

DAY 1- 27 MAY 2014				
8.00 – 9.00am	REGISTRATION			
9.00 – 10.20am	PARALLEL SESSION 1 (16 papers)			
	SESSION 1A ROOM 1	SESSION 1B ROOM 2	SESSION 1C ROOM 3	SESSION 1D ROOM 4
9.00 – 9.20am	<p>ID: 190 The Assessment of Cultural Sensitivity among Malaysian and International Students in UTM as a Basis to Address Multiculturalism</p> <p>Ainura Aitibaeva Universiti Teknologi Malaysia</p>	<p>ID: 191 Accommodation in an Online Multiple Sclerosis Support Forum</p> <p>Sina Farzadnia and Shameem Rafik-Galea Universiti Putra Malaysia</p>	<p>ID: 108 Implementing Hybrid Learning on English as A Foreign Language (EFL) Pre-service Teacher of an Islamic College</p> <p>Andi Muhammad Yauri, Abdul Rahim Bin Haji Salam and Rohayah Binti Kahar Universiti Teknologi Malaysia</p>	<p>ID: 155 Hidden Stimulus Effects in Crossed Effects Experiments in Marketing-Communication</p> <p>Kim Janssens and Jose Tummers Leuven University College, KU Leuven</p>
9.20 – 9.40am	<p>ID: 188 Interdiscursivity of Incident Reports in the Oil and Gas Industry</p> <p>Nor Aini Abd Rahman, Universiti Kuala Lumpur</p> <p>Masputeriah Hamzah and Khairi Izwan Abdullah Universiti Teknologi Malaysia</p>	<p>ID: 104 ESP Curriculum Design for Business Management Programme in the Sri Lankan Context</p> <p>Konara M. Dissanayake Raja Nor Safinas Raja Harun University Pendidikan Sultan Idris</p>	<p>ID: 109 Web 2.0 Services Framework for the Alumni Liaison Unit in Enhancing Communication</p> <p>Bahareh Moradi, Othman Ibrahim, and Mohammad Ali Moslehifar Universiti Teknologi Malaysia</p>	<p>ID: 113 Teachers' Competence in Developing Authentic-based Materials through Workshops</p> <p>Irmawati Rodding Rawiah State Polytechnic of Ujung Pandang, Indonesia</p>
9.40 – 10.00am	<p>ID: 101 English for Occupational Purposes: An Institutional Case Study on the Needs and Expectations of Technical Lecturers</p> <p>Santhy Subbarau, S. Thivviyah Sanmugam Politeknik Banting</p> <p>Sarimah Shamsudin Universiti Teknologi Malaysia</p>	<p>ID: 106 A Review Paper on Teacher Beliefs Regarding the Use of Communicative Language Teaching (CLT) Approach</p> <p>Samira Nikian Universiti Teknologi Malaysia</p>	<p>ID: 110 Comparing and Contrasting Respect in Face-to-Face and Virtual Meeting Environments</p> <p>Christine R. Day, Jean Bush-Bacelis and Elizabeth Hagensen Eastern Michigan University Bemidji State University</p>	<p>ID: 184 Pure and Applied Sciences' Use of Hedging Markers</p> <p>Esmaeel Iran University of Science and Technology</p>

10.00 – 10.20am	<p>ID: 102</p> <p>Exploring the Professional Readiness of English Language Lecturers to Teach ESP at Malaysian Premier Polytechnics</p> <p>S. Thivviyah Sanmugam, Dr Sarimah Shamsudin Politeknik Banting Universiti Teknologi Malaysia</p>	<p>ID: 156</p> <p>Privacy Concern and Social Influencing in Social Networking Sites</p> <p>Kim Janssens and Robrecht Van Goolen Leuven University College</p>	<p>ID: 111</p> <p>Analysing L2 Learners' Interactions in Group Discussions</p> <p>Anie Attan and Intan Noorazlina Abdul Rahim Universiti Teknologi Malaysia and Kolej Poly Tech MARA</p>	<p>ID: 167</p> <p>Preparing Students for Effective Engineering Technical Oral Presentation through Self-study Multimedia Courseware: A Preliminary Report</p> <p>Mahani Stapa, Norasnita Ahmad and Noor Asniza Murad Universiti Teknologi Malaysia</p>
