ID 49

Rhetorical Moves of Introduction Sections in English Linguistics Research Articles of Non-Scopus and Scopus Journals

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ABSTRACT

The introduction, as the leading section in a research article (RA), typically leaves the first impression of research on the reader. It is thus necessary to make a well-crafted and organized introduction to access the gate of successful research report writing. However, less attention has been paid to the differences in the use of rhetorical moves in RA introductions between non-Scopus and Scopus journals in the area of English linguistics. Therefore, the present study investigated the moves of introductions in English research articles of both types of journals. The sequence and the combination of moves were also explored. A total of 100 English linguistics RA introductions were selected in this study. Move analysis was conducted based on the adapted Swales' (1990) CARS model. The findings revealed that none of the three moves were optional from both corpora but there were differences in each move and each constituent step. Moreover, Move 1 Step 1 was statistically significantly different in its essentiality rate between the non-Scopus and Scopus corpus. In terms of the sequence of moves, the Scopus corpus has less linear and cyclical move structures than the non-Scopus corpus. The results of this study can provide insights into the use of rhetorical moves in the introduction sections in English linguistic journal articles.

Keywords : Rhetorical moves, introduction section, English linguistic research articles, Scopus indexed journals, non-Scopus indexed journals

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Ilyana Binti Jalaluddin is a senior lecturer at UPM. She has researched and published books and articles related to TESL, teaching of writing skills, ESL writing skills and self-efficacy development. Her current research focuses on the use of technology in teaching and learning of writing skills.

THEME : INTERLINGUISTICS, STYLISTICS, AND PRAGMATICS

PRESENTERS

IDM 62

Where Do I Belong: Alienation as a conflict of the Characters in Jhumpa Lahiri's The Namesake (2003)

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ABSTRACT

Alienation is an inevitable aspect of the modern life. Due to the rapid changes in culture, societies, technology and most importantly, psychological science, myriads of people in the contemporary era are alienated. However, the phenomenon of alienation is not new, it has been there for quite a while, but was not given or announced publicly. Anytime anyone oppresses some of their desires and/or attempts to hide aspects of their real lives, they feel alienated and isolated from this world. Further, the more conspicuous consequences of alienation and the name came to prominence after the ruthless process of colonization. It was owing to this heartless segregation among the races and cultural or ethnic discrimination that alienation surfaced publicly and the authors and/or intellectuals commenced to address it. Among them Lahiri deserves a lion's share for her novel The Namesake. She logically and smartly portrays the psychological status of her characters and shows the bitter consequences of alienation through her depiction of the novel's main characters. The paper thus attempts to focus on the problems of alienation and how the characters in the Namesake experience it.

Keywords : literary analysis, alienation, isolation, colonization, Lahiri

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THEME : INTERLINGUISTICS, STYLISTICS, AND PRAGMATICS

PRESENTERS

ID 67

A Linguistic Analysis of the Quranic Verses: Miscontextualisation and Propaganda Strategy of Isis

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ABSTRACT

The key multilingual propaganda documents and media modes have been used as primary sources for Islamic State of Iraq and Syria's (ISIS) propaganda strategy. To further expand the discussion on the propaganda intentions by ISIS, the researchers demonstrated the study conducted that attempted to explore the role of miscontextualisation of Qur'anic verses through ISIS's linguistic propaganda strategy from a sociopolitical perspective. The study seeks to illustrate how ISIS utilised its miscontextualisation of Qur'anic verses through its linguistic propaganda strategy to justify its extreme actions for achieving the socio-political goals. It uses linguistic stylistics to demonstrate that ISIS made a piece-meal usage of the Qur'an by miscontextualisation of Qur'anic verses through its propaganda publications to justify its extreme actions. It systematically situates the particular Qur'anic passages that ISIS uses within the wider Qur'anic passages/chapters in which they originate. More specifically, this contextualisation highlights the discrepancies between the original contexts of these passages and their miscontextualisation by ISIS. The results of the study revealed that all linguistic strategies that comprise ISIS's discourse revolve around four main themes: Khilaafah, Imamah, Jihad and Hijrah. These connections are important because they clarify the priorities inherent in ISIS's discourse as an instrument for achieving socio-po-litical gains and agendas.

Keywords : ISIS, Miscontextualisation, Propaganda, Qur'anic verse, Socio-political gains and agendas.

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THEME: INTERLINGUISTIC, STYLISTICS AND PRAGMATICS

PRESENTERS

A most plausible writing system reform for the Japanese language

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ABSTRACT

The Kanji writing system of Japanese consists of more than 2,000 Chinese characters, with each one having multiple pronunciations. In order to enjoy the usefulness of this set of ideograms, Japanese individuals are trained at least nine years in school, but not many achieve a full grasp of the system. Hence, the enormous difficulty that this system poses for foreigners is simply expected. Abolishment of Kanji has been proposed time and again, though in vain, in favor of using only the Hiragana and Katakana syllabaries, each consisting of 46 easy-to-pronounce characters representing 46 single short syllables. However, owing to globalization, more and more foreign words have come to be written in Katakana, which causes problems that stem from the lack of characters that represent foreign syllables. For example, there is no character for [sI], so both seat and sheet are written with シ [ʃI], inviting miscommunication. Moreover, this gives rise to an embarrassing situation, with sit pronounced as [ʃIt] when Japanese individuals speak English.

Against this backdrop, this paper presents a qualitative study that determines an optimal writing system for Japanese, an open-syllable language with no consonant clusters. Napoli (2003) argues for the efficiency of alphabets, most notably the Roman alphabet, saying that "the fewest number of symbols is needed to render all the words of a language." However, by presenting evidence from both phonological and practical perspectives, this paper shows the appropriateness of Hangul, the Korean "alphabetic syllabary" (Pae, 2011) for representing all the sounds of Japanese.

Keywords: Alphabet, Hangul, Kanji, Syllabary, Writing system reform

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THEME : INTERLINGUISTICS, STYLISTICS, AND PRAGMATICS

PRESENTERS

ID 77

Lexical Bundles in The Findings and Discussion Sections of Postgraduate Theses: A Corpus-Based Study

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ABSTRACT

Lexical bundles are multiword sequences of more than two words used together in the same register. Language fluency is reflected in a person's use of lexical bundles. The broad knowledge and application of this formulaic language enables learners to achieve natural language use. As Findings and Discussion section is found to be a challenge for students, examining bundles in these sections would be extremely beneficial. This study, therefore, investigated the most frequent lexical bundles from the results and discussion sections of 130 students' theses, the functions based on Hyland's (2008) taxonomy and, sought to provide an appropriate list for students and language instructors to employ in teaching and learning. A mixed-method study was employed and the 1.6-million-word corpus consisting of four-word bundles were analyzed quantitatively and qualitatively to obtain the frequency and functions of the lexical bundles. The findings show that most bundles were from the text-oriented category with a heavy use of 'On the other hand'. In addition, the functional analysis revealed text-oriented bundles to be dominant, followed by research-oriented bundles and participant-oriented bundles. The bundles reflect discursive and evaluative patterns of arguments, aiding in the description of research objects and contexts and show reader-writer interaction in making evaluations and expressing opinions. A comparison with the Academic Phrasebank and this study's corpus showed 66 bundles to be most suitable for teaching. This study has implications for classroom instruction, for students to use as a reference in their writing and, for material selection for course designers, material developers and publishers.

Keywords : lexical bundles, postgraduate, thesis, mixed method, functions

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THEME : INTERLINGUISTICS, STYLISTICS, AND PRAGMATICS

PRESENTERS

IDM 83

Language Of Persuasion in Corpus of Entrepreneurship Emails (COREnE)

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ABSTRACT

Other than to increase sales of specific products and services, the purpose of sales emails is to persuade consumers to behave or think in a certain way that is predetermined by the text of the advertisement. Texts used in advertising make use of a wide variety of manipulative language devices in order to attract the reader's attention, communicate the message, and convince the consumer. In addition, people of various cultures may have varying expectations when it comes to the selection of stylistic elements, the application of language, and other preferences within the same genre. As a result, the purpose of this article is to conduct an analysis of the language used in advertising in sales emails in order to determine the characteristics that are unique to the advertising genre, particularly with regard to the application of adjectives. This article presents the findings of a corpus' distribution of high-frequency adjectives across 89 sales emails taken from Corpus of Entrepreneurship Emails. Applications available online were used to perform the analysis on the corpus. It determined which from 355 adjectives hits in sales emails were used the most frequently across all 89 emails, and then for each of those adjectives, it determined which collocates were used the most frequently. The findings indicate that the various patterns that were discovered constitute disciplinary norms and are representative of standard terminology used within the disciplines. These findings are a direct result of the topics that were discussed, the research methods used, and the content of the discussions. A further conclusion is that collocations are an essential component of the meanings and functions of the adjectives, and that the existence of such stark disciplinary differences highlights the significance of conducting collocation research that is specific to individual disciplines.

Keywords : corpus, email, entrepreneurship, advertising, sales

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THEME : INTERLINGUISTICS, STYLISTICS AND PRAGMATICS

PRESENTERS

ID 97

A CORPUS BASED ANALYSIS ON THE ONGOING COVID 19 'CONFUSION'
IN THE MALAYSIAN ONLINE NEWS

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ABSTRACT

Many countries have imposed drastic lockdown or movement control order in their efforts to alleviate the outbreak of Covid-19. To what extent are these measures effective, should depend on the cooperation and compliance of all members of society. Malaysia is of no exception as the management of COVID-19 in Malaysia has noticeably been on the many 'confusions' expressed by the public. This paper presents a content and a corpus driven method analysis on a study on the MalaysiaKini English media reports focusing on the occurrences of the word "confuse" on covid-related news. The data collated focuses on news published during the initial period of Covid -19 lockdown of between Jan 2020 – December 2020 through a keyword search of the phrase 'confuse' AND Covid-19. This selection of data comprises of 13176 tokens of words with a frequency word count of 46 'confusion'. A content analysis was firstly conducted manually to identify the emerging themes that relates to the subject of 'confusion' over Covid-19. This was followed by a run on ANCONC online corpus tool to identify the multiple occurrences of the word 'confuse' inclusive of –ion-ed-s. A concordance analysis was also conducted to identify the context of use in which the word 'confusion' occurs. The findings revealed several emerging categories with regard to Covid-19 confusion in Malaysia. Its corpus analysis illustrates further revelations exhibiting the patterns of 'confusion' and how it relates to the context in use also through its collocation patterns in the context.

Biodata

Zarina Othman holds a PhD in Linguistics from Lancaster University, United Kingdom. She is an Associate Professor at Citra UKM (School of Liberal Studies), Universiti Kebangsaan Malaysia and is currently the Deputy Dean for Language Competency. Her research interests include language, discourse analysis and professional communication.

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Richard Powell holds an MA in history from Cambridge, an MSc in politics from London (SOAS), an MA in linguistics from Macquarie University and a PhD in legal linguistics from Melbourne University, as well as the English solicitor's qualification from the College of Law, London. He is a professor of English at Nihon University in Tokyo and his research interests include forensic linguistics, legal English and cross-cultural pragmatics.

THEME : Interlinguistics, Stylistics, and Pragmatics

PRESENTERS

ID100

A CORPUS-DRIVEN ANALYSIS OF THE REPRESENTATION OF COVID-19 VACCINATION IN NEWS MEDIA IN MALAYSIA

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ABSTRACT

The present study sets out to provide a linguistics perspective on the representation of COVID-19 vaccination in the news media in Malaysia. The objectives are to examine how COVID-19 vaccination is represented in news media in Malaysia and compare the representation between the different news media. The corpus data were a compilation of online news reports on the terms vaccination, COVID-19, vaccines and vaccinated from five news media in Malaysia. The corpus data stood at 932045 word tokens when the study was conducted. The data mined were news reports dated from March 2020 to June 2021. The study adopts a corpus-driven approach to data analysis. LanscBox, an online lexical retrieval software, was used to analyse the corpus data. The analyses include word, collocation, and concordance analysis. In the study, vaccination is generally represented as a national agenda that focuses on the government's efforts to conduct national vaccination programmes across the country. This representation is echoed across the news media. Suggestions for future research about COVID-19 vaccination include extending the analysis to include news reports during the National Recovery Plan (NRP) from June to December 2021 and beyond.

Keywords: Corpus data, Corpus-drive approach, COVID-19 vaccination, LanscBox, News media

Biodata :

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LANGUAGE AND THE SUSTAINABLE DEVELOPMENT GOALS (SDGS)

THEME : LANGUAGE AND THE SUSTAINABLE DEVELOPMENT GOALS (SDGS)

PRESENTERS

ID 7

AFFECTIVE INCAPACITY AS A STRONG MENTAL HEALTH INDICATOR: THE EPISTOMOLOGICAL INSIGHTS OF DEPRESSIVE EMOTIONS

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ABSTRACT

People's capacity to affect and to be affected creates a symbolic room allowing oneself to intervene and be intervened by others. Placing affective (in) capacity under the analytical lens, this paper investigates the most expressed emotions and stances in Zoufan's Weibo, the largest online depression community in China, to understand the construction of the depressive self via linguistic resources. Under the framework of netnography and small stories approach to narrative analysis, top 10 negative emotions are first coded based on a representative sample of comments, and then mapped with narrative stance taking elements to unpack the relationship between the participants' affect orientations and self-others epistemology. Findings show that negation and incapacity conveyed by emotions are a prevailing theme within and across depressive narratives. It is further argued that self/inward-centred emotions imply incapacity to be affected by others, while others/outward-centred emotions connote incapacity to affect others. On philosophical and empirical grounds, both emotions point to affect incapacity that is strongly associated with and indicates the mental health condition. This provides implications for signs and causes of depression from a linguistic perspective and adds new thinking to address depression by enhancing people's affective capacity. This study also contributes to insights on the triangulation of languages, affect, and mental health towards realizing Target 3.4 of the United Nation's Sustainable Development Goal 2030.

Keywords : Affect capacity, Depression, Mental health, Narrative analysis, Stance taking

Biodata :
Chen Yating is a PhD student at the University of Malaya. Her research area is discourse analysis. Both Charity Lee (PhD) and Ang Pei Soo (PhD) are Senior Lecturers at the Faculty of Languages & Linguistics, University of Malaya. Their research interests include discourse analysis, social semiotics, multimodality, etc.

THEME : LANGUAGE AND THE SUSTAINABLE DEVELOPMENT GOALS (SDGS)

PRESENTERS

ID 9

MALAYSIAN ADULT LEARNERS' PERCEPTION ON CODE-SWITCHING AND ITS CHALLENGES IN SECOND LANGUAGE ACQUISITION: A CASE STUDY

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ABSTRACT

Code-switching methodology has long existed in teaching techniques among language educators/teachers in Malaysia. Although English has been regarded as a means of communication within the working environment, it has been observed that this language is still not entirely used among Malaysian adult learners. Therefore, switching codes between Bahasa Malaysia (BM), Mandarin, and Tamil and the English language constantly occurred in a conversation at working places and academic settings. Despite the effectiveness of code-switching in helping adult learners to comprehend the English language, there are still some challenges they may encounter. Ray (2015, as cited by Narasuman et al., 2019, p. 141) discussed that there might be various challenges to both learners and teachers due to the linguistic and cultural differences in an English classroom. Therefore, the more we become familiar with the adult learners' perspective towards code-switching and the challenges they might face with, the more educators become equipped with techniques to enhance transmission of knowledge through development of the English language, and promote quality education so that the sustainable development will be achieved. The main of this paper is to clarify why Malaysian adult learners apply code-switching in acquiring the English language as well as its challenges they may or may not face throughout the learning process. Therefore, this paper is conducted to accomplish the following objectives (1) to examine the range of code-switching among Malaysian adult learners in one of the language learning Centres in Malaysia, (2) to explore the Malaysian adult learners' attitude towards code-switching, (3) to investigate the reason for code-switching among the Malaysian adult learners in second language acquisition, (4) to identify the main challenges the Malaysian adult learners faced in improving their English language skills with code-switching. This study was designed on a case study (22 adult learners) that employed both qualitative and quantitative research design to present a more detailed explanation for the topic. The quantitative research evaluated the close-ended questions from the survey. In addition, the qualitative method was used open-ended questions for a one-to-one interview through the Google Meet platform. The 22 participants were chosen to answer the survey. They were all currently employed and taking an English course once a week during the weekday in the evening under one private tutor. The learning process was conducted individually through synchronous learning using Google Meet platform as the adult learners lived in different cities in Malaysia. The findings indicated that working environments were found to influence the use of code-switching among these participants (77%, n= 17). Still, (72%, n=16) used less code-switching in a day. And yet, similar frequency and percentage (72%, n=16), specified that they tend to switch codes for informal writing. The results revealed that at least more than half of the participants have a positive attitude towards code-switching. It was found that they depend on code-switching during the learning process to comprehend better and enhance their English language skills. However, as some researchers have opposed applying this method in teaching the second language, the current study demonstrated the opposite in which the learners strongly expressed that code-switching should be allowed in the classroom as they regarded it as part of a strategy in their learning process. This can be identified through their responses in the self-assessed proficiency level where they have insufficient knowledge of English. These adult learners have provided a positive view on code-switching, which suggests that language teachers should not disregard it. Although researchers such as Alkindi and Ahamad (2020) suggested lessening the use of code-switching in the long run, however, for adult learners with low language proficiency, it would demotivate them further in learning languages.

