6th University of Malaya Discourse and Society International Conference

Discourse, Culture & Identity

5 & 6 December 2017

Faculty of Languages and Linguistics,
University of Malaya, Kuala Lumpur
UMDS 2017

PROGRAMME BOOK

DISCOURSE, CULTURE AND IDENTITY
## CONTENTS

<table>
<thead>
<tr>
<th>No.</th>
<th>Item</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Welcome Message from the Chair</td>
<td>3</td>
</tr>
<tr>
<td>2</td>
<td>Welcome Message from the Dean</td>
<td>4</td>
</tr>
<tr>
<td>3</td>
<td>Welcome Message from the Convener</td>
<td>5</td>
</tr>
<tr>
<td>4</td>
<td>Introduction</td>
<td>6</td>
</tr>
<tr>
<td>5</td>
<td>Summary of 3-day Programme</td>
<td>7</td>
</tr>
<tr>
<td>6</td>
<td>6TH UMDS Schedule</td>
<td>9</td>
</tr>
<tr>
<td>7</td>
<td>Keynote Speaker</td>
<td>24</td>
</tr>
<tr>
<td>8</td>
<td>Plenary Speakers</td>
<td>26</td>
</tr>
<tr>
<td>9</td>
<td>Special Panel Session</td>
<td>30</td>
</tr>
<tr>
<td>10</td>
<td>Oral Abstracts</td>
<td>36</td>
</tr>
<tr>
<td>11</td>
<td>Poster Abstracts</td>
<td>76</td>
</tr>
<tr>
<td>12</td>
<td>UMDS Committee</td>
<td>81</td>
</tr>
<tr>
<td>13</td>
<td>Acknowledgements</td>
<td>83</td>
</tr>
</tbody>
</table>
WELCOME MESSAGE FROM THE CHAIRMAN

Associate Professor Dr. Faridah Noor Mohd Noor

It is with great honour and pleasure that I welcome all of you to the 6th University of Malaya Discourse and Society International Conference. The conference for this year will focus on Discourse, Culture and Identity, covering a large spectrum of topics, issues and challenges relating to the theme.

The papers that will be presented over the two days include interesting and fascinating topics within the various themes. The UMDS abstract committee has carefully reviewed the numerous abstracts received that best showcase the challenges and trends in the various sub-themes identified for the conference.

With almost 100 oral presentations from experienced speakers exploring the various themes in our sessions, panels and poster sessions, we hope that you will find the two day conference stimulating and engaging. The parallel sessions and poster presentation session will allow researchers ample opportunity to share and discuss their work with each other.

I would like to congratulate the committee members for their hard work and dedication in making this conference possible. Finally, I thank our speakers, delegates, exhibitors and sponsors for their contributions, and collectively helping to make UMDS2017 a success.
WELCOME MESSAGE FROM THE DEAN

Profesor Dr. Stefanie Pillai

It is my pleasure to welcome all the presenters and participants to the 6th University of Malaya Discourse and Society (UMDS) International Conference organised by the Faculty of Languages and Linguistics, University of Malaya, Kuala Lumpur, Malaysia.

During the next two days, the faculty will be the hub for academicians around the world as UMDS 2017 provides a platform for networking and staying abreast with the latest research, trends and theories in the field of discourse and society. The conference brings together international researchers, academicians, educators, government officials, students and individuals across Asia and the world to exchange ideas as well as offer new perspectives and directions in research.

This year's conference features a notable line-up of distinguished speakers, including renowned Malaysian poet, Prof. Emeritus Dr. Muhammad Haji Salleh, who is the keynote speakers, and plenary speakers Assistant Prof. Dr. Ruanni Tupas (National Institute of Education, Singapore), Associate Prof. Dr. Ahmar Mahboob (University of Sydney, Australia), and Prof. Dr. Zuraidah Mohd Don (University of Malaya, Malaysia).

My thanks to all the participants who have travelled far and near to share their experiences and engage with one another. I truly believe that the engagement of the various scholars, academician and postgraduate students attending the conference will make the conference a fruitful and productive one. I hope this conference will be a pleasant experience for all and will open avenues for the future of research in the wide spectrum of discourse, culture and identity.
WELCOME MESSAGE FROM THE CONVENER

Dr. Sheena Kaur

I would like to welcome all delegates to the 6th UMDS conference held at the Faculty of Languages and Linguistics, University of Malaya. The first conference was held in 2010 and the last in 2015. UMDS welcomes presenters from 18 countries, including ASEAN, Japan, United States of America, Australia, China, South Korea, France, Poland and many more.

This year’s theme focuses on Discourse, Culture and Identity, covering a large spectrum of topics, issues and challenges in line with the conference theme and sub-themes. There is also a pre-conference workshop conducted by Associate Professor Dr. Ahmar Mahboob in conjunction with the conference. Another highlight is a forum on Unequal Englishes will debate key issues in the power relations between English language varieties in the Southeast Asian context.

I hope that we will take this opportunity to exchange ideas and to network with one another, and that you will find your experience here both valuable and inspirational. I would like to thank all our generous sponsors for their sponsorship, the committee members for the hard work and dedication, the technical staff for their support, and the student volunteers for their help in making this conference possible. I look forward to meeting all the delegates in Malaysia for a truly enriching experience and Selamat Datang.
INTRODUCTION

ABOUT UMDS 2017

We would like to welcome you to the 6th University of Malaya Discourse and Society International Conference which is held at the Faculty of Languages and Linguistics, University of Malaya on 5-6 December 2017.

The conference aims to provide all researchers the opportunity to share their research in the areas of discourse, culture and identity to the international community.

OBJECTIVES

1. To promote exchange of research ideas and knowledge among local and international researchers on discourse, culture and identity.
2. To provide a platform for research collaborations in discourse studies among local and international researchers, and institutions of higher learning.

CONFERENCE THEMES

Discourse, Culture and Identity:

- Literacies and education policies
- Language, religion and civilization
- Digital media and popular cultures
- Peace, security and identities in transition
- Discourses of heritage and cultural tourism
- Disability, cultural diversity and interactions
- Linguistic landscapes and visual communication
- Gender representation and cultural interpretation
- Professional discourse and language for specific purposes
- Language varieties, multilingualism and cross-cultural communication

Conference website:

https://umconference.um.edu.my/umds2017
SUMMARY OF 3-DAY PROGRAMME

PRE-CONFERENCE WORKSHOP

RESEARCH THAT MATTERS: CREDIBLE RESEARCH AND HOW TO DEVELOP IT

SPEAKER: ASSOCIATE PROFESSOR DR. AMAR MAHBOOB

MONDAY, 4TH DECEMBER 2017

<table>
<thead>
<tr>
<th>Time</th>
<th>Session</th>
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<tbody>
<tr>
<td>8.30am</td>
<td>Registration for Pre-Conference Workshop</td>
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<tr>
<td>9.00am - 10.30am</td>
<td>Session 1</td>
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<tr>
<td>10.30am - 11.00am</td>
<td>Tea Break (Venue: The Cube)</td>
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<tr>
<td>11.00am - 1.00pm</td>
<td>Session 2</td>
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<tr>
<td>1.00pm - 2.00pm</td>
<td>Lunch (Venue: The Cube)</td>
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PRE-REGISTRATION FOR CONFERENCE

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<tr>
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<td>Pre-Registration</td>
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<td>DAY ONE</td>
<td>TUESDAY, 5\textsuperscript{TH} DECEMBER 2017</td>
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<td>8.30am – 9.00am</td>
<td>Registration (Angsana Lobby)</td>
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<td>9.00am – 10.30am</td>
<td>Welcoming Speech and Opening</td>
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<td>(Angsana Hall)</td>
<td>Keynote Address</td>
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<td>Book Launch</td>
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<td>Photography session</td>
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<td>10.30am – 11.00am</td>
<td>Tea Break (Mengkula Hall)</td>
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<tr>
<td>11.00am – 12.40pm</td>
<td>Parallel Session 1 (Please refer to schedule)</td>
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<tr>
<td>12.40pm – 2.00pm</td>
<td>POSTER SESSION 1 (Learning Space)</td>
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<td>Lunch (Dewan Mengkula)</td>
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<td>2.00pm – 2.40pm</td>
<td>Plenary 1 (Angsana Hall)</td>
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<tr>
<td>2.45pm – 4.25pm</td>
<td>Parallel Session 2 (Please refer to schedule)</td>
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<td>4.25pm – 5.00pm</td>
<td>Tea (Mengkula Hall)</td>
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<th>DAY TWO</th>
<th>WEDNESDAY, 6\textsuperscript{TH} DECEMBER 2017</th>
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<td>9.00am – 9.40am</td>
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<td>9.40am – 10.00am</td>
<td>Tea Break (Mengkula Hall)</td>
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<tr>
<td>10.00am – 11.40am</td>
<td>Parallel Session 3 (Please refer to schedule)</td>
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<td>11.45am – 1.15pm</td>
<td>Panel discussion (Angsana Hall)</td>
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<tr>
<td>1.15pm – 2.00pm</td>
<td>POSTER SESSION 2 (Learning Space)</td>
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<td>Lunch (Mengkula Hall)</td>
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<td>2.00pm – 3.00pm</td>
<td>Parallel Session 4 (Please refer to schedule)</td>
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<td>3.00pm – 3.40pm</td>
<td>Plenary 3 (Angsana Hall)</td>
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<td>3.40pm – 4.00pm</td>
<td>Closing ceremony (Angsana Hall)</td>
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<td>4.00pm – 5.00pm</td>
<td>Tea (Mengkula Hall)</td>
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Thank you for making 6\textsuperscript{th} UMDS a success. Have a good trip home.
6th UMDS SCHEDULE
DAY 1 – Tuesday, 5 December 2017

8.30am-9.00am
REGISTRATION & COLLECTION OF CONFERENCE ITEMS
Venue: Angsana Lobby

9.00am-10.30am
OPENING SESSION
WELCOMING SPEECH
Associate Professor Dr Faridah Noor Mohd Noor
Chair
University of Malaya Discourse and Society Conference 2017

OPENING
Professor Dr Stefanie Pillai
Dean
Faculty of Languages and Linguistics

KEYNOTE:
THE POETICS OF IDENTITY – THE PHILOSOPHY OF THE MALAY PANTUNS
Professor Emeritus Dr. Muhammad Haji Salleh
Universiti Sains Malaysia

BOOK LAUNCH:
PANTUN:THE POETRY OF PASSION
Professor Emeritus Dr. Muhammad Haji Salleh
(Poet and National Laureate)
By
YBhg. Dato’ Dr Mohd Anwar Ridzwan
(10th National Laureate)

In Association with UMPress
Venue: Angsana Hall

10.30am-11.00am
TEA BREAK

11.00am-12.40pm
PARALLEL SESSION 1

<table>
<thead>
<tr>
<th>Venue</th>
<th>Angsana Hall</th>
<th>Conference Hall</th>
<th>Learning Space</th>
<th>The Cube</th>
<th>Bongor Room</th>
<th>Bebaru Room</th>
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<td>Theme</td>
<td>Professional Discourse and Language</td>
<td>Language Varieties, Multilingualism and Cross-cultural</td>
<td>Language, Religion and Civilization</td>
<td>Literacies and Education Policies</td>
<td>Disability, Cultural Diversity and Interactions</td>
<td>Digital Media and Popular Cultures</td>
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<tr>
<td>Time</td>
<td>Session Title</td>
<td>Presenter(s)</td>
<td>Institution(s)</td>
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<td>11.00am-11.20am</td>
<td>Analysing Interactional Data from Orderly-Disorderly Viewpoints: Some Considerations</td>
<td>David Yoong&lt;br&gt; &lt;em&gt;University of Malaya Malaysia&lt;/em&gt;</td>
<td>- Pragmatic Functions of &lt;em&gt;InshaAllah&lt;/em&gt; as a Response to Wedding Invitation</td>
<td>- Veronica Lowe&lt;br&gt; &lt;em&gt;University of Malaya Malaysia&lt;/em&gt;</td>
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<td>Impoliteness in Malaysian Political Discourse</td>
<td>Halimatussadiah Iksan&lt;br&gt; &lt;em&gt;University of Malaya Malaysia&lt;/em&gt;</td>
<td>- The Effect of e-Feedback via Wikis on ESL students’ L2 Writing Anxiety Level</td>
<td>- Achara Panurat&lt;br&gt; &lt;em&gt;Rajabhat University Thailand&lt;/em&gt;</td>
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<td>Cultural Diversity and International Interactions</td>
<td>- Aisyah Liyana&lt;br&gt; &lt;em&gt;binti Yuserrie&lt;/em&gt;&lt;br&gt; &lt;em&gt;University of Malaya Malaysia&lt;/em&gt;</td>
<td>- Impoliteness in Malaysian Styling in Memes</td>
<td>- Sarah Lee&lt;br&gt; &lt;em&gt;University of Nottingham Malaysia campus Malaysia&lt;/em&gt;</td>
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<td>11.20am-11.40am</td>
<td>Learning to Evaluate: Lexis and &lt;em&gt;That&lt;/em&gt;-constructs in a Longitudinal Learner Corpus</td>
<td>Deliang Man&lt;br&gt; &lt;em&gt;Meng Huat Chau&lt;/em&gt;&lt;br&gt; &lt;em&gt;University of Malaya&lt;/em&gt;</td>
<td>- Footing and Neutrality in Radio Broadcast News Interviews in Zamboangueño Chabacano</td>
<td>- Angelia Wong Yin&lt;br&gt; &lt;em&gt;Ling&lt;/em&gt;&lt;br&gt; &lt;em&gt;Nanyang Technological University Singapore&lt;/em&gt;</td>
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<td>A diachronic Thematic Analysis of National Day Rally Speeches Delivered by Singaporean Politicians Since Independence</td>
<td>Aileen L. Barrios&lt;br&gt; &lt;em&gt;De La Salle University Philippines&lt;/em&gt;</td>
<td>- Heidi Barselo&lt;br&gt; &lt;em&gt;Macahilig Philippine Normal University Philippines&lt;/em&gt;</td>
<td>- Mohd Nazriq&lt;br&gt; &lt;em&gt;Noor Ahmad International Islamic University Malaysia&lt;/em&gt;</td>
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<td>What Filipino Primary School Pupils Say and Write: A Basis for Developing Word Lists in Seven Philippine Languages</td>
<td>- Aireen L. Barrios&lt;br&gt; &lt;em&gt;De La Salle University Philippines&lt;/em&gt;</td>
<td>- Interactional Norms in Soliciting Sexual Favors on Social Networking Sites</td>
<td>- Raja Rozina&lt;br&gt; &lt;em&gt;Binti Raja Suleiman Universiti Sains Malaysia&lt;/em&gt;</td>
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<td>Impoliteness On-line among Users of Bahasa Melayu</td>
<td>- Heidi Barselo&lt;br&gt; &lt;em&gt;Macahilig Philippine Normal University Philippines&lt;/em&gt;</td>
<td>- Mohd Nazriq&lt;br&gt; &lt;em&gt;Noor Ahmad International Islamic University Malaysia&lt;/em&gt;</td>
<td>- Raja Rozina&lt;br&gt; &lt;em&gt;Binti Raja Suleiman Universiti Sains Malaysia&lt;/em&gt;</td>
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<td>11.40am-12.00pm</td>
<td>A Critical Discourse Analysis of Hillary Clinton’s Concession Speech on the US General Election 2016 and Its Application in Language Teaching Process</td>
<td>Diki Riswandi Fatma Indratama Sebelas Maret University Indonesia</td>
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<td>Multilingualism at University: How do English, Spanish, and Catalan Cohabit in Universities from Catalonia and the Balearic Islands?</td>
<td>Anna Tudela-Isanta Universitat Oberta de Catalunya Spain China Beijing Foreign Studies University</td>
<td>Multilingualism at University: How do English, Spanish, and Catalan Cohabit in Universities from Catalonia and the Balearic Islands?</td>
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<td>Achehnese’ Lullaby of Doda Idi: A Study from Eco-linguistic Perspective</td>
<td>Devi Pratiwy Islamic University of North Sumatra &amp; State University of North Sumatra Indonesia</td>
<td>Achehnese’ Lullaby of Doda Idi: A Study from Eco-linguistic Perspective</td>
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<td>Linguistic Reconsiderations in Outer Circle Educational Systems: Mediating Ex-colonial Languages, National Lingua Francas, World Englishes, and Urban Youth Vernaculars</td>
<td>Immaculee Harushimana Lehman College, City University of New York United States of America</td>
<td>Linguistic Reconsiderations in Outer Circle Educational Systems: Mediating Ex-colonial Languages, National Lingua Francas, World Englishes, and Urban Youth Vernaculars</td>
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<td>Repair Strategies to Breakdowns in Everyday Interaction by Malay Children with Repaired Cleft</td>
<td>Mohammad Azannee Haji Saad Jariah Mohd Jan University of Malaysia Malaysia</td>
<td>Repair Strategies to Breakdowns in Everyday Interaction by Malay Children with Repaired Cleft</td>
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<td>From Tanjong Malim to Kuala Lumpur: Multiculturalism in Lat’s Mat Som</td>
<td>Thusha Rani Rajendra Institute of Teacher Education, Malay Language Campus Malaysia</td>
<td>From Tanjong Malim to Kuala Lumpur: Multiculturalism in Lat’s Mat Som</td>
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<tr>
<td>12.00pm-12.20pm</td>
<td>An Investigation of Speaking Activities in Local English Textbooks in Thailand</td>
<td>Aprillette C.</td>
<td>An Investigation of Speaking Activities in Local English Textbooks in Thailand</td>
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<td>The Perspective of Fundamentalist Islam in Japan Television Media</td>
<td>Imelda</td>
<td>The Perspective of Fundamentalist Islam in Japan Television Media</td>
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<td>Negotiating Colliding Agendas When Appropriating Globalized Language Policies: The Case of CEFR in Thailand</td>
<td>Kristof Savski</td>
<td>Negotiating Colliding Agendas When Appropriating Globalized Language Policies: The Case of CEFR in Thailand</td>
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<td>Influences of Natural Environment to Spatial Pattern of Settlement in Kuningan Regency, West Java</td>
<td>Muhamad Iko</td>
<td>Influences of Natural Environment to Spatial Pattern of Settlement in Kuningan Regency, West Java</td>
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<td>Lexical Complexity &amp; Interactive Competence of ESL Learners in Face-to-face and Online Discussions</td>
<td>Chew Shin Yi</td>
<td>Lexical Complexity &amp; Interactive Competence of ESL Learners in Face-to-face and Online Discussions</td>
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<td>12.20pm-12.40pm</td>
<td>Density and Multiplexity of Kejaman’s Network Structure and Implications on Language Use</td>
<td>Jutharat Jitpranee Jitpranee Xiamen University China, Devanadera Ericson Olario Alieto De La Salle University Philippines, Ria Saraswati Hasanudin University Indraprasta University Indonesia, Prince of Songkla University Thailand, Kersapati Hafid Setiadi Universitas Indonesia Indonesia, University of Malaya Malaysia</td>
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<td>12.40pm-2.00pm</td>
<td>LUNCH</td>
<td>Venue: Mengkula Hall</td>
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<td>2.00pm-2.40pm</td>
<td>POSTER SESSION 1</td>
<td>Venue: Learning Space</td>
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<td>PLENARY 1</td>
<td>EDUCATION AND THE LANGUAGE OF (DIS-)EMPOWERMENT</td>
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<td></td>
<td>Associate Professor Dr Ahmar Mahboob</td>
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<td>University of Sydney, Australia</td>
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<td>Chairperson: Professor Dr Stefanie Pillai</td>
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<td>Sumera Shan Ahmad Faiza Abid Waqasia Naeem University of Management and Technology, Lahore Pakistan, Sheren Khalid University Malaya Malaysia</td>
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## PARALLEL SESSION 2

**Venue: Angsana Hall**

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<tr>
<th>Time</th>
<th>Theme</th>
<th>Speaker(s)</th>
<th>Institution</th>
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<tr>
<td>2.45pm-4.25pm</td>
<td>Professional Discourse and Language for Specific Purposes</td>
<td>Marianne L. Cuarto, Henelsie B. Mendoza</td>
<td>De La Salle University, Philippines</td>
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<td>Language Varieties, Multilingualism and Cross-cultural Communication</td>
<td>Maria Cecilia C. Ycong</td>
<td>Far Eastern University, Philippines</td>
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<td>Language, Religion and Civilization</td>
<td>Lovella Fe M. Tader</td>
<td>Ateneo de Davao University, Philippines</td>
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<td>Literacies and Education Policies</td>
<td>Somporn Maneechote</td>
<td>Rajamangala University of Technology, Srivijaya, Thailand</td>
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<td></td>
<td>Language Varieties, Multilingualism and Cross-cultural Communication</td>
<td>Khosiyah Samaeyee</td>
<td>University of Malaya, Malaysia</td>
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<tr>
<td>2.45pm-3.05pm</td>
<td>Conversational Maxims in the Twitter Account of Philippine National Police</td>
<td>Exploring Filipino ESL Learners’ Language Stereotypes Towards Acrolect, Mesolect and Basilect Speakers</td>
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<td>Mother Tongue-based Multilingual Education: Lessons Learned and Ways for Moving Forward</td>
<td>The Learning Environment of Stuttering Children: A Multiple Case Study</td>
<td>Assessing Referents in Other Cultural Groups in Intercultural Encounters</td>
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<td>3.05pm-3.25pm</td>
<td>Constructing Trust Online Via Self-Presentation: Is There Such a Thing as a Language? Or are There Only Discourses? Investigating</td>
<td>Marayaw in Kabugsay: Tausug Ways of Conveying Constructs of Leadership</td>
<td>Grammatical Sensitivity in the Mother Tongue: The Case of Ilokano</td>
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<td>Thai PhD Students’ Layers of Identity Options through Societal Acculturation In</td>
<td>The Discursive Construction of Boko Haram’s Identity in</td>
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<td>3.25pm-3.45pm</td>
<td>The Representation of the Media in Risk Communication on Radio Frequency Exposure in Malaysia</td>
<td>Prasana Rosaline Fernandez Surinderpal Kaur Ng Kwan Hoong Taylor’s University</td>
<td>Universiti Brunei Darussalam Universiti Malaysia Malaysia</td>
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<td>Speaking and Making Meaning: Analysis of Conversational Maxims in English Cooperative Learning</td>
<td>Jennelyn Domingo Suico The University of Mindanao Philippines</td>
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<td>Belief in Sacred Power of Thai-Kui People in Surin Province</td>
<td>Phra Dhammamolee Yasothara Siriprapapagon Suthat Pratoomkaew Mahachulalongkornrajavidyalaya University</td>
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<td>Debating the Dual Language Programme: An Analysis of Articles and Letters to the Editor</td>
<td>Mary Varghese Mark Holst Kamila Ghazali Murad Saeed Taylor’s University</td>
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<td>Language Shift among Families of the Malaysian Tamil Diaspora</td>
<td>M. Raadha Krishnan Sharon Sharmini Universiti Putra Malaysia Malaysia</td>
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<td>Stance Taking in L1 and L2 Argumentative Writing</td>
<td>Shiva Kaivanpanah Rose Meschi University of Tehran Iran</td>
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<td>3.45pm-4.05pm</td>
<td>Incorporating ‘Active Ageing’ as Part of the Policies for Older Adults in Malaysia: A Comparison of the Policies of Different Countries</td>
<td>Sandaran, S.C. Ramdu, R.P. Universiti Teknologi Malaysia Malaysia</td>
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<td>Developing Proximity of Possible Disciplinary Selves in an UK-based University in China</td>
<td>Jing Zhang Macau University of Science and Technology Macau</td>
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<td>Singing as a Weapon: Conflict, Language, and Identity in the Egyptian Revolution</td>
<td>Reem Bassiouney American University in Cairo Egypt</td>
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<td>Figurative and Non-figurative Language in Creative Writing: A Study on EFL Writing in Higher Education Level</td>
<td>Rini Jayanti Harja Karmila Machmud Universitas Negeri Gorontalo Indonesia</td>
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<td>An Analysis of Cultural Stereotypes in the Satire TV Series The Noose</td>
<td>Aura Valentin Eden Soe Marlar Lwin Singapore University of Social Sciences Singapore</td>
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<td>Self and Other Representations of Female Sympathisers of ISIS/DAESH</td>
<td>Ungku Khairunnisa Bt Ungku Mohd Nordin, Surinderpal Kaur University of Malaya Malaysia</td>
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<td>Exploring the Linguistic Choices in Statement on Corporate Governance of Malaysian Local and Malaysian Multinational Corporation</td>
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<td>Shabnum Sayyed Hussain Afida Muhamad Ali Zalina Mohd Kasim Shameem Rafik Galea</td>
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<td>Amal Mechraoui Faridah Noor Mohd Noor University of Malaya Malaysia</td>
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<td>Gloria M. Capanang Pangasinan State University Philippines</td>
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<td>Prommin Songsirisak Chiang Rai Rajabhat University Thailand</td>
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<td>Venessa Venda Vitales Teoh Mei Lin University of Malaya Malaysia</td>
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<td>4.25pm-5.00pm</td>
<td>TEA BREAK Venue: Mengkula Hall</td>
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**DAY 2 Wednesday 6 December 2017**