10.20 -10.45am	Refreshments			
10.45 – 11.00am	Welcoming Speech / Opening Ceremony			
11.00-12.00pm	KEYNOTE SPEAKER 1 – PROF. DR. KEN HYLAND Chairperson: Assoc. Prof. Dr. Noor Abidah Omar			
12.00-12.50pm	PLENARY SPEAKER 1 – PROF. DR. CATHERINE NICKERSON Chairperson: Assoc. Prof. Dr. Hadina Habil			
12.50-2.00pm	Lunch			
2.00-3.20pm	WORKSHOP 1 – BILJANA SCOTT			
2.00-3.20pm	PARALLEL SESSION 2 (12 papers)			
		SESSION 2B ROOM 2	SESSION 2C ROOM 3	SESSION 2D ROOM 4
2.00 – 2.20pm		<p>ID: 118</p> <p>EAP Teachers' Perceptions of Authenticity</p> <p>Zahra Zohoorian VahidBaghban Islamic Azad University, Mashhad, Iran</p> <p>AmbigapathyPandian Universiti Sains Malaysia</p>	<p>ID: 119</p> <p>Language, Practices and Society</p> <p>Abdul Murad Ahmad East-West International College</p>	<p>ID: 123</p> <p>Promoting Problem Based Learning (PBL) in ESL Classroom</p> <p>Farah Idayu Mohd Salleh and Khairul Firdaus Adrutdin Universiti Kuala Lumpur, Malaysian Institute of Industrial Technology, Johor Bahru</p>
2.20 – 2.40pm		<p>ID: 115</p> <p>Enhancing the Tourist Destination: An analysis of the Official Tourism Website of Indonesia</p> <p>Muhammad Arfin Muhammad Salim, Noor Aireen Ibrahim, Hanita Hassan Universiti Teknologi Malaysia</p>	<p>ID: 120</p> <p>'Conferencing' with Science Students to Build Communication Skills in a University Science Programme</p> <p>Radhika Jaidev National University of Singapore</p>	<p>ID: 124</p> <p>Using Unscripted Role Play to Promote Thai EFL University Students' Speaking Ability on Tourism and Self-efficacy</p> <p>Nawamin Prachanant Buriram Rajabhat University</p>

2.40 – 3.00pm		<p>ID: 116 Anecdotal Reports: Why and How Plagiarism Happened in My Dissertation</p> <p>Samira Y. Kakha Wan FaraAdlina Wan Mansorb Universiti Teknologi Malaysia</p>	<p>ID: 121 Language Selection Policy as a Strategy Issue: Assessment of Language Distribution and Language Reach in Large-Scale Business Communication</p> <p>David A. Victor Eastern Michigan University</p>	<p>ID: 125 Communication and Cultural Values among Malaysian Aircraft Maintenance and Safety Workers</p> <p>D. Huegel and R.N. Conaway International Islamic University of Malaysia Monterrey Institute of Technology</p>
3.00 – 3.20pm		<p>ID: 179 Motivation and Achievement of Malaysian Undergraduates in Learning French as a Foreign Language</p> <p>Souba Rethinasamy Alpha Bodian Rodolphe Point Universiti Malaysia Sarawak</p>	<p>ID: 122 Issues on Assessment for Learning</p> <p>Erwin Akib, Mohd. Najib Bin Abdul Ghaffar Universiti Teknologi Malaysia</p>	<p>ID: 126 Verbal Dramatization of Words: Incidental Vocabulary Learning via Readers' Theatre</p> <p>Ch'ng Looi Chin, Kimberley Lau Yih Long and Yeo JiinYih Universiti Teknologi Mara, Sarawak</p>