Keywords : Code-switching, Second Language Acquisition, Malaysian Adult Learners, Perception, Working and Academic Settings

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THEME : LANGUAGE FOR THE SUSTAINABLE DEVELOPMENT GOALS

PRESENTERS   ID 52

WILLINGNESS TO COMMUNICATE, COMMUNICATION CONFIDENCE AND GENDER MODERATION

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ABSTRACT

It is vital for university students to communicate actively in their classrooms in order to enhance their skills before seeking employment. However studies have shown that the willingness to communicate (WTC) among undergraduates in Malaysia is relatively low. This study examines the relationship between WTC and communication confidence (CC). This study aims to determine if gender moderates the relationship between willingness to communicate and communication confidence amongst undergraduates. The study employed cross-sectional survey design and a total of 181 undergraduates were randomly selected to respond to the questionnaire. The instruments adopted in this study are: Willingness to communicate questionnaire and Communication Confidence questionnaire. This study employed bivariate and PROCESS macro for correlation and moderation analysis. The results shows there is a significant relationship between WTC and CC and that gender moderates the relationship between WTC and CC. This study contributes towards enhancing the understanding about WTC and its connections to gender and communication confidence in tertiary education in Malaysian context. If we wish to produce undergraduates that are skilled and competent in the English language, aspects of willingness to communicate, and communication confidence should be given special attention and focused upon during English classes.

Biodata

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THEME : LANGUAGE FOR THE SUSTAINABLE DEVELOPMENT GOALS

PRESENTERS

Green Language: Lesson learned from a green policy design

Wan Mohd Hilmi bin Wan Ahmad

ABSTRACT

Green is no longer a subject which is up for a debate. The demand of green initiatives through the establishment of SDGs as well as the impact of global warming has on the world, has increasingly created a demand for environmental policy instruments in all aspects of life. The aim of this paper is to identify the green themes associated with one of the government's agency in Malaysia, during its process of designing a green policy. The literature analysed here comprised a qualitative approach, a stock take with the twofold aim of identifying current green practices by the agency as well as addressing the gap for improvement purposes. This paper reveals 14 themes derived from a series of interviews and workshop conducted with the agency's policy makers. The study also reveals that despite green is not new, the knowledge on green alone is still relatively novel to the agency hence a lot of input on green in facilitating towards the design of the policy, is limited. Finally, by extracting the language of green through the identification of the themes above, allows the agency to outline its green policy design and improves it over time.

Biodata

Wan Mohd Hilmi bin Wan Ahmad is currently pursuing his doctorate degree in management. His main interest is in policy design, particularly in the aspect of problem framing.

THEME : LANGUAGE FOR THE SUSTAINABLE DEVELOPMENT GOALS

PRESENTERS   **ID M70**

Equity, Diversity and Inclusion in Applied Linguistics: Introducing an AILA Research Network (ReN)

Azirah Hashim, Kyria Finardi, Marina Orsini-Jones

Universiti Malaya, Federal University of Espirito Santo, Universiti Tunku Abdul Rahman

ABSTRACT

The newly formed AILA ReN, English as a Medium of Education, Multilingualism and the SDGs: Equity, Diversity and Inclusion (EME), aims to address how applied linguistics can foster the development of equity, diversity and inclusion (EDI) in the pursuit of the UN Sustainable Development Goals (SDGs). This presentation discusses action and research on issues related to equity, diversity and inclusion and access to technology and information/education in English and other languages to foster multilingualism, EDI and sustainability through the work of applied linguistics. The ReN draws on AILA's endorsed principles and guidelines and on the conceptualization of AILA Ibero-America (AIALA) and other AILA regional associations to better reflect the global linguistic diversity within AILA. Recent sociopolitical events have demonstrated the critical importance for more inclusive, regional/global collaboration and multilingual perspectives in all areas of science, including applied linguistics, to make sure that education, access to information and science are available to all and used to contribute towards EDI and the SDGs. Like AIALA, the REN reconceptualizes AILA "regional" membership and action beyond physical residence/ geographical location, focusing instead on shared goals and applied linguistic bonds to promote EDI and inclusive multilingual approaches. This presentation also aims to highlight the role of applied linguists to venture into more practical and policy-engaged linguistic efforts that aim to contribute towards achieving the SDGs.

BIODATA

Azirah Hashim is Emeritus Professor at the Faculty of Languages and Linguistics, Universiti Malaya. Her research interests include English and Multilingualism in Southeast Asia, Language and Law and Higher Education in ASEAN. Recent publications include English in Southeast Asia and ASEAN: Transformation of Language Habitats, Routledge, 2021and Asia and Europe in the 21st Century: New Anxieties, New Opportunities, Routledge, 2021. She is on the Editorial and Advisory Board of several journals such as English Today, World Englishes and Asian Journal of Applied Linguistics. She is currently President of the International Association of Applied Linguistics (AILA) and Humboldt Ambassador Scientist of the Alexander von Humboldt Foundation, Germany. Dr Kyria Finardi specialises in EMI, EME, CLIL, 'Global South' and decolonisation. Finardi co-founded and co-coordinates the AILA Iberoamerica Association of Applied Linguistics (AIALA). In 2021 Finardi became the vice-president of the International Association of Applied Linguistics (AILA). She contributed to the report Guide to EMI in Brazil commissioned by the British Council and has also carried out work on EME and ELT, Global North-South issues and decolonisation of the ELT curriculum. Finardi has secured funding for numerous projects, many related to policy-making and EME, recently in conjunction with EDI and SDGs. She also teaches EME and related topics at both UG and PG level. Professor Marina Orsini-Jones specialises in project management and mixed methods studies in applied linguistics, with particular reference to the creation of international Communities of Practice (CoPs) through Virtual Exchange/Collaborative Online International Learning for Continuous Professional Development (lead of the British Council funded ViVEXELT). Orsini-Jones is also expert in critical digital literacy and e-learning innovation in ELT and seconded to the Research Centre for Global Learning (GLEA). Orsini-Jones launched the MA in ELT at Coventry University in 2008 with a syllabus that aimed to provide a nised perspective on English language teaching.

THEME : LANGUAGE AND THE SUSTAINABLE DEVELOPMENT GOALS (SDGS)

PRESENTERS

ID M82

EXPLORING THE MEANINGS OF SUSTAINABILITY

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ABSTRACT

Sustainability has been broadly defined as "the ability to maintain or support a process continuously over time". In 1987, the United Nations Brundtland Commission defined sustainability as "meeting the needs of the present without compromising the ability of future generations to meet their own needs." And in 2015, the Sustainable Development Goals (SDGs) were introduced when the Millennium Development Goals (MDGs) came to a conclusion. Of late, many have proposed that sustainability has three core pillars namely the economy, society and the environment. How do people on the ground view sustainability? What are their perspectives of this concept which is engulfing the world in a very big way? This paper presents the findings of a focus group discussion to uncover the layers of meanings of sustainability. Ten participants shared their views one sustainability guided by the following questions: (1) What does sustainability mean to you? Within the context of your organisation, can you please share a few illustrations of sustainable practices? Content analysis was done on the transcription of the discussion and themes were identified in the process. The paper concludes that as with most other concepts, sustainability has layers of meanings, and people from different profession have different ideas about it.

Keywords: Sustainability, Sustainable Development Goals (SDGs), Millennium Development Goals (MDGs), Content analysis, Perspectives

Biodata:
Keerthana R., who has been involved in NGO work since 2014 and a full-time social worker, is the Assistant Executive Director of Pertubuhan Perkhidmatan Sosial dan Pembangunan Komuniti (PSPK), a women empowerment center. PSPK's projects also focuses on youth empowerment, and last year it launched its Bites and Beans Café, a café set up based on social enterprise principles.

Associate Professor Cordelia Mason is the Executive Director of YAYASAN UNIKL. With over 30 years of experience in the learning industry, Cordelia has written case-studies, textbooks for the Malaysian school systems, book chapters, quality manuals, curriculum manuals, research reports, journal articles, lyrics, and other literary work.

THEME : LANGUAGE AND THE SUSTAINABLE DEVELOPMENT GOALS (SDGS)

PRESENTERS

ID 85

Sustainable Literacy in Inquiry Based Learning Approach Using K-W-L: Online Postgraduate Research Presentations

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ABSTRACT

Internationalisation has become one of the main catalysts for the development of higher education in China (Frezghi & Tsegay, 2019) resulting in an upsurge of Chinese teachers enrolling in postgraduate degree programs internationally, including Malaysia. This swell in postgraduate enrolment has impacted online teaching learning classroom engagement where innovative pedagogies are instrumental in guiding teaching and transform learning experiences in the post pandemic era (Marmolejo & Groocia, 2022; Herodotou et al. 2019). One such pedagogical approach is through Inquiry Based Learning (IBL) using the K-W-L strategy or Know-What-Learnt chart organizer to promote real world SDG related solutions in online postgraduate research presentations. This study uses a case study methodology and seeks to determine the IBL elements that promote critical thinking and problem-based learning on sustainable literacy in the Advanced Qualitative online class research presentation sessions. Being EFL learners in the postgraduate class, students overcome their anxiety to communicate as the K-W-L enables these EFL learners to discover, create new knowledge, share new discoveries, and reflect on new-found knowledge in a non-threatening space (Savery, 2006; Cherner & Fegely, 2017). Findings imply the need for postgraduates to be critical decision makers as they independently search, question, research, analyze, confirm, relate, and present SDG related solutions for their research topics. The online learning space is transformed as an engaging intellectual platform for questioning innovative new ideas on sustainability.

Keywords : Innovative Pedagogy, Inquiry Based Learning Approach, K-W-L Strategy, Postgraduate Research Presentations, SDG Literacy

Biodata :
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THEME: LANGUAGE AND THE SUSTAINABLE DEVELOPMENT GOALS (SDGs)   ID86

PRESENTERS

The Role of the Metaphor in Achieving Sustainable Development Goals

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ABSTRACT

Metaphor has been subject to extensive analysis. The traditional account of metaphor was concerned with the semantic side, that is, the meaning of metaphor, its nature, and its challenges to the semantic theory. The contemporary account of metaphor (Lakoff and Johnson: 1980) views metaphor as a matter of thought and only derivatively of language. This research adopts the contemporary view of metaphor. It discusses how language through the use of metaphor shapes our views of realities and our perception of conflicting issues

This article reveals that the logic underlying conflicts is basically metaphorically constructed and therefore they are relative. It also reveals how the metaphor can be used as a tool for conflict management to help avoid dangerous conflicts and disunity. Peace is a key component in sustainable development.

This paper explains how we can develop creative solutions by the use of the metaphor. Creative metaphor is an invitation to see the world anew; it is a way of seeing something as if it were something else. It acts as a way of organizing perceptions and providing a framework to view things in terms of others and thus suggesting implications that may not have been seen before. In other words, the aim of this article is to show how the use of metaphor can be used to come up with new solutions to different issues among them those that are relevant to sustainable development goals.

Keywords
Creative Metaphor, Solution, Sustainable Development Goals, Framework

Biodata

Dr.Youssef Charbati is an Associate Professor with the Department of Human Sciences, in the Multidisciplinary Faculty of Khouribga, Soultan Moulay Slimane University. His research interests include cognitive linguistics, semantics, discourse analysis.

THEME : LANGUAGE AND THE SUSTAINABLE DEVELOPMENT GOALS (SDGS)

PRESENTERS

ID M86

Inculcating Reading Habits to Invoke Pro-Environmental Behaviour for a Prosperous, Inclusive and Sustainable Malaysia

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ABSTRACT

With the goal of "A Prosperous, Inclusive, Sustainable Malaysia", the Twelfth Malaysia Plan (12MP) was launched with one of its catalytic policy enablers being "developing future talent". The Plan's policies are structured to achieve sustainable economic growth, emphasising on equitable wealth distribution, the wellbeing of citizens, and environmental sustainability. Future talent development includes ensuring that people have access to healthcare and education, two fundamental Sustainable Development Goals (SDGs). If governments are serious about expediting the development of future talent, reading and language competence are some of the key areas that must be included in the strategic development plan for education. The Twelfth Malaysia Plan and the United Nations Sustainable Development Goals align with our study which examines one aspect of future talent development by reviewing the reading habits of Malaysian youths and the inference surrounding a 'crisis' among youths and their engagement with reading, to foster a culture of reading. The study focuses on the roles of reading habits, social media and social norms on developing pro-environmental behavior, and the resulting influence of pro-environmental behaviour on subjective well-being. The variance-based Partial Least Squares-Structural Equation Modeling (PLS-SEM) approach was used to analyse data from 374 valid surveys. The results reveal that reading habits, social media and social norms significantly promotes pro-environmental behaviour. It was also found that pro-environmental behaviour enhances subjective well-being of youths. It is hoped that this study would lead to the development of a comprehensive plan that will not only encourage young people in Malaysia to read and enhance their language proficiency, but also to cultivate a culture of sustainability and behaviour that is kind toward the environment.

Keywords: reading habits, behaviour, sustainable development goals, environment, Malaysia plan

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LANGUAGE CURRICULUM DEVELOPMENT AND ASSESSMENT

THEME : LANGUAGE CURRICULUM DEVELOPMENT AND ASSESSMENT

PRESENTERS

ID 19

A REVERSE GENEALOGICAL ANALYSIS OF THE PRESENT-DAY FOREIGN LANGUAGE EDUCATION

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ABSTRACT

In this paper, a reverse genealogical analysis was performed to construct an overall picture of the present-day foreign language education. The analysis was based on trends and scenarios related to the rapid changes and disruptive transformation of the 21st century. In this study, English as a foreign language (EFL) was selected as a representative example of foreign language education. The analysis reveals that the construction of present-day foreign language education is a combination of three forces: technology, ubiquitous learning, and authentication. Today EFL, in particular, is filled with anxiety, uncertainties, and new opportunities from various forms of technology, including AI and immersive Metaverse.

Keywords : Foreign language education, Reverse genealogy, English as a foreign language, AI technology, Metaverse

Biodata :
Janpha Thadphoothon is an assistant professor at the Faculty of Arts, Dhurakij Pundit University in Bangkok, Thailand. He obtained a doctoral degree in education (TESOL) from the University of Canberra, Australia in 2006. His research interests include creative writing in EFL, critical thinking in language learning, discourse analysis, and technology-enhanced language learning.

THEME : LANGUAGE CURRICULUM DEVELOPMENT AND ASSESSMENT

PRESENTERS

ID 79

Revamping A Core Academic Literacy Course for Undergraduate Students: Experience And Implications

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ABSTRACT

This presentation reports the revamping of a compulsory academic English course (i.e. University English II) provided for year 1 students of a local tertiary institution in Hong Kong, the rationale behind and its positive impacts. University English II aims to elevate students to an advanced level in academic reading and writing, and reinforce the effective use of communicative strategies in English for academic purposes. As a new Course Coordinator, I revisited the assessments and rubrics accordingly, and adopted a research-informed approach to refine the course content and teaching materials. Quantitative and qualitative feedback collected at the end of the semester shows that students appreciate the changes. The means ratings were significantly higher than those of the past year in terms of effectiveness of the learning tasks/activities, assessment methods, assessment standards, course workload, dissemination of course information and documents, the overall learning experience, level of difficulty, and whether the course has stimulated critical thinking, achieved the intended learning outcomes, and met students' learning needs. Implications will be discussed and there are suggestions to further refine the course to address the needs of students who are less proficient.

Keywords : academic literacy; research-informed approach; English for Academic Purposes

Biodata :
Dr Mable is a course coordinator in one of the local tertiary institutions in Hong Kong. Her area of research is English for Academic Purposes.