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<tr>
<th>Time</th>
<th>Session</th>
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<tr>
<td>8.30am-9.00am</td>
<td>REGISTRATION Venue: Angsana Lobby</td>
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<tr>
<td>9.00am-9.40am</td>
<td>PLENARY 2 UNEQUAL ENGLISHES, DISCOURSES AND IDENTITIES ON THE STREETS</td>
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6th University of Malaya Discourse and Society International Conference
<table>
<thead>
<tr>
<th>Time</th>
<th>Event Description</th>
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| 9.40am-10.00am | Assistant Professor Dr Ruanni Tupas  
National Institute of Education, Nanyang Technological University, Singapore  
Chairperson: Associate Professor Dr Jariah Mohd Jan  
Venue: Angsana Hall |
| 10.00am-11.40am | **Parallel Session 3**  
Theme: Professional Discourse and Language for Specific Purposes  
Venue: Angsana Hall  
Theme: Language Varieties, Multilingualism and Cross-cultural Communication  
Venue: Conference Hall  
Theme: Language, Religion and Civilization  
Venue: Learning Space  
Theme: Linguistic Landscapes and Visual Communication  
Venue: The Cube  
Theme: Gender Representation and Identity  
Venue: Bongor Room  
Theme: Other Discourses  
Venue: Bebaru Room |
| 10.00am-10.20am | Digital Foot Printing Approaches to Extend Learners' Specific Language Skills  
Stephen James Hall  
Sunway University Malaysia |
| 10.00am-10.20am | A Comparative Study of Language Attitudes towards English, Cantonese and Putonghua in Hong Kong  
Liu Xiao Kai  
Chi Feng Senior High School No.2  
China |
| 10.00am-10.20am | An Analysis of Buddhist Ethics in Synshai Literature  
Sowit Bamrungphak  
Mahachulalongkornrajavidyalaya University  
Thailand |
| 10.00am-10.20am | Slip of the Tongue Found in Shobahul Lughah Language Learning Activities in Pusat Mahad Al-Jami’ah UIN Malang, Indonesia  
Bagus Detrianto  
Universitas Islam Negeri Maulana Malik Ibrahim Malang  
Indonesia |
| 10.00am-10.20am | Gender Representation and Identity Construction of the Main Character in The Mortal Instruments Series by Cassandra Clare  
Asri Rizki Friandini  
S. Hum Universitas Padjadjaran  
Indonesia |
| 10.00am-10.20am | Discourses of Flood Disaster: Experiences of Flood Prone Community Members in Malaysia  
Shalini S. Sandaran S. C.  
Universiti Teknologi Malaysia  
Malaysia |
<table>
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<tr>
<th>Time</th>
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<tr>
<td>10.20am</td>
<td>Advice and Information Giving in Malaysian and American Breast Cancer Patient Blogs: A Thematic Analysis</td>
<td>Wan Nur Asyura Wan Adnan Noor Aireen Ibrahim, Universiti Teknologi Malaysia, Malaysia</td>
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<td>Learners of English as a Second Language in Australia: Their Perceptions of Learning Environment and Factors Having Affected their Motivation</td>
<td>Masanori Matsumoto Bond, Universitas Siliwangi, Indonesia</td>
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<td>Manifestation and World Role of the Language in International Moderate Community</td>
<td>Abdi Maha Putra, Universiti Teknologi Malaysia, Malaysia</td>
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<td>Nightmare Landscapes in Fantasy Literature and Fantastic Painting</td>
<td>Elzbieta Chrzanowska-Kluczewska, Institute of English Philology, Jagiellonian University, Poland</td>
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<td>East-West Comparison of Gender Performativity in 'Marketing' Metrosexuality through Facebook Brand Pages</td>
<td>Cheong Huey Fen, University of Malaya, Lancaster University, Malaysia, United Kingdom</td>
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<td>Museum Wayang Kekayon Yogyakarta, Indonesia: Exploring its Existing Meta-Narratives</td>
<td>Emanuel Sunarto, Retno Muljani, Agnes Maria Polina, Lucia Kurniawati, Sanata Dharma University, Indonesia</td>
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<tr>
<td>10.40am</td>
<td>Persuasion in Advertising Discourse: A Textual and Semiotic Analysis of Real Estate Posters</td>
<td>Zalina Mohd Kasim, Universiti Putra Malaysia, Malaysia</td>
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<td>Konstruksi Cerita Situ Lengkong Panjalu Sebagai Wisata Budaya</td>
<td>Ardi Prayogi, S.Pd, SMP Full Day School, Japan</td>
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<td>Heritage</td>
<td>Riskha Arfiyanti, Universitas Pendidikan Indonesia, Indonesia</td>
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<td>Profil Karya Tulis Jurnalistik Komunitas Bloger</td>
<td>Radia Hanachi Mohamed Saki, University of South Brittany, France</td>
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<td>Twitter and the Construction of the Identities of Muslim Women in the USA and France</td>
<td>On Evaluative Markers, a Rhetorical Device in Writing Academic Review Genres: With Special Attention to the Review Article Genre</td>
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<td>11.00am</td>
<td>Museum Wayang Kekayon Yogyakarta, Indonesia: Exploring its Existing Meta-Narratives</td>
<td>Ali Sorayyaeni Azar, University of Malaya</td>
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<td>11.00am -</td>
<td>Item Leksikal Bahasa Cina Berkaitan dengan Pendidikan Yang Berciri Tempatan Berdasarkan Data Korpus Berkomputer</td>
<td>Lau Su Kia Su’ad Awab</td>
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<td>11.20am</td>
<td>Discourse Production: Universal and Cultural Characteristics</td>
<td>Ming-Ming Pu</td>
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<td>Forbidden Tattoo of the Headhunters</td>
<td>Amee Joan John Bosco Han Anderson Medan</td>
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<td>Linguistic Landscape in Georgetown: Tourism and Multilingual Representatio n</td>
<td>Samantha Soon Sze Min</td>
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<td>Representation of Body in Love Relations and Rape in “Salesman”, an Iranian Oscar-winning Film</td>
<td>Maryam Paknahad Jabarooty</td>
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<td>11.20am -</td>
<td>A Corpus Analysis of Adjectives in Online Malaysian Medical Tourism Magazines</td>
<td>Janet Joseph A/P Samynandan</td>
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<td>11.40am</td>
<td>Mitos dalam Cerita Rakyat tentang Danau sebagai Ruang Konservasi Sumber Daya Air</td>
<td>Ridzky</td>
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<td>Multimodal Analysis of Students’ Written and Visual Representations of Created Stories</td>
<td>Sitthichai Thepsura</td>
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<td>Women, Work, and Having It All: Professional Discourses and Identities in Malaysian Media</td>
<td>Melissa Yoong</td>
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6th University of Malaya Discourse and Society International Conference
### PANEL DISCUSSION

**FROM WORLD ENGLISHES TO UNEQUAL ENGLISHES: FOCUS ON THE ‘UNEQUAL’**  
Convener: Assistant Professor Dr. Ruanni Tupas

**Panelists:**

**Paper 1:** Unequal Englishes in Multilingual Classrooms  
Dr Maria Luz Elena N. Canilao  
*Ateneo de Manila University, Philippines*

**Paper 2:** When to Singlish?: Unequal Englishes in Singapore  
Ms Yeo Wan Ting  
*National Institute of Education, Nanyang Technological University, Singapore*

**Paper 3:** Translingual Englishes in Indonesia: A Case of Teacher-student Classroom Interaction  
Dr Setiono Sugiharto  
*Atma Jaya Catholic University, Indonesia*

**Paper 4:** Pop Culture and the Consumer: *Unequal Englishes* as Commodity  
Dr Paolo Niño M. Valdez  
*De La Salle University, Philippines*

**Paper 5:** English Hegemony and Narratives of the Marginalized: Unequal Englishes in Thailand  
Dr Adcharawan Buripakdi  
*Suranaree University of Technology, Thailand*

**Venue:** Angsana Hall

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### LUNCH

**Venue:** Mengkula Hall

### POSTER SESSION 2

**Venue:** Learning Space

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### PARALLEL SESSION 4

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<tr>
<td>Gender Representation &amp; Identity</td>
<td>Angsana Hall</td>
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<td>Language Varieties, Multilingualism and Cross-Cultural Communication</td>
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<td>Linguistic Landscapes and Visual Communication</td>
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| 2.00pm-2.20pm | Reducing Cultural Perception of Gender in Society through Cross Linguistic Semantics | Siti Zuraiyi Yassin  
Sunway University  
Malaysia | Co-occurences of **kok** and other Discourse Particles in Colloquial Jakarta Indonesian  
Rika Mutiara  
Esa Unggul University  
Indonesia |
| 2.20pm-2.40pm | The Use of Spanish Second Person Singular Address Form in Gran Hotel Drama Series: A Pilot Study | Ummi Syakirah Abd Rahman  
Nor Shahila Mansor  
Univeristi Putra  
Universiti  
Malaysia | Teaching Onomatopoeia as a Strategy to Cultural Intelligence  
Jyh Wee Sew  
National University of  
Singapore  
Singapore |
|              | The Yin and Yang of Shape Poems: Dissecting Come to My Party and other Shape Poems | Thusha Devi Rajendra  
Surinderpal Kaur  
University of Malaya  
Malaysia | Designing of Silk Patterns from Pragam Silver Beads to Preserve The Cultural Identity of Khmer-Saren People in Surin Province, Thailand  
Suriya Klangsit  
Yothaprasit  
Dhamma Practice Center  
Thailand |
| 2.40pm-3.00pm | Language for Specific Purposes | Discourse of Twitter on Leadership and Influential Leaders  
Fazleen Md Ruslan  
University of Malaya  
Malaysia | Knowledge on Illness Treatment using Galmore Ceremony through Health Care System of Thai-Kui Group  
Yasothara  
Siripraparagon  
Wan Suwannaphong  
University of Malaya  
Malaysia | Visual and Textual Analysis of Literary Elements in Malaysian Picture Books  
Komathy Senathy Rajah  
Cecilia Cheong Yin Mei  
University of Malaya  
Malaysia |
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<td>3.00pm-3.40pm</td>
<td>PLENARY 3</td>
<td>Angsana Lecture Hall</td>
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<td>FACE AND IDENTITY IN INTERACTION</td>
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<td>Professor Dr Zuraidah Mohd Don</td>
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<td>Chairperson: Associate Professor Dr Suad Awab</td>
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<td>Venue: Angsana Lecture Hall</td>
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<td>3.40pm-4.00pm</td>
<td>CLOSING CEREMONY PHOTOGRAPHY SESSION</td>
<td>Angsana Hall</td>
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<td>4.00pm-5.00pm</td>
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<td>Mengkula Hall</td>
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KEYNOTE SPEAKER
KEYNOTE

THE POETICS OF IDENTITY – THE PHILOSOPHY OF THE MALAY PANTUNS

Professor Emeritus Dr. Muhammad Haji Salleh
Universiti Sains Malaysia

ABSTRACT

Not many literary forms are close to the soul and philosophy of a people. However, the Malay pantun, with its quatrains structure and a clear differentiation between the elements of nature and the human world, mirrors their unique philosophy of nature. Nature precedes the human, and with its rhyme scheme both are interlinked and become part of the other and finally complements and completes each other. At the end of the last line the meaning is neatly wrapped for a full presentation. The pantun also allows the favourite linguistic style of the peoples of the Malay Archipelago – an indirect expression, through metaphors, to take precedence – these are the kias and ibarat, which have been honed to a great artistic art. The form is a compact one, par excellence, with a concentration of theme and ideas. Most outstanding is its inclusiveness. All experiences in life are allowed into its lines, and none has to be left out. Love, longing, hate, jealousy, sincerity, friendship, differences, prejudices and doubts and the transience of life – are to be found in its lines. They come in tones of humor, irony, sorrow and grief, anger and regret.

BIODATA

Prof. Emeritus Dr. Muhammad Haji Salleh is a poet, critic, editor and translator in both Malay and English. He has published fifteen collections of poems and some forty-odd books of criticism, theoretical writings and translation, including Beyond the Archipelago and The Poetics of Malay Literature. He has been awarded the S.E.A Literary Prize, made a National Laureate of Malaysia (Sasterawan Negara) and in 1991, named a National Scholar of Excellence (Tokoh Akademik Negara) for his contribution to scholarship, and also an emeritus professor with Universiti Sains Malaysia. He is at present working on a translation of Sulalat al-Salatin and a transcription of the oldest Hikayat Hang Tuah. At 75 he is beginning to edit and fill in the gaps in his long autobiography.
PLENARY SPEAKERS
PLENARY 1

UNEQUAL ENGLISHES, DISCOURSES AND IDENTITIES ON THE STREETS

Assistant Professor Dr Ruanni Tupas
National Institute of Education, Nanyang Technological University, Singapore

ABSTRACT

In this plenary paper, I will discuss linguistic landscapes as active and dynamic spaces for the creation, perpetuation and transformation of unequal Englishes, discourses and identities (Tupas, 2015). Linguistic landscapes may be ‘multilingual’ in terms of their use of (overlapping) multiple languages and language varieties, but such landscapes are in fact located in various forms and practices of multilingualism. Consequently, the languages and language varieties are used in public signs differently – and, unequally – engendering traceable identities and discourses which are shaped by socioeconomic dispositions and material practices (Pan, 2015; Stroud & Mpendukana, 2009). I provide examples of such class-inducing public signs drawn from one complex linguistic landscape in the Philippines – Cubao, Philippines – a multilingual hub of socioeconomic and everyday cultural activities at the heart of the country’s capital, Manila. In the midst of dizzying multiple signs which speak to people from various walks of life who, literally, walk through and on the streets of Cubao, I show how linguistic landscapes are organized around socially-salient categories, thus making linguistic sign-making a systematic and coherent sociolinguistic phenomenon.

BIODATA

Ruanni Tupas is an applied sociolinguist from the National Institute of Education in Singapore, teaching and doing research on issues concerning all forms of inequality at the intersection of sociolinguistics and education. In particular, he is interested in finding ways to understand and resolve the messy relationship between language use and language pedagogy. He is sole editor of Unequal Englishes: The Politics of Englishes Today (Palgrave) and co-editor of Language, Education and Nation-building: Assimilation and shift in Southeast Asia (Palgrave) and Why English? Confronting the Hydra (Multilingual Matters). His recent publications have appeared in the Journal of Sociolinguistics, International Journal of Bilingual Education and Bilingualism, Journal of Multicultural Discourses, Journal of Multilingual and Multicultural Development, Language and Education, Intercultural Education, and Language Teaching.
PLENARY PAPER 2:

EDUCATION AND THE LANGUAGE OF (DIS-)EMPOWERMENT

Associate Professor Dr Ahmar Mahboob
University of Sydney, Australia

ABSTRACT

This presentation explores the relationship between the language used in educational contexts and its potential impact on students’ futures. In addition to exploring this issue from the perspective of medium-of-instruction debate, we will also discuss how issues of language variation can influence educational outcomes for students coming from different backgrounds. To do this, I will consolidate findings and draw examples from a number of projects that I have recently been involved in in Brazil, Pakistan, Saudi Arabia, the Philippines, and Vietnam. Grounded primarily on linguistic analyses of published teaching/learning material, we will explore how the linguistic choices made in the development (and use) of instructional material can potentially impact what the students learn. We will consider how these language and literacy skills might (or might not) enable students to access different opportunities in life, education and work. Finally, we will evaluate the socio-economic impact of such practices on individual and national development.

BIODATA

Ahmar Mahboob is Associate Professor of Linguistics at the University of Sydney. Ahmar is keenly interested in the application of language sciences to developmental issues, with a particular focus on education. His primary research interest is on an examination of policies, practices, and implications of language variation in local and global contexts. In pursuing this goal, Ahmar draws from and contributes to a range of linguistics and applied linguistics traditions, theories, and methodologies. Ahmar has published extensively and is the current co-editor of TESOL Quarterly.
PLENARY PAPER 3:

FACE AND IDENTITY IN INTERACTION

Professor Dr Zuraidah Mohd Don
University of Malaya, Malaysia

ABSTRACT

This paper examines the interviewee’s face as it unfolds in the course of the interaction between interviewer and interviewee, which represents a return to a more interactionally-grounded notion of face. The interviews are concerned with Iran’s nuclear programme, which is a sensitive issue, because Iran is widely perceived to be failing to act in compliance with international demands. The overall aim is to ascertain the relationship between face and identity through self in order to understand ‘what is going on interactionally’ as the interviewee makes face claims. The notion of identity adopted in this study follows Simon (2004), which is concerned with self aspects consisting of beliefs about one’s own attributes, and incorporates not only individual representation of the self but also relational and collective representations.

Drawing on Spencer-Oatey’s approach (2007), selected excerpts from political interviews between Iranian politicians and an American interviewer are analysed to ascertain the way interviewees reject the negative attributes assigned to them, and present a positive image of themselves and Iran as it merges in the interaction. The investigation centres on how interviewees respond to the assignment of negative attributes, and make face claims in relation to them at individual, group and collective levels. The interviewees’ face claims to a range of identity attributes are constituted through their actions, which are oriented to what others think of them, and which regulate in part their behaviour (see e.g. Haugh 2013).

BIODATA

Zuraidah Mohd Don is the Adviser to the Council of Language Deans and also Chair, English Language Standards and Quality Council, two bodies set up by the Ministry of Education to look into the teaching and learning of English Language in Malaysia. Her research covers a wide field centred on the study of language, ranging from Pragmatics and Discourse Analysis to Corpus Linguistics and English Language Teaching. She aims to use linguistic expertise to make a positive contribution to the outside world. Her articles are also published in the prestigious Journal of Pragmatics, Discourse & Society, IEICE Transactions, Text & Talk and Language and Communication.
SPECIAL PANEL SESSION
FROM WORLD ENGLISHES TO UNEQUAL ENGLISHES: FOCUS ON THE ‘UNEQUAL’

Assistant Professor Dr. Ruanni Tupas
Convener
*National Institute of Education, Nanyang Technological University*

PANEL ABSTRACT

The spread of English around the world has resulted in the development and the flourishing of different varieties of the language. In Southeast Asia, local identities, cultures and languages have impinged on the structural and functional development of English. Through globalization, English may have travelled across the world, bringing speakers of different languages together in ‘lingua franca’ (or international) contexts, but speakers of English bring along with them their unique identities, as well as ideologies and linguistic repertoires, every time they are engaged in conversations in the language. In other words, whether in lingua franca or intra-national communication contexts, users of English deploy different Englishes for communicative and symbolic purposes. Consequently, because speakers of Englishes are rooted in their own identities, ideologies and social positionings, these Englishes are unequally valued, with some more powerful than others. The pluralization of English is a sociolinguistic reality that should be acknowledged and celebrated, but there is a need to temper such celebration with critical questions, including, “Are all Englishes really equal?” Thus, “a stronger focus on ‘unequal Englishes’” (Dovchin, Sultana & Pennycook, 2016, p. 4) is needed in “new pluralist approaches towards English” (p. 1).

INDIVIDUAL ABSTRACTS

**Paper 1**

*Unequal Englishes in multilingual classrooms*

Dr. Maria Luz Elena N. Canilao
*Ateneo de Manila University*

Filipino *ilustrados* who belonged to the elite and rich educated class in the late nineteenth century were the first ones in the Philippines to gain access to English which they saw as a potential global language (Gonzalez, 2004). Deprived of formal instruction during the three hundred-year reign of Spain over the country, Filipinos welcomed free education provided by their American colonizers in the 1900s. They embraced English, the language of learning, and it eventually became a symbol of prestige and privilege, building a divider between the upper classes and the marginalized sectors of society (Brigham & Castillo, 1999). Since then, Englishes have evolved in the Philippines and around the world, but these Englishes
are not created equal, and therefore, only a few are recognized and all the others are ignored. Those that are recognized are quite reachable by the ones who hold the power; those that are ignored are often shunned even by the ones who use them. Thus, even with the recent implementation of the Mother Tongue-based Multilingual Education (MTBMLE) Policy in the Philippines, the position of local languages in the academic domain has been elevated, linguistic inequalities remain. This presentation uses the lens of unequal Englishes (Tupas&Rubdy, 2015) and adopts the framework of Discourses (Gee, 1999) in exposing the linguistic demarcations that exist in public elementary schools in the Philippines. It reveals the socio-economic realities and other vital factors that help shape English language teaching (ELT) and learning, and at the same time, it unearths the wealth of multilingual classrooms that may be used in promoting linguistic and cultural diversity. Other related issues and complexities in ELT are uncovered and possible steps that may be taken in the areas of language policy, curriculum development, and teacher training to reduce the gap among Englishes are offered.

Paper 2

When to Singlish?: Unequal Englishes in Singapore

Dr. Yeo Wan Ting
National Institute of Education
Nanyang Technological University

The importance that the Singapore government places on the English Language is evidenced in its declaration of English as its official language and its implementation of an English-knowing bilingual education policy. The Singapore government saw English as the perfect lingua franca for inter-ethnic communications as it did not favour any one ethnic group. Additionally, given that Singapore is dependent on foreign investments, the Singapore government saw great economic value in having an English-speaking population. Consequently, English in Singapore serves the purposes of maintaining social cohesion, upholding the ideology of meritocracy and creating the possibility of upward socio-economic mobility (Wee, 2010). As the educational institutes improved the standard of English, Singapore Colloquial English, or Singlish, simultaneously flourished outside of the classrooms. By 1990s, the Singapore government was increasingly concerned about the popularity of Singlish (Wee, 2010) and accorded it little political legitimacy by referring to it as “a corrupted form of English that is not understood by others” and the reason Singapore “will lose a competitive edge” in the global economy (Goh, 2000). Yet, tensions arise when the Singapore government is increasingly confronted with the social legitimacy that Singlish has come to acquire. Supporters of Singlish have become increasingly vocal about its role as an identity marker unique to Singaporeans (Wee, 2010). Further tensions arise when in recent years, the Singapore government pushed specific political agendas using Singlish as a means of informalization. This presentation reflects on this apparent contradiction and resulting tensions between Singlish and the standard variety of English through the lens of Unequal Englishes.
**Paper 3**

**Translingual Englishes in Indonesia: A case of teacher-student classroom interaction**

Dr. Setiono Sugiharto  
*Atma Jaya Catholic University, Indonesia*

While concerns over inequalities of multilingualism— a real phenomenon in multilingual countries due to the positive attitudes toward English as a global language – should not be overlooked, there are occasions especially in a classroom context where multilingual speakers defy the exclusive use of English, and instead creatively mix the English language with their own mother tongues, resulting in translingual Englishes (Dovchin, Sultana & Pennycook, 2016). In this talk, I will show that despite the strict imposition of the English-only-policy in schools in Indonesia – a source of inequalities in learning and teaching in the country – both students and teachers manage to surreptitiously translanguage their interactions using varied linguistic codes for achieving successful communication in a class interaction. I see their translingual Englishes as a strategic practice initiated by the teachers to not only open up a space for them to reveal their real multilingual identities, but also to legitimate these identities. Finally, in teacher-dominated classrooms where students often keep silent and are unwilling to initiate a conversation and to argue over a controversial issue, such an act is a pedagogically useful practice for encouraging students to negotiate tensions that might occur in their efforts to grapple with their learning of English. Thus, a focus on the ‘unequal’ in the classroom also leads to uncovering translingual spaces where efficient teaching and learning are facilitated and multilingual identities affirmed.

**Paper 4**

**Pop culture and the consumer: Unequal Englishes as commodity**

Dr. Paolo Niño M. Valdez  
*De La Salle University, Manila*

Recent studies have posited several important points concerning multilingualism and world Englishes. First, multilingualism is deemed as a resource (Bernardo, 2005) and that world Englishes celebrates diversity of cultures as the English language is appropriated for purposes specific to a given culture (Kachru, 1986). Second, while the positive merits of recognizing multilingualism and world Englishes are fully recognized in scholarly discussions, domains such as business, education and government remain firm on their stance that standard English remains to be the “premium” language that deserves recognition and prestige. While the recent addition of Unequal Englishes adds a more nuanced character to the ideological and material consequences of bilingualism and world Englishes (Tupas, 2015), I argue that the positioning of the user of varieties of English (especially those that possess the non-standard variety) as portrayed in pop culture products appears to counter earlier ideas that
unequal Englishes remain static in a hierarchy of Englishes. Further, this paper argues that while previous investigations on Philippines Englishes are confined to educated varieties, this paper examines how unequal Englishes in the Philippines is appropriated in novel ways to challenge existing dichotomies of standard and non-standard varieties. Specifically, this investigation examines the use of Philippine English in pop culture products such as T-shirts and novelty items. Through a linguistic and multimodal analysis, it proceeds with establishing patterns that suggest the positioning of *Unequal Englishes* as a commodity. Moreover, it seeks to investigate on the portrayal of the users of non-standard Philippine English to a wider market that of consumers.