3.20 – 3.40pm	Refreshments			
3.40 – 4.30pm	<p>PLENARY SPEAKER 2 – PROF. DR. VIJAY K. BHATIA Chairperson: Assoc. Prof. Dr. Ummul Khair Ahmad</p>			
7.45 – 10.00pm	Dinner			
DAY 2- 28 MAY 2014				
PARALLEL SESSION 3 (16 papers)				
8.30 – 9.50am	SESSION 3A ROOM 1	SESSION 3B ROOM 2	SESSION 3C ROOM 3	SESSION 3D ROOM 4
8.30 – 8.50am	<p>ID: 103 Research Competencies and Interests of English Language Lecturers in Malaysian Premier Polytechnics</p> <p>Sarimah Shamsudin Universiti Teknologi Malaysia</p> <p>S. Thivviyah Sanmugam, Santhy Subbarau Politeknik Banting</p>	<p>ID: 130 Tailor-made Tourist Marketing Communication: Adaptation to the Culture of the Target Group in Content, Form and Media</p> <p>Marinel Gerritsen Radboud University Nijmegen</p>	<p>ID: 134 Formality and Informality Dimensions of Language Use by Chinese Speakers in Sarawak</p> <p>Yann-Yann PUAH and Su-Hie Ting Universiti Malaysia Sarawak</p>	<p>ID: 144 Product Approach as a Writing Instruction in Malaysian ESL Classroom</p> <p>Sarala @ Thulasi a/p Palpanadan, Fauziah Ismail and Abdul Rahim Bin Salam Universiti Teknologi Malaysia</p>

8.50 – 9.10am	<p>ID: 127 Reflective Inquiry in the Virtual Brainstorming of Writing Tasks: The Case of Padlet and Facebook</p> <p>Chuah Kee Man Universiti Malaysia Sarawak</p>	<p>ID: 139 The Conscious and Unconscious Power in Pedagogy of Creative Writing: Liberation of Self</p> <p>Chan Wing Haw (KC) and Tina Binti Abdullah Universiti Teknologi Malaysia</p>	<p>ID: 135 Selecting Language of Instruction for Children's Primary Education and Perceived Consequences of Choice</p> <p>Diana Phooi-Yan Lee and Su-Hie Ting Universiti Malaysia Sarawak</p>	<p>ID: 172 From Self-Evaluation to Self-Reflection: Teachers' Perspective</p> <p>Noor Abidah Mohd Omar, Abdul Halim Abdul Raof and Masdinah Alauyah Md Yusof Universiti Teknologi Malaysia</p>
9.10 - 9.30am	<p>ID: 128 Intercomprehension: An Unconventional Method and Shortcut to Understanding New Languages for Special Purposes</p> <p>Katja Pelsmaekers University of Antwerp</p>	<p>ID: 132 Do (Don't) Judge an Annual Report by its Cover: A Visual Analysis</p> <p>Nazhatulshima Nolan, Hajibah Osman Universiti Teknologi MARA Malaysia</p>	<p>ID: 182 Making it Work: Design and Challenges</p> <p>Happy Goh National University of Singapore</p>	<p>ID: 138 Exploring Online Forum among Teacher Trainees</p> <p>Masdinah Alauyah Md Yusof and Abdul Halim Abdul Raof Universiti Teknologi Malaysia</p>