THEME : LANGUAGE CURRICULUM DEVELOPMENT AND ASSESSMENT

PRESENTERS

ID 108

Malaysian Secondary School English Language Teachers' Speaking Assessment Knowledge

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ABSTRACT

Language assessment has received research attention over the past few years. Despite many studies on assessment, speaking assessment is the most unpopular subject debated among researchers in Malaysia. To bridge the gap, this study aimed at investigating the speaking assessment knowledge of Malaysian English language teachers along with their demographic background based on the Standards of Teacher Competence in Educational Assessment of Students (AFT, NCME, & NEA, Educational Measurement: Issues and Practice 9:30-32, 1990) in order to have a better understanding of their current situation and to predict and accommodate for future speaking assessment requirements. The study is further aimed at examining how teachers' knowledge is influenced by contextual and experiential factors. To accomplish this goal, a set of multiple-choice questions was adapted from the Assessment Literacy Inventory and distributed among 98 in-service teachers selected based on purposive sampling. An interview has been conducted based on the test results. The results of the study have shown inadequate levels of speaking assessment knowledge for participating teachers. The study revealed there was a significant impact on teachers' choosing and developing speaking based on qualification. The findings of this study contribute to our current understanding of speaking assessment development and provide a more accurate picture of assessment training needs for English teachers in Malaysia.

Keywords: Speaking Assessment, Teachers' knowledge, ESL

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LANGUAGE ISSUES, CHALLENGES, AND DEVELOPMENT (ECONOMICS)

THEME : LANGUAGE ISSUES, CHALLENGES AND DEVELOPMENT IN ECONOMICS

PRESENTERS

ID 42

CONTENT ANALYSIS OF MANAGERIAL VIEWS OF COOPERATIVE PERFORMANCE

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ABSTRACT

Despite existing for more than 100 years since its first inception in 1922, the performance of Malaysian cooperatives has much room to improve. For example, the cooperative sector has not been not able to meet the goals of the National Co-operative Policy II (2011-2020) despite various support provided by the government. This paper reports the qualitative analysis of managers feedback on the results of a quantitative study which shows that loan, organizational characteristics and leadership had significant impact on co-operative performance; while, managerial competencies had insignificant impact on co-operative performance. To triangulate, interview sessions were conducted to gather managerial views on the findings of the study. Interviews are interactions in which questions and answers are used to elicit information on the lived experience of the informant, in this case, the cooperative managers. Content analysis of the interview transcription shows the sector needs to focus on providing financial support, a strong regulatory platform, as well as strong leadership and managerial competencies. The analysis also observed frequent calls for the establishment of a regulatory body to certify and train competent managers to ensure sustainability of the cooperative sector. This study underscores the potential of content analysis and language knowledge and skills as tool discover managerial thoughts on management and business matters.

Keywords : Cooperative Sector, interviews, content analysis, managerial thoughts, sustainability

Biodata :
Zainab A.Raman is a government officer pursuing her PhD in Management at Universiti Kuala Lumpur. She is inspired by the power of content analysis as a qualitative research tool which could be applied in various disciplines.

Cordelia Mason is an Associate Professor at the Universiti Kuala Lumpur. She is currently holding the position of Executive Director of Yayasan UNIKL.

THEME : LANGUAGE ISSUES, CHALLENGES AND DEVELOPMENT IN ECONOMICS

PRESENTERS

ID 83

The progression and determinants of corporate environmental disclosure in the Malaysian oil and gas companies: quantity and quality

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ABSTRACT

Worldwide, the oil and gas sectors have greatly contributed to increasing environmental issues. Unfortunately, the link between the quality of environmental disclosure is still up for discussion. Environmental awareness is helpful in managing natural resources that can reduce environmental pollution due to exploiting natural resources. The Malaysian Oil and Gas (MOG) sectors are considered to be a key contributor to formulating economics. Therefore, the aim of present research is to explore the determinants of the extent and quality of corporate environmental disclosure (CED) in MOG. A sample of 50 annual, stand-alone and sustainability reports of 10 companies from the MOG was surveyed from 2011 to 2015 years. The extent of disclosure was measured using a dichotomous index (55 items) while the quality of each disclosure item was assessed on a three-point scale. The content analysis and ecological disclosure index were used to examine the quality of environmental disclosure. The findings revealed that the sample firms' environmental disclosure quality is rather good when compared to other research. The significant implication of study is improving our comprehension of how oil and gas corporations in developing nations disclose environmental information. We examine the scope and quality of CED disclosure from various angles, including the use of readability ratings, qualitative research can offer more in-depth understanding of the factors that affect the level of CED isclosure.

Keywords : CED disclosure; oil and gas companies; content analysis; quality and quantity; developing countries

Biodata :
Shangrela Genon Sieras is an Associate Professor of English at the Mindanao State University. Her expertise include language teaching, applied linguistics, discourse studies and translation studies.

THEME : LANGUAGE ISSUES, CHALLENGES AND DEVELOPMENT IN ECONOMICS

PRESENTERS

ID 90

ENGLISH LANGUAGE AND COMMUNICATION SKILLS : ACCOUNTING INTERNS PERSPECTIVES

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ABSTRACT

The global competitiveness in the indutries today demands for employees who are competent in communication skills apart from having critical thinking, and able to solve problems. This is of no exception with those in the accountacy field. Accountants need to be proficient not just in technical skills, but also in various generic skills such as those relating to communication, working under pressure and problem solving. This paper explores the accounting interns' perspectives on challenges or issues the interns encounter and how English communication skills can be improved based on their six-month internship experiences at a respective company in Kuala Lumpur, Malaysia. The study employed a qualitative research method using semi-structured interviews with five interns from the Faculty of Economics and Management of a public university in Malaysia. Interviews with two managers and a supervisor who were supervising the interns were also carried out. The interview data was verbatim transcribed and analysed using Braun and Clarke's, six-step thematic analysis. The interns' data were triangulated with the responses from the managers and supervisor which was later validated by three independent coders using the Cohen's Kappa Reliability Test. The findings identified the English language communication challenges faced by the accounting interns included their unfamiliarity with workplace terms and jargon, the English accent being used and the difficult tasks among others. The ways to improve English language and communication skills among the accountancy interns perspectives included improve the teaching and learning, hold more programmes in English, and undergraduates efforts to improve their skills.

Keyword : Accounting Interns, English Language Challenges, Communication Skills, Internship Experiences

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THEME : LANGUAGE ISSUES, CHALLENGES AND DEVELOPMENT IN ECONOMICS

PRESENTERS

ID M63

Story Telling Through the Case Studies in Business

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ABSTRACT

As a child many of us are brought up listening to stories at bedtime. We quickly learn that good actions surpass bad allowing us to dream sweetly. We fondly remember these stories being read and re-read to us by family members. Case studies in business schools fulfil the same role, telling stories about real people and the business and management challenges from both an individual and organisational perspective. Unlike childhood stories, good and bad corporate behaviours are more complex and are not so easily defined. Cases studies chart both the rise of organisations and the demise of corporate giants and often the people that lead them. The case writer provides an engaging scenario and asks the reader 'what would you do next?' Case facilitators challenge those views and connect differing points of view in the classroom. Case studies often tell multiple stories based on the readers experience and interpretation. The challenges are complex, and the endings are indeterminant providing a huge area for personal learning and growth.

As an adult we get used to stories, not ending happily, but they teach us about life, ethics, management and how businesses operate in the commercial world. The case study gives us the opportunity to play the role, as a protagonist, that may be very different to the one we are used to. We get to interpret the story for ourselves. Just like the moral of Gruffalo, case studies demonstrate that how small or how big you are, you have the opportunity to resolve the situation.

Keywords: Case studies, business, management, leadership, sustainability

Biodata:

Professor Raymond Madden is a Professor of Management Practice and Ethics at Edinburgh Business School in Heriot Watt University Malaysia. Raymond has extensive international experience in human capital development and talent management, having first coined the term the 'talent game' in 2009 to describe how organizations can best manage the careers of critical personnel. His book 'The Business of Ethics', published in 2016, contains a unique perspective on how organizations should rethink what they are doing about ethics.

THEME: LANGUAGE ISSUES, CHALLENGES AND DEVELOPMENT IN ECONOMICS   IDM91

PRESENTERS

Communication Challenges of Workers in the Construction Industry

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ABSTRACT

The issue of communication in construction can be attributed to the fragmented nature of construction activities, and the involvement of many parties. Poor communication among construction workers is a major contributor to site accidents, project delays. cost overrun, and disputes. Although there have been numerous quantitative studies on communication issues in the construction context, the fundamental communication issues have not been critically evaluated in depth. Therefore, this study adopts a qualitative in-depth interview method, to scrutinize the communication challenges of construction workers, and recommend strategies for addressing the identified communication challenges. Specifically, 20 construction experts from Malaysia are interviewed, and their responses were analyzed via thematic content analysis. The construction experts are selected via the Convenient Sampling Technique. The findings reveal that the communication challenges are a result of the low literacy level of construction workers, poor management and supervision, lack of technical knowledge, lack of communication system, the complexity of the construction industry, and language barrier. Hence, strategies such as adequate training, encouraging the use of Information Communication Technology, and using the communication management system were recommended to address the aforementioned issues. The study will enlighten the construction experts on the communication issues of workers in the construction industry and strategies for addressing them.

Keywords: Communication Challenges; Construction; Construction Experts; Malaysia; Construction Workers

Biodata

Dr. Hadina Habil is an Associate Professor at Language Academy, Universiti Teknologi Malaysia, and has contributed immensely to language communication-related research. She obtained her Ph.D. in English Language (Language & Communication) from Universiti Putra Malaysia.

Dr. Chukwuka Christian Ohueri has extensive and in-depth knowledge of communication in construction project management. He obtained his Ph.D. in Civil Engineering (Construction Management) from the prestigious Swinburne University of Technology, He is a reviewer for many high-ranked journals.

LANGUAGE FOR SPECIFIC PURPOSE

THEME : LANGUAGE FOR SPECIFIC PURPOSES

PRESENTERS

ID 22

APPROACHES TO LANGUAGE EDITING: CHALLENGES AND INSIGHTS

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ABSTRACT

For every piece of work, there is an unspoken voice, labour of love, a lot of burning candles to make a manuscript readable and accessible to the public. An editor's work is not entirely enviable. It needs a full focus and a lot of maturity of thoughts with more than specialised knowledge. Indeed, tacit hands-on knowledge is essential for all professional publications. This paper highlights the author's reflection on language editing since her school days, culminating in the headship of the university press. Such experience paved the way into the world of more professional editing while engaging in supervising, teaching and learning. In doing so, the author adopts a self-reflective approach or retrospective reflection in reporting the challenges and insights into language editing. The approach enables her to not only reflect on the editing process but also considers her doctoral students' experiences. The students were asked to reflect on the feedback received from the supervisor about their written work. Among multifarious challenges reported, this paper identifies four critical factors which offer insights into how to address the challenges and make more informed judgements. In retrospection, several strategies are mooted including engaging in the self-led act and reflecting as a learner based on the previous editing done. The paper concludes with a summary of appropriate strategies in professional editing. It calls for a more conscionable involvement in the editing process so that editors can become supportive, humane, mindful and gate-openers, not mechanical gatekeepers.

Biodata

Dr. Minah Harun is senior lecturer at the School of Languages, Civilisation and Philosophy, College of Arts and Sciences, Universiti Utara Malaysia. She is a former director of UUM Language Centre and UUM Press, life member of Malaysian Association of Applied Linguistics, Malaysian Association of Communica- tion Educators and Editors Association Malaysia. Her research interests include interpersonal communi- cation, interethnic communication, language and communication, discourse analysis, hospitality language and learner difficulties.

THEME : LANGUAGE FOR SPECIFIC PURPOSES

PRESENTERS

ID 62

Metadiscourse in the ASEAN Accountant Conference Presentation A

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ABSTRACT

Conference presentation (CP) is one of the Continuing Professional Development (CPD) Programmes for the accountants in the ASEAN region. This programme is carried out at the professional conference whereby the presenters discuss the accountancy profession and services in the region. Many of the previous studies focus on the CP in academic settings such as lecture introductions. This research focuses on CP in a professional setting, in the context of a CPD which is organized by organizations such as the ASEAN Federation of Accountants (AFA). From an applied linguistics lens, the Non-native speaker (NNS) audience may have challenges in understanding the presentations by the NNS presenters. The study aims to understand the metadiscourse used by the presenters to realize the moves following Hyland's (2005) framework. 13 CPs which were presented by the representative across ASEAN were collected at an AFA conference. The presentations were audio-recorded, transcribed and analysed using wordsmith 8.0 (Scott, 2020). The analysis involves all sections of the presentation; introduction, body and conclusion. The findings show that the interactional resources (69.8%) are more dominant than the interactive resources (39.2%). The markers are; Self-mention, Engagement markers and Hedges. Besides, the interactive resources; Transition and Frame markers are also frequently used. The use of the marker emphasizes the rhetorical purpose; audience orientation, content organization and understanding. The study concludes that markers are significant to guide the audience in understanding the presentations and engaging the audience. The findings could be used to support the accountancy services and education in the ASEAN region.

Biodata

Wulan Fauzanna is from the Faculty of Humanities, Andalas University, Padang, Indonesia.

Daniel Ung T'chiang, Chow (PhD) is currently the Deputy Dean of Research and Development at the Faculty of Languages and Linguistics, Universiti Malaya. His areas of interest include English for Specific Purposes and Critical Genre Analysis. He is currently involved in research projects on Professional Discourses and Sustainable Development Goals (SDGs).

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THEME : LANGUAGE FOR SPECIFIC PURPOSES

PRESENTERS

Move Structure of Conference Presentations in Continuing Professional Development Programmes for Accountancy

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ABSTRACT

Members of the ASEAN Accountant are required to undergo a Continuing Professional Development (CPD) Programme. One of the activities is to carry out a conference presentation (CP), whereby presenters are required to discuss issues in accountancy, such as accounting development, Professional development and Ethics of the accountants in the ASEAN region. This study establishes the move structure of the CP presented by professionals who contribute to the development of accounting services, the accountancy profession and the ASEAN Economic Community (AEC). The data consists of 13 conference presentations by Non-native English speaker presenters, who represent organisations that provide accounting services in the ASEAN region. The move structure analysis applied the Seliman & Dubois (2002) framework. The findings show that the presentation contains a structure that discusses the organization's concerns and solutions for the accountancy issues in ASEAN. The body section of the presentation contains some moves that support the presentation of the solutions for the issues in accountant organisation, including; presenting the background of the study, the need for the proposed solution, the description of the solution, and the evaluation results. Besides, the introduction and conclusion sections contain greetings, presenting topics and the structure of the presentations. The study can contribute to providing guidelines for the presenters involved in the CPD programme for the accountant organization in the ASEAN region.

Biodata

Wulan Fauzanna is from the Faculty of Humanities, Andalas University, Padang, Indonesia.

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THEME : LANGUAGE FOR SPECIFIC PURPOSES

PRESENTERS

ID 64

Gameplay As A Language To Deliver Knowledge In Game-Based Learning

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ABSTRACT

Gameplay is a game rule that defines the challenges and actions to get to the goal. The gameplay is similar to the syntax of a sentence in a language. The syntax of a sentence refers to the set of rules that determines the arrangement of words in a sentence. The most basic syntax follows a subject + verb + direct object formula; an example is, "Suhaili eats the apple". On the other hand, gameplay refers to the set of actions taken to overcome challenges to get to the goal. It can be translated in the most basic syntax as a subject + action + challenge + goal; an example is, "Suhaili jumps the rope to earn a point". This paper discusses the analysis of various 'language' features of gameplay, focusing on how it allows the player to explore and progress in the game and learn by taking actions to overcome the challenges to reach the goal. In many instances, the use of spoken or written language is very minimal in gameplay. The gameplay will guide the player through the game from the beginning until the end and while playing the game, the player learns something directly or indirectly in an interactive and fun way. It can be concluded that one major characteristic of gameplay is that it is a language used to deliver knowledge in game-based learning even without the need of having many texts to convey the knowledge. It is argued that the language for gameplay lies within the domain of language for specific purposes (LSP).

Biodata

Suhaili Din is a Senior Lecturer in Game Design and a Unity Certified Associate Game Developer who is currently pursuing her PhD in Information Technology at Universiti Kuala Lumpur. She is working with Universiti Kuala Lumpur for 24 years. She is inspired by the power of multi-media in enhancing human communication.

Cordelia Mason is an associate professor in Management at Universiti Kuala Lumpur, Business School for more than 20 years. Her interest is in business management and marketing.