**Paper 5**

**English hegemony and narratives of the marginalized: Unequal Englishes in Thailand**

Dr. Adcharawan Buripakdi  
*Suranaree University of Technology, Thailand*

This paper addresses the status of English related to the notion of Other — marginalized voices — in Thailand. It presents narratives of ten language users from educational, media, and professional contexts. These writers struggled to fit in mainstream English ideology. Their attempts to negotiate with Standard English discourse addressed the subaltern place in the linguistic sphere. Ladda and Pim, for example, articulated their intellectual pain of having their writing accepted by their native-speaker newspaper editors. In this regard, they had to conform to the newspaper’s policy that preferred dominant Standard English to non-English Standard varieties. The stories narrated by Kim, Chai and Pan regarding their lived experience of “my teacher says my English has a *Thinglish* symptom” reflect linguistic intolerance in both the education and job market contexts. These informants were placed in an inferior position when their accented English was compared with Standard English. Although these people engaged in different language use situations, these experiences coincidently and interestingly echo the same broader phenomenon—the marginalized positions in Thai society of those who do not speak the so-called ‘Standard English’. The participants’ reflections on their English illustrate that English use in Thailand is situated in a hierarchy of languages and is deeply embedded in a colonial construct within the political and economic hegemony of Western Anglophone powers. This study yields vital and nuanced understandings and theoretical insights about language use, power, identity and other aspects of sociolinguistic attitudes and practices related to unequal Englishes in Thailand.

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ORAL ABSTRACTS
1. **Manifestation and World Role of the Language in International Moderate Community**

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Indonesia

Language has its own uniqueness in the process of interacting with fellow human beings, animals, and God. Although it has its own language characteristics, purposes and functions, language is used as a tool to convey ideas, opinions and feelings. In the international communal society both in terms of relations between countries, relationships between institutions, and relationships between the international communities, there are certain conventions on the language that must be used to communicate between the international community to convey their intentions and ideas. The results of agreed conventions become guidelines to avoid misunderstandings in the delivery of the intent of a person or an institution. There have been many cases where the subject matter lies in misunderstandings of language that lead to misunderstandings between two people or two countries, such as civil war cases in the Middle East country, civil war in Vietnam, cases of defamation of religion in Indonesia, and others. These problems may be resolved if both parties are willing to sit together to clarify their intentions and objectives to create a moderate international communal environment.

Keywords: language, moderate, international communal society

2. **Cultural Diversity and International Interactions**

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Sureechai Sukantarat  
Surindra Rajabhat University  
Thailand

The world has changed rapidly; however, human development in each country has not been on the same wave-length of world changes. Therefore, it is important to plan for the next move by using cultural diversity such as by having artists to interact in international folklore festivals. The objectives of this study are as follows: 1) to establish the learning situation in order to promote cultural diversity and international interactions 2) to incubate artists with right mindfulness and to be world-class scholars. The research is an operational study in Ethnography, which is a research that selects people according to their quality or which is called Dhamma Vijaya (Research). Data were collected from 200 people who were representatives from 15 countries around the world. The places of study were four provinces in the central part of Thailand. It took one year of coordination among member countries (2016). Duration of trying, examining and selecting data was seven days (January 31 2017 to February 6, 2017). Stages for the artists to trial and demonstrate both scientific and artistic skills were at SuanSida in Nakhonnayok province, Saraburi Municipality, Bann Klor Village in Ayudhya province, and Piyachanok community in Nakhonpathom province. The research results were as follows: 1) The situational learning environment, which promoted cultural diversity and international interactions, was identified. The activities conducted at KhlongPakpli, Nakhonnayok province included local cultural knowledge from the museum, musical and performance exchanges. International artists had a chance to experience cultural heritage in real situation. Leadership was the core experience which was implemented by the temple and monks, making them to be the leaders of change. 2) The most disciplined, most enduring, and most adaptable teams were selected as follows: Gaminis’s Team from Sri Lanka, Egypt team, and Indonesia team, respectively. The total number of team members was 50. 3) The results from 1) and 2) indicate that cultural diversity and international interactions are effective situational learning models that can change and elevate the youth to be complete artists, to be mindfulness and to be world-class scholars. Suggestions for future policies are the government should value local artists and schools should reconsider their local culture. This matter is close to bio-religion and human genetics, which can be used for the youths as vaccine that helps them to adapt themselves with future situations. Besides, acceptance of and putting values in cultural diversity are reasonable investment, which develops the value and economy for every country in the world.

Keywords: cultural diversity, international interaction, ethnography, dhammavijaya

3. **Footing and Neutrality in Radio Broadcast News Interviews in Zamboanga Island Chabacano**

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De La Salle University  
Philippines

This study examines the question of footing and neutrality observed by selected professional broadcast journalists in Zamboanga City, Philippines. Using audio recordings of Radio Mindanao Network covering the first few days of the siege that took place in the heart of the city in 2013, this study will highlight the interviewing styles employed by local journalists during the most extraordinary time in the city, the first of its kind in the whole Philippines where a month-long siege staged by the Moro National Liberation Front against military forces takes place in an urban center of commerce. It will also feature the use of Zamboangueño Chabacano, a variety of Philippine...
Spanish-based Creole spoken in and around the Zamboanga peninsula in the western part of Mindanao. The study will use Clayman’s (1992) framework on footing and neutrality in the news-interview discourse. The analysis will focus specifically on how interviewers (IRs) shift footings to achieve neutrality and manifestations of an IRs’s non-neutrality either toward the issue or to the interviewee. Data analyses may reveal footing shifts from act of attribution to act of narrator and quoting of controversial statements from third parties. IRs may also manifest non-neutrality to issues by direct remarks and interruptions.

Keywords: footing, neutrality, Zamboanga-based Creole, Philippine Spanish-based Creole

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<th>4.</th>
<th>Pragmatic Functions of InshaAllah as a Response to Wedding Invitation</th>
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| **Aisyah Liyana binti Yuserrie** | University of Malaya  
Malaysia |

Religious expressions are no longer limited to a religious discourse. Due to contact with various culture and norms, these expressions started to gain pragmatic functions that are different from its conventional meaning with inshaAllah being one of the example (Nazzal, 2005). This research aims to explore how the word inshaAllah is used as a response to wedding invitation thus describing the pragmatic functions of inshaAllah in Malaysia by looking at the intended meaning of the expression when used as a response. Using convenience sampling method, electronic wedding invitations was sent out to respondents via WhatsApp and social media platform. Data collected are compilation of replies from respondents to the wedding invitation that is sent to them. To fulfill research aim, theoretical framework of Grice’s Maxim was used to analyzed replies and later categorized according to the type of maxims that are being flouted when one used inshaAllah. Based on findings by previous scholars, responses are later classified according to the pragmatic function that it serves. Preliminary analysis showed that the highest number of maxims flouted are maxim of manner (1) and (2), followed by maxims of quantity (2). Further research showed that this is due to the pragmatic function of inshaAllah in this context whereby respondents used inshaAllah as a mean of mitigating responsibilities (Nazzal, 2005) and a form of prayer (Woytak, 1999). These findings showed that the expression inshaAllah has indeed gained a varied meaning different to its conventional meaning that is crucial to understand in order to avoid misunderstandings.

Keywords: religious expressions, InshaAllah, wedding invitation, Gricean Maxims, pragmatic function

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<th>5.</th>
<th>On Evaluative Markers, a Rhetorical Device in Writing Academic Review Genres: With Special Attention to the Review Article Genre</th>
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| **Ali Sorayyaei Azar** | University of Malaya  
Malaysia |

The aims of this research are (1) to identify what evaluative markers are frequently used, and (2) to analyze their functions. The data, drawn from a randomly selected corpus of thirty-two review articles, was analyzed using Wordsmith Tools to investigate the evaluative markers. The results indicated that the evaluative markers were more common in the Conclusions than other analytical sections in the corpus. They appeared more frequently in the second and third move of the Conclusion sections. In this study, four types of markers were identified; however, only two types, including attitudinal adjectives and adverbs, were the most frequent ones. This study highlighted how the authors professionally interact with their readers to show their evaluation in the developments of a research.

Keywords: academic review genres; review article genre; evaluative/ attitude markers; rhetorical writing strategy

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<th>6.</th>
<th>Pragmatic Variation in Route Direction Giving Strategies of Malaysian Speakers of English</th>
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| **Amal Mechraoui**  
**Faridah Noor Mohd Noor** | University of Malaya  
Malaysia |

Route direction-giving is a common speech event that is vital for daily functioning but which has been given little emphasis in cross-cultural pragmatic research (Ewald, 2010; Lee, 2014). This study investigates the influence of the macro-social variable of “ethnicity”, which is taken in this research to refer to the cultural practices of a person on Malaysian English speakers route direction-giving speech acts. Using a revised variational pragmatic framework, the current research analyses a corpus of 30 naturalized route direction-giving exchanges collected inside a university campus in Malaysia. Analysis of data focused on examining the forms of route direction-giving strategies used by Malay, Chinese and Indian Malaysian direction givers. Findings indicate that although all Malaysian speakers showed a tendency to prefer indirect strategies in issuing route directions, slight differences between the three ethnic groups existed.
Forbidden Tattoo of the Headhunters

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Tattoo is a form of skin modification and marking where a design is made by inserting ink, dyes and pigments. Tattoos fall into two main categories: mainly for decorative (with no specific meaning) and also symbolic (with a specific meaning pertinent to the wearer). Tattooing amongst the Iban community was mostly for protection (Krutak, 2000); to enable the individual to be invincible (from physical and spiritual harm). Those who were able to tattoo others are regarded highly within their communities as they were known to have spiritual connection with the spiritual world. The aim of this study is to investigate the types of tattoo which are forbidden amongst the Iban ethnic of Sarawak and the Kejaman from Belaga, Sarawak. The data were obtained through observations and informal interviews. According to Franken and Torfinn (1998), for an Iban warrior, the ‘Tegulun’ was one of the highest achievements a person could attain during life on earth. A man who received a ‘Tegulun’ or forbidden tattoo had to be greatly skilled in carving ritual object or to have successfully hunted the head of a human or a rhinoceros. As for the kejaman ethnic, tattoo was forbidden for the commoner (Panyin) - it was only meant for the ‘Maren’ or ‘Laja’ (noble blood). In today’s society (specifically), for the Iban communities, getting or having a tattoo is not more than just following the trend- some not knowing how their tattoo especially the traditional Iban tattoo, can portray the complex ideologies, identity and the culture of the Iban communities.

Keywords: Iban community, forbidden tattoo, headhunters, ideology, identity

Density and Multiplexity of Kejaman’s Network Structure and Implications on Language Use

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Research has indicated that the Kejamans are shifting to other languages, particularly Iban, Bahasa Melayu and English because of rural-urban migration and other social changes. Presently, many of them work and live with people from different backgrounds, ethnic groups and languages. In the process, they often communicate in languages other than Kejaman unless they are interacting with their family, Kejaman friends, colleagues and neighbours. This study examined the social network of the Kejaman community from Belaga, Sarawak, focusing in particular on the density and multiplexity of their network. A case study approach was taken in that six members of the Kejaman community were interviewed to find out their exchange and interactive networks. The participants were from three generations: the grandparent’s generation; the parents’ generation; and the children’s generation. The data were analysed based on Milroy’s (1987, 1992) framework of social network. The results indicate that the density and multiplexity of the exchange and interactive networks vary with their age group, location of residence and frequency of actual and virtual contact with other members of the Kejaman community. Generally, the respondents have more contact with members of their exchange networks compared to their interactive networks. As the exchange network comprises family members and relatives, this indicates that the Kejaman language is still used for daily communication in various situations related to family, friendship, work and school and issues related to health and financial matters. In the interactive networks, the Kejaman participants were inclined to use commonly understood languages such as Iban, Bahasa Melayu and English. The results point to the future maintenance of the Kejaman language if Kejaman remains the main language of communication in the exchange networks.

Keywords: Kejaman, network structure, network density, multiplex, uniplex

A Diachronic Thematic Analysis of National Day Rally Speeches Delivered by Singaporean Politicians since Independence

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Scholars who researched on language policies or language ideologies (see Chand, 2013; Pavlenko, 2013), have ventured into diachronic analysis due to its comparative value (Pavlenko, 2013). They have drawn on a variety of sources to provide a diachronic perspective of language ideologies or policies over time. It is interesting to note that diachronic studies which rely chiefly on official pronouncements on languages or language policies remain hard to come by. Additionally, a close review of existing literature on language ideologies in
Singaporer (e.g. Wee, 2006; 2011; Tan & Ng, 2011) as well as scholarly work which examines National Day Rally (NDR) speeches delivered by Singaporean politicians (e.g. Tan, 2007; Tan & Wee, 2002; Teo & Cui, 2015) reveal that researchers in these domains have yet to conduct a diachronic analysis of the NDR speeches delivered from 1966 to 2016. This study therefore proposes to address the mentioned research gaps by conducting a diachronic thematic analysis of the NDR speeches delivered since independence to find out whether Singaporean politicians’ views of English have changed over time. It has been discovered that views such as the state’s conception of English as a unifying language which is crucial for national cohesion has remained consistent over the years since 1966. The data also reveals the state’s more favorable perception of Singlish to serve roles such as facilitating national cohesion in recent times. This seems to imply the state’s acknowledgement that despite their best efforts to eradicate Singlish, Singlish’s ability to fulfill “identification and integrative functions for Singaporeans” could not be easily brushed away (Lim, 2015, p.264).

Keywords: diachronic thematic analysis, National Day Rally speeches, English, language policies, language ideologies, Singapore

10. Multilingualism at University: How do English, Spanish, and Catalan Cohabit in Universities from Catalonia and the Balearic Islands?

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Spain
China

Catalonia and the Balearic Islands are two regions in Spain with two co-official languages: Catalan and Spanish. This communication focuses on how this linguistic situation is represented in universities, where it is even more complex because English is also present. At a moment when international mobility is an essential part of higher education, it is difficult to define a space or a function for each of the languages. Bearing this in mind, this communication focuses on how undergraduate students from universities in Barcelona and Palma (the capital cities of two Catalan-speaking areas) perceive the current language situation in higher education. On one hand, quantitative data provided by the universities shows the current use of teaching languages. While the presence of English is similar and marginal (around 10%) in both cities, Catalan and Spanish show different percentages. In Barcelona, the local language is the predominant one, but in Palma, however, only half of the classes are taught in Catalan. On the other hand, qualitative data was gathered through several focus groups organized in Palma and Barcelona, where informants had to discuss several topics regarding language use at university. This allowed analyzing students' opinions on the current language situation as well as on the role of the three languages in higher education. Results show that there is a general acceptance of the current situation, where each professor can choose the teaching language. Moreover, students value multilingualism in a positive way and consider English an essential language for their future careers. The flexibility of the current language policies allow significant differences not only regarding language use in different universities but also among the same universities: in certain degrees, a specific language tends to predominate (e.g. Spanish in Economic studies).

Keywords: multilingualism, Catalan, Spanish, language perceptions

11. Linguistic Landscape: A Study on Shop Signs in a Filipino-Chinese Community in the Philippines

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This study has explored linguistic practices and code choices of shop signs in Ongpin to find out unique features of the linguistic landscape in a Filipino-Chinese community in the Philippines. To address the general objective, which is to determine the linguistic landscape in Ongpin, shops were analyzed and interpreted. The aim of this study in determining the linguistic practices and code preferences in Binondo shop signs was carried out through adopting Backhaus (2006) premise that countless of written messages can be found in public places, particularly in offices and shop signs, billboards, and neon advertisements, traffic signs, topographic information and area maps, political campaign posters, stone inscriptions, and enigmatic graffiti discourses. This study found out that English dominated the linguistic landscape for both monolingual and multilingual shop signs, which indicates the language preferences among shop owners/sign writers in Ongpin. The findings also revealed that the linguistic landscape in Ongpin embraced the use of multilingual shop signs with English and Chinese languages without mutual translations. These findings allow making some inferences. One is the dominant use of English followed by Chinese as a supplementary language in the shop signs, which attests to a multilingualism practice in Ongpin. There was a clear manifestation of a unique code preference of the shop owners/sign writers to accommodate both local and international clients. Secondly, it is interesting to note that most multilingual signs do not have mutual translations. Finally, the pattern for the most of the shop signs demonstrated the need of using the Chinese language that could best connect the Filipino-Chinese community and help them to preserve their language heritage. This paper hopes to contribute to the studies of linguistic landscapes in the Philippines.
12. Mother Tongue in Multilingual Class: Exploring Teachers’ Cognition

Aprillette C. Devanadera
Ericson Olario Alieto
De La Salle University
Philippines

The main objective of the study is to determine teacher’s cognition on the use of mother tongue in a multilingual class. Teacher cognition was described by Borg (1998b) as the teacher’s various beliefs, attitudes, metaphors, conceptions and perspectives towards language teaching. It involves what the teachers think, know and believe. Several studies explained that teacher cognition plays a fundamental role in the pedagogical practices among teachers. In the present study, teacher’s cognition was explored so as to elucidate how the teacher’s beliefs affect or influence their educational practices. This present study utilized a qualitative descriptive research design which according to Denzin and Lincoln (1994), is a method based on inquiry process in a natural setting that involves interpretation of phenomena to understand how people make meaning from their experiences. It was discovered from the in-depth interview that although the five participants believe that the use of mother tongue in a multilingual class enhances learning, it also poses challenges among teachers. It is also worth to note that central to teachers’ cognition is the learners. Teachers’ thinking and decisions are anchored on the learners as to whether such is beneficial or not. The study also revealed that Mother Tongue Based in Multilingual education (MTB MLE) as perceived by the participants as a springboard in teaching other languages among students with different linguistic backgrounds. It was also observed that the teacher’s positive and negative beliefs towards mother tongue-based education come from their personal experiences. It is also significant to note that teachers tend to deviate from the MTB MLE program to suit the needs of their students with different linguistic backgrounds. Thus this study illustrate that teacher cognition influences their pedagogical practices in a multilingual class.

Keywords: mother tongue, multilingualism, cognition, beliefs, linguistic background

13. Konstruksi Cerita Situ Lengkap Panjalu Sebagai Wisata Budaya

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Keywords: konstruksi cerita rakyat, situ lengkong, wisata budaya

14. Gender Representation and Identity Construction of the Main Character in the Mortal Instruments Series by Cassandra Clare

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Keywords: linguistic landscape, mutual translation, no mutual translation, code preference, linguistic practice
Gender and identity are something that every human in the world naturally have. There are a lot of ways to represent gender and there are a lot of causes to make identity change. Thus, this research is based on how gender and identity are constructed through fantasy novel series. There are six fantasy novels in The Mortal Instruments Series by Cassandra Clare published between 2007-2014. At first, Clare did not intend to publish these series as young adult genre, but these fantasy novel series became the top of the Bestsellers list and were established as some of the most popular works read largely by young adults. These novels describe how the main characters represented gender and how identity was constructed by some causes through the main character’s process of development from teenager to an adult in different circumstances. This research uses an analytic descriptive method. The sources in this research are six novels included in the series: City of Bones (2007), City of Ashes (2008), City of Glass (2009), City of Fallen Angels (2011), City of Lost Souls (2012), and City of Heavenly Fire (2014). Gender and identity approach is also used to reveal issues in this research. Findings show that the representation of gender is not stereotypical. Also, identity is constructed differently based on circumstances. The study explores how the narrator represented gender and the circumstances in the novel that show changes in the construction of identity.

**Keywords:** gender representation, identity construction, The Mortal Instrument Series, Cassandra Clare

### 15. An Analysis of Cultural Stereotypes in the Satire TV Series The Noose

*Aura Valentin Eden  
SoeMarlarLwin  
Singapore University of Social Sciences  
Singapore*

Television programmes based on satirical news comedy have been a popular entertainment spectacle enjoyed by the masses on a global scale. Since 2007, Singapore media conglomerate Mediacorp has seasonally broadcast a popular satire news series titled The Noose. The series feature various issues of interest or concern by Singaporeans through sketches helmed by an assemblage of characters with exaggerated accents and comedic impersonations representing locals and foreigners living or working in Singapore. Coinciding with the season premiere of The Noose was the 2007–2008 global financial crisis, which prompted Singaporeans to be more vocal in expressing their long latent fear over the security of their livelihood that was seen to be threatened by the increasingly large influx of foreigners. Using Critical Discourse Analysis (CDA), this paper examines the representations of three ‘foreign’ characters featured in The Noose. The analysis focuses on linguistics and visual elements used to represent these three characters. The findings are interpreted in relation to the larger context of recent developments in Singapore immigration. The paper discusses cultural stereotypes and attitudes Singaporeans seem to have towards certain nationalities whose presence in Singapore has increased noticeably.

**Keywords:** cultural stereotypes, satirical comedy, Critical Discourse Analysis, nationalities

### 16. Slip of the Tongue Found in Shobahul Lughah Language Learning Activities in Pusat Mahad Al-Jami’ah UIN Malang, Indonesia

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Universitas Islam Negeri Maulana Malik Ibrahim Malang  
Indonesia*

Nowadays, learning or lecturing takes place not only in the classroom but also outside of it, especially, in the case of learning a foreign language through shobahul lughah. What is shobahul lughah? It is a language learning activity done in the early morning hours, which makes mahasantri (or the students who live in ma’had) accustomed to improving their language skills such as speaking, reading, writing, listening, and so forth. However, only some universities adopt these kinds of activities, especially Islamic universities which have ma’had or the dorms where students/mahasantri live in and study about Islamic education while also practising their language skills both in Arabic and English. Due to the fact that ma’had and shobahul lughah activities are not implemented in all universities, it would be interesting to observe and investigate this practice. Thus, this study aims to investigate and observe the slips of the tongue in students’ utterances from the language learning activity named shobahul lughah, particularly during the English language week. In this study, the researcher adopted a descriptive qualitative approach since the data were derived from conversations during shobahul lughah. In addition, the researcher used theories proposed by Fromkin (1973) about eight types of slip of the tongue and Clark (1977) about the factors that influence the slips of the tongue. The researcher joined the shobahul lughah activities for three days, or from 8th to 10th of May 2017. The data were obtained by using the audio recorder in order to get the students’ speaking interactions in the English language. The researcher also took notes in order to include any kind of insightful information concerning the students’ utterances. The result showed that almost all types of slips of the tongue were produced by the students and the most important factor that influenced these slips of the tongue was related to cognitive difficulties.

**Keywords:** psycholinguistics, slip of tongue, shobahul lughah, language learning, ma’had

### 17. East-West Comparison of Gender Performativity in ‘Marketing’ Metrosexuality through Facebook Brand Pages

*Cheong Huey Fen*

**Keywords:** psychological, slip of tongue, shobahul lughah, language learning, ma’had
The paper will present a multimodal discourse analysis of Facebook brand pages of a popular male grooming brand, L’Oréal Men Expert (LME). The aim of this study is to investigate how LME persuades men to accept beauty practices like skin care that are traditionally perceived as feminine. This addresses the growing interest in male grooming, commonly known as ‘metrosexuality’. Studies show mixed responses towards metrosexuality, which further affect men’s consumption behaviour towards grooming products and services. Gender negotiation is the key element for the success of grooming industry. However, gender practice and metrosexual culture/development differ across countries. This leads to the research interest in cross-cultural comparison between LME Malaysia and LME UK, representing eastern and western cultures respectively. Since the concept of masculinity is in relation to femininity, I analysed LME in comparison with L’Oréal Paris (LP). The study analysed a corpus of 1186 posts from Facebook brand pages of LP Malaysia, LME Malaysia, LP UK, and LME UK that were posted throughout 2015. This multimodal discourse analysis employed a knowledge-action approach, inspired by theories from Austin's (1962) performativity theory, Scollon's (2004) mediated discourse analysis, van Dijk's (1977) theory of action, and Keller's (2011) sociology of knowledge approach to discourse (SKAD). The gender theories include Butler's (2006) theory of performativity and Connell and Messerschmidt's (2005) reconceptualisation of hegemonic masculinity. As for analytical tools of the linguistic data, I used Halliday and Matthiessen's (2014) Systemic Functional Linguistics (SFL) and other non-linguistic features that derive from the concept of SFL, e.g. Kress and van Leeuwen’s frameworks on visual social semiotics (Kress & van Leeuwen, 2006) and other modes like colours (Kress & van Leeuwen, 2002) and typography (van Leeuwen, 2006). Overall, the findings show a stark difference between LME Malaysia and LME UK, not only in representation of masculinity, but also in masculine-feminine relational difference.