9.30 – 9.50am	<p>ID: 129 Practising "Celebrity" in Higher Education? @ the University on Twitter in the Low Countries</p> <p>Katja Pelsmaekers University of Antwerp</p>	<p>ID: 133 Vocabulary Needs of Engineering Students</p> <p>Noraini Husin, Sarimah Shamsudin, Amerrudin Abd. Manan Universiti Teknologi Malaysia Universiti Teknikal Malaysia Melaka</p>	<p>ID: 137 The Study of the Effectiveness of Cooperating with Peers Vocabulary Learning Strategy on the Iranian Undergraduate Students' Reading Comprehension</p> <p>Maki Naeimi and Thomas Chow Voon Foo Universiti Sains Malaysia, Penang, Malaysia</p>	<p>ID: 194 The Influence of Rater Experience in Accessing Group Discussion.</p> <p>Abdul Halim Abdul Raof , Masdinah Alauyah Md Yusof and Lua Geok Chiau Universiti Teknologi Malaysia</p>
9.50 – 10.10am	Refreshments			
10.10 - 11.10am	KEYNOTE SPEAKER 2 – PROF. DR. SRIKANT SARANGI Chairperson: Assoc. Prof. Dr. Sarimah Shamsudin			
11.10-12.30pm	PLENARY SPEAKER 3 – ASSOC. PROF. DR. BERTHA DU BABCOCK Chairperson: Assoc. Prof. Dr. Hadina Habil			
12.30-2.00pm	Lunch			
2.00-3.20pm	PARALLEL SESSION 4 (16 papers)			
	SESSION 4A ROOM 1	SESSION 4B ROOM 2	SESSION 4C ROOM 3	SESSION 4D ROOM 4

2.00-2.20pm	<p>ID: 105 How Assertive are Nurses in the Malaysian General Hospitals? A Preliminary Pilot Study.</p> <p>Nur'ain Balqis Haladin, Noor Aireen Ibrahim and Azizah Rajab Universiti Teknologi Malaysia</p>	<p>ID: 143 Analyzing Tourism Discourse in the Context of Iranian Tourism Promotional Media</p> <p>Amerrudin Abd. Manan and Farideh Moradi Universiti Teknologi Malaysia</p>	<p>ID: 150 Getting Along By Communicating -- Clarity over Legalese in Financial Communiqué</p> <p>Mahmud Rahman and Banikanta Mishra College of Business, Eastern Michigan University, USA Xavier Institute of Management, India.</p>	<p>ID: 154 "Have a Good Dream": Differing Impressions of Formality in Written Communication amongst a Group of MBA Students from China and Korea</p> <p>James Stephen National University of Singapore</p>
2.20-2.40pm	<p>ID: 169 Language Learning Anxiety (LLA) and Gender</p> <p>Mohammad Jahangiri and Azizah Rajab Universiti Teknologi Malaysia</p>	<p>ID: 145 A Case Study on Conceptual Metaphors Used in a Speech By YAB Datuk Sri Najib Tun Razak</p> <p>Zurina Mohamed Nil, Zalina Mohd Kasim, Mohd SharifudinYusop, Rosya Izyanie Shamsudeem Universiti Putra Malaysia</p>	<p>ID: 193 Learners' Anxiety and Cultural Values in Relation to English Language Achievements</p> <p>Nur Salwa bt Abd Wahid Universiti Teknologi Malaysia</p>	<p>ID: 112 Metaphors across Audience: An Analysis of Metaphors in Dr. Mahathir's Local vs. International Business Speeches</p> <p>Aliakbar Imani and Hadina Habil Universiti Teknologi Malaysia</p>
2.40-2.3.00pm	<p>ID: 170 Anxietal Oral Performance: Clarifying the Anxiety-Achievement Relationship</p> <p>Mohammad Jahangiri and Azizah Rajab Universiti Teknologi Malaysia</p>	<p>ID: 146 Turnitin Plagiarism Detection as a Tool for Learning Literature Review Writing: A Case Study of Middle Eastern Postgraduate Students</p> <p>Khairi Obaid AL-Zubaidi Universiti Teknologi Malaysia</p>	<p>ID: 152 Advanced Academic English Skills: What Do Students Need?</p> <p>Rohaya Kahar, Faizal Yamimi Mustafa, Norhiza Ismail, Faruk Muhammad, Mawaddah Salleh and Zaid Shamsuddin Universiti Teknologi Malaysia</p>	<p>ID: 107 Selected Features of Web 2.0 Tools: A Case of a Group of Malaysian ESL Teachers</p> <p>Ideh Akbarpour Tehrani Wan Fara Wan Mansor Universiti Teknologi Malaysia</p>