LANGUAGE ISSUES, CHALLENGES, AND DEVELOPMENT (ENVIRONMENT)

THEME : LANGUAGE ISSUES, CHALLENGES AND DEVELOPMENT IN THE ENVIRONMENT

PRESENTERS

How Assertive and Non-Assertive Messages Drive Compliance of Requests to Adopt a Paperless Environment

Nazia Hasan & Syed Hasan Shiraz Zaidi

UniKL Malaysia

ABSTRACT

One popular way to mitigate climate change is to promote green practices. One of these is promoting a paperless culture. Messages promoting a paperless environment often use assertive and non-assertive languages. However, the influence of these language/commands to seek compliance varies among recipients of the messages. This study aims to investigate the linguistic preference of recipients on assertive versus non-assertive phrasing, while responding to environmental-friendly requests such as the request or encouragement to go paperless. The study focuses on the impact of assertive and non-assertive phrases in driving the need, behavioral intentions, and investment of individuals to adopt a paper-free environment. Data is gathered through workshop participants (respondents) who are asked to record their responses after watching a video clip depicting paperless environments. The reactions of the participants towards assertive and non-assertive messages in the video clip are video-recorded. Emerging themes are identified and used to conduct triangulation through a focus group discussion. A few experiment sessions are carried out among students of UniKL Business School. The findings of the study can be helpful in promoting the need to understand how language affects the propensity to comply to a request. It also reveals which type of language or languages is/are preferred to initiate an effective environmental campaign. Practical suggestions on how to plan and implement the go-green, save the climate by going paperless campaigns are duly made.

Biodata

Nazia Hasan is currently pursuing Master in Management from UniKL Malaysia and has a completed Bachelor of Business Administration from London University and Bachelor of Science Punjab University Pakistan. She has over 10 years' experience in the field of document controls and project administration with multinational construction firms and leading international welfare organizations. She has successfully implemented electronic document controls system on the mega development project of Emaar in Pakistan.

Syed Hasan Shiraz Zaidi is currently pursuing PhD in Business Management from UniKL Malaysia, and hase completed Masters in Civil Engineering and Construction Management from University of Southern California, USA and Bachelor of Civil Engineering from NED University Pakistan. He has over 20 years' experience in the field of project management and controls with leading international consultants, developers, and contractors. Successfully managed mega development projects and have conducted several project management trainings across Australia, Africa, Middle East and the United States of America.

LANGUAGE ISSUES, CHALLENGES, AND DEVELOPMENT (POLITICAL)

THEME : LANGUAGE ISSUES, CHALLENGES AND DEVELOPMENT IN POLITICAL

PRESENTERS

ID 16

OBSERVING HOW LANGUAGE PLAYS A ROLE IN CROATIA AND SERBIA'S INFLUENCE ON THE BOSNIAN AND HERZEGOVINIAN POLITICAL SCENE

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ABSTRACT

The usage of social wrongs is extremely dangerous as it often causes one to think negatively about the other. However, by using dysphemism and euphemism, it manages to not only impact the groups relations. As the research focuses on the context of Bosnia and Herzegovina (BiH), it could be noticed that their direct neighbours, Croatia (HRV) and Serbia (SRB) tends to have a strong influence towards the political climate in BiH. Through the power relations proposed by HRV and SRB towards BiH, it tends to show a negative overview of BiH to the international scene. Thus, social wrongs used by the political leaders in the news reports often portrays that HRV and SRB are putting more effort rather than BiH themselves. Based on the 4-stage model proposed by Norman Fairclough, the usage of these social wrongs by the political leaders have been understood from different disciplines, the usage of the social wrong in the specific context, the need of the social wrong and ways to past the obstacles of the social wrongs. With this, potential substitution of the social wrongs was proposed and social wrongs that were justified were then defined. The paper concludes that although certain social wrongs may seem harmless in nature, it may perpetuate a negative sentiment especially towards those who are not well versed with the political climate in BiH.

Keywords : Ethnocentrism; Balkan; Critical Discourse Analysis; Ethnic Conflict; Power relations; Yugoslavia

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THEME : LANGUAGE ISSUES, CHALLENGES AND DEVELOPMENT IN POLITICAL

PRESENTERS

ID 81

Audio Description Policies in the UK and Hong Kong: A Database-Driven Analysis

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ABSTRACT

Audio description (AD) is a crucial accessibility service for people who are visually impaired. In recent years, growing attention has been paid to research on AD, however, few studies have been conducted on AD-related policies. The UK is one of the earliest countries to implement policies, laws and regulations to ensure people who are visually impaired equal access to media. The UK's media industry is required to provide AD services to television programmes and online video platforms, and the selection of audio-described movies and shows in the cinemas and other venues has expanded. Studying AD policies in the UK can therefore elucidate their special features and patterns, which may provide valuable insights for policy making in a global context. As Hong Kong used to be a British colony, the UK's influence on Hong Kong can be seen in many areas. However, AD in Hong Kong is only at the early stage, and it is not clear how AD services are regulated. This study will investigate policies related to AD in the UK and Hong Kong using a database-driven approach, which is based on a corpus consisting of policies and related laws and regulations in UK and Hong Kong built for this research. The findings of this study are expected to provide an overview of British and Hong Kong AD policies, which will offer a useful guide for government administrators, lawmakers, researchers and AD practitioners.

Keywords: Audio description (AD), AD-related policies, UK, database-driven approach, corpus

Biodata :

Jackie Xiu Yan received her PhD from the University of Texas at Austin, USA. She is an Associate Professor at the Department of Linguistics and Translation at City University of Hong Kong. Her research and teaching interests include interpreter and translator training, Chinese culture and translation, audio description, and Applied Linguistics.

Su Lin is a PhD student at the Department of Linguistics and Translation, City University of Hong Kong. Her research interests lie in the areas of public policy, audio description and applied linguistics

LANGUAGE TEACHER EDUCATION

THEME : LANGUAGE TEACHER EDUCATION

PRESENTERS

ID 24

Delving Into the Professional Identity Construction of In-Service University EFL Teachers: A Case Study

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ABSTRACT

In the domain of teaching English language, teachers play an inevitable role. Hence, the enthusiastic effort of proficient teachers with adequate professionalism accelerates the desired goal of English language teaching and learning. Based on this notion, this study aims to explore how Bangladeshi university EFL (English as a Foreign Language) teachers reconstruct their professional identity and how their professional identity impacts their classroom performance. Based on its objective, the study has carried out a qualitative case study. Data have been collected through interviews and virtual classroom observations. To obtain data, the researchers have taken the interview of two Bangladeshi university teachers who have been engaged with EFL teaching for several years. The interview questions have been formed in accordance with the language teachers' identity formation model focusing on those factors that are pertinent to foundational competences. The obtained data have been analysed through the content analysis technique to find themes. The findings of the study suggest that better language skills, contextual knowledge, self-awareness skill, disciplinary knowledge, and classroom management skill help Bangladeshi university EFL teachers reshape their professional identity. Based on the findings, the study has suggested that policymakers should focus more on various types of teacher education programs in Bangladesh to produce more proficient teachers.

Keywords: Bangladesh, EFL teacher, Identity construction, Professional development, Tertiary education

Biodata:
Md Rabiul Alam, an experienced EFL teacher, is a PhD candidate in TESL at the University of Malaya. He did his MEd in ESL with distinction from the same faculty. His research interests include teacher education, study-abroad, and professional identity. His works appeared in both SCOPUS and WoS indexed journals.

Diana Ansarey is a PhD candidate at the Faculty of Arts and Social Sciences, University of Malaya. She has been serving as an Assistant Professor in the Department of English, ASA University of Bangladesh. She has published in peer-reviewed journals indexed in SCOPUS.

Md. Rashed Khan Milon is a PhD candidate in Applied Linguistics at Jagannath University, Dhaka, Bangladesh. Now, he has been working as Assistant Professor and Chairman at the Department of English, Port City International University, Bangladesh. His research interests include teaching reading, teacher education, and teacher motivation.

Huzina Abdul Halim did her PhD from the Imperial College, UK. She is a Senior Lecturer in TESL at the University of Malaya. Her research interests include language and culture, teacher education, sociolinguistics, and so on. She has published in various indexed journals.

THEME : LANGUAGE TEACHER EDUCATION

PRESENTERS
Text

ID 89

Lecturers' Perceptions on the Application of Standardized English Language Proficiency Test for Certification in Indonesia

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ABSTRACT

The expeditious recognition of the standardized tests of English Language Proficiency (ELP) for lecturers certification in Indonesia has resulted in competitive phenomena between ELP test providers in Indonesia. Due to this phenomenon, not only international standardized tests of ELP are licensed for lecturers certification, but also national ELP test providers succeed in managing their national authorization as one of the ELP tests for lecturers certification. However, very few nationally-authorized ELP tests are discovered to meet the requirements of English language assessments (Renandya, Hamied & Nurkamto, 2018). To fill this gap, the present study attempts to provide directions for framing the lecturers' perceptions on the use of the application of standardized ELP tests for certification in Indonesia. The fresh insight into the design of the application of standardized ELP tests for lecturers' certification is to take into account the agencies of lecturers as socio-cultural environments. This descriptive qualitative research reports the lecturers' perceptions by distributing questionnaires. They comprise two parts: demographic data and questions about lecturers' perceptions on various aspects of the use of application of ELP tests. The results reveal that few lecturers are familiar with the standardized tests and make various preparation for the tests. More than 60% of the lecturers agree with the policy to set standardized tests of ELP for certification requirements. This study also concludes with some practical recommendations for specific types of application of standardized ELP tests for certification in Indonesia if ELP certification for the lecturers is to be successful.

Keywords : Lecturers' Perceptions, Application, English Language Proficiency Test, Certification.

Biodata :
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LANGUAGE TEACHING AND LEARNING

THEME : LANGUAGE TEACHING & LEARNING

PRESENTERS

ID 4

ADOPTING FRENCH NAMES AS IDENTITY MARKERS OF SECOND FOREIGN LANGUAGE (L3) LEARNERS IN CHINA

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ABSTRACT

Using foreign names has become a common practice for Chinese who learn a foreign language to quest for a special identity in multilingual contexts. In nowadays China, many higher education institutions offer language courses not only in English but also in French and other minority foreign languages (xiao yu Zhong in Chinese mandarin). In particular, French is recognized as a favorable second foreign language (L3) for English majors (or defined as er wai in Chinese mandarin). Nevertheless, little attention has been granted to the practices learners follow when adopting French names as their identity markers. The current study addresses this gap by investigating 29 French names used by university students who are learning French as the second foreign language in a Chinese university. Drawing on data collected through the interview, motivations and features behind name choices were examined. The preliminary findings confirm that the naming practice is not an arbitrary process. Rather, the adoption of a foreign name, e.g., French names, is a practice that language learners consciously and creatively craft to portray a self-identity. A multilingual and multicultural identity is established by using a deliberate French name for those L3 learners. The qualitative and quantitative analysis shows that the practice of adopting French names for those L3 students is primarily influenced by phonetic motivations and positive connotations. Pedagogical implications regarding the development of the cultural component and teachers' influences on the French language program are discussed.

Keywords : French names, onomastics, Chinese students, second foreign language, multilingualism

Biodata :

Miss Shan Shan Li is a third-year undergraduate student at School of Foreign Languages, Hebei Normal University for Nationalities, China. She is interested in linguistic studies including sociolinguistics and multilingualism. Currently, she is assisting Dr. Ying-Qi Wu at Hebei Normal University for Nationalities to do research in the fields of identity construction and brand communication of higher education.

THEME : LANGUAGE TEACHING & LEARNING

PRESENTERS

ID 22

Approaches to Language Editing: Challenges and Insights

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ABSTRACT

For every piece of work, there is an unspoken voice, labour of love, a lot of burning candles to make a manuscript readable and accessible to the public. An editor's work is not entirely enviable. It needs a full focus and a lot of maturity of thoughts with more than specialised knowledge. Indeed, tacit hands-on knowledge is essential for all professional publications. This paper highlights the author's reflection on language editing since her school days, culminating in the headship of the university press. Such experience paved the way into the world of more professional editing while engaging in supervising, teaching and learning. In doing so, the author adopts a self-reflective approach or retrospective reflection in reporting the challenges and insights into language editing. The approach enables her to not only reflect on the editing process but also considers her doctoral students' experiences. The students were asked to reflect on the feedback received from the supervisor about their written work. Among multifarious challenges reported, this paper identifies four critical factors which offer insights into how to address the challenges and make more informed judgements. In retrospection, several strategies are mooted including engaging in the self-led act and reflecting as a learner based on the previous editing done. The paper concludes with a summary of appropriate strategies in professional editing. It calls for a more conscionable involvement in the editing process so that editors can become supportive, humane, mindful and gate-openers, not mechanical gatekeepers.

Keywords :*Challenges, Insights, Language Editing, Self-Reflection, Strategies*

Biodata:
Dr. Minah Harunis is a senior lecturer at the School of Languages, Civilisation and Philosophy, College of Arts and Sciences, Universiti Utara Malaysia. She is a former director of UUM Language Centre and UUM Press, life member of Malaysian Association of Applied Linguistics, Malaysian Association of Communication Educators and Editors Association Malaysia. Her research interests include interpersonal communication, interethnic communication, language and communication, discourse analysis, hospitality language and learner difficulties.

THEME : LANGUAGE TEACHING & LEARNING

PRESENTERS

ID 23

Learning to Learn: Using Mobile Aided Language Learning to Learn a Less Commonly Taught Language

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ABSTRACT

There are over 7,100 languages in the world, the majority of which are unknown to the general population. Access to languages originally was limited to proximity and education, which was derived from wealth. Today, technology can bypass proximity and wealth to create an accessible language education. This paper explores the application and accessibility of language-learning technology to prepare for learning a minority, less commonly taught, or inaccessible language. Similar to the connections that people share through countless contexts, languages share similar connections. Shared linguistics characteristics among language families connect related languages as well as define them. The prevalent research involving Computer-aided Language Learning addresses how to improve learning and make the technology accessible, however, not all languages are directly accessible. Studying a language to prepare for studying another language is time-consuming and difficult however it allows a learner to make a connection to another language and culture that they otherwise wouldn't be able to. Through the usage of a Narrative perspective on Self Directed Language learning this paper attempts to demonstrate another usage of technology to learn a language that isn't accessible otherwise. The study involved learning Turkish for 90 days through a Mobile-Aided Language Learning medium, Duolingo, followed by an intensive 8-week Azerbaijani Language program. Throughout the course of the study, self-reflective journaling revealed the positive impacts of studying a related language prior to studying a less commonly taught language.

Keywords :Computer-Aided Language Learning (CALL), Duolingo, Turkish, Azerbaijani

Biodata:
Thomas Abbey is a graduate student at North Dakota University pursuing a Ph.D. in Adult and Community Education. Building from an academic background in Linguistics and TESOL, Thomas is passionate about language development and working with second language learners. Currently, his research centers around the effects of Culture Shock on language identity and language development.

THEME : LANGUAGE TEACHING & LEARNING

PRESENTERS

ID 25

Teachers and Students Perception Towards the Application of Translanguaging in Bilingual Classroom

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ABSTRACT

Despite being favored as part of promotion by most private schools in Indonesia, bilingual teaching program faces many challenges in its implementation. One of the reasons is because English is neither teachers' nor students' first language. Both teachers and students have their own problems using English in teaching and learning and need an alternative method to overcome them. Translanguaging has currently been suggested by many scholars as one innovative approach and a solution to the problems as it uses a heteroglostic point of view where bilingual students can use their linguistic repertoire to form a meaning (Garcia & Wei, 2014). This study aims at exploring the perceptions of teachers and students towards translanguaging approach used in the classroom in an elementary school in Surabaya. By applying a qualitative method, the researchers asked 24 students and 4 teachers of the school to participate in the study. The researchers used interviews and survey to collect the data and employed thematic analysis to analyse them. The results of the investigation showed that teachers felt that translanguaging is very effective when applied in the classroom. The reason is that it provided ease for the teacher by the use of two languages in conveying the subject matter. Therefore, students could understand what the teachers mean with their explanations. In addition, students' perception on translanguaging was very positive. With translanguaging approach used in the classroom, they felt interested in speaking English when expressing opinions during discussions because they could use their linguistic repertoire freely to make a sentence in their own way. The study revealed that translational language is a brilliant alternative approach to be applied in a bilingual class.