Keywords: semiotics, Systemic Functional Linguistics (SFL), masculinity, gender performativity, digital media

18. **Lexical Complexity & Interactive Competence of ESL Learners in Face-to-face and Online Discussions**

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*University of Malaya*  
*Malaysia*

This study compared the ESL learners’ discourse which displays lexical complexity and interactive competence in face-to-face and online discussions. The influence of learners’ personality and language proficiency in different discussion settings is also investigated. The Ecological Model of the Communication Process (Foulger, 2004) is the theoretical framework used in this study. The mixed-method approach used in this study employed the concurrent transformative design in which quantitative and qualitative data were gathered from the stage of data collection to data analysis. In this research, the quantitative method was used to collect and analyse the data gathered from the quasi-experiment and the survey carried out after that. Meanwhile, the qualitative method was utilised in the collection and analysis of the observation during the experiment and the online feedback session. Eight sessions of face-to-face and online discussions have been carried out weekly for over a month with two matched-samples groups alternating weekly from online to face-to-face settings. This study found that the use of synchronous online setting can be very helpful in eliciting more discourse that displays higher lexical complexity; especially among the introverts and the less proficient ESL learners. In the online discussions, the less proficient learners have also shown better interactive competence. Suggestions for facilitating discussion activities in an ESL classroom have also been provided to guide language instructors to utilise the discussion settings effectively for the ESL learners who have different personalities and level of language proficiency.

Keywords: lexical complexity, interactive competence, online discussions

19. **Analysing Interactional Data from Orderly-Disorderly Viewpoints: Some Considerations**

David Yoong  
*University of Malaya*  
*Malaysia*

As established in previous research, humour can be conceptualised across a continuum of orderliness and disorderliness of interaction (Yoong, 2010). In this research, I revisit and discuss the problems in analysing interactional data in my earlier research. Amendments and caveats are proposed to the analytical framework of orderliness and disorderliness of interaction. The data used in this research comes from interaction in the Dewan Rakyat or Malaysian House of Representatives. Briefly, analysis of interaction should be both etic and emic, and benchmarked using certain frames of reference. Doing this would enable the analyst to address conflicting interpretations.
| 20. | **Learning to Evaluate: Lexis and That-constructions in a Longitudinal Learner Corpus**  
Deliang Man  
Meng Huat Chau  
*University of Malaya*  
*Malaysia*  

While the use of evaluative language has been researched relatively extensively in ESL/EFL writing, little is known about how learners develop their linguistic resources for stance expression over time. This article reports on an investigation of evaluative that-clauses via a longitudinal learner corpus. The corpus consists of argumentative essays produced by 158 Chinese EFL college students at four points of time during a three-month period. It is found that learners not only consistently expanded the range of the lexis controlling that-clauses, but also learnt to manipulate the controlling lexis to manage authorial visibility. However, the trajectories for meaning-making resources are not straightforward, suggesting that the acquisition of evaluative language is a dynamic process. The study shows the value of longitudinal learner corpus in understanding language development.  

**Keywords:** second language development, evaluative language, evaluative that-complement clause, longitudinal learner corpus

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| 21. | **Achehnese’ Lullaby of Doda Idi: A Study from Eco-linguistic Perspective**  
Devi Pratiwy  
*Islamic University of North Sumatra & State University of North Sumatra*  
*Indonesia*  

This paper aims to examine the lexical aspects of the Achehnese’ lullaby Doda Idi. This study is viewed from an eco-linguistic perspective which includes micro as well as macro linguistic elements and the moral lessons delivered through ecological elements. In Aceh community, the activity to accompany children to lie down usually is conducted by singing a traditional song named Doda Idi. Doda Idi traditionally means to swing slowly. This study follows the eco-linguistic approach as an interdisciplinary knowledge in which language is studied through its environment in which it is used. The purposes of this study are (1) to describe the grammatical form and category of the lexicon, (2) to describe the local wisdom identified in the lullaby. Lexicons in Doda Idi were analysed from micro which explore the grammatical forms and category, and macro elements which explore the relationship of language and human activity from triple dimensions; ideological, sociological and biological dimensions. This study adopts qualitative research in which data were gathered from participating observation and in depth interview. The result shows that Doda Idi contains noun, verb, and adjective word categories and affixation and compounding word formations. Ideological, sociological and biological dimensions are also identified. The local wisdoms which are adhered in this lullaby are; as a media to educate religion for children, parents’ awe some, social and economical ranks, to educate the heroic spirit, and always remember the home land. This lullaby is one of the elements which can maintain the traditional language and culture.  

**Keywords:** eco-linguistics, lexicons, dimension

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| 22. | **The Washback Effects of Test of English for Academic Purpose on Students’ Learning**  
Didik Tri Wahyudi  
Sumardi  
Abdul Asib.  
*Universitas Sebelas Maret Surakarta*  
*Indonesia*  

This research aims at describing the washback effects of Test of English for Academic Purpose (TEAP) on the students’ learning attitude, test-preparation strategies and learning content. The researcher is eager to find out the effect of testing (TEAP) on students’ learning in the language center of Universitas Sebelas Maret Surakarta as the test is a high-stakes test that determines whether the students will pass from the graduate school or not. When the test has positive impacts on students’ learning, it is categorised as a good test; but if it has negative impacts, it is categorized as not a good test which needs improvement. Therefore, the result of this test will be beneficial for the language center to improve the quality of TEAP and its preparation course. The design of this research is a case study. The participants of this research are 25 students who join TEAP preparation course at the language center of Universitas Sebelas Maret
Surakarta. They are chosen using snowball sampling. The researcher observes the TEAP preparation class to find out the students’ attitude in the classroom. Besides, the students will fill out the questionnaires given by the researcher about the washback effects of TEAP on their learning attitude and content. Furthermore, the researcher chooses 6 of them to be interviewed to gain more information for the trustworthiness of the data. The results of the research show that the students not only focus on passing the test but also on their language skills in general. It means that TEAP gives positive washback effects toward the students.

**Keywords:** washback effects, TEAP, learning attitude, test preparation strategies, learning content

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Diki Riswandi  
Fatma Indratama  
*Sebelas Maret University*  
*Indonesia*

This paper presents critical discourse analysis of the concession speech given by Hillary Clinton after her defeat over her competitor, Donald Trump, in the US general election 2016. It aims to find out the character values hidden in Hillary’s speech that can be used in educational field. The data of the study is the transcript of speech delivered by Hillary Clinton uploaded by ABC News on its YouTube channel. To achieve the goal of this study, the analysis of the obtained data is conducted using Van Dijk’s framework. The researchers use macro analysis, which includes context embedded in the text, participant/audience, participants’ role, the speaker’s role, setting and etc., and micro analysis that places emphasis on stylistic analysis (theme, lexical features, and phonological features) of the speech. The findings show that Hillary Clinton’s concession speech can be used for the teaching and learning activities. The researchers propose several activities based on this discourse that can be conducted in the class and that are related to developing several skills of English such as listening, speaking, writing, and reading.

**Keywords:** Critical Discourse Analysis, concession speech, language teaching

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### 24. Nightmare Landscapes in Fantasy Literature and Fantastic Painting

Elzbieta Chrzanowska-Kluczewska  
*Institute of English Philology*  
*Jagiellonian University*  
*Poland*

This presentation will analyse the construction of nightmarish landscapes in fantasy literature, showing on the example of R. Browning’s “Childe Roland to the Dark Tower Came” (1855) and the excerpts taken from two classics of high fantasy—“The Two Towers” by J. R. R. Tolkien (1954/1974) and “The Farthest Shore” by U. K. Le Guin (1972)—that the linguistic means applied to this end in poetry and prose draw from a similar set. Figuration plays here an important role and a predilection for using similes is conspicuous. Among the metaphors, synesthesia seems to play a prominent part. The overall purpose of such strategies is to evoke the atmosphere of the uncanny and to raise excitement in the reader, with fear and terror having their specific cognitive value. The presenter then switches to the analysis of purely pictorial means applied in fantastic currents present in European painting, concentrating on a classic of this type “The Isle of Death” (1880) by A. Boecklin and its modern travesty “Le presence” (1974) by F. Clerici to show that painters apply instruments similar to those used in the verbal medium to create similar emotions. All in all, the strategies utilized in the process of fantastic imagery creation appear to converge in literature and the fine arts. Linguistic landscapes and visual landscapes, though often claimed to be irreducible to one common denominator (Foucault, 1966/1970/2009, Gombrich, 1996), on the close scrutiny seem to rely on a set of similar stylistic devices and troping in particular, thus what R. Barthes (1977) called “the rhetoric of the image” is an apt description of an analogue of verbal rhetoric, corroborated, additionally by G. Kress and T. van Leeuwen’s (1996/2006) repertoire of devices that construe “the grammar” of visual texts parallel to the grammar of verbal texts in a broad socio-cultural semiotic setting.

**Keywords:** nightmarish landscape, high fantasy, fantastic painting, troping, rhetoric

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*Yogyakarta*  
*Indonesia*

Wayang has been officially recognized, since 7 November 2003, by the UNESCO, as A Masterpiece of the Oral and Intangible Heritage of Humanity. It stands out incessantly supreme as its multiple dimensions, aspects and facets regarding the reflection of the course,
dynamism, and dialectics of human and humanity are worth exploring across culture and generation. Of many museums, one worth promoting and exploring is Museum Wayang Kekayon (MWK) located in Yogyakarta, Indonesia, a must-visit one, serving to conserve, educate, and be a research center concerning the subject-matter of wayang. The study is primarily focused on how MWK collection displays are like, therein viewed from three intermingling approaches: linguistic, pragmatic (the accompanying written texts of the displays with respect to their informative-communicative functions), and semiotic (collection displays per se, of various kinds and arrangement) to guide visitors to discern the invaluable contents, values, grandeur, and exotixness. The inconclusive findings suggest that the MWK displays, in terms of contents, meaning, messages, and values, are semiotically rich, dense, and diverse; yet, in terms of content informativeness and visitor-friendliness, they are linguistically-pragmatically deemed inadequate. As much still relies on the museum guides’ limited oral capability to describe the overall detailed contents, it is worth recommending that the MWK provide adequately comprehensive, written-and-standard mapping of the overall detailed contents, bilingually in both Indonesian and English, preferably in both printed and digital mode. In so doing, MWK will, in turns, be up-to-date, easily accessed, insightfully informative and enlightening for its visitors as it constitutes one must-visit point of interests, and serves to protect, conserve, and preserve wayang as the Masterpiece of the Oral and Intangible Heritage of Humanity in Yogyakarta, Indonesia.

Keywords: MWK, linguistic, pragmatic, semiotic, inadequate

26. The Critical Thinking Skills of BSE Students in Pangasinan State University

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Philippines

Educators in the Philippines strongly believe that beyond the personal benefits experienced by adults adept at critical thinking—more opportunities, better jobs, higher income—society also benefits when the general populace can think creatively and insightfully. Critical thinking skills do not occur randomly or without effort; it takes structured, deliberate, and repetitive exposure and practice for students to develop insightful thinking. Utilizing a survey questionnaire as well as documentary analysis, this study looked into the level of critical thinking skills of the BSE students at Pangasinan State University- Bayambang Campus. Results show that the most available reading materials at home are fiction books, such as novels and pocketbooks, while learner’s materials or textbooks are the most available reading materials in school. The students’ level of critical thinking was average based on the results of the teacher-made test and they are not used to test types requiring metacognition; thus, finding the test difficult. Based on these findings, support instructional materials are needed to address the dearth of instructional materials in school, and in the process help develop, if not enhance, the critical thinking skills of the BSE students.

Keywords: critical thinking, instructional materials, metacognition, teacher-made test

27. The Effect of e-Feedback via Wikis on ESL students’ L2 Writing Anxiety Level

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Huzaina Abdul Halim  
Foziah Mahmood  
University of Malaya  
Malaysia

This study explored the effect of feedback on ESL students’ L2 writing anxiety level. It adopted quantitative method, specifically it used experimental research design where the students were divided into 2 groups—control and experimental groups. Thirty (N=30) students were randomly chosen to be involved in the study; they were equally distributed in the two groups. Over a span of 12 weeks, students in both groups completed four writing tasks in triads. Students in the control group received feedback traditionally using face-to-face interaction while students in the experimental group used wiki as their e-feedback medium. To measure the students’ writing anxiety, an instrument called SLWAII was used twice with both groups of students: once at the beginning of the semester and once at the end. It was found that the students experienced a low level of L2 writing anxiety, and while both the traditional feedback and the e-feedbacks were effective in lowering the students’ anxiety levels, e-feedback proved to be more effective in lowering the students’ L2 writing anxiety level. The paper concludes by discussing implications of these findings.

Keywords: writing anxiety, collaborative writing, e-feedback, feedback, Wikis

28. What Filipino Primary School Pupils Say and Write: A Basis for Developing Word Lists in Seven Philippine Languages

Heidi Barselo Macahilig  
Philippine Normal University  
Philippines
Since the implementation of the Mother Tongue Based Multi-Lingual Education curriculum in the Philippines, no assessment tool has been yet been developed to assess Filipino children’s sight word recognition skills in their mother tongue. Sight word recognition is an essential reading skill for beginning readers. When a child can read a word instantly without hesitation, it can be said that that word is a sight word for that child. Two wordlists, namely, the Dolch Basic Sight Word (Dolch, 1942) and the Fry Sight Word List (1996), are used in the country as tools for assessing a child’s word recognition skill as well as a basis for developing reading materials for specific grade levels in the English Language. However, since many of these words are not part of the Filipino children’s language experiences, nor do these words have equivalents in the children’s first language, merely translating these existing wordlists may not be enough. And with the implementation of the Mother Tongue Curriculum in grades K-3 which uses 19 Philippine Languages, there is a perceived need to develop word lists in these languages. Hence, this study aimed to develop wordlists from the words collected from children’s free writing and speech in seven most spoken Philippine languages: Cebuano, Ilokano, Kapampangan, Tagalog, Waray, Bikolano and Hiligaynon. Aside from the primary use as an assessment tool, the wordlists can be used by program developers and teachers to design relevant curricular programs; and also by writers and publishers as a point of reference while designing and developing mother tongue-based instructional materials for the primary grades. The study offers several policy recommendations to the Department of Education.

Keywords: mother tongue, MTB-MLE, wordlist, Philippine languages

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<th>29.</th>
<th>Exploring Filipino ESL Learners' Language Stereotypes Towards Acrolect, Mesolect and Basilect Speakers</th>
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<td>Henelsie B. Mendoza</td>
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With the widespread use of English, more non-native varieties have been observed and documented (Smith & Nelson, 1985 in Kachru et al., 2006) yielding to differing preferences, perceptions and attitudes towards different varieties and sub-varieties of English. While some have homogenizing effects, others ostracize speakers especially in highly stratified societies where interlocutors attach different attitudes towards various languages and varieties. This study seeks to explore the different stereotypes attached by Filipino ESL learners towards the different lectal groups in the Philippines. It will also seek to find significant relationships among ESL learner’s language stereotypes. Guided upon Labov’s “variationist’s sociolinguistics” and the grounded theory approach of Strauss and Corbin (1994), the researcher used an adapted MGT (Matched Guise Test) and follow-up interviews to deduce language stereotypes from 120 Filipino ESL learners. The results of the study show that the speaker’s lectal group has significantly affected ESL learners’ language stereotypes, especially towards the perceived qualities of solidarity and competence. Of all the factors affecting speaker’s evaluation, social status which is often attached to accent has greatly influenced ESL learners’ perception not only towards the speaker but also with their attitude towards the three lectal varieties of English spoken in the Philippines. It is also important to note that despite their preference to acquire the acrolect accent because of its promise of upward social mobility, they still want to retain their mother tongue accent because it reflects their Filipino identity. Also, the acrolect variety is still deemed more superior than the mesolect and basilect varieties.

Keywords: accent, lectal groups, language stereotypes

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<th>31.</th>
<th>The Perspective of Fundamentalist Islam in Japan Television Media</th>
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Media is a significant social institution that helps develop interaction models between people. The religion of Islam is often unfairly presented as hateful and violent, leading to a lot of prejudice and hatred towards Muslims by the Western world. Japanese knowledge of Islam as a religion and their familiarity with the way of life of the Muslims are practitioners of the religion have been very limited. In Japan, due to circumstantial factors, there has also been a corresponding rise in the level of awareness and interest in Islam. The Japanese media is said to be one of the most powerful in the world. NHK is Japan’s national public broadcasting organization. NHK TV, based on a study conducted by a senior journalist from Japan named Ikegami Akira, try to see and pursue Islam on three perspectives, the perspective of Japanese and Japanese media. Ikegami Akira is one of Japan’s senior journalists who did a lot of research about Islam. Ikegami pursued three of the most prevalent ideas in Japanese mass media about Islam. The first is Islamic fundamentalist or Isuramu genrishugi, hardline Islamic or Isuramu kagekiha, and armed Islamic or Isuramu bosousekiryoku. It is important to analyse these perspectives of Islam, because it gives a new perspective about fundamentalist Islam. This research used a descriptive, qualitative method. Ikegami’s perspectives of Islam were analysed with critical discourse analysis (CDA) by Fairlough. Overall, this research found
that fundamentalist Islam is a traditional movement of the Islamic law, and it is not the roots of terrorism. The term has been deemed misleading by those who suggest all mainstream Muslims.

Keywords: Islam, Japanese perspectives, Islamic fundamentalist, Critical Discourse Analysis

32. Linguistic Reconsiderations in Outer Circle Educational Systems: Mediating Ex-colonial Languages, National Lingua Francis, World Englishes, and Urban Youth Vernaculars
Immaculee Harushimana
Lehman College, City University of New York
United States of America

Each time the motion to promote native languages as medium of instruction (also known as outer circle countries, according to Braj Kachru, 1985) is proposed in former British colonies, tensions run high between the pros and cons. In Malaysia, not unlike in many African countries, the idea of using Malay as the medium of instruction has met resistance from those who claim that Malaysian students who have been educated through the English medium perform very well in English-speaking universities. Whereas this argument is well founded, it is also important to think about the majority of the population who might not be able to attend these universities. One may also wonder why, when it has been proved that the majority of highest academic achieving countries on the PISA assessment are non-English speaking and use their native languages as the medium of education (The Economist, 2013), ‘commonwealth’ countries should cling to English as the sole medium of economic and intellectual success. In this presentation, I speak from the lens of someone who is a product of EFL education from a nation in the expanding circle who is now English Language Professor in an inner circle context, to urge political leaders as well as language-in-education policy makers in outer circle nations to rethink the cost/benefit ratio of centering English in education in the post-colonial era. Thus, the purpose of my talk is to discuss: 1) the socio-cognitive advantage of promoting primary literacy in either a national language or regional lingua franca; 2) the changing status of English as the world-dominant language; and 3) the impact of the proliferation of youth vernaculars on mainstream literacies.

Keywords: English varieties, language-in-education, regional lingua franca, mainstream literacies, world-dominant language

33. Is There Such a Thing as a Language? Or are There Only Discourses? Investigating Language Varieties in Southeast Asia
James McLellan
Universiti Brunei Darussalam
Brunei Darussalam

This presentation investigates the claim that “there is no such as a language, not if a language is anything like what many philosophers and linguists have supposed” (Davidson, 1986, p. 174). Davidson disputes the existence of the Chomskian concept ‘i-language’ as a discrete system, or system of systems, within individuals who may have ‘native-speaker’ or L1 competence, or else they may be second-language (L2) users, or L3 and so on. The highly multilingual context of Southeast Asia is a potentially fruitful area for exploring this question, and for asking whether, instead of separate languages, we can investigate actual language use (performance as opposed to competence) in terms of proficiency across a range of hybrid and mixed discourses which do not correspond to particular languages. Evidence for challenging the discrete languages notion, in support of a model of translingual discourses, is drawn from studies of Malay-English online codeswitching texts from Brunei and Malaysia, including from social media Facebook and Whatsapp. Further evidence can be found to challenge notions of L1 and L2, from contexts such as Brunei and elsewhere across Borneo, where children may acquire more than one language from birth, if parents and siblings use multiple, codemixed or meshed languages in the home domain. The children could be said to be acquiring socially determined and socially appropriate discourses. A third set of evidence relevant to this investigation, related to those outlined above, is the questionable distinction between ‘languages’ and ‘dialects’, varieties and subvarieties, including “Malaysian English”, “Brunei English”, “Bahasa Melayu Standard”, “Bahasa Melayu Brunei” etc. Again, are these really distinct, nameable varieties, or are they better analysed as hybrid and mixed discourses?

Keywords: languages or discourses, codemixing, L1, L2, varieties, subvarieties

34. A Corpus Analysis of Adjectives in Online Malaysian Medical Tourism Magazines
Janet Joseph A/P Samynadan
Sheena Kaur
University of Malaya
Malaysia

The study specifically analyses adjectives in 93 articles published in four online magazines known as Healthcare Malaysia produced by Malaysian Healthcare Travel Council (MHTC). MHTC was established under the Ministry of Health Malaysia, bringing together the nation’s dual heritage of hospitality and medical innovation, promoting Malaysia as the preferred healthcare travel destination in the Asian region. The adjectives in these articles are analysed using AntConc and categorized using semantic categorization by Biber, et al. (1999: 508-509). A total of 596 adjectives were collected and analysed from a corpus of 11,239 word types from the online
magazines. The findings reveal a high occurrence of classifying adjectives compared to descriptive adjectives. The results also confirm that adjectives are not at all equivalent in their meaning and have their own preferred collates, different preferred senses and different distributions across registers (Biber, Conrad, and Reppen, 1998: 51). Although there are many differences in the types of adjectives used in medical tourism, there are also similarities found. The results also show the use of certain types of adjectives used to attract, persuade and allure medical tourists to travel to Malaysia for medical tourism purposes.

Keywords: Corpus linguistics, medical tourism, adjectives, online magazines

35. Dabawenyong-Binisaya Orthography

Jennelou N. Angelo
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Daniel R. Aguinaldo High School
Philippines

The purpose of the study is to provide a research-based foundation for the development of materials and lesson prototypes in kinder and grade 1 pupils that address the linguistic uniqueness in Davao City, Philippines. This research was conceptualized in order to address the problem of the Department of Education (DepEd) teachers and pupils in Mother-Tongue Based classes on the materials that they are using which are translated in Cebuano-Binisaya. In order to address this problem, the materials must be relevant to the learners’ situation, to their culture, and reflective of their context. Thus, this study was designed to explore the orthography of Dabawenyong-Binisaya particularly on the translations of words used in the MTB-MLE Program. The study includes three phases. The first and second phases determine the different translations of English words to Dabawenyong-Binisaya and the transcribed words are used in the last phase for conceptualizing the materials. Two questions pose in this study: 1. What are the equivalent translations of English words used in MTB-MLE Program to Dabawenyong Binisaya? 2. How are the English words translated to Dabawenyong Binisaya? The study is a qualitative ethnographic design survey which identifies the equivalent translations of words from English to Dabawenyong-Binisaya. The study was participated with eight hundred seventy-four (N=874) participants in nine (9) barangays and criterion sampling was used to identify the qualified participants. This study used a survey questionnaire with 1333 English words based on the Department of Education K to12 curriculum for Kindergarten to Grade 1 pupils. Results of the study show that Dabawenyos have different methods in translating words. These include (1) direct borrowing or no equivalent translations; (2) spelling; (3) shift; (4) use of more than one translation; (5) rank bound translations; (6) sound change; and (7) the use of abbreviations. This shows how dynamic language is which is largely affected by migration and colonization.

Keywords: language, orthography, translations, migration, colonization

36. Speaking and Making Meaning: Analysis of Conversational Maxims in English Cooperative Learning

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The University of Mindanao
Philippines

Scrutinizing the students’ conversation, my study aimed to determine how students flout the conversational maxims in English cooperative learning activities. It also attempted to identify the implicatures of each flouted maxim and the morphological and syntactic features that the students used in the maxims they flouted. Employing qualitative case study, I used video and audio-recorded conversations, personal observations, and Focus Group Discussions (FGD) to gather pertinent data. To analyze the data of my study, I used Discourse Analysis, specifically Grice’s theory on cooperative learning which covers conversational maxims, flouted maxims, and conversational implicatures. Research participants from Davao Christian High School were chosen through random purposeful sampling, reaching up to thirty-two high school students all in all. The findings revealed that students used various ways in flouting the conversational maxims to imply underlying meanings. My study specifically revealed that uttering words repeatedly and producing discourse markers were the major ways that students used in flouting the maxim of manner. Using figurative language, meanwhile, emerged as one of the common ways in flouting the maxim of quality. Adding extra details was predominantly used in flouting the maxim of quantity while stating off-topic details was often used to flout the maxim of relevance. It was also found out that students looked for possible implicatures in order to achieve effective communication. Lastly, my study showed that students used morphological and syntactic features in conveying their messages and connecting their ideas. Hence, the implication of my study in the field of education suggests that teachers need to integrate in their discussions or lessons the importance of understanding the English language as it is used by the students in different contexts to achieve effective communication.