3.00-3.20pm	<p>ID: 189 Common Strategies among EFL Students Reading Literature</p> <p>Shirin Shafiei Ebrahimi and Zaidah Zainal Universiti Teknologi Malaysia</p>	<p>ID: 147 Islamic – Based English: The Challenging Agenda for Enhancing Islamic – Private Schools' Students in Three Southern Border Provinces of Thailand</p> <p>Pratya Binmudnee and Abdul Ghani Abu Universiti Pendidikan Sultan Idris, Malaysia</p>	<p>ID: 153 Exposing Students to Industrial Experience through Workplace Exposure Project for Business Communication</p> <p>Rohaya Kahar, Hadina. Habil, Faizal Yamimi Mustafa and Abdul Rahim Salam Universiti Teknologi Malaysia</p>	<p>ID: 186 An Appraisal of Students' Writing Performance in a Public University in Malaysia</p> <p>Yah Awg Nik Universiti Malaysia Kelantan</p>
3.20-3.45pm	Refreshments			
3.45pm-4.35pm	PLENARY SPEAKER 4 – PROF. DR. BARRY O' SULLIVAN Chairperson: Dr. Amerrudin Abd. Manan			
DAY 3- 29 MAY 2014				
8.30 – 9.50am	PARALLEL SESSION 5 (16 papers)			
	SESSION 5A ROOM 1	SESSION 5B ROOM 2	SESSION 5C ROOM 3	SESSION 5D ROOM 4

8.30 - 8.50am	<p>ID: 158 English Use and Problems of Industrial Pharmacists at Two Large Multi-National Pharmaceutical Manufacturers in Thailand.</p> <p>Lagkhana Srisuwan and U-maporn Kardkarnklai Srinakharinwirot University, Bangkok, Thailand</p>	<p>ID: 163 "Digital Natives" Population: The Case of Malaysia</p> <p>M. H. Sauber Eastern Michigan University, Michigan, USA</p>	<p>ID: 168 Implications of Parents' Socio-Economic Status in the Choice of English Language Learning Strategies among Nigeria's Secondary School Students</p> <p>Mallam Adamu Babikkoi and Noor Zainab Abdul Razak Universiti Teknologi, Malaysia</p>	<p>ID: 173 Internationalising Language Teaching and Learning</p> <p>Norazmah, AM Puteh, M Asyura, WA Universiti Teknologi Malaysia</p>
8.50 – 9.10am	<p>ID: 160 Communication and Cultural Values among Malaysian Aircraft Maintenance and Safety Workers</p> <p>Roger N. Conaway Monterrey Institute of Technology Mexico, Texas</p>	<p>ID: 164 The Influence of Korean Celebrities Buying Behaviour of Cosmetics Products</p> <p>Yann-Ru Puah Universiti Malaysia Sarawak</p>	<p>ID: 142 Pronunciation Research in a Malaysian Context: A Systematic Review</p> <p>Mohd Hilmi Hamzah Universiti Teknologi Malaysia</p>	<p>ID: 174 Problems Encountered in Translating Specific Concepts from Arabic into English</p> <p>Amerrudin Abd. Manan and Amin Ali al-Mubarak Universti Teknologi Malaysia</p>
