

3rd Malaysia International Conference on
Languages, Literatures, and Cultures:
Beyond Barriers, Fresh Frontiers
(MICOLLAC) 2003



MICOLLAC
2003

3rd MICOLLAC

30 September - 2 October 2003
Sunway Lagoon Resort Hotel
Petaling Jaya, Selangor

Malaysia International Conference on Languages, Literatures, and Cultures

***"Languages, Literatures, and Cultures:
Beyond Barriers, Fresh Frontiers"***

Organised by:

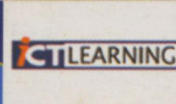
Department of English

Faculty of Modern Languages and Communication

Universiti Putra Malaysia



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Foreword by
Deputy Minister of Education, Malaysia

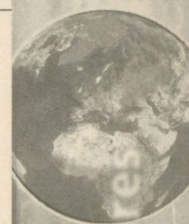
I wish to thank the organising committee of MICOLLAC 2003 for giving me this opportunity to say a few words in this program book. I would like to congratulate the Department of English, Faculty of Modern Languages and Communication, Universiti Putra Malaysia for organising MICOLLAC 2003. I understand that to hold an international conference of this nature one takes a lot of planning and thus I applaud the efforts made by the Faculty in organising MICOLLAC 2003.

Malaysia as a developing country, acknowledges the fact that language, especially English, is an important tool if we want to move ahead in this world. The Ministry has always been supportive of efforts made to further understand the increasingly complex issues related to languages. MICOLLAC 2003 will provide a forum for sharing insights into current interconnections between languages, literatures, and cultures. The conference will help to hopefully raise public awareness about the importance of languages, literature and culture in various professional fields and settings. In this world today, it is important for everyone to seek ways and means to overcome barriers which may prevent us from understanding each other better. One approach is through the medium of language as it plays a very important role in the context of advances in human communication and the transfer of knowledge.

Finally, I would like to congratulate everyone involved in ensuring the success of MICOLLAC 2003. I wish MICOLLAC 2003 every success. I would also like to extend my invitation to our foreign participants to visit and sample what Malaysia has to offer while they are here.

DATO' ABDUL AZIZ SHAMSUDDIN

Sunway College
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8622



Malaysia International Conference
on Languages, Literatures, and Cultures



Foreword by
The Vice- Chancellor
Universiti Putra Malaysia

I would like to wish a very warm welcome to all. Thank you for participating in the Third Malaysia International Conference on Languages, Literatures, and Cultures (MICOLLAC 2003) organized by the Department of English, Faculty of Modern Languages and Communication, Universiti Putra Malaysia. My utmost appreciation for your support in making this conference a reality.

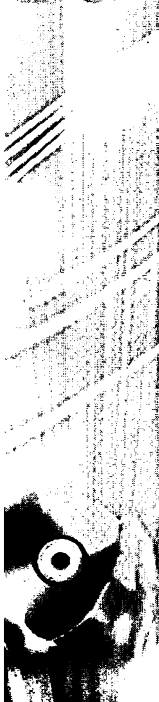
As we move ahead in this world; social, political, economic and educational changes are taking place rapidly resulting in societies becoming global. We are now able to reach areas and people that we have not been able to reach before and we will continue to do so in our quest for a borderless world in terms of knowledge. In this context, language plays a significant role. In the midst of all these developments and changes, it is the only tool by which social, political, economic and educational changes are communicated and effected. Thus the conference theme, 'Beyond Barriers, Fresh Frontiers' is seen as a challenge to language researchers, practitioners and planners. They can reflect on ways and means by which developments in languages, literatures and cultures may help us to overcome the barriers that hindered us in understanding the increasingly complex issues connected to language. It will also prepare for the emergence of possible new phenomena and innovations. It is my hope that this intellectual meeting of minds will bring benefits to human endeavour.

Finally, I wish to extend my appreciation to all individuals and organizations for the support given to MICOLLAC 2003, without which this conference would not have materialized. I would also like to congratulate the Department of English, Faculty of Modern Languages and Communication and MICOLLAC 2003 Organizing Committee for their commitment and effort in giving this conference its own shape and identity. I wish this international conference every success.

PROFESSOR DATO' DR. IR. MOHD. ZOHADIE BARDAEI



Malaysia International Conference
on Languages, Literatures and Cultures



Foreword by
The Dean
Faculty of Modern Languages and Communication
Universiti Putra Malaysia

On behalf of the Faculty of Modern Languages and Communication, University Putra Malaysia, I would like to wish 'Selamat Datang' or 'Welcome' to all participants of the Third Malaysia International Conference on Languages, Literatures, and Cultures (MICOLLAC 2003).