Keywords :Translanguaging, Perception, Bilingual Classroom

Biodata:
The first author is Alda Fitriani, a student of Magister Linguistics in Faculty of Humanities, Universitas Airlangga and a teacher in SD Islam Al Azhar 11. Her research interests are education, sociolinguistics, ethnolinguistics and CDA. The second author is a lecturer at English Department, Faculty of Humanities, Universitas Airlangga. Her research interests are Language Acquisition, Language Socialization, Psycholinguistics, Language Teaching.

THEME : LANGUAGE TEACHING & LEARNING

PRESENTERS

ID 27

A Study of the Relationship Between Vocabulary Size and Idiom Cognizance: Students' Difficulties and Strategies

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ABSTRACT

L2 learners have faced difficulties in learning and mastering idioms since the individual meaning of words does not account for the totality of the idioms (Moon, 1997; Cooper, 1999; Katja, 2004; Chuang, 2013). Thus, the present study attempted to investigate the relationship between vocabulary size and idiom cognizance of 105 Grade 10 Filipino ESL students. It also looked into the common problems and strategies that the participants used in learning idioms. A vocabulary size test and idiom recognition were administered among the Filipino students. Results indicated that the vocabulary size of the participants was at the 3000 level, which is the average vocabulary size of ESL learners (Milton, 2009). Results also show a significant relationship between vocabulary size and idiom awareness of the participants (p=.000), which supports the claim of McGavigan (2009), Chuang (2013), and Andriani (2014). Findings also showed that the common difficulties in using idioms among the Filipino participants are the lack of context in which idioms are used (mean=4.17; SD= .970) and the lack of experience or exposure in using idioms (mean=3.83; SD=.975). It was also gleaned from the findings that learning idioms by using keywords (mean=4.06; SD=.782) and using idioms in sentences (mean=3.90; SD=.741) were the common strategies used by Filipino participants in recognizing and learning idioms. Pedagogical implications for ESL teachers include improving classroom instruction, teaching idioms explicitly, and encouraging students to use idioms in everyday conversations and real-life situations.

Keywords : language teaching, idiom cognizance, language learning

Biodata:

Mr. Eduard Gemer R. dela Cruz is a graduate of Dr. Yanga's College Inc. and currently a student at De La Salle University under the program Master of Arts in English Language Education. He taught Spanish subjects and English Subjects for high school students at private institutions. He also taught English subjects for college students at a private institution. As a language enthusiast, he is currently studying French language. Her research interests include Language and Gender, Corpus Linguistics, Language Teaching and Translation.

Ms. Ma. Angelica A. Gumangan is a graduate of Philippine Normal University and currently a candidate for graduation at De La Salle University under the program Master of Arts in English Language Education. She taught at private institutions for five years before becoming part of the public-school sector, where she has been teaching for almost seven years. Aside from being an English teacher, she is also an instructional manager for the Alternative Learning System of her school. Her research interests include Philippine English, Corpus Linguistics, and Language Teaching.

THEME : LANGUAGE TEACHING & LEARNING

PRESENTERS

OF TONGUES AND TIES: SURFACING INCLUSIVE STRATEGIES IN LINGUISTICALLY DIVERSE CLASSROOMS

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ABSTRACT

This qualitative study aimed at surfacing inclusive strategies that help the teachers tie or cater the different linguistic backgrounds (tongues) of the pupils. Specifically, it sought the following: a) the inclusive strategies in language teaching that teachers employ to cater the different linguistic backgrounds of the learners, and b) the effects of these strategies on the pupils' learning. The key informants for this cross-sectional exploratory case study involved five teachers from Kindergarten to Grade 3 who are holding classes with diverse linguistic backgrounds, 16 randomly selected pupils from Kinder to Grade 3, and 10 randomly selected parents. Findings revealed that the key informants utilize diversifying instructional materials, diversifying communication medium, and diversifying activities strategies. These strategies evoke maximized learning and minimized learning on the pupils. These strategies are inclusive for they cater to the needs of all the pupils despite their differences in language. The surfaced inclusive strategies have positive and negative effects on the pupils. These effects may be attributed to how the teachers carry out the strategies. Hence, teachers are challenged to strategize more.

Keywords : collaboration, contextualization, multi-sensory materials

Biodata :
Geraldine S. Wakat is currently teaching at the Department of English and Communication, St Louis University in Baguio City. Her expertise include English Language and Language Learning.

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THEME : LANGUAGE TEACHING & LEARNING

PRESENTERS

ID 43

Another me in virtual environment: would be a better learner?

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ABSTRACT

Immersive virtual reality technology is gaining traction as it provides a new means of vocabulary learning for EFL learners. Learners would enter a virtual environment by wearing helmet-mounted displays and interact with objects in the environment through their avatar. With an aim to explore the differences in vocabulary learning when using VR and in conventional classroom, via utilizing a 150m2 virtual room, learners in this study were allowed to freely explore and learn 90 target vocabulary words. 177 EFL learners were divided into VR group (n = 75) and Conventional group (n = 102). The results show that learners in the VR group performed significantly better than those in the conventional group in terms of memory retention. Observational and interview data revealed findings that are related to spatial factors and embodied cognition. Learners perceived the location and height of different words in the virtual space through their avatars, which was seemed to be helpful in marking and retrieving these words. Some learners were also found to identify more with their avatars and thus behave more actively. The VR affordance which markedly differ from those in the traditional classrooms seemed to benefit learners in their vocabulary learning.

Keywords : virtual reality; EFL; vocabulary learning; CALL; avatar

Biodata :
Feng Baoxin is a PhD student at the Universiti Malaya.

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THEME : LANGUAGE TEACHING & LEARNING

PRESENTERS

ID 44

Adult Leaners' Perceptions on Their Learning Experience in the Application of Andragogical Approaches

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ABSTRACT

The increasing demand of work-related basis has led some people in continuing their studies in order to up-grade their employment skills. With Online Distance Learning (ODL) which has been practiced widely around the world has made learning possible for everybody especially adult learners. The educational delivery of ODL provides learners vast opportunities to deal with the learning process, which includes time, place as well as pace of learning. However, different learner will have different experience and ways in tackling online learning. The study, thus, is to find out the extent to which adult learners feel their needs were met in educational process. Therefore, the relationship between each learner's educational experience and also his/her satisfaction towards andragogical approach is examined. The study approaches specific characteristics and experience of the adult learner concept in using andragogical approach to his/her learning since this study views each adult learner as a unique individual who can plan and organize his/her study well. To materialize this, 10 adult learners were chosen to participate in the survey. Semi structured interview questions were given to the respondents to answer. The interview questions basically were about their experience and satisfaction in going through andragogical approach learning. The findings of the study supported andragogical approaches which had positively affected the students' learning experiences.

Keywords :Open Distance Learning, E-learning, Andragogy, Adult Learners

Biodata :
Nur Fairuz Wahida Ibrahim is a lecturer at Universiti Teknologi MARA Perlis Branch, Malaysia since 2010 till present. Currently pursuing her PhD in the Applied Language Studies program at Universiti Teknologi MARA Perlis Branch. Her research interests include Andragogy, TESL and Applied Linguistics.

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Dr. Amizura Hanadi Mohd. Radzi obtained Doctor of Philosophy in Applied Linguistics, Universiti Utara Malaysia, Sintok, Kedah, Malaysia in 2017. She joined Universiti Teknologi MARA (UiTM) Perlis Branch, in July 2008. Her current post is a senior lecturer starting from 2017. Her research interests include ESL Reading, Applied Linguistics and Body Image.

THEME : LANGUAGE TEACHING & LEARNING

PRESENTERS

Audio description training and service learning: A case study

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ABSTRACT

This paper reports a case study that provided audio description training to students and enabled them to apply the learned knowledge and skills to social services. Audio description is regarded as a means for the visually impaired to perceive the world, and it is an instance of an audio-visual translation method making audio-visual texts accessible to the visually impaired (Braum, 2008). Service learning involves the collaboration between students and community members, practicing skills in the real world, developing a sense of social responsibility, and reflecting on the experience (Kott, 2016). In this study, a group of about ten undergraduates who majored in Translation and Interpretation received audio description training from a professional audio description practitioner in a series of workshops. The student trainees learnt how to produce audio-visual scripts, images, and pictures of the exhibits accessible to the visually impaired who were invited to a museum exhibition regarding the maritime history of Hong Kong. The significant achievement of this study is evidenced by the reflective writings of the participating students and the positive feedback from the visually impaired invited to the exhibition. This case study sheds light on professional education that integrates skill training and knowledge acquisition with knowledge transfer and commitment to social services.

Keywords :audio description, audio-visual translation, service learning, knowledge transfer, visual impairment

Biodata :
Chan Yuet Hung Cecilia, Associate Professor, Department of Linguistics and Translation, City University of Hong Kong. Her research interests are in the areas of second language acquisition and applied linguistics.

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THEME : LANGUAGE TEACHING & LEARNING

PRESENTERS

ID 70

Languaging: Children L2 Output During Play

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ABSTRACT

Language output has its role in L2 learning and is seen as a source of L2 learning (Swain & Watanebe, 2013). Study indicates that language was used by the L2 learners as a cognitive tool to mediate their thinking and talking about the language mediates L2 learning and development (Swain & Watanabe, 2013). English, as the second language for most of the population in Malaysia and a compulsory subject learned in school, having an interactive English learning environment is crucial for Malaysian students who come from different language background. This paper focuses on the L2 output and discusses how language learning is mediated during child's play that enhances young L2 learner's language output. Young children learn better implicitly (Ellis, 2015). While playing, the objects or toys could act as the mediation tool to mediate children L2 learning and development. Through languaging during play, it promotes language input and yields language output that co-constructs linguistic knowledge, drawing attention to form and meaning. From the perspective of sociocultural theory, language is learned through interaction. Through the natural setting of play, the L2 output produced by the children allows adults (educators and parents) to understand the child's L2 level and scaffold L2 oral language skills which acts as a precursor for children's later L2 literacy development. It gives an insight for the design of developmental appropriate pedagogy that caters for young ESL learners' needs.

Keywords : Child second language learning, Language output, Oral language

Biodata :
Evon is a student at Universiti Tunku Abdul Rahman (UTAR). Her research interests include children second language learning, language output and oral language.

THEME : LANGUAGE TEACHING AND LEARNING   ID M71

PRESENTERS

INCREASING SCHOOL STUDENTS' PARTICIPATION IN E-LEARNING DURING
A CRISIS: A PROPOSAL

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ABSTRACT

This study aims to find out strategies to increase school students' participation in e-learning during a crisis like Covid-19. A mixed methods approach, specifically a convergent design, is adopted by the current study as both quantitative and qualitative instruments are used in the data collection. The quantitative data will be collected through a questionnaire which will be distributed to 300 school students at Kota Kinabalu to identify the level of their participation in e-learning during Covid-19 and strategies to increase their participation in e-learning. On the other hand, interviews would be the instrument to collect qualitative data from school students and teachers. It is hoped that the results and findings to be obtained from this study will benefit the education policy makers, teachers, students and their parents.

Biodata

Asmaa Al-Saqqaf, PhD., is a Senior Lecturer at the Program of Teaching English as a Second Language (TESL), Faculty of Psychology and Education, Universiti Malaysia Sabah. She is currently the Coordinator of the Postgraduate Programme by Coursework. She teaches undergraduate and postgraduate courses, and supervises several PhD and Master students, local and international.

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THEME : LANGUAGE TEACHING & LEARNING

PRESENTERS

ID 72

Nurturing Chinese EFL College Students' Reading Competency through Extensive Reading with Reading Strategy Training

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ABSTRACT

Extensive reading (ER) has been shown to be an effective approach in helping English as second language (L2) students learn to read in the target language. Numerous studies have advocated the use of ER as a means to improve students reading competency in the EFL context supported by other approaches such as the use of reading strategies. In the context of China, students do not have adequate exposure to reading in English and or communicating in English. Thus, it is important to understand the extent to which extensive reading with reading strategy training has an effect on Chinese EFL College students' reading competency. The study adopted a quasi-experimental, pretest-posttest design with two intact classes which were assigned as experimental and control groups. Both quantitative and qualitative methods for data collection were used. The findings indicated statistically significant.

Keywords :Extensive Reading; Reading Strategy; EFL; Reading Competency

Biodata :
Rae Wang Ruiis a PhD candidate at the Faculty of Education, Languages and Psychology, SEGi University, Malaysia. Rae's research interest is in EFL teaching and extensive reading in English.Ms Nor Azira Mohd Radzi is a Senior Lecturer at the Academy of Language Studies, UiTM Perlis. She has vast experience in English language teaching. She is the author, co-author and editor of several books and journal articles on micro-influencer, social media, environment and TESOL. Her research interests include reading, speaking, and language teaching.

Shameem Rafik-Galea (PhD) retired from Universiti Putra Malaysia (UPM) and is presently a full Professor at the Faculty of Education, Languages and Psychology, SEGi University, Malaysia. Her research and publications focus on English language teaching/learning, language use and discourse in professional practices including workplace communication.

THEME : LANGUAGE TEACHING & LEARNING

PRESENTERS

ID 76

THE ROLE OF LISTENING SKILL IN AVIATION COMMUNICATION

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ABSTRACT

Listening is regarded to be an important component in the evaluation of communicative competence in the aviation contexts. In aviation management, active listening skills can help aviation managers understand the needs of their customers and stakeholders and provide the best solutions for all parties. However, over the years, the importance of teaching listening skills has been regarded as inessential as it is regarded as part of acquiring speaking skills. This can be noted especially when the teaching and testing of listening and speaking skills is combined. To investigate the importance of developing listening skills competency, this study examined how aviation management personnel need to use listening skills and the different contexts of listening which they are frequently involved in. The results support the notion that listening skills play a central role in ensuring efficient communication at the workplace. The analysis reveals that AVM personnel are frequently required to perform listening activities even when speaking is not required. Additionally, the results show that there are some under-lying factors that affect AVM personnel's listening skills.

Keywords : Listening Skill, Aviation Communication Aviation Management, ESP, English for Aviation Management,

Biodata :
Reshminder Kaur d/o Satvindar Singh is attached to the English Unit, Malaysian Institute of Aviation Technology, Universiti Kuala Lumpur. Her research interests include ESP, Language in the Workplace, Curriculum Design, Language Assessment, Communication and Professional Discourse. She is actively involved in research projects particularly involving the aviation communication and assessment.

Cecilia Cheong Yin Mei (PhD) is attached to the English Language Department, Faculty of Languages and Linguistics, Universiti Malaya. Her research interests include Critical Genre Analysis, Multimodal Discourse Analysis, ESP, and Communication and Professional Discourse. She is a Principal Investigator of various research projects particularly involving the study of various professional genres, multimodal texts and discourses.

THEME: LANGUAGE TEACHING AND LEARNING   IDM78

PRESENTERS

Integrating Listening and Speaking Skills to Facilitate English Language Learners' Communicative Competence in English Proficiency Classrooms at Tertiary Education

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ABSTRACT

Studies in Integrated Skills Approach (ISA) and Communicative Language Teaching (CLT) to assist the ESL tertiary learners' communicative competence particularly in integrating both listening and speaking skills in the Malaysian English Language Teaching (ELT) context are limited. Speaking and listening skills have been regarded as being too difficult to cope with, so most learners are not willing to contribute to tasks involving these two skills and it would affect the learners' communicative competence in using English language effectively. Most Malaysian ESL tertiary learners are facing difficulties to communicate in English even though they have learned using the language for 12 years in primary school and additional 5 years in the secondary school. The alarming situation motivates the researcher to adopt a new strategy in the Malaysian English language teaching (ELT) where teachers should focus on strategies on how to encourage and enhance students' communicative abilities by using integrated approach in English language teaching rather that teaching the skills in isolation. As supported by Harper and Shelton (2003), Schwarzer (2001), Edelsky, Altwerger, and Flores (1991), Weaver (1990), and Goodman (1986), it is affirmed by integrating skills in ELT it will greatly facilitate learners' communicative abilities and fulfil the real-life needs and these skills. Thus, this study intends to investigate the effectiveness of integrating listening and speaking skills to assist learners' communicative competence in the English Proficiency classrooms at the tertiary education in the Malaysian context. This research proposal is part of the researchers' initial idea in pursuing her study in Phd educational level at Universiti Utara Malaysia (UUM), thus the findings and concluding remarks of the research are not available until the research is fully completed and data is analysed. This research is an experimental study and will utilize a mixed method design. The participants will comprise of 180 undergraduate students and they will be selected randomly and divided into experimental and control group. The data collection procedure will involve a 14 weeks of ISA intervention to the experimental group and the control group will utilize the conventional segregated teaching method. Various instruments such as feedback form, interviews and survey will also be used in this research for data enrichment.