Keywords: Grice’s Cooperative Principle, flouted Maxims, conversational implicatures, morphological and syntactic features

37. Developing Proximity of Possible Disciplinary Selves in an UK-based University in China

Jing Zhang

6th University of Malaya Discourse and Society International Conference
This paper adopts and extends Systemic Functional Linguistics framework of Appraisal theory and generic stages to interpret the behavioural and attitudinal resources in personal recounts and proposes Hyland’s (2012) idea of proximity as an alternative representation to explain the meaning-making process of Chinese students’ possible selves (cf. Markus & Nurius, 1986) in a less examined context of UK-based transnational university in China. Six written personal recounts were collected from six Chinese students from the School of International Communications at the University of Nottingham Ningbo China (UNNC). The overall findings revealed that all six Chinese students from different years shaped proximal past, current and future possible disciplinary selves through repeated engagement and positive alignment with the institutional and disciplinary values, although they had differentiated developmental processes of using and being mediated by the contextual resources. This paper concluded by arguing for a need to investigate the Chinese learners in the current changing world by looking at their repertoire experience of disciplinary learning and reservoir context.

Keywords: possible disciplinary selves, proximity, appraisal theory, personal recount

38. An Investigation of Speaking Activities in Local English Textbooks in Thailand

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China

This study aims to investigate speaking activities in local English textbooks in Thailand and compare the similarities and differences between these English textbooks. Two local English for specific purposes textbooks, for the tourism and airline professions, were selected and analyzed by using a conceptual framework of a PPSIGAKI Model, a combination between Hymes’ SPEAKING Model and Munby’s Communicative Needs Processor. The model consists of purpose(s) of the communicative event, participant(s), setting, instrumentalities, genre, art of characteristics, key, and interaction. The findings reveal that both textbooks contain all elements of the PPSIGAKI model. It can be implied that speaking activities in the textbooks were designed according to the concepts of communicative theories. In terms of English for specific purposes, learners’ needs and purposes of both subject matters are considered as fundamental factors for designing these textbooks. In terms of the SPEAKING Model, these two textbooks design speaking activities based on authentic situations which are relevant to particular interactive situations among various cultural speakers of each profession. However, both textbooks were different in terms of purposes, participants, channels of communication, patterns of language use, setting, and genres. Two limitations are taken into consideration. First, this study focuses only a communicative matter, a perspective of linguistics is excluded. Second, the model is designed for this particular study. It is probably not suitable to generalize to other contexts. Future studies should consider to work on a perspective of linguistics in speaking activities by analyzing functions and its semantic relation in the spoken texts. The second possible implication refers to research data which should be widened by gathering more information from authors and users of that particular textbook in order to reflect the effectiveness of the book.

Keywords: communicative competence, Hymes’ SPEAKING Model, Munby’s Communicative Needs Processor, PPSIGAKI Model, speaking activities in textbooks

39. (WITHDRAWAL)

40. Newspapers and Representation of Muslims: Critical Discourse Analysis of Unrest in Southern Thailand

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Unrests in Muslim-majority provinces in the south of Thailand have been reported over and over and attracted interest of people all over the world since 2004. There has been an argument whether journalists have brought about the justice or damaged the national unity with their reports on the sensitive issues of the unrests. Inspired by the desire to explore how the Thai media use language to portray the social reality about Muslims, which can possibly create hostility among the ethnic groups, this study employs the Critical Discourse Analysis framework proposed in van Leeuwen’s (1996) the Representation of Social Actors to analyse news articles from the two English mainstream Thai official newspapers—The Nation and The Bangkok Post. The full-length news stories of the unrests between 2010 and 2016 are chosen from the comprehensive framework of van Leeuwen. The analysis indicates substantial differences in representation patterns among the two selected newspapers. More specifically, the study shows that Muslims are the victims and attract sympathy as they are the major casualties of the conflict in The Nation while they are portrayed as perpetrators and pushed to the very margin of society with the negative coverage in The Bangkok Post. The negative labelling of them such as ‘Muslim rebels’, ‘Muslim separatists’ and relating them to the national terrorist violence have been employed by some reporter of The Bangkok Post to describe the existence of victimizing the whole Muslim population living in Thailand. As a sequence, there appears to have arisen the
issue that Muslims are the threats to the country’s stability. Yet, the risk of creating social discrimination is seen as a great challenge to the Thai government so far.

Keywords: Critical Discourse Analysis, Muslims, Islam, media discourse, representation, social actor, recontextualization

41. Visual and Textual Analysis of Literary Elements in Malaysian Picturebooks

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Young learners are greeted daily by visual messages through print or digital media and are often unable to decode them accurately. Hence, they should be provided with the necessary skills and strategies to interact successfully with multimodal texts that prevail today. It is imperative that they understand the way visual meaning-making systems are organised in illustrations first before they can critically analyse the message conveyed (Unsworth & Wheeler, 2002). In order to comprehend and understand the meanings of visuals, these learners ought to understand the visual communication strategies and multimodal metalanguage employed in the texts. However, multimodal metalanguage is not emphasized or taught in Malaysian curriculum. This study explores and analyses the ways literary elements are depicted visually and represented textually in two Noma Concours award-winning Malaysian picturebooks. The frameworks of Painter, Martin and Unsworth’s (2013) Multimodal Discourse Analysis and Kress and van Leeuwen’s (2006) Grammar of Visual Design, which are based on the social semiotic model of Systemic Functional Linguistics (SFL), are employed in the analysis of the texts. Both picturebooks were examined to determine how visual and textual meaning-making systems work together to develop literary elements. Results show that literary elements are represented in both semiotic resources and meaning multiplies when they are understood simultaneously. More meaning is instantiated in the visuals compared to the textual description for the literary elements of ‘character’ and ‘setting’. The findings of this study will be used to develop a Multimodal Metalanguage Model to comprehend literary picturebooks used in Malaysian primary classrooms. This model will provide teachers and students the meaning-making resources in order to attain a deeper understanding of the fundamentals of the narrative. It is hoped that with this knowledge on visual literacy, more multimodal texts like picturebooks can be introduced in the Malaysian ESL classrooms.

Keywords: multimodality, literary elements, Malaysian picturebooks

42. Negotiating Colliding Agendas When Appropriating Globalized Language Policies: The Case of CEFR in Thailand

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For several years, successive Thai governments have been stepping up their efforts to improve the country’s English language education system, culminating in the recently announced adoption of the Common European Framework of Reference for Languages (CEFR) as a common yardstick for teaching and assessment. However, the adoption of the CEFR brings with it the challenge of reconciling several potentially contrastive agendas at different scales of language policy. At the global scale, CEFR is the carrier both of an essentialist native-speaker-centred conceptualization of language learning, as well as of a neoliberal understanding of language education as an instrument of economic hegemony. At the Thai national level, it connects to aspirations for economic development and regional integration, particularly in relation to the ASEAN community. This paper will present the results of an ongoing research project exploring the development of a Thai version of CEFR. It draws on a detailed critical discourse analysis of the emerging policy, focusing on recontextualization, guided by interviews with high-level actors charged with its creation. It aims to shed light both on the agency that writers exert on policy, as well as the structural constraints under which they operate when attempting to reconcile different ideologies.

Keywords: Language policy, recontextualization, agency and structure

43. Language Learners’ Epistemological Beliefs: A Case of Malaysian Learners of Russian

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This study explored dimensionality in language learners’ epistemic beliefs. To achieve this purpose, a domain-specific research instrument “Language Learners’ Epistemic Beliefs Questionnaire” (LLEBQ) was developed. Based on a review of literature, we
hypothesized that language learners epistemological beliefs would cluster around three dimensions, namely, (1) the nature of knowledge, (2) the authority to knowledge and (3) the process of gaining linguistic knowledge. The data to assess this hypothesis were collected from 23 students majoring and languages and linguistics in the University of Malaya. Exploratory factor analysis (EFA) detected five latent dimensions in the students' personal epistemologies, which were labelled "Authority to knowledge", "Nature of knowledge", "Concentration", "Hard work" and "Effort". These findings did not refute the originally proposed conceptualization where the language learners' personal epistemologies were expected to cluster around three latent dimensions. Rather, they pointed to a more multiplex structure of epistemological beliefs that language learners may hold. The most important finding was that the beliefs pertaining to the process of learning—which are considered as "peripheral" to the function of personal epistemologies by some researchers—occupied a prominent position in the language learners' personal epistemologies. This discovery has some theoretical implications; it also highlights the need for discipline-focused examinations of language learners' epistemic beliefs.

Keywords: epistemic beliefs, applied linguistics, foreign language learning, academic domain-specific epistemologies, questionnaire development

44. Item Leksikal Bahasa Cina berkaitan dengan Pendidikan yang berciri Tempatan berdasarkan Data Korpus Berkomputer

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Penelitian ini didedikasikan untuk mengkaji item-item leksikal bahasa Cina berkaitan dengan pendidikan yang berciri tempatan berdasarkan data Korpus Pendidikan Malaysia (KPM) serta faktor-faktor kewujudannya. KPM merupakan korpus utama, manakala Korpus Pendidikan China (KPC) dan BLCU Chinese Corpus (BCC) dijadikan sebagai korpora perbandingan. Data KPM terdiri daripada berita nasional dan artikel yang membenarkan isu-isu pendidikan tempatan dalam tiga jenis akhbar bahasa Cina di Malaysia, iaitu Sinchew Daily, Nanyang Siang Pau dan Guang Ming Daily dari Januari 2011 hingga Desember 2013. Data KPM yang telah ditagih dengan bantuan perisian NLPIR 2014 dimasukkan ke dalam perisian AntConc 3.2.4w untuk diproses. Item-item leksikal yang berkaitan dengan pendidikan dipereleh dari senarai perkataan dalam perisian tersebut lalu dikenal pasti melalui kaedah menyemak Kamus Ensiklopedia Pendidikan dan merujuk kepada tujuan orang paham. Seterusnya, item-item leksikal tersebut dicari satu demi satu dalam KPC dan BCC. Maknanya juga ditafsirkan satu demi satu dalam KPM dan juga korpora perbandingan. Terdapat sebanyak 61 item leksikal berkaitan dengan pendidikan yang berkari tempatan hanya wujud dalam KPM (Malaysia), sebaliknya tidak digunakan dalam KPC dan BCC (negara China). Sebahagian besar daripadanya digunakan untuk merujuk kepada sekolah-sekolah tempatan dan orang-orang yang terlibat dalam pendidikan. Konsep, polisi, sistem dan organisasi pendidikan di Malaysia yang berlainan dengan negara China serta kepelbagaian sekolah, kelas dan etnik di Malaysia mewujudkan pelbagai jenis item leksikal berkaitan dengan pendidikan yang berkari tempatan. Selain itu, cara penterjemahan, penciptaan perkataan, penyingkatan dan penggabungan morfem yang tersendiri juga merupakan faktor-faktor yang menghasilkan item-item leksikal berkari tempatan tersebut. Terdapat sebanyak lapan item leksikal yang digunakan dalam KPM membawa makna tempatan yang berlainan dengan makna yang diwujudkan dalam korpora perbandingan. Antaranya 𪢂 мерук merujuk kepada imam dalam KPC dan BCC, manakala maknanya ialah menteri pendidikan dalam KPM. Diharapkan agar dapatkan kajian ini akan dapat dimasukkan ke dalam kamus bahasa Cina global pada masa hadapan agar memperkaya perdendaharaan kata dalam kamus tersebut.

Kata kunci: item leksikal, pendidikan, tempatan, bahasa Cina, korpus.

45. A Comparative Study of Language Attitudes towards English, Cantonese and Putonghua in Hong Kong

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Twenty years have elapsed since Hong Kong has returned to China and the connections with Mainland China are growing in different domains. Especially, the universities in Hong Kong attracted a large number of Mainland students and the number is increasing. Therefore, it is interesting to examine the language attitudes towards English (the former British colonial language), Cantonese (the local dialect) and Putonghua (the third official language) from the perspective of local students and Mainland students. The study reported here is a quantitative investigation of 60 local students and 60 Mainland students from different disciplines at different Universities of Hong Kong. Their attitudes towards three languages were compared in terms of integrative orientation and instrumental orientation. The results revealed the local students hold a more integrative attitude and showed their strong loyalty to Cantonese while Mainland students showed integrative attitude and favored the use of more Putonghua in different language contexts. English was still regarded as a prestigious language from both the integrative and instrumental perspective by the local students and the Mainland students. Besides, interactional language preference between Mainland students and local students was also investigated and the results showed that English was the preferable language. The findings suggest that Cantonese occupies a strong position, English is considered as the linguistic capital, and the pragmatic function Putonghua is developing fast in Hong Kong. Results also indicate a subtle transition towards trilingualism among university students in Hong Kong.
46. The Learning Environment of Stuttering Children: A Multiple Case Study

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This study was a multiple case study of the speech patterns and the learning environment of four stuttering children enrolled in Department of Education supervised schools in Davao City. Anchored in the Multifactorial Theory which proposes that a mixture of a person’s character, genes, acquired behaviors and environmental factors all come together to root and continue stuttering. The findings showed that learning environments of the stuttering children were adequate, except for one school, with reference to the whole school environment, teachers and parents input. The findings also revealed that the stuttering children used the same patterns, such as hesitation or a silent pause of one second or longer, interjections "um", "like", "well" and "duh". This study affirmed that a modification in a child's feelings and environment may set off the occurrence of stuttering. These feelings make an already stuttering child screen his speech which generates distractive coping mechanisms. The insights gained from this study can help create modules and programs in treating stuttering children at home and in special education schools.

Keywords: linguistics, stuttering, speech patterns, repetitions, learning environment

47. Language Shift among Families of the Malaysian Tamil Diaspora

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The shift of diasporic languages in favour of dominant languages is a concerning phenomenon in multilingual speech communities. Malaysia is a prime example of a multilingual society, being home to the Malaysian Tamil diaspora. In a multilinguistic society, one language will indeed dominate another. Hence, the vitality of minor languages along with its cultural heritage and overall identity could be at risk. Studies that have been conducted on the language shift of the Tamil diaspora have mainly been focused on Canada, UK and USA, little on Malaysia. Therefore, there is a need to address the issues faced by Malaysian diasporas, notably, the Tamil diaspora. The objective of this study is to investigate the current vitality level of the Tamil language within diasporic communities in the Klang Valley. The second objective of this study is to further identify which generations in the Malaysian Tamil diaspora are affected by the phenomenon of language shift from Tamil to English and/or Bahasa Malaysia. The third objective of this study is to accumulate enough information from these diasporic families to understand what the factors affecting their decision to shift from their native language to a dominant language are. In constructing the theoretical framework, the seven dimensions for analyzing language maintenance and shift by Spolsky (2009) is utilized in this study. Furthermore, a qualitative approach, i.e. interviews and the Expanded Fishman’s Graded Intergenerational Disruption Scale (EGIDS) are employed in this study. This scale has been used to analyse endangered languages, especially by Ethnologue and UNESCO. Data collected from interviews are analysed using the general inductive approach (Thomas, 2006) to determine the rate of language shift in the diaspora.

Keywords: Tamil diaspora, language shift, vitality

48. Mother Tongue-based Multilingual Education: Lessons Learned and Ways for Moving Forward

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This study looks into the implementation of the Mother-Tongue Based Multilingual Education (MTB-MLE) in the National Capital Region (NCR): Makati, Quezon City, Mandaluyong and Marikina in the Philippines. Mixed method was utilized for the survey, that is, focus interview and focus group discussions with the principals and grades 1-3 teachers and students. The study reveals that the MTB-MLE is satisfactorily implemented in the four sampled schools. However, the principals and teachers differ in their ratings. The principals rated the building capability, classroom implementation, learning materials and monitoring as Very Satisfactory (4.02 WM); the teachers rated the four domains as Satisfactory (3.56 WM). The highest rating from the principals (4.02 WM) and teachers (3.56 WM) is the classroom implementation. For the principals, the lowest rating is on the learning materials (3.6 WM) whereas the building capacity (3.0 WM) has the lowest rating for the teachers. Stakeholders’ best experiences include increased communication competence of the students; Mother tongue eradicated barrier between teachers and students; and it helped the students in understanding their subject.
Areas for improvement include program’s readiness prior to the implementation and learning materials’ availability and appropriateness; curriculum revisit is suggested as some respondents believe that Mother Tongue and Filipino are just the same in content, and further evaluation is needed as some stakeholders believe that it should be implemented in the regions where Filipino is not used as mother tongue. There are significant differences in the implementation of MTB-MLE. The Division of Quezon City has the highest rating with 60 to 80 rating; the Division of Makati has the rating between 60% and 70%; the Division of Mandaluyong gave a rating between 60 to 70 while the Division of Marikina, below 50%.

Keyword: mother tongue, multi-lingual education, program’s readiness, curriculum revisit

49. **Conversational Maxims in the Twitter Account of Philippine National Police**

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Analyzing conversational maxims is one of the most used research topic on discourse analysis to study the ways in which language is used in texts and contexts. There are a number of studies (Hammadi & Muhammad, 2009; Jafari, 2013; Khosravizadeh & Sadehvandi, 2011; Mukaro, Mugari & Dumukwa, 2013; Alduais, 2012; Eskrit, Whale & Lee, 2010) that analyzed the observance and non-observance of conversational maxims in different forms of conversation or different types of corpus including political interviews, literary works, movies, conversations in various languages and dialects, and even preschoolers’ conversations. The present study is a part of research that analyzes Gricean conversational maxims with the focus on a social media site. This study aims to explore and analyze the maxims observed by the Philippine National Police (PNP) in their social media account (twitter) and identify in which of them maxims are observed and not observed. According to Grice (1975), the four maxims to be observed are: maxims of quantity, quality, relation, and manner. If the maxims are not observed, it is categorized as: violated, flouted, opted out, suspended and infringed for different reasons. The researcher analyzed 100 humorous and serious tweets from the PNP account. The results show that the PNP accounts tend to be humorous to attract and entertain followers. Interestingly, observed maxims are more frequent than non-observed. Observed and non-observed maxims are both used for different purposes especially in engaging other people in the meaning transfer, implied or obvious. Through identifying the different maxims used by the PNP, more Filipino people will be engaged with one of the most important government agencies in the country. This study could also help the language teachers in teaching criminology students to have a wider knowledge on how to communicate well with their future clients using responsible social media.

Keywords: Gricean conversational maxims, discourse analysis, twitter account, Philippine National Police

50. **Grammatical Sensitivity in the Mother Tongue: The Case of Ilokano College Students**

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Since the institutionalization of the Mother Tongue-Based Multilingual Education (MTB MLE) in the Philippines in 2009 by virtue of DepEd Order No. 74, series of 2009, and Republic Act 10533 (Enhanced Basic Education Act of 2013), many students, parents and even educators have remained adamant about mother tongue instruction and education, specifically in the northern part of the country where Ilokano is spoken as a native language by millions of people. They continue to believe that immediate exposure and education in a second or foreign language like English give learners greater advantages. Ironically, many remain ignorant of their own language. In fact, Agcaoili (2016) claims that many Ilokanos, even among the academics, have been reduced to illiterates in their own language. A picture therefore of college students’ grammatical sensitivity in their MT together with their realizations about their language is hoped to add to the body of evidence that there is sense in mother tongue education, especially in a country as linguistically diverse and multicultural as the Philippines. This study involved 150 fourth year college students who were the second and third groups of students enrolled in a major subject called “Ilokano Language and Literature” during the past two academic years. These students have never received any formal education in their MT prior to participating in this study. Their grammatical sensitivity in Ilokano was determined through a teacher-made grammatical sensitivity test and was supplemented by a free-writing task. Results of the test showed that the students had an average grammatical sensitivity in their own language. The results of the analysis of their writing task showed that the students generally manifested a limited knowledge of the common grammatical structures in their MT. Moreover, problems involving phonemic, morphemic, syntactic, and semantic levels of their use of the language were identified.

Keywords: Ilokano, mother tongue, grammatical sensitivity

51. **Debating the Dual Language Programme: An Analysis of Articles and Letters to the Editor**

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The Dual Language Programme is often debated by the Philippine government. The programme aims to teach English and Filipino as a single language, rather than teaching them separately. There are significant differences in the implementation of the programme across different regions. The Division of Quezon City has the highest rating with 60 to 80 rating; the Division of Makati has the rating between 60% and 70%; the Division of Mandaluyong gave a rating between 60 to 70 while the Division of Marikina, below 50%.

Keyword: mother tongue, multi-lingual education, program’s readiness, curriculum revisit
Since the Independence of Malaysia in 1957, the Ministry of Education has presided over constant changes to the language policy implemented in schools. However, 60 years since independence, the search for a stable language policy continues apace. In October 2015, the Prime Minister announced the implementation of the Dual Language Programme (DLP) for selected primary and secondary schools where the English Language is to be used in the teaching of Mathematics and Sciences. This new policy was implemented in January 2017. The present study focuses on the media role in shaping language policies in Malaysia with particular reference to the DLP. While the DLP has been considered by some segments of the population to be a welcome change to raise the level of English in the country, others are less sanguine about its implications for minority cultures. Such contentious views provide vital opportunities for the media to examine the opposing standpoints and to examine the essential arguments on both sides of this debate. This study, therefore, scrutinises the means by which a mainstream English language newspaper, The Star, records the arguments of the different parties. Employing a critical discourse approach which takes into account the historical and cultural contexts as well as principles of argumentation theory, the study analyses The Star’s reports of the current language policy. Preliminary findings suggest that while the news articles and opinion pieces are constrained by institutional affiliations, the newspaper finds opportunities to provide space for selected opposing voices.

Keywords: media, dual language programme, Critical Discourse Analysis

52. Representation of Body in Love Relations and Rape in “Salesman”, an Iranian Oscar-winning Film

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This paper examines the discourses of love and rape in relation to the body in “Salesman”, an Oscar-winning Iranian film by Iranian filmmaker, Asghar Farhadi. Noting that the considerations of the body routinely involve discussions of sexuality, approaches to masculinity in genre films often involve claims about cultural contexts. In Iran, due to the imposition of strict censorship of women’s images, bodies and sexuality, displaying love scenes are subjected to strict censorship in films produced inside the country. Therefore, Iranian filmmakers need to depict discourses of love and body in the framework of language and semiology. This paper will focus on the work of Oscar winner Iranian filmmaker, Asghar Farhadi, and will apply critical frameworks mainly Feminist Post-Structuralist Discourse Analysis, cultural studies and Feminist Film Theory. The research will examine how the female body is censored and silenced in a film about love and rape. By conducting a qualitative analysis of “Salesman”, I show how Iranian filmmakers have developed a range of techniques to avoid censorship of their films when filming about the construction of love and violence, as well as examining how they orient to discourses around the gendered oppression of individuals’ identities through their bodies.

Keywords: Film, Iran, love, rape, body, allusion, metaphor

53. Learners of English as a Second Language in Australia: Their Perceptions of Learning Environment and Factors having affected their Motivation

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It is a case study for students from a university in Japan learning English as a second language (L2) to investigate the factors affecting their motivation. They participated in a four-week language course in a language institute attached to a university in Australia. Three students volunteered to report their motivational changes through the course and to be interviewed twice at the beginning and the end of the course. The results show that the class atmosphere that encourages the participation of speech activity should be the factor most strongly motivated all the participants to learn, though their motivational intensity does not show a significant change through the course. The study further shows that the teachers’ attitudes towards the class and competitive nature among the peers as well as supportive classmates seem to influence their motivation positively. These findings seem to indicate that the participants’ actual experience of the primary difference in the contents of the English class between Japan and Australia, the focus on the provision of grammatical information in Japan while encouraging the development of
| 54. | **Women, Work, and Having It All: Professional Discourses and Identities in Malaysian Media**  
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This paper interrogates the ideological work performed by professional discourses and identities of working women manifested within Malaysian media targeting a female audience. Following Foucault (1972: 49), this study defines ‘discourses’ as ‘practices that systematically form the objects of which they speak’. Through the integration of feminist critical discourse analysis (FCDA) and feminist conversation analysis (FCA), I examine career advice texts and interviews with high-achieving women produced over a 12-month period in three print and broadcast media: Her World, a Malaysian magazine; Clove, a Sunday pullout in a mainstream newspaper; and Capital FM, a commercial radio station. The analysis of discourses expressed in the conception of women’s professional selves and occupational lives fills a discernible gap in linguistic research, as previous empirical work on media directed at women has largely emphasised on beauty, relationships, sex, and parenting. Drawing on Butler’s (1990) model of performativity, this study adopts a social-constructionist approach to the examination of gendered professional identities. It investigates both how gender is accomplished in media talk as well as how identities are performed representationally in written and spoken texts. The analysis identifies a range of mutually reinforcing and oppositional professional discourses that work together to articulate paradoxical female subjectivities that are empowered yet deficient, and strongly associated with stereotypical femininity and motherhood. This paper argues that these discourses and subjectivities mobilise postfeminist and neoliberal ideas in service of the status quo, as the resignification of freedom, choice and agency in Malaysian media depoliticises women’s work issues.