It is my hope that this conference will allow linguists, communication experts, educators, researchers, policy makers and other language enthusiasts to exchange and share insights into current and future developments related to languages, literatures, and cultures in a rapidly-changing world. Through this exchange, issues and problems which may need urgent attention could be attended to and solutions tendered.

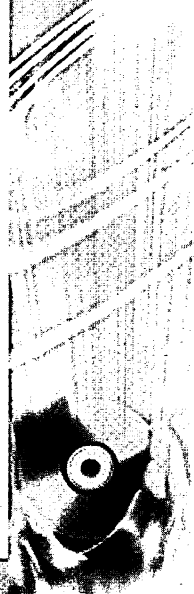
I would also like to take this opportunity to thank all who have contributed towards the success of this conference. Last but not least, I would like to congratulate the MICOLLAC 2003 Organizing Committee for their efforts and sacrifices in putting this conference together. My most sincere thanks to all participants for your support in making this international conference a successful one, and we hope to see you again in MICOLLAC 2005.

Thank you.

PROFESSOR DR. SHAIK MOHD. NOOR ALAM S. M. HUSSAIN



Malaysia International Conference
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Foreword

by

The Chairperson of MICOLLAC 2003

Universiti Putra Malaysia

How time has passed since the first MICOLLAC conference, and we are now at our third fruition. Judging from the number of paper presenters and participants at MICOLLAC 2003, the conference has proven to exude a similar appeal to many researchers and scholars. The interest and support MICOLLAC 2003 has received is indeed very encouraging and we look forward to greater support and participation in the coming years.

The focus of the third international conference is to break new grounds in studies related to the strands of languages, literatures, and cultures, thereby merging them with the intention of embarking on a new journey of exploration. The theme of this year's conference is Beyond Barriers, Fresh Frontiers and it is hoped that through dynamic intellectual interactions that will take place during the conference, the barriers present in old ways of thinking may give way to the establishment of new and exciting knowledge frontiers.

I would like to extend my sincere appreciation and heartfelt thanks to all those who have contributed to make this conference a success. My special thanks go to the many generous sponsors and the Faculty of Modern Languages and Communication, Universiti Putra Malaysia for their assistance. Needless to say, this conference would not have materialized without the dedication given by the organizing committee. I would also like to thank each and every one of the MICOLLAC 2003 participants for their support. All of you have contributed to the life and soul of the conference.

Finally, I wish all of you a happy and fruitful participation.

ASSOCIATE PROFESSOR DR. CHAN SWEE HENG

Universiti Putra Malaysia



Universiti Putra Malaysia (UPM), which was formerly known as Universiti Pertanian Malaysia, started out as the School of Agriculture. It was officially instituted by John Scott, an administrative officer of the Straits Settlements, on 21 May 1931. The School was located on a 20-acre spread in Serdang, Selangor. In the early days, the School offered a three-year diploma programme and a one-year certificate programme.

The School was declared the Agriculture College of Malaya by Sir Edward Ghent, the Governor of the Malayan Union, on 23 June 1947. In 1948, it was proposed that the College be upgraded to a university. However, the proposal was shelved due to the declaration of Emergency in the middle of that year. In 1960, the Faculty of Agriculture of Universiti Malaya was established and on 1 January 1962, a statute was approved, appointing the Agriculture College of Malaya as one of the governing bodies of Universiti Malaya.

The idea for the establishment of an agriculture university offering bachelor programmes was forwarded on 31 March 1969 by the then Deputy Prime Minister of Malaysia, Tun Abdul Razak Hussin, at the opening ceremony of an additional wing to the Agriculture College in Serdang, Selangor.

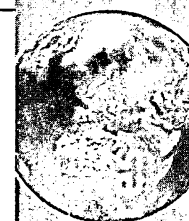
The establishment of Universiti Putra Malaysia finally became a reality and was enacted in an Incorporation Order by the Duli Yang Maha Mulia Seri Paduka Yang Di Pertuan Agong under the Universities and University College Act 1971.

The Faculty of Modern Languages and Communication

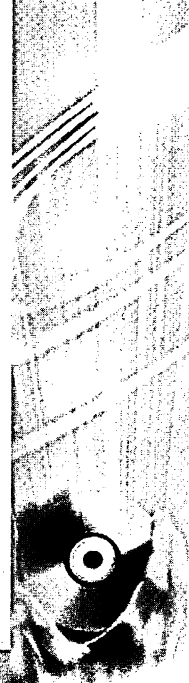
The basis for the formation of the Faculty of Modern Languages and Communication can be traced to the implementation of the Language Act 1967, which led to the establishment of the National Language and English Language Divisions of the Agriculture College of Malaya. In 1971, these two Divisions merged to form the Language Division which was responsible for the development of both languages. The Division was upgraded to that of Department of Languages in 1972 and placed under the Faculty of Agriculture.