Keywords: Integrated Skills Approach, Communicative Language Teaching, English as a Second Language, English Language Teaching

Biodata

Nadia binti Abd Rahman is a senior English Language Instructor in Universiti Utara Malaysia (UUM), Kedah and she has 12 years of experience in teaching English proficiency and English for Specific Purposes (ESP) courses for undergraduate students. She graduated from Universiti Kebangsaan Malaysia (UKM) and pursued her career as an English Language Instructor at Universiti Utara Malaysia (UUM) since 2010 until current. She has a huge passion in teaching and loves to inspire her students to achieve high achievement in their academics. She is now pursuing her PhD education in Applied Linguistics at Universiti Utara Malaysia (UUM).

THEME : LANGUAGE TEACHING AND LEARNING

PRESENTERS

ID M80/85

The Effects of Explicit Connected Speech Instruction on Libyan English as a
Foreign Language (EFL) Learners' Perception of Connected Speech

Text

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ABSTRACT

Rapid casual speech can be difficult for EFL learners to perceive. Efforts to improve learners' ability to perceive connected speech include providing them with explicit connected speech instruction. This quasi-experimental study examines the effects of connected speech instruction on Libyan EFL learners' perception of connected speech. 84 EFL learners were assigned either to an experimental or a control group. Learners in the experimental group were exposed to explicit instruction of connected speech features for 11 weeks while learners in the control group followed the usual English lessons. Both groups were given a listening test on connected speech features in words or phrases before and after the experimental group received explicit connected speech instruction. The results of Generalised Estimating Equation (GEE) revealed that the explicit instruction produced significant improvements in the experimental group's ability to recognize connected speech features in words or phrases. The study could be useful for teachers and practitioners who would like to venture into teaching connected speech processes to improve learners' perceptual skills.

Biodata

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THEME: LANGUAGE TEACHING AND LEARNING   IDM81

PRESENTERS

"FOOTBALL, BRAZIL AND…": MALAYSIAN STUDENTS' MENTAL IMAGES OF PORTUGUESE-SPEAKING COUNTRIES AND THEIR L2 MOTIVATION

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ABSTRACT

This study explored the mental images that Malaysian learners of the Portuguese language have of the target language countries. It also investigated the possible factors that influenced the students' choice of and their motivations for learning Portuguese. The participants were 91 students enrolled in Portuguese language courses at two large public universities in Malaysia. The findings revealed that the language learners had a diverse collection of images of Portugal. They associated the country with football, food, and there were notions of the shared historical past between Malaysia (Melaka) and Portugal. However, with the exception of Brazil, the mental images of the countries and territories where Portuguese is spoken were less varied and occasionally inaccurate. Brazil conjured up in the students' minds the images consistent with popular stereotypes of the country, notably football, nature and music. The findings indicated that the primary motivations for learning Portuguese stemmed from the students' interest in learning additional foreign languages and their desire to expand their knowledge of the Lusophone world. Also, the students' decision to learn the Portuguese language may have been influenced by their perceptions of the countries where the target language is spoken. The pedagogical implications stemming from these findings are discussed.

Keywords: Portuguese as a foreign language, mental images of Portuguese-speaking countries, L2 motivation, Malaysian language learners

Biodata

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Jamian Mohamad, MA., is Senior Language Teacher at the Department of Asian and European Languages, Faculty of Languages and Linguistics, Universiti Malaya. His main areas of interest are the teaching and learning of the Portuguese language.

THEME : LANGUAGE TEACHING & LEARNING

PRESENTERS

ID 82

Learner Engagement with Teacher Feedback In Interpreting Classrooms: A Qualitative Investigation

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ABSTRACT

Learner engagement with feedback in language classrooms emphasizes students' agency in learning. This approach has raised researchers'attention, and an increasing number of studies have been conducted in second language writing classes. However, there is a dearth of research investigating how learners engage with teacher feedback and the factors influencing this behavior in translation or interpretation classrooms. This study aims to explore students' views on teacher feedback they received in interpretation classrooms through an interview study. The students are from an MA programme of a university in Hong Kong, and they are enrolled in an English-Chinese interpretation course. Around 16 students from the class were invited for focus group interviews. The software NVivo was used to facilitate the qualitative data analysis. A pilot study with one group of students has identified ten themes or factors influencing learner engagement with teacher feedback: frequency of interpreting practice, efficiency of teacher feedback, form of teacher feedback, types of interaction, learners' beliefs, motivation of learning, peer influence, personal factors, regional differences and teaching method. An interview protocol will be designed based on these themes for further investigation. The preliminary findings from the pilot study show that teachers need to take these factors into consideration when giving feedback to students interpreting performance, and they should create more opportunities for interaction with students in order to enhance learne engagement with their feedback.

Keywords : Feedback, Grounded theory, Interpreting training, Learner engagement

Biodata :
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Jackie Xiu Yan received her PhD from the University of Texas at Austin, USA. She is an Associate Professor at the Department of Linguistics and Translation at City University of Hong Kong. Her research and teaching interests include interpreter and translator training, Chinese culture and translation, audio description, and Applied Linguistics.

THEME : LANGUAGE TEACHING & LEARNING

PRESENTERS

Promoting 21st Century Skills by Innovating the Creative Writing Process through Digital Storytelling

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ABSTRACT

Technology has been defining the societies of the 21st century and has become an essential commodity that fills in the necessities of present classrooms. As such, educators need to integrate technology in the classroom to equip the students with skills that meet the demands of the evolving society. It is therefore indispensable to explore on the impacts of using technological tools in the classroom where recipients of our teaching are regarded as digital natives. Digital storytelling is one of the tools available for language teaching and learning. It develops multiple skills aligned with 21st century skills such as digital literacy, global literacy, visual literacy and information literacy. This study employed digital storytelling as an intervention in enhancing the creative writing skills of the fourth-year English Major students who were studying creative writing during the first semester of academic year 2021. It was conducted to measure the achievement of the students by applying the elements of digital storytelling and investigate the students' attitude towards using digital storytelling in teaching creative writing. The achievement results of the students show the positive impact of digital storytelling in their writing performance. The results of measuring students' attitude towards teaching creative writing through digital storytelling was at a good level.

Keywords :Digital Storytelling, Creative Writing, 21st -century classroom, E-learning

Biodata :
Jeraissa Grande Olivares is a lecturer at the Western Languages Program of Chiang Rai Rajabhat University in Thailand. Before teaching in higher education, her work concentrated on the education for the visually impaired. She conducted studies involving educational technology, literacy enhancement and language education for visually impaired.

THEME : LANGUAGE TEACHING & LEARNING

PRESENTERS

Exploring Legal Language among Malaysian Law Students: Challenges and Learning Strategies

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ABSTRACT

There is a growing concern over an apparent or presumed lack of effective communication skills among beginners and learners of legal practitioners, partly owing to their lack of exposure to English and partly due to the minimal research on legal language among second language learners of English (ESL) particularly in the Malaysian context. Thus this paper seeks to understand the issue pertaining to English for specific purposes discourse through the lens of the students who pursued a law course. More specifically, the paper highlights a small-scale qualitative study among fourth year law students in a public university in Malaysia. It directs attention to the challenges encountered by the students pursuing legal language and the learning strategies they use to overcome such challenges from their own standpoints. The findings reveal several concerns including some foreign terms used (also Latin words), pronunciation, uncommonly used words among lay persons and lack of mastery of the English language. The strategies employed include trying to understand those technical jargons, familiarising one's self with the foreign language and practising legal language usage continuously. The paper ends with some recommendations for effective legal vocabulary learning and policy implications which emphasise not only the need for a nuanced understanding of the legal discourse in daily situations and students' awareness of such terms and meanings but also the students' views on the subject.

Keywords :Challenges, Law students, Legal language, Learning strategies, Malaysia

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Dr. Minah Harunis senior lecturer at the School of Languages, Civilisation and Philosophy, College of Arts and Sciences, Universiti Utara Malaysia. She is a former director of UUM Language Centre and UUM Press, life member of Malaysian Association of Applied Linguistics, Malaysian Association of Communication Educators and Editors Association Malaysia. Her research interests include interpersonal communication, interethnic communication, language and communication, discourse analysis, hospitality language and learner difficulties.

THEME : LANGUAGE TEACHING & LEARNING

PRESENTERS

ID 95

An Investigation into Linguistics Modality of Multiple Intelligence among Orang Asli Primary School Students

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ABSTRACT

Based on the Ministry of Education Malaysia's 2018 report, majority of the Orang Asli (later referred to as OA) children enter secondary schooling years with English Language as a Second Language (ESL) proficiency way below the expected level; thus, they struggle to cope with the prescribed curriculum at the secondary level. This shows that the students are unable to have a better understanding when learning English as they are struggling trying to achieve an average grade. Although some research has been carried out on multiple intelligence, there is still a gap on empirical research of the OA's multiple intelligence, mainly on linguistic modality. Some study results indicate that the poor academic performance of OA students including the English language was not attributed solely to their low intelligence, but somehow related to the weakness of current pedagogical approach that does not sufficiently address the underlying challenges and needs of the Orang Asli students. Thus, this study hopes to propose, through fundamental research, a framework for linguistic modality of multiple intelligence for OA learning of English language at primary school level in Malaysia.

Keywords :Multiple Intelligence, Linguistic Modality, ESL, Orang Asli, Primary Education

Biodata :
Mohammad Nor Afandi Ibrahim who is currently the Head of Study Centre for Academy of Language Studies of Universiti Teknologi MARA Melaka, received his PhD in English Language and Linguistics from University of Wollongong, Australia. His research interests include Systemic Functional Linguistics, genre analysis, and academic/ESL writing. He co-wrote journal papers, a MUET course-book and a manual for English for Professional Communication course.

Kamisah Ariffin is an Associate Professor at the Academy of Language Studies, Universiti Teknologi MARA Pahang, Malaysia. She has more than twenty-six years in teaching English courses at the tertiary level. Her research interests include cross-cultural communication, discourse analysis, and language use and preferences in the real world. Her research articles on these areas have also been published in both local and international indexed journals.

Geraldine John Philip De Mello is an Associate Professor at the Academy of Language Studies, Universiti Teknologi MARA Melaka. She holds PhD in English Language from Universiti Putra Malaysia. Her research interests include Genre Analysis, ELT, ESP and Sociolinguistics. She co-wrote a MUET course-book and also published journal articles.

THEME : LANGUAGE TEACHING & LEARNING

PRESENTERS

ID 96

Sociocultural Perspective on EFL Educators' Development of Student Feedback Literacy among Chinese Learners in Writing Class

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ABSTRACT

Providing feedback is one of the teaching strategies to develop students' feedback literacy. However, in China, peer feedback is not widely used in English as Foreign Language (EFL) writing class. Distrust of students' ability to provide comments and teachers' fear of losing power are the main reasons. Considering the sociocultural background, the study used teacher-student collaborative assessment (TSCA), a native teaching strategy by Chinese researchers, to find how this affects the development of participants' feedback literacy, as well as writing skills. Adopting a mixed method 45 freshmen in the experimental group took TSCA after each writing task while the other 57 freshmen as a control group only received the teacher's analysis of the writing sample. Five weeks later participants in the experimental group provided more comments of high quality. Preliminary results indicated that participants showed significant improvement over participants in the control group. The implications and conclusion set the context for further research. The results indicate teachers should consider the sociocultural background of the participants. The paper will also look at interrelated features associated with feedback and the role of teachers in facilitating this. The implications for emphasis on feedback literacy and encouraging students to adopt new practices are raised in this study.

Keywords :peer feedback, EFL, education, teaching strategies, collaborative assessment

Biodata:
Dr. Latha Ravindran is the Head of Education Department in SEGi University. Her PhD in TESL from University of Malaya is on English Language Policy changes. Her areas of research interests include ESL policy implementation, ESL teaching, teacher professional development, curriculum development, learner autonomy, language learning and curriculum development.

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THEME : LANGUAGE TEACHING AND LEARNING

PRESENTERS

ID101

EXPLORING LANGUAGE TEACHERS' AGENCY IN THEIR USE OF TECHNOLOGY IN TEACHING AND LEARNING POST-PANDEMIC

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ABSTRACT

Teacher agency has been found to affect teaching and learning during the pandemic (Chen, 2022; Jeon et al., 2022; Thumvichit, 2021; Xun et al., 2021). In the Malaysian context, it was found that teacher agency impacted English language teachers' professional development (Zainal & Zainuddin, 2021). As remote teaching swiftly replaced face-to face teaching, teachers' skills in integrating technology in language lessons became crucial to minimise the disruption caused by Covid-19 pandemic. In situations where technology was not readily available, teachers had to resort to other ways to ensure continuity in teaching and learning. However, with the reopening of schools, the sustainability of these newly acquired skills and practices may be of concern. The return to face-to-face teaching implies a return to normalcy, with technology playing a lesser role. This paper is interested in exploring the role of teacher agency in their professional development post-pandemic. More specifically, this paper aims to answer the following questions: 1) How do teachers view the role of technology in language teaching and learning post-pandemic? and 2) How do they view their own professional development in technology development with the reopening of schools? Based on a narrative analysis of semi-structured interviews with eight Malaysian English language teachers teaching in secondary schools, the current paper aims to discuss the sustainability of teachers' agency in the context of technology use. The findings have implications on our understanding of the notion of teacher agency and the planning of teachers' professional development programmes.

Keywords: Teacher agency, Teaching and learning, Technology, Language lessons, Post-pandemic

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THEME : LANGUAGE TEACHING & LEARNING

PRESENTERS

ID 102

Exploring Teachers' Provision of Corrective Feedback on Learners' Language Performance in Online Learning Context

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ABSTRACT

Over the past two years, the sudden emergence of a new coronavirus has led to a global wave of COVID-19 pandemic that affected global communities in many unimaginable ways. In Malaysia, lockdowns and restrictions to contain the virus from spreading were implemented and schools were forced to switch to home-based learning. Teachers nationwide had to also switch from a traditional way of teaching using physical books and whiteboards to a digitalised mode where laptops and video conferencing services (Zoom, Google Meet, etc) became the platforms to conduct lessons virtually. With this sudden change of teaching mode, many teachers struggled to cope with teaching English online and providing feedbacks to students using these unfamiliar platforms despite their limited digital literacy skills and especially when English is a second language for the students. Thus, using a qualitative research method, this study investigates these teachers' perspective and struggles in providing feedbacks virtually to L2 learners using the English language. Semi-structured interviews were carried out to gain insights and perspectives. The findings revealed the problems faced by teachers and its' impact on the English language during home-based learning.

Keywords: education, teaching, e-learning, corrective feedback, COVID-19

Biodata   :
Anne Priyanka is an ESL teacher with six years of teaching experience. She had obtained a Bachelor's Degree in TESL and will be graduating from University Malaya with a Master's Degree in English Language Studies with distinction. Her MA research focus is on impact of pandemic on instructors approaches to instruction and providing feedback to learners.

Dr. Ng Lee Luan obtained her PhD in Applied Linguistic from University of Otago, New Zealand. She teaches postgraduate courses at the Faculty of Languages and Linguistics. She has also participated in research projects with an interdisciplinary focus. Her research interest includes Computer Assisted Language Learning, online learning, as well as teaching and learning in higher education.

THEME : LANGUAGE TEACHING & LEARNING

PRESENTERS

The Role of Teacher Agency in Fostering Professionalism in an Online Classroom

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ABSTRACT

The Covid-19 pandemic has disrupted many sectors including education. Because of the requirement of physical social distance, teachers teaching activities shifted from traditional classroom meetings to online learning, utilizing electronic equipment. In digital working life, the individual must take increasingly more responsibility for constructing their way forward. It is up to the individual, in general, to seek knowledge and to learn, to learn for work and life (Eteläpelto, Vähäsantanen, Hökkä, & Paloniemi, 2013; Roumbanis Viberg et al., 2019). This new teaching environment has to a certain extent influence teachers' agency in which they need to adjust accordingly. Therefore, the overarching objective of this research is to understand how teachers develop professionalism whilst they are still grappling with e-learning. In this study, the SCSC approach and definition of professional agency (Eteläpelto et al., 2013) is used. Ten secondary school English teachers from both East and West Malaysia were interviewed and the data from were then processed thematically. The coding of teacher professional agency followed these three categories: professional agency in the work context; professional agency in teaching practices; and professional agency in negotiation and renegotiation of professional identity. The results of this study not only confirm the complexity of being a professional teacher in the digital age.