Keywords: professional discourses; gendered identities; media; postfeminism; neoliberalism

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This paper provides a general introduction to the author’s ongoing teaching and research, and outlines the basic principles underlying the Family Environment Mode Approach (FEMA) to language teaching. Drawing on research to date it also sets out to establish a more explicit protocol for this method. Using FEMA with Japanese learners has proved that it can support the creation of a stress-free classroom environment and promote a trusting, family-like classroom atmosphere, where teachers react in a supportive, accepting and non-judgmental manner to language errors. The approach frequently elicited an appreciative student response to their teacher. They stated that their teacher cares and likes them, talks and listens to their opinions and helps them embrace failure and mistakes as their companion on the English learning journey. In addition, most of them believed that the teacher is there to help them solve the subject-related problems. One of the results of FEMA-related studies was the discovery that most students had a fixed mindset with some growth mindset related to their learning self-beliefs. In a recent study, which also introduced the experimental use of *necomimi* [electronic cat ears] as a mediating artifact to analyze students’ brainwaves of emotion (Ocampo, 2016), the author set forth some of her motivations for developing FEMA and some basic concepts that underlie this approach. However, having pioneered FEMA, she also recognizes the need to provide more concrete details in order to continue to develop a robust, relationship-centered theory of language learning. The paper concludes with the description of specific future plans for FEMA implementation at Fukushima Gakuen University, Japan and, in particular, the possibilities for expanding international exchange and cooperation from Fukushima based on this method.

Keywords: Family Environment Mode Approach (FEMA), mindset, motivation, learning beliefs, anxiety

| 56. | **Discourse production: Universal and cultural characteristics**  
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**6th University of Malaya Discourse and Society International Conference**
This study investigates cognitive, pragmatic and cultural factors underlying the production of narrative discourse, and examines how these factors guide speakers’ process of building discourse structure and achieving coherence. Using the same stimulus material to elicit data from native speakers of Chinese and English, the study has found interesting and uniform patterns as well as significant difference in participants’ narratives between the two languages. In general, participants are guided by cognitive activities and social constraints that strongly influence discourse processing, and the resulting narrative structure is quite similar between the languages:

The entire discourse are chunked into manageable episodes that are interrelated to the topic of the overall discourse on the one hand (Pu 2002), and the social constraint of story frame (Givón 1995, Tannen 1993) is implicitly followed on the other. The participants organize the video information into a structured narrative following the chronological order with a beginning, an evolving plot, a climax, and an ending, and they develop the main storyline with little distraction. In addition, their use of anaphora in tracking referents of the story is strikingly similar between the two languages, regardless of their respective morph-syntactic characteristics. Important differences also emerge, which provide much insight into the sentiment, value and wisdom of different cultural groups. While American speakers focused on the video itself and kept their perspective mostly objective, Chinese speakers were heavily involved in the interpretation process and empathized greatly with the protagonist. As a result, the English narrative presents an objective and more precise recount of the chronological events of the story, whereas the Chinese narrative is more subjective and evaluative that shows a higher degree of personal and emotional involvement. The cultural differences are reflected in participants’ lexical choices, encoding of foreand back-ground events, and syntactic structures.

Keywords: discourse production, coherence, interpretation process, pragmatic, Chinese speakers

57. Constructing Trust Online Via Self-Presentation: Examining Health Tourism Related Websites in Southeast Asia

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Tourism is one of the fastest developing and cumulative industries in the world. Combined with health, it is known as health tourism, which has seen a sharp growth particularly in South East Asia. The internet plays a crucial role as one of the key sources of health information for tourist patients. Trust or trustworthiness of health tourism websites plays a fundamental role in tourist patients’ decision-making process. The use of self-presentation technique is essential to show the trustworthiness of the website. Although the significance of self-presentation in trust construction has been identified in several areas such as Social Media, politics and business, the use of self-presentation technique in the construction of trust in the health tourism context has not been explored. Adopting a discourse analytic approach, this paper examined the use of self-presentation and its linguistic features found in the four selected health tourism websites of hospitals in Malaysia, Singapore, and Thailand. Multi-layered analyses of the discourse revealed that self-presentation technique is utilised for all three central dimensions of trust service performance, profile of personnel, and background of hospital. The findings in this paper revealed several different linguistic strategies used in self-presentation ranging from politeness tone, condensation, repetition to declarative sentences. The findings of this study have significant implications for website developers and health tourism researchers and they provide a key contribution to research on trust and trust construction.

Keywords: health tourism, trust, trust construction, self-presentation, discourse, health websites

58. Repair Strategies to Breakdowns in Everyday Interaction by Malay Children with Repaired Cleft

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Repair to conversational breakdowns is important so that mutual understanding between speakers can be restored. Strategies to repair may include but not limited to repetition of trouble source, addition or deletion. However, repair work requires speakers to be equipped with necessary linguistic and cognitive skills (Cho & Larke, 2011) which may be problematic for children with certain disabilities. This study aims to examine how children with such background repair conversational breakdowns that occur during interactions with their parents. Recorded data of interactions within three Malay families, consisting of parents and their children with repaired cleft lip and/or palate, serve as the primary data source. The interactions were recorded during a period of between 14 to 21 months and transcribed using Jefferson’s Transcription Convention (2004). The occurrences of repair strategies were coded and then analysed using Philip’s Repair Initiation Strategies (2008). Results generally show that children with repaired cleft lip and/or palate mostly use open-class repair initiation strategies such as “huh?” which is known to be a weak repair initiator because of their inability to localise the type of trouble source that precedes a turn. Further, “inappropriate” strategy, which is often used, resulted in breakdown sequence thus making repair work a time consuming process. The implications of the study will also be presented.
59. **Interactional Norms in Soliciting Sexual Favors on Social Networking Sites**

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Social networking sites allow people to easily interact, obtain information and share ideas with others without any barriers for free. However, users have found creative ways to exploit the system and use it for illegal purposes, such as child grooming and sexually luring users. This paper looks at the interactional norms of users who intend to solicit such sexual favors. Various frameworks such as the one established by Fairclough (1995) on interactional norms are used to analyze such conversations. Data is derived from two sources: 1) chat logs of the researching posing as an anonymous user on social networking sites, and 2) former child grooming victims who once solicited sexual favors through such sites. Preliminary findings show that there is a pattern in how both men and women use social networking sites to solicit sexual favors from unsuspecting users.

Keywords: interactional norms, discourse analysis, digital media, sexual favors, child grooming, social networking sites

60. **Influences of Natural Environment to Spatial Pattern of Settlement in Kuningan Regency, West Java**

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The development of humanistic thinking in geography gives effect to the study of the man–land relationship tradition by emphasizing the “human” element without neglecting the element of ”environment”. This study discusses how people in Kuningan Regency divided into indigenous and immigrant communities interpret human relations and interactions with nature as well as changes in the context of the natural environment identified through the configuration of the components of the settlement. Tritantu as the basic principle of primordial society in Indonesia, especially in Sundanese culture, provides the foundation for the philosophy of place (patempatan) as a concept of spatial arrangement relating to the existence of a place based on its importance. The observed natural environments include water, land, forest, and mountains, while the settlement components include houses, village halls, mosques, cemeteries, and rice fields. The data used in this study are qualitative data from various literature sources, maps, observations, and in-depth interviews. Settlements as a unit of analysis are grouped into three categories: Traditional settlements dependent on nature; Transitional settlements; and Modern urban settlements. The interpretative method used in this study aided in revealing the meanings behind the spatial pattern of settlement as a unity of signs. The results show that the influence of water and land is more dominant in traditional settlement dependent on nature and in transitional settlement. Meanwhile, forests and mountain do not have a major impact on the spatial pattern of all three categories of settlements. The combination of Sundanese, Javanese, and modern cultural values concerning the natural environment provide different contexts to the spatial pattern of settlements as results of acculturation and assimilation in the community among others through migration and development of information systems and technology.

Keywords: spatial pattern, settlement, Sundanese philosophy, interpretation of space, man–land relationship

61. **Codeswitching and Identity Formation in Academic Setting in Pakistan**

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Languages are not merely linguistic/grammatical structures but these are semiotic resources used by the people not only for flat communication but implementations and creations of certain ideologies, philosophies and identities as well. Code switching (CS) in this context is not just a simple fusion or alternation of linguistic resources but it does contain certain ideologies, identities and purposes. Although CS has been widely studied across the globe from different perspectives but CS as resource for identity construction has been the least examined area. Moreover, in Pakistan CS in relation to identity has not been looked at in the context of local languages. So the current study is an attempt to fill that gap by investigating CS as resource for identity construction in the context of English-Pashto in Khyber Pakhtunkhwa, Pakistan. Data were collected by means of recording interactions and interviews which were qualitatively analysed. The interactive practices reflect the students’ and teachers’ micro and macro identities including their ethnicity, social status.
 codeswitching, Identity, semiotics, ethnicity, hybridity

Marayaw in Kabugsay: Tausug Ways of Conveying Constructs of Leadership

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Indigenous cultures are a largely unexplored source of knowledge which come to light through authentic investigation. This paper focuses on one such culture, that of the Tausug ethno-linguistic group of the Southern Philippines, a warrior society among the several Muslim ethno-linguistic groups in the country. The paper elaborates on Tausug constructs of leadership, which are particularly symbolic, deploying figurative ways of expression to convey meaning. The study was conducted using the logic of the abductive research approach, where everyday meanings of social actors are recognized as rich, thick and genuine sources of knowledge. Utilizing this logic, sensitizing concepts were generated from a review of related literature, to serve as study guideposts or springboards. This contrasts other research approaches, particularly the deductive and at times the inductive approaches, where theory precedes and defines the study. Social actors’ everyday conversations were organized and analyzed from first to second level constructs that eventually generated overarching themes expressed in social scientific language. The study investigated three public organizations, deriving insights from both organization leaders and their followers via in-depth interviews using semi-structured questionnaires to allow space for freer conversation. The public organizations are situated in the Sulu archipelago which was the domain of the then Sulu Sultanate. Though the original scope of the study is more expansive in terms of leadership constructs, Tausug indigenous constructs surfaced as inadvertent but nevertheless highly significant findings on the ways the study’s social actors, more particularly organization followers construed and expressed their understandings of leadership. Symbolisms are often used, displaying highly contextual yet sophisticated means of expression.

Keywords: Tausug, indigenous, leadership, constructs

The Discursive Construction of Boko Haram’s Identity in Nigerian Political Speeches

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For nearly a decade, the Nigerian government has grappled with violent attacks masterminded by Boko Haram. This group has been responsible for the death of thousands of Nigerians and displacement of millions according to the recent Global Terrorism Index (2016). Since 2009, there has been growing interest amongst academics in studying the phenomenon from a range of perspectives such as, religious (Okem, 2013; Shuriye et al., 2013); historical (Iyekekpolo, 2016; Adesoji, 2011; Loimeier, 2012); media (Ngige, Badakale, & HammanJoda, 2016; Hamid & Baba, 2014; Asogwa et al., 2012); security (Aghedo & Osumah, 2012; Danjibo, 2012; Elkaim, 2013; Falode, 2016) and linguistics (Ogungbe & Alo, 2014; Ayoola & Olaosun, 2014; Chiluwa & Adegoke, 2013). Yet, despite being an authoritative piece of institutional discourse, sparse attention has been paid to the political speeches of Nigerian presidents in which they discursively construct the identity of Boko Haram. This paper relies on critical discourse analysis to fill this research gap by analysing speeches delivered by Nigerian presidents between 2013 and 2016. Data was collected from Nigeria’s State House website, which archives all publicly broadcast speeches, by presidents who served during the period under review. Findings indicate ideological, religious and socio-political motivations for identity construction of the group. We argue that the construction of identity in these speeches are not neutral and have the propensity for recontextualization in other discourses about the group.

Keywords: Boko Haram, Critical Discourse Analysis, identity, Nigeria, speeches

Linguistic Transgression Through Syntax in Pierre Guyotat’s Coma

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Pierre Guyotat is infamous for the invention of a highly violent and sexual language - extreme, excessive, fragmented, and material. ‘No one before me, and in this language, has written as I write, as I dare to write, and as it is my pleasure and my plenitude.’ Coma is a text written to shatter language, the body, and the self to present an eternal present. Guyotat writes to project an unprecedented form of language and he does this with what he calls ‘Language’ – a linguistic form that he distinguishes from ordinary prose. Many comprehensive volumes have been written on Bataille’s theory of aesthetics with a specific focus on art (such as that by Bois and Krauss, and also Didi-Huberman, both engaging Bataille’s notion of the formless), but this interest is not reflected in his theory of literature or language. Though there exist many excellent studies on Bataille’s fiction, very little attention has been given to his work as a literary and linguistic theorist. I seek to dissect Coma and Guyotat’s manipulation of language (in the creation of his ‘Language’) using the literary and linguistic theory of Georges Bataille. Specifically, I aim to understand how a Bataillean transgression is effected in literature, which of Bataille’s concepts are involved in this process and how they are involved. I also hope to explore the possibility of effecting a Bataillean transgression through literary syntax (as is the case with Coma). I also hope to answer the following questions: Why does social, sexual transgression and/or violence often end up hand in hand with linguistic transgression? Is this always the case? I will use Coma to situate my argument.

Keywords: Semiotics; Systemic Functional Linguistics (SFL); Masculinity; Gender Performativity; Digital Media

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**Belief in Sacred Power of Thai-Kui People in Surin Province**

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Culture is a transferred behavior of humans. The way of life, living, belief system and ceremony are obviously the reflections of culture and belief image. The social structure is shown from those expressions. Some symbols were used to show respect, ritual, worship and praise as a rare auspicious object. They will bring good fortune and prosperity to whoever possessed them. Humans have believed in an elephant as an auspicious and powerful animal. In Buddhism, there are auspicious elephants named Great Elephant Pallalaika and Phraya Sawat Khunchorn. Thai-Kui people respect and worship even parts of an elephant such as Pa Kam Chang (rope). This part of an elephant is highly respected as auspicious object to give them good or penalty. Thai-Kui people valued elephants as their own ancestor. This strong belief originated from the Pa Kam Chang ritual. Thai-Kui people including the young generation who gather in this important ceremony use the elephant as a decoy in the ceremony. This great ceremony was believed to be a holy ritual. This culture was transferred to their generation and nowadays presented in the annual Pa Kum Chang ritual which is a local culture of Thai-Kui in the Surin Province.

Keywords: Pa Kum Chang, Holy, Thai-Kui people, Surin Province

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**The Representation of the Media in Risk Communication on Radio Frequency Exposure in Malaysia**

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Surinderpal Kaur  
Ng Kwan Hoong  
Taylor’s University  
University of Malaya  
University of Malaya  
Malaysia

Studies on risk tend to assume that the media is a source of exaggerated public anxieties as it is prone to sensationalise the most negative aspects of technological hazards. The media is also described as playing a significant role in correcting the misperception of radio frequency (RF) because it is the primary source of science information that shapes the public’s perception of risk. Therefore, this study adopts van Leeuwen’s social actor network framework to thematically examine how the media represents itself and how the other stakeholders view the media in the health debates on RF. The qualitative data comes from thirty-one interviews with representatives from the media and six other key stakeholder groups. The findings reveal that the media plays an integral part in this contestation as it sees itself as duty bound professionals who give neutral coverage of news that is of public interest. On the other hand, it is represented negatively by most of the stakeholders for their biased and sensational style of reporting. But, the residents and activists view the Chinese media positively and they are attributed for giving the community voice and empowering them to be more
67. Cross-cultural Adaptation of Chinese Students at a Thai University

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Thailand

With the rapid increase of Chinese students studying at Thai universities, there is a growing concern for their welfare and ability to adapt to life at Thai universities and function successfully in the Thai culture. Comments from past students show that a few can adapt, but most encounter problems such as prolonged culture shock due to lack of strategies for dealing with new cultural experiences, inadequate knowledge of Thai culture and poor intercultural communication ability. Therefore, this study was initiated to investigate cross-cultural adaptation problems and find solutions and strategies for Chinese students to consider before coming to study in Thailand. Data were collected through an open-response questionnaire with thirty new comer Chinese students who had been studying English at the Thai university for three months. The open and axial coding techniques (Strauss and Corbin, 1990) were used for data analysis. The finding revealed that the most significant problems for cultural adaptation are including language barriers in both English and Thai, having no strategies for intercultural communication with Thai people, not being familiar with Thai etiquette, appropriate social behavior and Thai classroom culture. As far as solutions and strategies, the research recommends three main areas including increasing the study of Thai language and culture, having better competence in intercultural communication strategies for talking with Thai people, and providing more detail orientation training before coming to Thailand in order to understand proper Thai cultural behavior, etiquette and Thai university study habits.

Keywords: foreign university study, cross-cultural adaptation, inter-cultural communication

68. Twitter and the Construction of the Identities of Muslim Women in the USA and France

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University of South Brittany  
University of West Brittany  
France

The aim of our presentation is to investigate how two Muslim women feminists, Linda Sarsour and Hanane Karami, living respectively in the United Stances and France, invest the public spheres of the countries they live. Our corpus is composed of the messages they disseminate through the use of social media, and more particularly twitter. Our analysis is premised on the following assumptions: social media are powerful, empowering means resorted to by militants to take a stand in public debates and to the issue at stake from their own perspective. Furthermore, we will show how the two Muslim feminist militants rework their religious and national identities and perform them as both local and global selves, through a complex process of identification and non-identification with a set of values and representations. Indeed, our analysis will explore how Linda Sarsour and Hanane Karami aptly deploy discursive strategies, both visual and verbal, that enact dynamic, bi-focal mediated identities. In order to fully grasp what is at stake in the construction of these identities, we will take into account the fact both militants shape their self-representations as reactions to hostile and stigmatizing representations of Muslims in the West, on the one hand, and as reactions to fundamentalist representations of women on the other. Our analysis will also shed light on how the two militants weave their different affiliations and forge out a new senses of belonging that establish new standards of normativity and desirability for Muslim women living in western countries. In our analysis, we will bring to the fore the fact that the two militants refuse to be cornered in one-dimensional, Muslim identity with the help of the concept of intersectionality. As a matter of fact, we will show Linda Sarsour and Hanane Karami inscribe their actions in an all-compensating movement that struggle against not only islamophobia, but also racism, violence against women, and civil rights in general.

Keywords: social media, intersectionality, mediated identities, normativity

69. Impoliteness On-line among Users of Bahasa Melayu

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Malaysia

pro-active in the health debates compared to the other races in Malaysia. The telcos too see the media as a link to reach out to the public to correct their misperception of RF. Ultimately the media is a vital link for risk communicators as it provides opportunities to get their messages across to the public. This line of thinking aids in building trust and paves the way for better collaboration among the stakeholders.

Keywords: representation, risk communication, media
Keberadaan mitos Si Layung dan Si Kohkol sebagai penjaga makam dan dalam situasi sebagai media konservasi sumber daya air di daerah sekitar danau melalui ruang penyadaran sehari-hari. Penelitian ini bertujuan mendeskripsikan nilai/konsep yang ada dalam bentuk mitos di masyarakat yang dijadikan sebagai pedoman berperilaku dalam menjaga keseimbangan ekosistem. Penelitian ini dilatarbelakangi banyaknya danau di Tasikmalaya, itu sebabnya perlu dilakukan pendokumentasian dalam bentuk penelitian agar cerita rakyat tentang danau di Tasikmalaya tidak punah. Selain itu, beberapa kondisi danau kurang terawat meskipun danau difungsikan oleh masyarakat untuk memenuhi kebutuhan air. Jika tidak dibina dan dijaga, maka air danau tidak akan terus terkumpul untuk kebutuhan masyarakat.

Keywords: impoliteness, CMC, social network sites, Malay language, Malay culture

70. Singing as a Weapon: Conflict, Language, and Identity in the Egyptian Revolution

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American University in Cairo
Egypt

During the Egyptian revolution of 2011, Egyptian protestors highlighted the peaceful nature of their revolution. In a peaceful revolution, words are of the utmost importance. Slogans and songs were used both to encourage the protestors to continue their struggle and to send a message to the government about the identity and beliefs of the protestors. That is, the protestors used songs, old and new, to index a number of aspects of their identity as Egyptians: mainly their power and determination, but also their history, characteristics, and strength. This study offers a fresh look at the relationship between identity, stance-taking, and code choice in patriotic songs sung during the Egyptian revolution. It concentrates on songs in which Egyptian identity is highlighted and recontextualized. It argues that patriotic songs used during the revolution depend on the process of stance-taking (Du Bois, 2007) to reflect identity. In order to show their stance, singers employ linguistic resources, discourse resources, and structural resources. These linguistic resources include the associations and indexes of different languages and varieties, in this case Standard Arabic (SA), and Egyptian Colloquial Arabic (ECA). This stance-taking process also relies on dialogicality as a discourse resource that does not just offer a counter-discourse to those of the anti-revolutionary group but also relates Egypt’s modern identity to past historical events.

Keywords: Arabic, identity, code choice, stance, songs, conflict, revolution, dialogicality

71. Mitos Dalam Cerita Rakyat Tentang Danau Sebagai Ruang Konservasi Sumber Daya Air

Ridzky Firmansyah Fahmi
Mahasiswa Pascasarjana Universitas Pendidikan Indonesia
Indonesia

<table>
<thead>
<tr>
<th>72.</th>
<th>Co-occurrences of <em>kok</em> and Other Discourse Particles in Colloquial Jakartan Indonesian</th>
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|     | **Rika Mutiara**  
|     | Esa Unggul University  
|     | Indonesia |

Discourse particle has been a special feature of colloquial language. This study analyzes discourse particle *kok* in colloquial Jakartan Indonesian. KBBI (*Kamus Besar Bahasa Indonesia*) mentions *kok* is used to emphasize intention. In the second definition, it is equivalent to *mengapa* and *kenapa*. The preliminary study shows that *kok* co-occur with other discourse particles. This study focuses on examining the sense that the co-occurrences bring. Furthermore, it investigates the characteristics of dialogue in which the co-occurrences exist. This study applied corpus methods. First, the corpus was built by compiling the data from CHILDES (Child Language Data Exchange System). The size of the corpus is around 370,000 words. Next, the collocates of *kok* were investigated. Based on the wordlist of the collocates, the words that belong to discourse particles were selected. Close examination of the concordance lines was conducted to see what senses the speakers intended and the characteristics of the dialogues. It was found that there are 7 discourse particles co-occur with *kok* namely *lho, eh, oh, lha, wah, oh, and ih* that always appear on the left side of *kok*. Only discourse particle *sih* occurs on the right side. *kok* was used to show shock, disappointment, and disgust. Three discourse particles might occur together in one utterance which cause more complex senses such as in *yah, ampun, kok, banyak sih?* and *lha, kok, ada tangan sih?* Some utterances with *kok* appear repeatedly in the form of questions. It seems that in questions with *kok*, the speakers feel more curious and demand more responses than *kenapa* or *mengapa*. The interlocutors sometimes did not give any responses. Moreover, it was also used when the speakers have just noticed something and tried to make the interlocutors notice.

Keywords: discourse particle, co-occurrence, sense

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<th>73.</th>
<th>Figurative and Non-figurative Language in Creative Writing: A Study on EFL Writing in Higher Education Level</th>
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|     | **Rini Jayanti Harja**  
|     | Karmila Machmud  
|     | Universitas Negeri Gorontalo  
|     | Indonesia |

Students need to master creative writing as it is an essential tool to understanding their language characteristic, building up their creativity as well as enhancing their ability in writing. Despite the importance of mastering the creative writing ability, students are often confused when composing their texts not only because they lack knowledge of language but also because they assume that creative writing is largely similar to other forms of writing. A preliminary research was conducted and the findings indicated that English Department students lacked in creativity to produce figurative language (Juliandini, 2013). Therefore, the current study aimed to examine whether English department students tended to produce figurative or non-figurative language in their creative writing. Using a qualitative approach, this study analyzed the writings by eight students. This study also focused on the details concerning the generic structure of the figurative and non-figurative language. Semantic analysis (Jackson, 1996) was used as the theoretical framework. This research adopted a componential analysis as a way to getting into a deeper surface structure of words through building up semantic interrelations between the words. Interrelations between the components can therefore produce the meaning enclosed at the surface level. The results indicated that the students tended to produce figurative language, where metaphor occurred most frequently, followed by the simile and personification. The least frequently occurring figurative language was hyperbole.