On January 15, 1975, the Department of Languages was moved to the Faculty of Educational Services, which is now known as the Faculty of Educational Studies. On January 4 1995, the Department of Languages was upgraded to that of a faculty—The Faculty of Modern Language Studies. On January 1 1999, the Department of Communication joined the Faculty of Modern Language Studies to establish the Faculty of Modern Languages and Communication.

Currently, the Faculty of Modern Languages and Communication offers Bachelor of Arts programmes for Malay Language and Linguistics, English Language, English Literature and Foreign Languages. This faculty also provides courses in post-graduate programmes (Master's and doctoral degrees) for Malay Studies, English Studies, Malay Literature, English Literature and Communication Studies, and carries out research on various aspects of language and literature. The faculty also conducts extension and consultation work on and off campus. The faculty consists of three departments:



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- **Department of Malay Language and Linguistics**

This department concentrates on the development of Malay as the first language in relation to the study of language skills, pedagogy, linguistics and literature. These aspects are highlighted in teaching, extension and research activities.

- **Department of English**

This department concentrates on the development of English as a second language in relation to the study of language skills, pedagogy. It also offers courses related to linguistics and literature. The emphasis is reflected and highlighted in teaching, extension and research activities.

- **Department of Foreign Languages**

This department seeks to promote the use and development of foreign languages. Emphasis is given to the ability to communicate in and gain knowledge through the use of the prospective languages. The department fosters not only the creation of a knowledge culture but also national and international integration. This department also focuses on translation activities which have gained strength and attention in our national context.

- **Department of Communication**

The department focuses on disciplines such as human communication, corporate communication, journalism, broadcasting, communication technology, mass communication, developmental communication, and the performing arts.

The structure and organization of the above departments are in accordance with the concept and objectives of an integrated approach in language study. It combines aspects of linguistics, literature and culture as they are seen to be fundamental to the development of a modern civilization. The departments also infuse the concept of language across the curriculum into their academic programmes.

MICOLLAC PROGRAMME

30 SEPTEMBER- 2 OCTOBER 2003

Registration: MONDAY 29 SEPTEMBER 2003

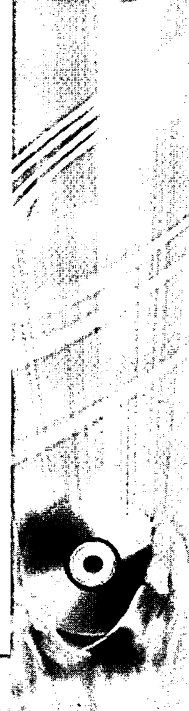
TIME	PROGRAMME	ROOM
03.00 – 06.00 p.m.	Registration	Business Centre 1, Level 15

Day 1: TUESDAY 30 SEPTEMBER 2003

TIME	PROGRAMME	ROOM	No.
08.00 – 09.15	Registration	Foyer, Level 15	
09.15 – 09.45	Parallel session 1		
	Khazriyati Salehuddin (Ms.): "Mak! Duck baby!": Satu analisis linguistik ke atas proses pemerolehan bahasa pertuturan kanak-kanak bilingual	Bermuda, Level 12	P1.1
	Amat Juhari Moain (Prof. Dr. Hj.): Bahasa Kun L'un: Dari Situs ke Situs	Copacabana, Level 12	P1.2
	Md Salleh Hj Hassan (Assoc. Prof. Dr.) and Rahmanita Ginting (Ms.): Women's news coverage in Malaysian and Indonesian newspapers in 1999	Caribbean, Level 12	P1.3
	Udaya Bhanu (Mr.): Intercultural training in two local and three multinational companies: Existing practices and future directions	Key West, Level 10	P1.4
	Hafiza Burhanudeen (Dr.): Language of diplomacy: Essential guidelines for diplomatic correspondence	Jamaica, Level 10	P1.5
	Sharmani Patricia Gabriel (Dr.): Problematizing 'nation' and 'national identity' in Malaysia: A survey of Malaysian literature in English	Lagoon 3, Level 15	P1.6
09.45 – 10.45	KEYNOTE ADDRESS: PROF. DR. NOEL BURTON-ROBERTS	Lagoon 3, Level 15	
10.45 – 11.15	Tea-break	Lagoon 3, Level 15	
11.15 – 11.55	Plenary session 1: Emeritus Prof. Dr. Edwin Thumboo	Lagoon 3, Level 15	
11.55 – 12.55	OPENING CEREMONY	Lagoon 3, Level 15	
12.55 – 02.00	Lunch	Lagoon 1, Level 15	
02.00 – 02.30	Parallel session 2		
	Haslina Haroon (Dr.) and Aniswal Abd. Ghani (Dr.): The translation of advertisements: Language and the effectiveness of advertising messages	Bermuda, Level 12	P2.1
	Ramesh Nair (Mr.): Using children's literature to educate adult ESL learners on sexism	Copacabana, Level 12	P2.2
	Usha, M. B. (Ms.) and Noritah Omar (Dr.): Raskolnikov: A new historicist reading of social economic alienation of 19th century Russia	Key West, Level 10 P2.4	
	Wan Irham Ishak (Mr.): The role of the ESP teacher: Issues and prospects	Jamaica, Level 10	P2.5