Keywords: education, teaching, e-learning, teacher agency, COVID-19

Biodata:
Siti Zaidah Zainuddin is a Senior Lecturer in the Department of English Language. Her primary research interests include genre analysis in both written and spoken academic discourse and the incorporation of corpus linguistics method in academic and professional discourse research. In the field of language learning, she works on second language writing using several perspectives and frameworks and teacher-learner interaction. Her main publications address various topics on academic discourse practices including language and rhetorical strategies in oral defense and thesis writing by postgraduate learners, corrective feedback, and teacher agency in online classrooms.

- ## THEME: Language Teaching and Learning

PRESENTERS

ID 106

The Dynamic Development of Syntactic Complexity of Chinese EFL Students' Writing From the Complex Dynamic System Perspective

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ABSTRACT

Through the past 25 years, the complex dynamic systems theory (CDST) approach to comprehending change over time in a wide range of phenomena has gained traction in a number of social and human sciences. This longitudinal study examined the syntactic complexity development of university-level Chinese students in one semester from a Complex Dynamic Systems (CDS) perspective. Following a 14-week teaching practise, this study employed a quantitative methodology. The study involved 126 Chinese second-year university students with intermediate English proficiency. This classroom-based study was to investigate the differences between the written work produced by English language learners at various proficiency levels, as measured by syntactic complexity, accuracy, and multiple revisions after a 15-week instructional period using automated writing evaluation (AWE) systems. The findings demonstrated that, despite writing accuracy remaining unaltered, syntactic complexity in the writing of learners with various skill levels significantly increased following the required use of AWE feedback. The findings offer some useful implications for language instruction and assessment and are consistent with other research in terms of the nonlinearity and connectivity of syntactic complexity measures in L2 writing development. There was also discussion of restrictions and educational implications.

Keywords: Complex Dynamic Systems Theory, Chinese Students, Automated Writing Evaluation

Biodata:
Li Yuanfei is a lecturer in Yuncheng University of China. Currently, she is in a Ph.D. programme in English Language from the Department of English, Faculty of Modern Languages and Communication, Universiti Putra Malaysia. Her areas of research interest include English teaching and translation theories.

. LINGUISTIC CHALLENGES TO NATIONAL DEVELOPMENT AND INTERNATIONAL COLLABORATIONS

THEME : LINGUISTIC CHALLENGES TO NATIONAL DEVELOPMENT AND INTERNATIONAL COLLABORATIONS

PRESENTERS

ID M77

Development of a Mobile Web Application for Learning Thai as a Foreign Language

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ABSTRACT

One of the technological advances of the modern age is the mobile phone, as it enables free access to a wide variety of applications (apps) and language learning programs, which, in turn, help students to improve their language skills in or out of the classroom. The purpose of this study was to develop a mobile web application (mobile web app) designed specifically for learning Thai as a foreign language and to examine whether the use of the mobile web app assists Thai language learning. The participants in the study consisted of 22 international undergraduates with multi-cultural backgrounds at an international college in the northeastern region of Thailand. The research instruments used in this study were a set of questionnaires and 'Let's Learn Thai' web application designed by the researcher. Participants were assigned to use the 'Let's Learn Thai' web app to study the same unit they had learned in class each week, and the experiment took place over the course of 6 weeks. Data was collected through online questionnaires in order to assess students' perceptions of their use of the web app. Based on the statistics generated through SPSS, the results showed that participants had positive attitudes toward the web app, and it was convenient and helpful for them to learn and review Thai lessons at any time. Regarding additional comments and suggestions, the participants stated that more lessons and various learning activities and exercises should be provided so that the students can learn.

Keywords: Thai as Foreign Language, Mobile Web Application

Biodata :
Jintana Rattanakhemakorn works as a full-time lecturer at Khon Kaen University International College, Khon Kaen University. She completed her M.A. in English at Khon Kaen University and also holds a certificate in TESL from Seattle University College of Education. Her areas of interest include foreign language teaching and learning, and educational technology.

SOCIOLINGUISTICS

THEME : SOCIOLINGUISTICS

PRESENTERS

ID 1

DISCOURSE OF LITTERING PROHIBITION IN INDONESIA

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ABSTRACT

This article deals with discourses of littering prohibition sign found in various places in Indonesia, focusing on three main issues, i.e. discourse structure, pragmatic strategy and socio pragmatic factors which might influence that structure and strategy. By using data collected from websites, and ones found in Yogyakarta Special regency, with socio pragmatic approach, the research finds that littering prohibition signs are constructed by various kinds of discourse type whose complexities are formed by the sentence types and the number of sentences constructing them. With regards to the pragmatic strategies, the signs can be delivered using explicit, direct, indirect, expressed, implied, literal and nonliteral strategy. Subsequently, both structures and strategies are influenced by socio pragmatic factors associated with the interlocutors, such as emotional condition, religious and cultural belief, education, formality of interaction, place and time, ethnicity, age, medium of transmission, cultural entity, and political factor.

Keywords : Discourse, prohibition, littering, strategy, sociopragmatics

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THEME : SOCIOLINGUISTICS

PRESENTERS

A STUDY ON INTERNATIONAL UNIVERSITY STUDENTS' ENGLISH LANGUAGE USE AND ATTITUDE

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ABSTRACT

Language attitude is the reflection of people's value to different languages and languages users, including cognition, emotion and behavioral tendency. Related research mainly focuses on self-identity, language identity and other issues. Ethnic minorities and domestic college students are the main research objects. Recently, the idea of replacing English with sports has recently aroused heated discussion in China. The researcher can determine from this phenomena that people have different opinions about English. As a result, the researcher attaches importance to Chinese international students in Malaysia who have received domestic and overseas education. They are best qualified to speak on this question. This study is a mix-methods design, quantitative and qualitative analysis are combined to carry out this investigation. The data from 239 questionnaires are transferred into statistic according to SPSS26.0, followed by 9 semi-structured interviews. The finding revealed that there is a low level of English language use among Chinese international students in Malaysia and they hold a moderate level of attitude towards English, the age group is the only variable group has significant difference between the other five variables. This research has both theoretical and practical significance in sociolinguistics and educational policy planning.

Keywords : Language Use, Language Attitude, Chinese International Students

Biodata :
Ning Jing is pursuing Master of Linguistics, Department of English, Faculty of Languages and Linguistics, University of Malaya. The student's research interests include sociolinguistics and critical discourse analysis.

THEME : SOCIOLINGUISTICS

PRESENTERS

ID M25

EMPOWERING THE ROLE OF ARABIC AS A LINGUA FRANCA (ALF) THROUGH THE WHITE DIALECT

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ABSTRACT

The Arab world consists of twenty-two countries that adopt Arabic as an official language with a population that exceeds 420 million inhabitants (WPR, 2020), and it is believed that they share a similar linguistic landscape connected with similar cultures and a common history (Toffolo, 2008). However, it is hardly possible to argue that their dialects have the potential to function as the lingua franca among Arabs. In some cases, these variations may be too different to the extent they are not intelligible or understandable to other speakers of Arabic dialects (Albrini, 2016). In contrary, Standard Arabic (SA) is claimed to be the same across the Arab world, and therefore can be understandable by Arabs regardless of their local dialects. To enhance the role of Arabic as the lingua franca among Arabs, a call started to use a modified (almost a simplified) version of Arabic and is considered a middle ground between SA and the regional dialects. This variety is referred to as the 'White Dialect' (Al Ajami, 2015, 2019). While the 'White Dialect' might have its proponents, it also has its critics especially among the advocates of linguistic purity over hybridity (Takida, 2012). This presentation introduces the two sides of debate focusing on the features of the emerging 'White Dialect' and the strategies that the Arab interlocutors adopt in maintaining successful communication through a variety which may be closer in its linguistic features to the interlocutor's dialects than to Standard Arabic.

Biodata

Wafa Zoghbor is an associate Professor of Applied Linguistics, Zayed University, UAE. Her research activities are on Phonology, Arabic dialects, ELF, Sociolinguistics, and EMI. She has published in journals such as System, Intellectual Discourse and World Englishes. Her most recent publication is a book on Linguistic Identity in the Gulf States (with Sarah Hopkyns), Routledge, 2022. In addition to research and Academia, Dr. Zoghbor is an accredited professional international trainer in Strategic Planning.

THEME : SOCIOLINGUISTICS

PRESENTERS

Exploring Language Use and Facework in Collegial Communication

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ABSTRACT

Although facework plays an important role in individual behaviours in various aspects of presentation of self in everyday life, little is known about it in daily communication that might be different not only among loved ones but also among colleagues, locally or internationally. Facework is a notion that considers one's culture, religion and politeness among others. This paper will report the on-going study on the language use and facework among the selected participants of their actual lived experiences in relating to co-workers of opposite gender. More specifically, the paper aims to explore the verbal and non-verbal acts between different gender roles with colleagues at work and off-work that might enhance or impede social and personal relationships. The study aims to understand how the colleagues at workplace and virtually, view and present themselves and how they face the natural tensions within the working relationship with the others whilst at the same time, engaging in facework. The study seeks to explore how the different gender roles communicate with each other that might create tensions with their spouses due to cultural and religious factors. The on-going qualitative study employs in-depth interviews with the university instructors and employees at the workplace in Iraq. The study also considers the authors' own reflections as research partners relating to one another through series of virtual meetings given the distance and cultural differences. The paper discusses several findings and implications pertaining to the significant roles of effective language use and facework in maintaining meaningful collegial relationships.

Keywords : Collegial communication, Facework, Language use, Self-presentation, Qualitative study.

Biodata:
Dr. Alī Sālāḥ Salmān is instructor and coördinator of English Language Department at Al-Farahidi University in Baghdad, Iraq. He received a Master's degree in Applied Linguistics from Pune University, India and PhD in Applied Linguistics from Universiti Utara Malaysia. He is also a member of Malaysian Association of Applied Linguistics. He specialises in discourse analysis and his research interests include language of peace, discourse analysis, language and communication.

Dr. Minah Harun is senior lecturer at the School of Languages, Civilisation and Philosophy, College of Arts and Sciences, Universiti Utara Malaysia. She is a former director of UUM Language Centre and Director of UUM Press. She is also a lifetime member of several associations including Malaysian Editors Association. Her research interests include interpersonal communication, interethnic communication, discourse analysis, hospitality language, learner difficulties, language teaching and learning.

THEME : SOCIOLINGUISTICS

PRESENTERS

ID 40

Directors' Concerns about Chinese Language in Singapore: Narrative analysis based on the film Wet Season

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ABSTRACT

Film is such a universal language (Saleh, 2017). This study analyses the dilemma of Chinese language development as expressed in the film Anthony Chen's Wet Season by the Singaporean Chinese director. In this film, the director is concerned about the bleak situation of the Chinese language in Singapore, which coincides with the fate of the heroine in the plot. A Chinese language teacher, whose marriage and school life are fraying apart because she is unable to bear a child. But an unlikely friendship with a student helps her reaffirm her identity as a woman (Billington, 2021). The researcher combed through the plot of this film by observational method, and the research material was mainly film videos. The information research method is also used to gather information on film-related news or interviews with directors. The findings show that director Anthony Chen's film Wet Season not only uses the language of film to tell a story of interpersonal emotions, but also focuses on the real dilemma of a language in the real world, which in turn intertexts with the fate of the characters. Wet Season's ability to represent Singaporean cinema in the Oscar race is tied to the director's attention to language both on and off screen. The contribution of this study is to discover how directors use film language to focus on linguistic issues in reality.

Keywords : Film language, Narrative, Intertexts, Wet Season

Biodata :
Zhang Xuan is a graduate student of Universiti Sains Malaysia.

THEME : SOCIOLINGUISTICS

PRESENTERS

THEMATIC ANALYSIS OF SYNOPSES OF IBAN FOLKLORES: FOCUS ON PLOTS

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ABSTRACT

The Iban language, the native language of the Iban people is a Malayic language which is a sub-branch of the Sunda-Sulawesi languages, a branch of the Malay-Polynesian languages which belong to the family of the Austronesian languages. Iban Poetry embodies various genres such as ancient stories, genealogy, prayers, invocation, songs of praise, epics, narrative sung to embolden men going to war, adage, lamentations, rites, riddles, and traditional belief systems. These genres reflect seven major aspects of the Iban's traditional way of life which are agriculture, headhunting, fortune, health, death, procreation and weaving. This paper presents the thematic analysis of the synopses of Iban folklore which were compiled by the Council for Native Customs and Traditions, the custodian to preserve, nurture and promote the customary laws and adat of the natives of Sarawak. This is part of a group research to study the social-cultural landscape of the Iban People through jerita tuai or ancient stories. This paper analyses the plots of twenty Iban folklores gathered through interviews of raconteurs who shared the stories narrated in the oral tradition passed on from one generation to another. It uses the lens of anthropological linguistics to describe and interpret the discourse and cultural performance of the Iban language guided by the research question, What insights can we gather about the Iban culture by analysing the plots in the folklore?

Keywords : Thematic Analysis, Folklore, Iban, Indigenous Language, Socio-cultural Function

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Norseha Unin is a lecturer at the Akademi Pengajian Bahasa, Universiti Teknologi MARA Sarawak. Her expertise includes Teaching ESL, Adult Education and Lifelong Education.

Frankie Subon is an Associate Professor at the Quest International University. His research interest includes SLA/TESL, Sociolinguistics, Psychology and Education.

THEME : SOCIOLINGUISTICS

PRESENTERS

ID 55

Thematic Analysis of Synopses of the Iban Folklores: Values and Characteristics of the Characters

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ABSTRACT

The Iban language, the native language of the Iban people is a Malayic language which is a sub-branch of the Sunda-Sulawesi languages, a branch of the Malay-Polynesian languages which belongs to the family of the Austronesian languages. Iban Poetry embodies various genres such as ancient stories, genealogy, prayers, invocation, songs of praise, epics, and narrative sung to embolden men going to war, adage, lamentations, rites, riddles, and traditional belief systems. These genres reflect seven major aspects of the Iban's traditional way of life which are related to agriculture, headhunting, fortune, health, death, procreation, and weaving. This research utilises the synopses of the Iban folklores which were compiled by the Council for Native Customs and Traditions, the custodian to preserve, nurture and promote the customary laws and 'adat' of the natives of Sarawak for its discourse analysis. This paper is part of a group research that studies the social-cultural landscape of the Iban People through 'jerita tuai' or ancient stories. As a qualitative study, it uses the lens of anthropological linguistics to describe and interpret the themes and cultural genre of the Iban language guided by the research question, "What insights can be gathered about the Iban culture through the values held by and the characteristics of the protagonists and other characters in the folklores?". Thus, this paper analyses the values and characteristics of the characters depicted in twenty Iban folklores that were gathered through interviews of raconteurs who narrated the stories in the oral tradition passed on from one generation to another.

Keywords : thematic analysis, folklore, Iban, indigenous language, socio-cultural function

Biodata:
Dr Frankie Subon is an Associate Professor and the Programme Coordinator for Master of Arts (TESL) at the Faculty of Social Sciences, Quest International University, Malaysia. He has vast experience in teaching English as a second language (TESL) from elementary to tertiary levels. He obtained a Ph.D. in Education (By Research) from Universiti Teknologi MARA and has published numerous research papers in the fields of second language acquisition (SLA), sociolinguistics, psychology, and education.

THEME : SOCIOLINGUISTICS

PRESENTERS

HOW DO STANDARD FRENCH AND FRANCE'S 'LANGUES RÉGIONALES' COEXIST? : A POLITICAL AND SOCIOLINGUISTIC STUDY

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ABSTRACT

There are more than 96.5 million people on the planet who speak French as their mother tongue. French is also the second most studied language in the world after English. The French language we know today is derived from the Vulgar or Spoken Latin. During the course of its evolution since the Ancient Roman Era, French has gone through so much by being Ancient French, Middle French, Renaissance French and eventually Modern French as of 19th Century. Some might also include Contemporary French of the 21st Century into the count. However, the political and social prestige in France enjoyed by the language is nothing more than one variety, the language of Île-de-France region of the 'oïl languages' spoken in the northern half of this piece of land which we call France today, as opposed to the 'oc languages' spoken in the south. This is to state that standard French that we use, teach and study nowadays coexist with many other languages in France. These languages are genetically on one hand as the aforementioned 'langues oïl et langues d'oc and on the other land 'langues régionales' or regional languages. The languages belong to the latter group are Basque, Breton, Catalan, Corsican, Moselle, Western Flemish. All of which are not descended from Latin. In this paper, we discuss not only the interior policies regarding these 'langues régionales' vis-à-vis standard French, but also the sentiments of native speakers of these languages towards to society dominated by standard French.