Keywords: figurative language, non-figurative language, creative writing

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<th>74.</th>
<th>Profil Karya Tulis Jurnalistik Komunits Bloger</th>
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|     | **Riska Arfiyanti**  
|     | Universitas Pendidikan Indonesia  
|     | Indonesia |

This qualitative study uncovers the style, art and essence of dung-aw, an authentic ilokano tradition whereby a mourning family member weaves words to be spoken musically and extemporaneously at the wake of the dead loved one. Dung-aw is an expression of love, gratitude, frustrations, wishes and prayers of a bereaving family member to his/her lost loved one. In a blog posted in idoljive.wordpress.com, on February 9, 2012, aadenish09, best puts: The dung-aw expresses the lyric mode of death, the thought of which it congeals one’s blood with chill anticipation thrusts one into the blank depth of sorrow. It is the song of grief, sorrow, lamentation and praise for the dead. The dung-aw is charged with deep emotion and is stamped with feeling of sympathy and love which arise directly form sharp personal sorrow which the singer of the dung-aw may have felt while creating it extemporaneously. The loud cries and lamentations of the bereaved family announce the sad news to the neighbors who, in turn, transmit it to others. Everyday relatives wail over the dead and recount his good deeds. The relatives usually deliver a dung-aw as soon as those who live in distant places arrive. When it is done by a close relative, the dung-aw, as an emotional outlet and as a moral lesson for listeners to imitate also, always make hearers cry. The singers are usually female relatives (or professional dungungdung-aw in the absence of capable relatives) who take turns lamenting before the coffin. Bereaved children or relatives talking love, repentance for sins of commissions, unfulfilled dreams and the like sincerely expressed. It is very interesting to uncover the style, art and essence of dung-aw in the Ilocos in these times of technology and modernization. The questions such as “How does the agdungdung-aw (the extemporaneous speaker) weave his/her words?”, “What is the style of his/her script?”, “If the script is to be analyzed, what are the themes prevalent in the dung-aw?” “What values are intertwined in words weaved for dung-aw?” are aimed to be given answers.

Keywords: Dung-aw, lamentation, love

The study of linguistic landscapes has proven to be effective in assessing the vitality of languages in a given area, as shown in recent studies conducted in Singapore’s neighbourhood centres (Shang & Guo, 2017) and Kuala Lumpur (Syed Abdul Manan et al., 2015). This paper aims to carry out a similar assessment through an exploration of the languages displayed in the road signs and shop signs of Penang’s Georgetown Heritage Site. Firstly, through the comparison of linguistic data on road signs and shop signs, this paper attempts to determine how the government and private business owners address multilingualism in an ethnically and linguistically varied society that is increasingly influenced by the gentrification of tourism. This paper’s second objective is to find out if the documented language use reflects Georgetown’s heritage status and its increasing popularity as a travel destination. Data collection is focused on the core zone of the city’s heritage site, and photographs of road signs and shop signs within the zone were taken for quantitative and qualitative analysis. Results show that a vast majority of the signs are multilingual, and most of the signs display English as one of the main languages. On the other hand, road signs were found to be bilingual, and the main language displayed is Malay, the national language while the other language is usually reflective of the ethnic influence and heritage of the respective road’s history. The linguistic landscaping in Penang’s main tourist and heritage zone displays a struggle to maintain the area’s linguistic heritage and the need to satisfy its tourism industry’s demands.

Keywords: linguistic landscape, tourism, heritage

Incorporating ‘Active Ageing’ as Part of the Policies for Older Adults in Malaysia: A Comparison of the Policies of Different Countries

64
6th University of Malaya Discourse and Society International Conference
In this paper, we discuss the term ‘active ageing’ which is used interchangeably with the terms such as ‘successful ageing’ and ‘productive ageing’ to mean the ‘process of optimizing opportunities for health, participation and security to enhance quality of life as people age (WHO, 2002). This paper summarizes the findings of a comparative study of the policies concerning older adults in different countries, including Singapore, Australia, New Zealand with those in Malaysia. Using Critical Discourse Analysis, the study looks at texts (i.e. policy documents) to identify the main discourses drawn upon in the policies. The findings show that although Malaysian policies concerning older adults focus on promoting the development of older adults who are independent through optimization of their self-potential, they still draw heavily on the frame of ‘dependence, frailty and poor health’. In other words, they represent older adults via an ageist discourse as a burden to society. In comparison, countries such as Australia and Singapore have moved forward by adopting ‘active’ / ‘productive’ ageing discourses via initiatives for ‘reemployment’ and ‘community engagement’ that focus on the continuous contribution both socially and economically of their ageing members of society. While Malaysia is on the right track as far as these policies are concerned, in order to enable its ageing population to contribute to the society and nation, policymakers may want to reconsider the existing plans of action and incorporate discourses of active/productive ageing similar to those in the neighbouring Singapore.

Keywords: active ageing, policy, Critical Discourse Analysis

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**Code Mixing â€“ Some More Malaysian Styling in Malaysian Memes**

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It has long been noticed and studied (e.g. Platt, Weber & Ho 1983) that the performance of Malaysian talk, especially in urban areas, almost invariably involves multilingual strategies. With the status of English established as one primary language of social interaction (Asmah Haji Omar, 2012) and correspondingly, its hyper-international status (Bloomaert, 2010 among others), it comes as no surprise that recently emergent Malaysian discourses, especially in youth and/or digital culture, should incorporate English elements in meaning-making, particularly those available to the global social actor. Using a collection Malaysian memes, we explore patterns in a number of meme types, wherein socially distinct styles are clearly discernible. Memes as data are particularly useful for exploring the construction of social meaning because the practice of meme replication allows tried patterns to endure, and consequently, repeated though reflexive indexing of socio-cultural stereotypes and values to particular styles. Underlying our analysis is the conception of a style as any socially distinct manner of communication, whether a language, code or the traditional sense of style (e.g. from the variationist perspective); hence, style-shifting, apparent here in the spatial bounds of the meme, is an â€œâ€œ, active, motivated, symbolic processâ€ (Coupland 2007, p. 187; Eckert, 2001; Hebdige, 1979). We found that the overarching style in Malaysian memes continue to be representational of Malaysian styling in general, i.e., these highly social acts continue to be performed via the locally-established style of code-mixing; what is novel, however, is to order the narrative by use of a blend of local and global styles in performing differential semiotic voicing (Bakhtin 1981). In summary, the message of code choices in such memes demonstrate the fluid hybridity of these multilingual social actors, who successfully negotiate and participate in local and global identities simultaneously.

Keywords: Malaysian social media, Malaysian English, Malaysian talk, style-shifting, memes

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**Teaching Onomatopoeia as a Strategy to Cultural Intelligence**

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The objective of this study is to appreciate and maintain diversity thus fostering language teaching and learning against any form of cultural hegemony. Accordingly, onomatopoeic elements become the distinctive identity markers representing the ethnic differences underpinning the vibrancy of a multilingual community. Recent findings in Collabra (2016), Language Sciences (2017) and Journal of Pragmatics (2015) show a correlation between applied sound symbolism and mimetics and language learning. Among others, a study indicates that a mastery of Dutch sound symbolism supports the recognitions of Japanese mimetics at a better than chance accuracy rate. This discussion presents data of onomatopoeia use in Singapore Chinese-Hokkien drama serial, Taiwanese Mandarin news broadcasts, 2-D English advertisement, English banner at a housing estate, Malay banner at a hawker center, video clips of foreign students mastering Japanese onomatopoeia, animated Indonesian video clip, and Malay MTVs (e.g. Rahimah Rahim and Shila Amzah).
Arguably, the iconic speech (i.e., sound symbolism and mimetics) are relevant teaching materials because everyday communication involves the use of onomatopoeia. Along this vein, the incorporation of iconic elements in current language curriculum planning towards an aspect of cultural intelligence may begin by identifying and categorizing actual onomatopoeic data into a matrix of animate and inanimate sound-phrases. For example, the inclusion of Malay onomatopoeic phrases derived from the original contexts of use, makes an authentic foreign language lesson. This is especially useful for foreign language learners to learn about culturally salient phrases that are intrinsic to the speech styles of the Malay community not least the learners' communicative competency may increase with a basic cultural intelligence.

Keywords: communicative competency, cultural intelligence, onomatopoeia, pragmatic styling, teaching materials

80. **Exploring the Linguistic Choices in Statement on Corporate Governance of Malaysian Local and Malaysian Multinational Corporations**

Shabnum Sayyed Hussain  
Afida Muhamad Ali  
Zalina Mohd Kasim  
Shameem Rafik Galea  
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Statement on corporate governance (SCG) genre is used both to create structure within a company and to build confidence and openness for its investors. Good corporate governance practices along with good governance are critical for companies as they can instill a sense of confidence in current and new investors even in a turbulent economic climate. Although, plenty of genre and corpus based research within applied linguistics have been conducted on other business genres to explore the important role that language plays, unfortunately, SCG genre has not received much attention from a linguistic analysis standpoint. A pilot study was conducted to examine and compare the linguistic choices in SCG, which are discursively constructed by the Malaysian local (MLCs) and multinational corporations (MMCs). Bhatia’s (2004) Critical Genre Theory has been applied to critically examine the SCG genre. For the textual analysis, a corpus-based discourse analysis approach is employed to investigate 24 SCG from four MLCs and MMCs from the plantation sector. The study also conducts a diachronic comparison of MLCs and MMCs’ SCG in the scenario when Malaysian ringgit is extremely depreciating in order to reveal any changes in language use between the pre-crisis period (2011, 2012, 2013) and crisis period (2014, 2015, 2016). Preliminary findings revealed that MLCs and MMCs frequently use personified words as ‘agent’, nominalization, passive voice, and adjectives in the SCG. Furthermore, the use of these lexico-grammatical features is comparatively higher in the SCG reports of MLCs. Moreover, the MLCs have drastically increased the use of these linguistic resources, which might be a survival tool during the crisis period and suggest that MLCs may be facing more challenges during financial crisis.

Keywords: Malaysian local corporations, Malaysian multinational corporations, statement on corporate governance, critical genre analysis, corpus-based approach, linguistic choices

81. **Discourses of Flood Disaster: Experiences of Flood Prone Community Members in Malaysia**

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Universiti Teknologi Malaysia  
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Historically being a riverine society, floods have always been a concern for Malaysia. It was thus, always perceived as a part of the daily lives of an agrarian society. However, after the 2014 floods that devastated many parts of Malaysia, flooding has since become a priority for the government whereby it has been ‘rebranded’ as ‘Disaster’. In this paper, we discuss our investigation of the experiences of members from a flood prone community. Drawing upon Halliday’s (1973) view that people’s linguistic and functional choices are a result of their social and cultural circumstances, which in turn influence their perceptions and experiences, the study uses van Leeuwen’s (2009) critical discourse analytic framework to identify the main discourses evoked by the community members when narrating their experiences of the floods. The paper also discusses how the choice of discourses of floods used by the community members has a direct impact on the success of flood disaster preparedness, mitigation and management programs in Malaysia.

Keywords: Halliday, choice, van Leeuwen, Critical Discourse Analysis, discourse, flood disaster preparedness, Reduction, Mitigation and Management.

82. **The Referential and Predication Strategies in Analyzing Migrant Workers Representation in The Star Newspapers**
The present paper aims to throw light on the representation of migrant workers in the Star newspaper in the period of six years 2010-2015. During these years, the Malaysian government has conducted a few legalization programs referred to as 6P to register the illegal foreign workers under the “biometric identification system”. Among those programs, the famous 6P program that took place in 2011 is focused upon. The paper aims to analyze the way migrant workers are referred to using critical discourse analysis particularly two discursive strategies ‘Referential’ and ‘Predication’ adapted from Ruth Wodak’s Discourse Historical Approach 2001. The paper aims to investigate whether the 6P legalization program has changed the media representation of migrant workers. The data is collected from The Star Online in the period of January 2010 – September 2015. The paper aims to add to the existing body of literature on immigrants and outsiders’ representation. The findings suggest that the representation after the legalization program in 2011 is more positive as compared to the representation before. The presence of migrant workers is always viewed in its association with its influence on the Malaysian society and economic growth. Before 6P, migrant workers were referred to as “low-skilled” in association with economic growth, and as “violent and a threat” in association with social security. After 6P, there is a less frequent use of these negative references in addition to the use of more supportive references such as “victims” in themes related to living conditions and a “necessity” in association with themes related to government agreements. The Indonesian maids in particular received special attention and are represented mostly as a “need” to the Malaysian working family. As a whole, the findings confirm the discursive strategies of negative “Other” representation.

Keywords: migrant workers, referential strategy, predication strategy, discourse historical approach

An increasing number of international students in Australian higher education have inevitably increased linguistic and cultural diversity in the social landscape. However, we know little about how ‘non-native-English-speaking’ (NNES) international students adopt certain identity options during their discursive practices and interactions with local people through their societal acculturation while studying and living in Australia. This study employed Bronfenbrenner’s (1979) Bio-Ecological Systems Theory with the extended study of international PhD students’ enculturation and acculturation perspectives proposed by Elliot et al. (2016), and Pavlenko and Blackledge’s (2004) identities in multilingual contexts. Based on a group of nine Thai PhD students’ interview transcripts, the findings reveal three intricate and complex layers of their identity options, namely, assumed identity as Asian people, imposed identity as ‘non-native-English’ (NNES) speakers, and negotiable identity as Thai ethnic people. Although the three layers of identity options are depicted as mutually exclusive, their boundaries are rather ambiguous and overlapping as individuals can simultaneously employ these three identity options simultaneously depending on the ‘situated’ discursive practices they encounter. Social networks play a significant role in helping mitigate their sociocultural and linguistic challenges, familiarize themselves and adapt to living and learning in Australia. This study assists Australian higher education to recognize international students’ societal acculturation attitudes in multilingual settings for

Keywords: academic writing, argumentative writing, attitude markers, boosters, hedges, stance

Stance Taking in L1 and L2 Argumentative Writing

Shiva Kaivanpanah
Rose Meschi
University of Tehran
Iran

Thai PhD Students’ Layers of Identity Options through Societal Acculturation in Australia

Singhanat Nomnian
Mahidol University
Thailand
a better understanding of how to facilitate their psychological and sociocultural adaptation. Overseas higher education mobility is not only for instrumental purposes, but also integrative purposes as international students are required to adapt themselves physically, mentally, and linguistically to the new sociocultural lifestyle. Further empirical and longitudinal research regarding the societal acculturation attitudes of other NNES international students and host members including academic staff and students in different multilingual settings is needed to enhance understanding on how Western tertiary education can facilitate international students’ psychological and sociocultural adaptation.

Keywords: identity options, Thai PhD students, societal acculturation, multilingual society, Australia

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### 85. Reducing Cultural Perception of Gender in Society through Cross Linguistic Semantics

**Siti Zuraiyin Yassin**  
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*Malaysia*

The millennium women in Southeast Asia specifically in Malaysia has shown tremendous progress and shared the same humanity as their male equivalent compared to the past. However, gender representation in Malaysia is still noticeably differentiated in both the private and public spheres; the male predominantly symbolizing for status and the known world surrounding both the home and profession, and the female stereotypically for morality and the domestic realms. This is due to the fact that according to cultural-communicative theories often divided into two distinct cultures categorized according to specific criteria, Malaysia falls under the more concrete cultural continuum described as having values whereby differences in status are accepted and tolerated. Yet, in this information age and gender equality, it is believed that forms of differentiations which can result in the regression of society should be resolved and diminished. One of the main factors for a stabilized culture is through stability of social norms, habit and value attachment which can be realized using language and human communication as its medium. This is because, culture, gender, language and communication are significantly interrelated and can therefore be solved and understood by looking through the analysis from these windows. Hence, this study demonstrates how a cross linguistic semantic theory identified as the Natural Semantic Metalanguage (NSM) introduced by Anna Wierzbicka (2013) can enable the reduction of cultural misinterpretation of gender representation in society simultaneously improve women’s status in Malaysia.

Keywords: gender representation, semantics, cross linguistics, cultural misrepresentation, Natural Semantic Metalanguage (NSM)

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### 86. Multimodal Analysis of Students’ Written and Visual Representations of Created Stories

**Sitthichai Thepsura**  
*Ubon Ratchathani University*  
*Thailand*

The field of Multimodal discourse analysis (MDA) has been relatively new, yet has received more and more attention from linguists and semioticians alike since visual modalities have become an integral part in today’s communication. Among different theoretical perspectives from which meanings of images can be understood is the pioneering work of visual semiotics called ‘grammars’ of image by Kress and van Leeuwen (1996, 2006) who have been inspired and utilized the insights from Systemic-Functional Linguistics (Halliday, 1978, 2003) which principally deals with how written texts are meaningfully formed and interpreted. Being in the process of development and revision, the theory calls for empirical evidence to support its soundness and validity. To contribute to the ongoing research of multimodal discourse analysis and to ascertain how the ‘grammars’ of image theory holds against empirical data, a semi-experimental study was conducted. 12 Thai students were assigned to write a story in Thai with 5 given words in form of a short paragraph and subsequently transform the written story into a picture that they thought best represented what was written. In the data analysis, the written data were analyzed in terms of textual structures in search for how textual components such as focus, given and new information, cohesion are realized and how they constitute a coherent text. As for the corresponding visual data, the components matching those in the previous part were identified, analyzed and pitted against their written counterparts. The results revealed that the theoretical framework called ‘grammars’ of image which initially aimed to account for the meaning-making of images created in the Western world could largely predict how Oriental student artists would convey their meanings through pictures despite some unexpected and unique visual techniques utilized by these students in making meanings.

Keywords: multimodal discourse analysis, verbal and visual communication

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### 87. Assessing Referents in Others’ Cultural Group in Intercultural Encounters

**Somporn Maneechote**  
*Rajamangala University of Technology Srivijaya*  
*Thailand*

The field of Multimodal discourse analysis (MDA) has been relatively new, yet has received more and more attention from linguists and semioticians alike since visual modalities have become an integral part in today’s communication. Among different theoretical perspectives from which meanings of images can be understood is the pioneering work of visual semiotics called ‘grammars’ of image by Kress and van Leeuwen (1996, 2006) who have been inspired and utilized the insights from Systemic-Functional Linguistics (Halliday, 1978, 2003) which principally deals with how written texts are meaningfully formed and interpreted. Being in the process of development and revision, the theory calls for empirical evidence to support its soundness and validity. To contribute to the ongoing research of multimodal discourse analysis and to ascertain how the ‘grammars’ of image theory holds against empirical data, a semi-experimental study was conducted. 12 Thai students were assigned to write a story in Thai with 5 given words in form of a short paragraph and subsequently transform the written story into a picture that they thought best represented what was written. In the data analysis, the written data were analyzed in terms of textual structures in search for how textual components such as focus, given and new information, cohesion are realized and how they constitute a coherent text. As for the corresponding visual data, the components matching those in the previous part were identified, analyzed and pitted against their written counterparts. The results revealed that the theoretical framework called ‘grammars’ of image which initially aimed to account for the meaning-making of images created in the Western world could largely predict how Oriental student artists would convey their meanings through pictures despite some unexpected and unique visual techniques utilized by these students in making meanings.

Keywords: multimodal discourse analysis, verbal and visual communication
This study investigates interaction in socializing events in short-term exchange programmes in which speakers assess negatively on properties/referents in the co-participants’ countries. This action can potentially result in developing an offensiveness or threatening the face of the present members of the referred countries who are assumed to have some extent of emotional attachment to the national group. The present study examines assessment sequences in conversation, particularly the production of assessments by the non-member and the responses from members of the referred countries. Employing two micro-analysis tools of Conversation Analysis (CA) and Membership Categorization Analysis (MCA) to analyse the naturally occurring interaction data, this study shows that both parties: the speakers of the assessments and the recipients, are observed to perform actions that can contribute to making light the situations where offensiveness in conversation is potentially developed, resulting from the negative assessments on properties/referents in the recipients’ countries. The speakers of the assessments perform some mitigating actions (e.g. trailing off before turn completion, employing turn organization which is less direct and ambiguous etc.) possibly to soften the impacts of the negative assessments and the recipients of the assessments do not appear to disagree overtly to the assessments; it is only assumed when they do not display agreeing responses and shift to other actions. This study suggests that the participants’ consideration to face in interaction and the setting of interaction in socializing situations in intercultural encounters where it is likely the potential offensiveness can be withheld, rather than brought up to the surface of interaction, may explain their provision of interactional work in this situation.

Keywords: intercultural communication, assessments, making light situations

88. An Analysis of Buddhist Ethics in Synshai Literature

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Mahachulalongkornrajavidyalaya University
Thailand

The purposes of the study are 1) to study the problems of ethics and well-related practice in Synshai literature, 2) to study the Buddhist ethics in Synshai literature, and 3) to analyze the considerable standard and ethical objectives of Synshai literature. This is a documentary research study in which the data were collected from the Palm-leaf manuscripts 2016 of Synshai literature of Khonkaen Synshai literature, which were transcribed by Mr. Bunkirt Phimvaramethakul and colleagues, as well as, secondary data sources from other Synshai manuscripts. A Descriptive Analysis is used to present the research result. The results show that ethical problems in Synshai literature involved stealing, getting married with many wives, using black magic, and committing adultery. Well-related practice among people is divided into two levels: a domestic level and a relative level. To describe such an ethical problem depended upon Buddhist ethics which involved Buddhist knowledge on desirable behavior or manners that people should follow under the standard of the Five Precepts. A morality of precept or Dhamma of precept and Buddhist morality consist of suffering, sexual craving, and previous action under the moral standard of Ten Virtues of the King, and Eightfold Noble Path. The Buddhist doctrine for national management under the standard of ethics is described under the desirable and undesirable ethics. The standard of ethics consideration is divided into two types: 1) the standard relating to Buddhism, i.e. an intention or a purpose to make things wholesome or unwholesome according to moral laws, and 2) the associated standard or the inferior standard which is dealt with conscience principle, what is good or bad behaviour of people in the community. The purpose of action in Synshai literature was to close the gap between people and emphasize on the roles and responsibilities as members of a family and others.

Keywords: Buddhist ethics, Synshai literature, well-related practice, considerable standard, ethical objectives

89. Digital Foot Printing Approaches to Extend Learners’ Specific Language Skills

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Sunway University
Malaysia

Integrating digital literacy in course design may enable greater relevance in English for Specific Purposes courses as we prepare learners for the workplace and academic study. Few educators and materials developers attend to the underutilized power of building an on line presence and equipping learners with skills for this. Through a small scale study and a reflective approach, the presenter will suggest approaches and techniques which are needed to ensure that educational institutions address social media as the most rapidly expanding area of communication.

Keywords: language for specific purposes, digital literacy

90. Pronouns as Reflection of Self-assertion in Suicide Notes
The purpose of the current study is to explore the phenomenon of frequent usage of personal and possessive pronouns traced in suicide notes. This study is based on the last writings of those who intend to commit suicide. For this purpose 25 suicide notes were sampled (from all over the Pakistan) and analyzed by utilizing phenomenological research approach. Phenomenological research approach was used to extract deep meanings of lived experiences in the form of written data. NLTK POS Tagging software was also used to support the analysis process. Results of the software-aided analysis showed that personal and possessive pronouns “I” and “My” were used more frequently. The frequencies were 119 and 71, which shows that those who intend to commit suicide are empowered by their decision and demonstrate power in their suicide notes through their heightened use of personal and possessive nouns. By connecting the established psychological studies of powerful personality traits and the established linguistic studies of language and power, this study opens up a previously less studied area of suicide notes, benefiting not only the study of suicide prediction and prevention, but also adding to the study of language and power.

Keywords: suicide notes, power, pronouns, religion, culture, Phenomenological approach, suicide prevention

91. Designing of Silk Patterns from Pra-guam Silver Beads to Preserve the Cultural Identity of Khmer-Saren People in Surin Province, Thailand

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Yothaprasit Dhamma Practice Center
Thailand

The purposes of the study are to examine the patterns and cultural identities on Pra-guam silver beads and the conceptual design silk patterns based on the cultural identities of Khmer-Saren people in Kha-woi Sinarin Village Surin in the province of Thailand. The background theories that supported the interpretation of the culture include the theory of symbolism by Greetz (1973) and the theory of social identity by Richard (1996), while conceptual design is supported by the principle of the design by Paul Getty Trust (2011, p. 10-30). The mixed methods are used in this study, which include data collection from in-depth-interviews and observations, and documents from academic papers. The results show that the patterns on Pra-guam silver beads consist of 5 ancient patterns such as: 1) Lotus flower and the cultural identities are holy symbolic and spiritual anchor on faith; 2) Ma-Yom Seed with cultural identities are symbolic of popularity and spiritual anchor on confidence; 3) Phigool Flower with cultural identities are symbolized by ritual and spiritual anchor on faith; 4) Hae with cultural identities are symbolic of protection of the ghost, devil and spiritual anchor on life safety; and 5) Jarl with cultural identities are symbolic of power of the black magic and spiritual anchor on life safety. The new design on silk patterns are based on the cultural identities of the patterns on Pra-guam silver beads: 1) the pattern on the silk name called “Lotusflower” is based on faith; 2) the pattern on the silk name called “Ma yom seed” is based on the belief of confidence; 3) the pattern on the silk name called “Phigool Flower” is based on faith; 4) the pattern on the silk name called “Hae with” is based on belief; and 4) the pattern on the silk name called Jarl is based on belief. The significance of this study presents a deeper understanding on ancient patterns and cultural identities of Pra-guam silver Beads of the Khmer people.