9.10 – 9.30am	<p>ID: 161 Nurses' Assertive Communication at the Workplace: A Review of Literature</p> <p>Nur'ain Balqis Haladin, Noor Aireen Ibrahim and Azizah Rajab Universiti Teknologi Malaysia</p>	<p>ID: 165 Young Learner ESL Classroom: Talk, Talk and More Talk?</p> <p>Shobana Jeyasingam Sek Keb Cahaya Baru, Masai, Johor</p> <p>Zairus Norsiah Azahar Universiti Teknologi Malaysia</p>	<p>ID: 171 Digitally Speaking: Multitasking, Language Use and Academic Communication</p> <p>B.I. Edwards, B. A. Aris and N. A. Shukor Universiti Teknologi Malaysia Osun State College of Education, Ilesa, Nigeria.</p>	<p>ID: 175 Exploring the Potential of Autonomous Learning to Enhance Group Discussion Skills</p> <p>Awis Rumaisya Azizan, Fatimah Puteh, Shazwani Abd Rahman and Nurul Na'immah Hamdan Universiti Teknologi Malaysia,</p>
9.30 – 9.50am	<p>ID: 162 Secondary School Teachers and Students' Awareness Level of Mental Illness in Malaysia</p> <p>Nik Murni Nik Mustafa, Hadina Habil, Noor Aireen Ibrahim and Hanita Hassan Universiti Teknologi Malaysia</p>	<p>ID: 166 A Review of Genre Approaches within Linguistic Traditions</p> <p>Wan Farah Wani Wan Fakhruddin and Hanita Hassan Universiti Teknologi Malaysia</p>	<p>ID: 131 Oral Communication Skills Most Valued by Marketing Industry Employers</p> <p>Gunadevi K. Jeevi Subramaniam Raja Nor Safinas Raja Harun Sultan Idris Education University, Malaysia</p>	<p>ID: 176 Reaching out to the Masses through Training of Trainers (ToT) the MyLinE Way</p> <p>Fatimah Puteh, Ummul Khair Ahmad, Nurul Na'immah Hamdan, Shazwani Abd Rahman, and Awis Rumaisya Azizan Universiti Teknologi Malaysia</p>
9.50 – 10.10am	Refreshments			
10.10 – 11.10am	PARALLEL SESSION 6 (8 papers)			
		SESSION 6B ROOM 2	SESSION 6C ROOM 3	SESSION 6D ROOM 4

10.10 – 10.30am		<p>ID: 192 The Relationship Among Efl Learners' Creativity, Emotional Intelligencr, And Self-Efficacy</p> <p>Behdoukht Mall Amiri, Zohreh Gheydar Islamic Azad University at Central Tehran, Iran</p>	<p>ID: 181 A Genre-based ESP Syllabus</p> <p>Catherine Nguoi Chui Lam, Lim Chia Kia, Prof. Masputeriah bt Hamzah Universiti Teknologi Malaysia</p>	<p>ID: 177 Tactics of Politeness in Computer Mediated Interaction: E-request on MyLinE</p> <p>UmmulKhair Ahmad, Fatimah Puteh, Nurul Na'immah Hamdan, Awis Rumaisya Azizan and Shazwani Abd Rahman UniversitiTeknologi Malaysia,</p>
10.30 – 10.50am		<p>ID: 187 The Roles of Reading and Group Discussion as Pre-tasks in Impromptu Speech on Facts</p> <p>Aida A.Rahman and Faizah Mohamad Nor UniversitiTeknologi Malaysia</p>	<p>ID: 183 Using EFL Learners' Attitude and Motivation as a Predictor toward Learning Vocabulary Using Computer Assisted Language Learning</p> <p>Adlina Abdul Samad and Elham Mahmoudi Universiti Teknologi Malaysia</p>	<p>ID: 178 Autonomy and Its Role in Shaping Successful Language Learners</p> <p>Shazwani Abd Rahman, Fatimah Puteh, Nurul Na'immah Hamdan and AwisRumaisya Azizan UniversitiTeknologi Malaysia, UTM Skudai</p>
11.00-12.15pm	<p>PANEL SESSION Moderator: Prof. Dr. Anie Attan</p>			
12.15-12.45pm	<p>CLOSING CEREMONY</p>			
12.45pm	<p>Lunch</p>			