Biodata

Kantapon Intamart holds a Master of Arts in French Language. He is currently a s lecturer at the French Section, Department of Western Languages, Faculty of Arts, Chulalongkorn University in Thailand. His research interests are French Linguistics (Morphology, Syntax, Pragmatics, History of the French Langauge, Variety of the French Language)

THEME : SOCIOLINGUISTICS

PRESENTERS

ID 74

Relating To Others: Language Use in Student-Supervisor Communication

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ABSTRACT

Supervision by nature involves interaction between two or more different individuals. This requires attention to not only the feelings and needs of the other, but also the language used. Arguably, studies on language use in student-supervisor communication are rather minimal. This paper looks closely at the phenomenon of two individuals relating to others in both formal and informal situations. More specifically, it examines the particular language features embedded in the interaction and the ways in which the two parties communicate with each other. The study is contextualised within one private university in Yemen with EFL Masters degree students and their supervisors. Following a qualitative approach, data were obtained through semi-structured interviews conducted with five students and their supervisors who were purposefully chosen. The thematic analysis of the data reveals the linguistic and paralinguistic features of the language used in student-supervisor communication. Additionally, the findings draw attention to the types, styles and communication strategies adopted by the two parties. The findings reveal that effective supervisory relations must also consider the way language is conveyed and the word choices used.

Keywords : Language use; qualitative approach; student-supervisor communication; supervision; Yemen

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THEME : SOCIOLINGUISTICS

PRESENTERS

Destructive Conflicts in Family Communication and The Impacts On Adult Child

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ABSTRACT

Exposure to intense and frequent destructive conflicts in family communication exacerbates negative consequences affecting individuals' behavioural and psychological well-being, such as challenges in establishing social connections, difficulty in validating emotions and low self-esteem. However, the complexities in establishing the linkage between the presenting problem and family conflict hinder individuals from discovering the root cause. Therefore, when individuals seek professional help, counselling practitioners and clients focus on setting the counselling goal in the counselling session to explore the deeper root cause and work on the intervention and psychoeducation to allow clients to experiment and implement it in their real lives. This paper uses autoethnography as a qualitative research method to explore the researcher's experience as a counsellor in providing the counselling session related to the destructive conflicts in family communication. The observed clients' impacts and attempts are the main focus of the study. The observed clients' impacts are categorised into two elements; one that is related to self by concentrating on the change of personality and validating emotion, and the other that is related to others by focusing on the difficulty of establishing and committing in social relationships and love relationships. Three observed clients' attempts are also explained, namely, the development of self-compassion, normalisation of personal experience and boundary setting. This study sheds light on the impacts and difficulties of individuals who face destructive conflicts in family communication and identify the root cause.

Keywords : Autoethnography, Counselling session, Destructive conflicts, Family communication, Qualitative research

Biodata :
Phei Wei Lee obtained her Master in Counselling Psychology, and currently, she is KB, PA (Registered & Licensed Counselor), and a Consultant at Carpe Diem Counseling & Consulting PLT, Penang. Her interests are in the field of grief and loss, death education, and family communication.

THEME : SOCIOLINGUISTICS

PRESENTERS

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Interactive Meanings in Multimodal Visuals: A Socio-Semiotic Narratological Study Of A Pakistani TV Advertisement

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ABSTRACT

TV commercials are interactive in nature and communicate social meanings through narratives, deploying verbal and visual semiotic modes. It has been established that the interpersonal metafunction of language, under the theory of Hallidayan Systemic Functional Linguistics demonstrates an interaction between the addressee and the addresser in verbal communication. Similarly, Kress & van Leeuwen's interactive domain under Visual Grammar deals with meaning making processes materialized by an interaction between the represented participant and the viewer in visual communication. This qualitative study is set in a Pakistani socio-cultural context and employs a socio-semiotic multimodal approach with the lens of narratology to analyze the interactive functions in the narrative of a Pakistani TV advertisement, Shan Thematic 2020 #MoreThanJustACook. In this regard, a threefold analytical framework: Kress and van Leeuwen's socio-semiotic Visual Grammar, Ryan's Narrativity Conditions and Fog et al.'s Storytelling Elements has been deployed. The findings of the study unfold the gender roles and strong family ties that are reflected in the narrative of the TV advertisement. The representation of social relationships has been realized through the social distance and contact between the represented participants and the viewers in an interactive set up of the visual landscape. The results suggest that the direct eye contact and front angle in the visual narrative induces the viewer to purchase the product and cherish the family time. This study offers a methodological contribution towards the application of narratology, multimodal narrativity and socio-semiotic multimodal theories that can be highly effective for future researches in the field of visual communication.

Keywords : academic literacy; research-informed approach; English for Academic Purposes

Biodata :
Sahira Jabeen is a PhD student in Linguistics at Faculty of Languages and Linguistics, Universiti Malaya, Malaysia. She is interested in interdisciplinary research studies in the areas of Multimodality and Social Semiotics that particularly contribute towards Discourse studies, Systemic Functional Linguistics and Communication. She has been teaching ESL courses and English Literature to secondary school level learners and university students for more than fifteen years.

Cecilia Cheong Yin Mei (PhD) is attached to the English Language Department, Faculty of Languages and Linguistics, Universiti Malaya. Her research interests include Critical Genre Analysis, Multimodal Discourse Analysis, ESP, and Communication and Professional Discourse. She is a Principal Investigator of various research projects particularly involving the study of various professional genres, multimodal texts and discourses.

THEME : SOCIOLINGUISTICS

PRESENTERS   ID M87

"this wink was SO HAWTTTTT AHHHH!!!" – A Register Analysis of Language Use in K-Pop Fans' Tweets

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ABSTRACT

The advancement of technology has resulted in the creation of the Internet and social networking sites such as Facebook, Twitter, Instagram, and many more that are extensively utilised for communication globally. This study aims to investigate the nature of Netspeak features created by the K-pop fans community on Twitter and to analyse the communication intent suggested by the Netspeak characteristics. Previous studies have shown that Netspeak is a language that can be hard to be understood by all generations. The majority of social media users are young people aged 15 to 24. Furthermore, they have distinct language patterns while conversing online, making it difficult for non-regular users of social networking sites to understand them. The samples for this study were selected from random K-Pop fans' tweets between January and March 2022, and certain particular criteria were chosen to correspond with the major purpose of this study. The major strategy for the technique is qualitative research design; however, a brief quantitative analysis will be undertaken to address the second research question. As part of the meaning-making process, textual data were retrieved, recognised, categorised, and evaluated using content analysis. The findings of this study revealed that capitalization occurs most frequently in the collected tweets of K-Pop fans, and the communicative objective of their tweets was to enlighten others. It is suggested that future studies do multi-modal research to observe the usage of media such as photographs, videos, and animated GIFs in a tweet to aid the author in expressing their messages to the intended audience.

Keywords: Netspeak, social media, Twitter, K-pop, register analysis

Biodata:
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THEME : SOCIOLINGUISTICS

PRESENTERS

ID 88

Revisiting Interpersonal Communication Strategies

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ABSTRACT

The advancement in information technology and globalization have made communication to be an important part in the academia and industry. Each and everyday people are facing new challenges in communication. In communication working together as a team is important. As people from diverse backgrounds communicate, the working culture also changes as a high level of competence is required. In workplace organizations and institutions, communication skills is seen as an important criteria for hiring employees. Communicating effectively and having good interpersonal skills are important to increase job opportunities. The effective use of interpersonal communication can strengthen the human relationship in any workplace organization. The present paper explores the super power of interpersonal communication and includes some techniques to develop it in everyday life.

Keywords: interpersonal communication, communication strategy, workplace communication, human relationship, skill development

Biodata:
Saabdev Kumar Sabapathy holds a B.Ed (Hons.) (TESL) and M.Ed (TESL) from Universiti Putra Malaysia. He has presented papers both international and local conferences. His areas of interest include workplace communication, ESP, Literature in ESL and Indian Literature.

THEME : SOCIOLINGUISTICS

PRESENTERS

The Sharing of Digital Indigenous Stories with Orang Asli and Non-Orang Asli Primary School Students

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Based on a social engagement project named My Tribe, My Pride, two Orang Asli digital stories were composed and shared with 80 Orang Asli and non-Orang Asli primary school students in a one-hour session on Google Meet. The teachers and students' perceptions of the sharing of these two digital indigenous stories were explored using questionnaire and interview. 56 primary school students answered the questionnaire and 2 teachers were interviewed. The findings show that the primary school teachers and students' views of the sharing of digital indigenous stories were positive. Some suggestions for improvement include improving the quality of the audio, having small group discussion and activities and using a paid platform to host the storytelling session. This study also uncovered the elements of Orang Asli digital stories that contribute to the participants' positive perceptions and they include story map, intention, expression and collaboration. Albeit having a small sample size, this study managed to shed light on the potential of digital Orang Asli stories in developing our future generation's literacy skills and cultural awareness. In the long run, this project has the potential to help contribute to the well-being of Orang Asli communities and the sustainability of their indigenous cultures and identities. It could also help to reframe the non-Orang Asli communities' understanding of Orang Asli cultures and identities in a more positive manner.

Biodata

Chew Shin Yi is a senior lecturer at the Faculty of Languages and Linguistics, Universiti Malaya. She graduated with a B.Ed TESOL degree from the University of Auckland, New Zealand and obtained her Ph.D. from Universiti Malaya. Her interests include language learning & development, 21st-century learning, computer-mediated communication and computer-assisted language learning. She is now working on projects related to the education of indigenous community and Sustainable Development Goals.

THEME : SOCIOLINGUISTICS

PRESENTERS

ID 105

Code-Switching and Code-Mixing in State Election Campaign Tweets

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ABSTRACT

The use of social media platforms such as Twitter, Facebook, and Instagram is becoming increasingly prevalent in today's political discourse. In democratic countries, social media serve as election campaign platforms that enable the politicians to have access to their supporters and potential voters. It is also known that politicians employ code-mixing (CM) and code switching (CS) as strategies to advocate their messages and agenda to people of different linguistic and educational background (Jarraya, 2013 & Davletbaeva, 2016). Since earlier studies have reported that women code-switch significantly more than men (Bassam, 2017; Ennaji, 2005; Koziol, 2000), this paper aims to look at the use of CS and CM by female politicians who won the 2022 Johor state election by analyzing their tweets during the election campaign period. Out of 382 tweets posted during the election campaign period from 27th February to 12th March 2022, 90 tweets from three female politicians were found to contain code-mix and code-switch. It was found that only Amira Aisya (@_amiraaisya) of Malaysian United Democratic Alliance (MUDA) code-switched and code-mixed between Malay, English, Mandarin, Tamil and Arabic languages. Marina Ibrahim (@Marina_Ibrahims) of Democratic Action Party (DAP) and Hasrunizah Hassan (@KakAzahOfficial) of Barisan Nasional (BN) on the other hand chose to borrow only a few English and Arabic words in their tweets. Politicians' age, educational background, demography of the voters and the identity of the political parties they are representing contributed to such findings. This is in line with Holmes's (2022) conclusion that one's decision to code-switch and code-mix is not only highly affected by the participants and topic of a discourse but also linguistic constraints faced by the discourse producer.

Keywords: Code-switching, Code-mixing, Election campaign, Twitter

Biodata :

Dr Farrah Diebaa Rashid Ali is an assistant professor at the Kulliyyah of Languages and Management, International Islamic University Malaysia. She is interested in conceptual metaphor and is currently working on identities in political discourse. Her other areas of interest include code-switching, code-mixing, language maintenance and language shift in multilingual communities. Her articles have been published in international journals, books and proceedings. Her latest publication is a chapter in the Springer's Asia in Transition book series - Discursive Approaches to Politics in Malaysia (2023).

Nur Farah Suhada Mohamad is a final year student majoring in English for International Communication at International Islamic University Malaysia. As an English communication student, she is extremely interested in exploring the functions of code switching and code mixing in political discourse, particularly on social media

THEME : SOCIOLINGUSTICS

PRESENTERS

ID M73

LEMBU DALAM PERIBAHASA TAMIL: SUATU KAJIAN SEMANTIK INKUISITIF

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ABSTRACT

Peribahasa merupakan salah satu komponen yang diguna pakai sejak turun temurun. Keistimewaan peribahasa tidak hanya menyerlah dari segi susunan perkataan malah memiliki makna tersirat disebaliknya. Namun demikian, masyarakat kini kurang menghayati peribahasa. Sehubungan dengan itu, kajian ini dilaksanakan untuk mengenal pasti makna implisit di sebalik peribahasa Tamil yang mempunyai imej haiwan lembu (maadu) dan melihat pengaruh budaya serta akal budi masyarakat India. Pendekatan semantik inkuisitif yang diperkenalkan oleh Nor Hashimah Jalaluddin telah diaplikasikan bagi menganalisis datanya. Sebanyak 2 data peribahasa Tamil yang mempunyai imej lembu telah dikenalpasti dan digunakan untuk mendapatkan maksud tersirat dan menghuraikan pengaruh budaya serta akal budi dalam peribahasa tersebut menggunakan pendekatan semantik inkuisitif. Kajian ini berbentuk kuantitatif. Lima belas orang informan yang dipilih dan ditemu bual secara mendalam melalui persampelan bertujuan. Pemilihan informan adalah secara NORF iaitu merujuk kepada Non Mobile, Old, Remote dan Female dan NORM merujuk kepada Non-mobile (tinggal tetap), Older (tua), Rural (luar bandar), Male (lelaki). Kajian ini dapat mencungkil kearifan dan kebijaksanaan masyarakat India pada zaman dahulu yang tinggi akal budinya di samping melihat fenomena yang berlaku dalam peribahasa Tamil yang mempunyai unsur haiwan. Hasil kajian mendapati bahawa masyarakat India mencipta setiap peribahasa berdasarkan beberapa sebab tertentu yang amat berkait rapat dengan budaya mereka. Selain itu, setiap peribahasa yang dicipta mempunyai makna implisit disebaliknya dan mempunyai satu ikatan yang kukuh dengan budaya serta akal budi masyarakat yang tinggi dalam penciptaan periabahasa yang berunsur lembu ini.

Keywords: Lembu, Makna implisit, Masyarakat India, Pendekatan semantik, Peribahasa Tamil

Biodata :

Tangaprabu Murthy dilahirkan di Taiping Perak pada 13/02/1994. Penulis meraih Ijazah Sarjana Muda dalam bidang linguistik di Universiti Malaysia Sarawak pada tahun 2017 dan melanjutkan pelajaran dalam bidang linguistik terapan (semantik) dan mendapatkan Ijazah Sarjana pada tahun 2021. Penulis juga merupakan seorang yang bergiat aktif dalam bidang penulisan jurnal akademik sejak tahun 2018 sehingga kini.

TRANSLATION

THEME : TRANSLATION

PRESENTERS

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TRANSLATION STRATEGIES OF SUBTITLING TABOO WORDS IN MALAY: THE CASE OF THE AMERICAN ANIMATED SITCOM 'FAMILY GUY'

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ABSTRACT

International audiences are now able to watch foreign films without having to worry about figuring out the plot themselves. This is owing to the entertainment industry that deems subtitles as an integral element of every production. However, subtitles are influenced by culture, and subtitling taboo words can be challenging. This research is conducted to analyse the taboo words found in an American animated sitcom 'Family Guy'. The aims of this study are to categorise the taboo expressions uttered and to analyse the translation strategies used by the translators to subtitle the taboo expressions from English to Malay language in the sitcom. This study analysed 10 episodes of the animated sitcom 'Family Guy' and the sample includes the English and the Malay subtitles of the animated sitcom. Content analysis was employed as it focuses on analysing data that are obtained through speech utterances and situations in the form of a video. This research employed the theory proposed by Jay (1992) for the categorization of taboo words and Baker (1992) theory to analyse the translation strategy. The findings of this study suggest that the taboo types found include blasphemy, scatology, vulgarity, obscenity, slang, cursing, epithets and insults, and slurs. For the translation strategies, there were five strategies identified which are translation by a more general word, neutral or less expressive word, cultural substitution, paraphrasing using related words and omission. Based on the findings, insults and slurs are the most used taboo and as for the translation strategy, the most preferred was translation by paraphrasing using related words. In conclusion, subtitlists should be knowledgeable of the target culture to avoid exposing the target audience to unacceptable content, and are encouraged to accustom themselves with numerous strategies in translating taboo words.

Keywords: Adult animated sitcom, Audio-visual translation, Taboo expressions, Translation strategies

Biodata :

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