Keywords: silk patterns design; cultural identity, Pra-guam silver beads

92. The Yin and Yang of Shape Poems: Dissecting Come to My Party and Other Shape Poems

Thusha Devi Rajendra
Surinderpal Kaur
University of Malaya
Malaysia

This study is based on the multimodal analysis of shape poems from the children’s poetry book, Come to My Party and Other Shape Poems (2004) by Heidi B. Roemer. This collection of poems celebrates children’s favourite experiences and things from different seasons of the year. Drawing upon the works of Lynch-Brown and Tomlinson (2005), Kress and van Leeuwen (2006) and Nikolajeva and Scott (2001), the present study takes into account both linguistic and visual modes of representation and how they portray the different seasons of the year. The findings of this study suggest that shape poems employ a wide range of sensory images, patterns of sound, typography, colours and visuals that are central to the construction of meanings. Both these linguistic and visual elements with their distinguishable properties coexist to provide meanings in these poems. In addition, these poems rely heavily on visuals as the means of conveying information. Thus, the meaning in a stand-alone shape poem is not prominent as compared to one that co-exist with the
visuals. This visual form of communication is pertinent to children’s literature as it captures attention and reinforce the meaning in these poems. Furthermore, the bright and cheery palette does not only delight children but also enables to portray the different seasons aptly. Hence, the joint contribution of both the linguistic and visual elements indicate that they act as a single unit in a compositional layout to achieve its communicative functions.

Keywords: shape poems, visual communication, multimodal analysis, linguistic and visual modes

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<tr>
<th>93.</th>
<th>From Tanjong Malim to Kuala Lumpur: Multiculturalism in Lat’s Mat Som</th>
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<td>Thusha Rani Rajendra</td>
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<td>Institute of Teacher Education, Malay Language Campus</td>
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Malaysian cartoonist, Datuk Mohamad Nor Khalid or popularly known as Lat, is globally recognised for his unique style of storytelling through the adoption of humour in his simplistic heartfelt illustrations. His straightforward narratives often emphasize stories which are not over-thought and that resonate well with most Malaysians. Lat’s distinct graphic novels illustrated in black and white are very popular in Malaysia, and to a certain extent, an iconic feature of the Malaysian identity. This study investigates how multiculturalism is presented in the graphic novel Mat Som (1989) which chronicles the struggles and dilemma of the young cash strapped journalist Mat Som bin Mat Top in KL. The preliminary findings are based on the analysis of visual representations in selected panels of the book which establishes the identity of multiculturalism by extracting a few core elements. The visual components are analysed using Kress and van Leeuwen’s (2006) Visual Grammar where the representational framework concentrates on narrative and conceptual representations. The visual analysis of the text shows that Lat has adhered to certain graphic conventions to create intended meanings in Mat Som, in addition to juxtaposing various social and historical elements. In addition, he has also succeeds in capturing the quintessential portrayal of multiculturalism that embodies Malaysia’s eclectic plural society.

Keywords: multiculturalism, graphic novel, humour, visual representations

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<th>94.</th>
<th>The Use of Spanish Second Person Singular Address Form in Gran Hotel Drama Series: A Pilot Study</th>
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<td>Ummi Syakirah Abd Rahman</td>
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‘Tu’ and ‘usted’ are two forms of second person singular pronouns in Spanish which are used accordingly by the interlocutors. This study attempted to explain the relationship between social factors and the usage of Spanish 2nd person address form in spoken discourse. The researcher adopted a qualitative research design which is textual analysis. The data were collected from discourse in Gran Hotel, a Spanish drama series which closely mirrors social reality by illustrating interpersonal relationships in various contexts. The characters in this drama used colloquial Spanish language with a realistic fiction genre that depicts natural everyday life of Spanish society. The findings revealed that the usage of 2nd person singular address terms in the movies is affected by the social factors of the interlocutors. Furthermore, it was demonstrated that the context of interaction also plays a role in pronouns selection. This study has a potential to facilitate the learning of Spanish that leads to a better comprehension of the usage of Spanish 2nd person pronoun address terms.

Keywords: film, second person address form, English, Spanish

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<tr>
<th>95.</th>
<th>Self and Other Representations of Female Sympathisers of ISIS/DAESH</th>
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<td>Ungku Khairunnisa Bt Ungku Mohd Nordin</td>
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<td>Surinderpal Kaur</td>
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This study examines how female sympathisers of ISIS are represented through and by media discourses, and how female sympathisers of ISIS represent themselves on Twitter, in relation to ISIS. Employing Critical Discourse Analysis – the Discourse Historical Approach (Resigl & Wodak, 2000) – as well as the notion of gendered discourses (Sunderland 2004), this paper will analyse the diverse ways in which the Self versus Other (Wodak, 2010) schemata is prominent. By viewing gender through multiple lenses, this paper intends to pave the way for an examination of gender and terrorism that explores the complexities of representations.

Keywords: gender, terrorism, Critical Discourse Analysis, ISIS
### 96. Narrative Construction of Teachers’ Identity as Oral Assessors

**Venessa Venda Vitales**  
**Teoh Mei Lin**  
*University of Malaya  
Malaysia*

Research on educators’ identity has been a main area of interest since the 1990s. Over the years, a number of researchers have looked into various aspects of educators’ identities with focus on their major job roles, but few have examined their role as “assessors”. This paper seeks to share the findings from interviews conducted with 14 language teachers at a local public higher education institution. At this institution, group oral interaction tests are commonly conducted to gauge the students’ spoken language competence. The teachers usually assess the students who are placed in groups of 4s, and these students are tested on their oral interaction. In such tests, two teachers will listen to the oral interaction and gauge the students’ performance based on an assessment criteria. Moderation of the scores will take place between the 2 assessors and a final score will then be given. The interview data is based on the teachers’ experience of conducting such tests. This study adopted the theoretical framework proposed by Soreide (2006). He uses the theory of positioning, and data obtained from interviews with the 14 participants revealed that several subject positions, and six main clusters of multiple assessor identity were evident through analysis.

**Keywords:** teacher’s identity, oral assessors, oral interaction, language competence, theory of positioning

### 97. Impoliteness in Malaysian Political Discourse

**Veronica Lowe**  
*University of Malaya  
Malaysia*

Impoliteness is behaviour that is “intentionally and negatively confrontational” (Lakoff, 1989, p.103). Yet, impoliteness may be sanctioned in some discourses including those of reality television, the courtroom and politics. This paper examines impoliteness in one such context, that of the Malaysian parliament, in particular, the strategies speakers employ to cause offence and their responses to offensive language directed at them. Impoliteness began as an offshoot of politeness studies, examining language designed to attack face rather than to protect it. Early studies such as Culpeper (2005) and Bousfield (2008) used oral data from reality television programmes. While oral data has continued to draw attention from scholars [television drama - Brown (2013), Dynel (2012); professional interactions – Chang & Haugh (2011), Ladegaard (2012); informal gatherings - Llopis et al (2016); courtroom - Archer (2011)], computer mediated communication (CMC) has drawn more and more attention of late [Lorenzo-Dus et al (2011), Neurauter-Kessels, (2011), Blitvich (2012), Shum & Lee (2013), Lange, (2014), Hampel (2015), Ksiazek (2015)]. Unlike CMC interactants, politicians are certainly not anonymous during their interactions in parliament. However, the context does sanction a degree of impoliteness. Political antagonists often take advantage of this. Studies of impoliteness in political discourse include Harris (2001), García-Pastor (2008), Fracchiolla (2011). Not much attention has as yet been given to impoliteness in Malaysian political discourse. The data is collected from youtube. Hostile, aggressive exchanges between members of parliament and/or state assemblies are identified, then transcribed broadly. Instances of impoliteness are identified and coded according to Culpeper’s (2011) taxonomy of impoliteness while Bousfield’s (2008) response framework is applied to the responses. Both conventionalized and non-conventionalized strategies, in particular, insults and unpalatable questions, are employed in the impolite exchanges examined. Impoliteness is responded to with further impoliteness and thus, escalates.

**Keywords :** impoliteness, parliamentary discourse

### 98. Advice and Information Giving in Malaysian and American Breast Cancer Patient Blogs: A Thematic Analysis

**Wan Nur Asyura Wan Adnan**  
**Noor Aireen Ibrahim**  
*Universiti Teknologi Malaysia  
Malaysia*

Advice and information giving in health involves both healthcare practitioners and patients. The conventional practice of advice and information giving in healthcare usually refers to professional’s advice. Notwithstanding, it is identified that lay people with experiential knowledge also provide advice and health related information to the public especially through the internet medium such as blogs and social media. Breast cancer patient blogs are one of the growing sources of information and advice which people seek. This study aims to explore health-related themes of advice and information giving between bloggers and their readers found in Malaysian and American breast cancer blogs. Data were collected from three Malaysian and three American blogs with a total of 600 postings. Based on the data analysis, breast cancer diagnosis and treatment related information and treatment related advice were among the predominant
discourses in breast cancer patient blogs. Interestingly, lay advice and information giving in the case of breast cancer patients in Malaysia and America were not meant to challenge professional knowledge or assume roles as an expert. Rather, it served as an avenue to share experience and knowledge and to raise awareness related to breast cancer. The findings of this study highlight the potential role of blogs as an alternative platform to disseminate important health information and advice.

Keywords: advice and information giving, breast cancer patient blogs, breast cancer discourse

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<th>99.</th>
<th>Knowledge on Illness Treatment using Galmore Ceremony through Health Care System of Thai-Kui Group Thailand</th>
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|     | Yasothora Siriprapapagon  
     | Wan Suwannaphong  
     | Mahachulalongkornrajavidyalaya University  
     | Thailand |
|     | This study aims to examine knowledge of illness treatment using Galmore Ceremony through health care system of Thai-Kui group. The study adopts a qualitative research approach using participants’ observation and in-depth interview techniques to collect data. The data was analyzed descriptively. The results show that Thai-Kui group believed in ghost and spirit which can affect the people’s lives through supernatural power and mystery. The Galmore ceremony of Thai-Kui group involves communicating and inviting ghosts, ancestor spirits or supernatural power get through the ritual. The communication between humans and these powers was made through mediums called “Rang Song or Mae Mor”. The purposes of the ceremony are to worship the treatment items and to treat ill people. The participants of the ceremony include Kru, ritualists, ill people and their relatives. The important treatment materials include models of elephants, horses, sword, Pra Kam rope, boat, arrow and using Khan (circle shape bowl) as a container in the ceremony and special music and Bai Sri. Villagers have a high respect and give priority to conduct the ceremony to predict the causes of the illnesses and their treatment. For the knowledge of illness treatment by Galmore ceremony, it is found that this treatment ceremony has been passed down since ancient times. The patient receives treatment by taking part in the ceremony. The processes of the ceremony include the ceremony which is led by Kru or the conductor and the worshipping and dancing around the ritual place. There are various ways in the healing treatment: the Kab Pe dancing, dragging eggs, consoling, seeking forgiveness, worshipping to Kru, taking an oath, dancing around the ritual place, drinking herbal water, exorcising bad luck, participating in the Galmore ceremony, Kao Song (dwelled by spirit), Rab Kru (allowing supernatural power to take part) and restraining of food, clothes or bed. The belief presented in this ceremony is to protect the ill, the procedures in the treatment and the prediction of the illnesses. However, the treatment only works on the people whose illnesses are related to the ancestral spirit in the family. These illnesses cannot be proven by modern medicine or indicated symptoms caused by stressful or injured conditions. From this study, the various causes of illnesses found are due to ancestral spirits of worshipping and superstitions, or physical illnesses. This local wisdom of knowledge should be learnt and preserved because of its power to treat many people from their illnesses from ancient times till the present. |
|     | Keywords: Illness treatment, Galmore Ceremony, Thai-Kui, ancestor spirit, local wisdom |

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<th>100.</th>
<th>Persuasion in Advertising Discourse: A Textual and Semiotic Analysis of Real Estate Posters</th>
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|      | Zalina Mohd Kasim  
      | Universiti Putra Malaysia  
      | Malaysia |
|      | The escalating costs of property in Malaysia have resulted in a fierce competition among the developers to attract prospective buyers. There is an obvious need for the developers to advertise their products most effectively, which means that the advertisements do not only serve the function of conveying information about the property but also inducing the potential customers to purchase the properties advertised. The way the information is depicted on the advertisements clearly plays a significant role in ensuring that such aims can be achieved. Where language is concerned, past studies on real estate advertisements have focused on various aspects including the rhetoric in the language of real estate marketing, the linguistic choices made by the estate agencies in their advertisements and the characteristics of the advertising discourse. Given the inevitable multimodal nature of property advertisements, this study seeks to analyse both the linguistic and semiotic elements in selected posters published by property developers. More specifically, the main objective of this study is to examine the persuasiveness of the adverts on the properties by focusing on the linguistic and semiotic features of the posters. The data in this study consists of posters that advertise new condominiums around Klang Valley by property developers. The linguistic analysis includes an observation on how language is used at graphological, lexical and syntactic level while the semiotic analysis is carried out using Kress and van Leeuwen’s (1996) visual images framework. |
|      | Keywords: persuasion, real estate advertisement, semiotics |

| 101. | (WITHDRAWN) |
POSTER ABSTRACTS
<table>
<thead>
<tr>
<th></th>
<th>Title</th>
<th>Author(s)</th>
<th>Institution</th>
<th>Keywords</th>
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<tbody>
<tr>
<td>1</td>
<td>Arab Students’ Willingness to Communicate in English as Second Language in Malaysia: A Descriptive Study</td>
<td>Abdalla Saleh Ali Nuri</td>
<td>Sultan Idris Education University, Malaysia</td>
<td>willingness to communicate, ESL context, study abroad context</td>
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<td>The paper examined the role of willingness to communicate (WTC) in an ESL context in a study abroad context in Malaysia. Participants were students from various Arabic countries who were studying at the International Islamic University Malaysia (IIUM). The results revealed that students possessed a moderate willingness to communicate in English in four communication contexts (small groups, large meetings, dyads and public), with three receivers’ types; strangers, acquaintances and friends.</td>
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<td>2</td>
<td>Anger Utterance in Japanese Drama Hanayori Dango: Pragmatic Approach</td>
<td>Agus S. Suryadimulya, Liza Rahmi</td>
<td>Padjadjaran University, Indonesia</td>
<td>anger, social status, mock utterance, anger utterance</td>
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<td></td>
<td>Japanese language is one of those with a wide of variety in terms of social status. With these social status differences, the use of that language will vary. Anger utterance also can be identified by social status and politeness. In this paper we examine an anger utterance found in Japanese drama Hanayori Dango. Hanayori Dango is one of famous Japanese dramas in 2005. In this drama, there are many anger representations by senior high school students. The aim of this study is to describe various forms of anger utterances found in that drama, such as irony utterance and mock utterance. This paper used descriptive qualitative method analysed with theory of Politeness by Leech (2011) and Context Situation Theory by Halliday (1989). We found that context situations are the main cause of how actresses use the anger utterance in this drama. According to the data, an actress used direct and indirect imperatives to express angers such as ‘Urusee! dare ni mukatte kuchi kiiterun da yo!’, ‘shut up! who do you think you’re talking to?’. Mock utterances were also found in this drama such as ‘baka’, ‘stupid’, ‘binbonin’, ‘poor’, ‘saitel’ and ‘you are disgusting’. Businessmen used to express their anger with ironies such as ‘ashita kara konakute kekko yo’ and ‘starting tomorrow, don’t come back here’.</td>
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<td>3</td>
<td>The Private School in the Kingdom of Thailand</td>
<td>Pattariyakul Kankaew</td>
<td>Surindra Rajabhat University, Thailand</td>
<td>private school, the Kingdom of Thailand</td>
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<td>This article aims to educate about the international private school system in the Kingdom of Thailand. The article is focused on history and the importance of education, relevant laws and regulations for international private school, educational system, and implementation of international education organisation. The article also aims to provide readers with an insight into operational aspects of the international education system. Further, the article also provides readers with operating frameworks of international private schools and important laws and regulations according to the international context within the Kingdom of Thailand.</td>
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<td>4</td>
<td>Cultural Organization for the Sustainable Tourism Learning Center in Banthasawang Surin Province</td>
<td>Sarinthip Sonthong</td>
<td>Surindra Rajabhat University, Thailand</td>
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<td>The article aims to present cultural organisation for the sustainable tourism learning center promotion at Banthasawang, Surin province. The area of the study is the Chansoma ancient hand-woven learning center in Banthasawang, Surin province. Data are collected from the manager, employees and weavers. The methodology includes in-depth-interviews and observations, research</td>
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</table>
documents and opinions to find the conceptual conclusion based on empirical data in corporation with cultural principles that can promote sustainability to the organization or community resources. This knowledge can be used as a policy proposal to promote the culture of the organization, the work of the personnel or the people who work in the community, as well as to promote the sustainability and continued effectiveness of the organization in Bantasawang, Surin province.

Keywords: cultural organization, community learning resources, Bantasawang, Surin Province

5. A Critical Discourse Analysis of Men’s Health Magazines in Korea

Serom Kim
Kyunghee University
Korea

This study presents a critical discourse analysis of the constructions of ideal masculinity in the South Korea publication ‘Men’s Health Magazines’. The focus of the study is to analyse ideological expressions in the headlines, contents, and images of the magazine and examining how those ideologies are related to ‘ideal masculinity’ in Korean society. Using a combination of quantitative and qualitative methodologies, this study analyses twelve Men’s health magazines of Korean monthly editions from January 2016 to December 2016. Based on Fairclough’s framework of three-part model (1992), the data are analyzed in terms of text, discourse practice and sociocultural practice. Since Men’s health magazines deal with man-related topics to attract target readers, guys in their 20s and 30s, the language usage is seemingly manly. However, it is revealed that the magazine shows different language usage and discourse practice depending on two divided categories, namely health-related category, and style-related category. In the health-related category, the text consists of imperative sentences and words related to the idea of power, strength, and activeness, representing a discourse practice of emphasizing traditional masculinity. However, in the style-related category, the texts are mainly related to ‘woman’, showing the discourse practice of orienting to woman’s preferences and passiveness in deciding man styling matters. The discursive constructions of ideal masculinity show that the two contradictory masculinity ideologies, active masculinity and passive masculinity, coexist in Korean society.

Keywords: Critical discourse analysis, men’s health, masculinity, gender ideology

6. Kategori Pelarian dalam Al-Jazeera

Syahirah Binti Almuddin
University of Malaya
Malaysia

Kertas kerja ini mengkaji kategori pelarian yang digunakan dalam artikel berita mengenai pelarian Syria dalam Al-Jazeera bahasa Arab. Sebanyak 50 artikel berita berkaitan pelarian Syria akan digunakan sebagai data. Al-Jazeera dilihat banyak menggunakan perikata yang merujuk kepada pelarian. Jadi, kajian ini bertujuan untuk melihat bagaimana bahasa digunakan dalam membezakan kategori-kategori pelarian yang ada. Kertas kerja ini akan cuba menjawab dua perosonan utama iaitu apakah perikata yang digunakan bagi merujuk golongan pelarian dan apakah ciri-ciri yang digambarkan artikel berita yang terlibat mengenai perikata pelarian tersebut. Terdapat beberapa perikata yang digunakan bagi merujuk pelarian dalam artikel berita al-Jazeera seperti perikata (pelarian), perikata rakyat Syria,orang yang melarikan diri, orang yang melarikan diri, orang yang melarikan diri, orang yang melarikan diri, orang yang melarikan diri, orang yang melarikan diri, orang yang melarikan diri, orang yang melarikan diri, orang yang melarikan diri, orang yang melarikan diri, orang yang melarikan diri, orang yang melarikan diri, orang yang melarikan diri, orang yang melarikan diri, orang yang melarikan diri, orang yang melarikan diri, orang yang melarikan diri, orang yang melarikan diri, orang yang melarikan diri, orang yang melarikan diri, orang yang melarikan diri, orang yang melarikan diri. Perikataan merupakan perikata yang paling banyak digunakan. Kajian ini akan menggunakan model analisis teks pada peringkat penerangan (description) oleh Norman Fairclough yang telah diperkenalkan dalam buku beliau Language and Power (2001). Beliau telah memperkenalkan 10 soalan utama dan beberapa sub-soalan yang boleh dijadikan panduan bagi analisis pada peringkat teks. Dari 10 soalan yang disenaraikan, hanya 4 soalan yang awal digunakan dalam analisis. Soalan 1,2, dan 3 berkaitan dengan nilai experiential, relational and expressive yang terdapat pada leksikal yang digunakan. Manakala soalan 4 berkaitan kata metofara yang digunakan. Kajian ini lebih tertumpu kepada perkataan pelarian yang digunakan. Kajian ini akan cuba menyenaraikan perkataan pelarian yang digunakan serta konteks penggunaannya dalam teks.

Keywords: pelarian, Al-Jazeera, artikel berita, analisis teks, konteks penggunaan

7. Emancipation vs Exploitation: Representation of Feminine Identity in Online Media

Tayyaba Aman
Surinderpal Kaur
University of Malaya
Malaysia
The primary aim of this study is to characterize the dominant socio-cultural discourses in the mainstream online media with respect to feminine identity in Pakistan and to analyse the potential implications of these discourses on the construction of feminine identity. Pakistan is an Islamic country where politics and religion are united. It was not until November 16, 1988 when the transformation took place and gave rise to a democratic period. Benazir Bhutto became the first female prime minister of the country and initiated a process of long-awaited change and transformation for the women in the backdrop of strict patriarchal society. Despite a period of struggle and the consolidation of rights and equality for women, in which the feminist movement and women emancipation played an important role, gender disparities still persist, and the old "values" remain in the context of feminine identity, its representation and emancipation (Dias, Machado, Manita, & Gonçalves, in press; Saavedra et al., 2010). So for women living in these contexts, these transformations and changing tides occurring are dramatic and shattering with respect to their social integration and acceptance and their own negotiation of their gender, cultural, and even religious identity (Machado, Dias, & Coelho, 2010).

**Keywords:** gender, equality, dominant discourse, feminine identity, disparities

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### 8. A leader of the local cultural learning center in Surin Province, Thailand

**Warinda Phaosiri**  
Surindra Rajaphat University  
Thailand

The article aims to present the ideas of a leadership and the principle of creating the local cultural learning center organization in Surin province Thailand. The study is a case study on Mr. Weeratham Tragulermhat and the principle of creating the local cultural learning organization (Chansoma Weaving Learning Center), which is a tourism attraction that is well-known and very popular in the Surin Province. Data collection involves in-depth interviews and documents. The study focuses on the importance of knowledge about the ideas of leadership and the principles of creating the local cultural learning center which is an important phenomenon in the Surin province of Thailand.

**Keywords:** leader, local cultural learning center, Surin province.

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**Wasana Kaewla**  
Phrakhrurisunthonsarakit Kaewta  
Surindra Rajabhat University  
Mahachulalongkornrajavidalaya University  
Thailand

Mahachulalongkornrajavidalaya University (MCU) is an institute of higher education based on Buddhism in Thailand. MCU is responsible for the transfer of academic knowledge to its students for the improvement of both Thai and Global society. This article aims to present an examination of the master’s program in Buddhism, the branch of Buddhism studied. The study methods use a systematic review of a number of thesis in graduate studies programme between 2012 till 2016. A total of 68 documents are collected by taking into account the principles of Buddhism into 6 characteristics which showed the role of the Goddess / Evil, the role of Animism/ Symbolic as a Garuda type, the Naga type, the Amanusa type, the role of rituals in Buddhist scriptures and the role of development and support in grass root communities including role model issues. The study provides a review on the most current avenues to provide an overview on the Challenge and Paradigms of Education, Society, Culture and Religion of MCU, Surin campus, Thailand. To point out the applications in the roles of Goodness/ Evil, two sections are provided: section A comprises of two subsections: 1) Role of Goddess and 2) Role of Evil: Section B on the Applications in the Role of Animism and Symbol include: 1) Garuda type 2) Naga type 3) Nirayabhumi type 4) Symbol type; and 5) the Patterns and Values associated with these; Section C on the Applications of the Role in traditional Buddhist scriptures, which are further divided into 1) The Traditional type 2) The Ritual type 3) The Morale type; and 4) local Artisans or local music. Section D is on the Applications of the role of Society development community support, Section E concerns further comparisons to other religious beliefs, Section F concerns the role model for Buddha propagation and issues concerning the future of this type of work. The findings show the output of instructional management. The study promotes the exchange of knowledge and the knowledge gained from Buddhism and Buddhist philosophies as it relates to both Thai society and the global society. Presently the world is in a state of chaos due to the influence of capitalism and globalization and the temptations on people today due to the influences and values placed by modern society.

**Keywords:** challenge and paradigms, systematic review, Buddhist
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- Corporate Communications Office, University of Malaya.
- All others who have in one way or another contributed towards the success of this Conference.