Malaysia International Conference on Languages, Literatures and Media





TIME	PROGRAMME	ROOM	No.
	Michael Boutin (Dr.): A corpus study of the syntax and semantics of na in bonggi discourse	Lagoon 3, Level 15	P2.6
02.00 – 02.30	Poster session 1		
	1a. Chow Mee Ling (Ms.) and Chan Mei Yuit (Ms.): Stress survey results: A reflection of work climate in an IT company in Kuala Lumpur	Foyer, Level 12	
	1b. Ramiza Darmi (Ms.) Computer-assisted language learning in a cooperative learning environment		
	1c. Mardziah Hayati Abdullah (Dr.), Wong Bee Eng (Assoc. Prof. Dr.) and Yong Mei Fung (Ms.): Viewing ESL learning through ethnic perspectives		
02.30 – 03.30	Workshop 1: Imran Ho Abdullah (Assoc. Prof. Dr.) Vocabulary enhancement: A cognitive semantics approach	Lagoon 3, Level 15	W1
02.30 – 03.00	Parallel session 3		
	Cheng Wei Fong (Ms.) and Loi Yaw Yuen (Mr): Facilitation and language learning: Human touch in e-learning	Bermuda, Level 12	P3.1
	Abdul Rahim Marasidi (Dr.): Potret Melayu dalam karya kolonial	Copacabana, Level 12	P3.2
	Narimah Ismail (Dr.) and Musa Abu Hassan (Assoc. Prof. Dr.): Penonjolan budaya global melalui television: Pengaruh drama asing terhadap golongan wanita	Caribbean, Level 12	P3.3
	Abdel Rahman Abdalla Salih (Mr.) and Faiz Sathi Abdullah (Dr.): The discursive construction of negotiated ESL writing practice through collaborative learning	Key West, Level 10	P3.4
	Mohammad Nor Afandi Ibrahim (Mr.): Language and power: Classified advertisements of job vacancies	Jamaica, Level 10	P3.5
03.00 – 03.30	Parallel session 4		
	Mohd Sukki Othman (Mr.), Md Alif Redzuan (Mr.), Sanimah Hussin (Ms.) and Zawawi Ismail (Mr.): Comparative observation in language and culture in Arabic and Japanese languages	Bermuda, Level 12	P4.1
	Abd Rauf Dato' Haji Hassan Azhari (Dr.): Meninjau bahan leksikografi Arab melalui penguasaan Internet: Suatu pengenalan	Copacabana, Level 12	P4.2
	Ab.Halim Mohamad (Dr.): Faktor kesalahan bahasa yang mempengaruhi pelajar Melayu dalam mempelajari Bahasa Arab	Caribbean, Level 12	P4.3
	Jariah Mohd. Jan (Dr.): Making up gender: Fictional worlds and fictionalising ourselves	Key West, Level 10	P4.4
	Lim Kar Loke (Mr.): The imagery of hunting/haunting and slaughtering/beheading in K. S. Maniam	Jamaica, Level 10	P4.5
03.30 – 04.00	Parallel session 5		
	Thomas Richard Schalow (Prof. Dr.): The use of language in advertisements by the Hawaiian Pineapple Company from 1908 to 1959	Bermuda, Level 12	P5.1
	Ahmad Mahmood Musanif (Assoc. Prof. Dr.): Struktur wacana perbualan ketika bertamu di kalangan masyarakat Melayu	Copacabana, Level 12	P5.2
	Rajasegaran Krishnasamy (Mr.) and Jasbir Rai (Ms.): Proficient students' fake voices in the writing classroom	Caribbean, Level 12	P5.3

TIME	PROGRAMME	ROOM	No.
	Ain Nadzimah Abdullah (Ms.): The Malaysian legal context: Do you really have a language choice?	Key West, Level 10	P5.4
	Rohimmi Noor (Mr.), Abdul Ghani Abu (Mr.) and Rosli Talif (Assoc. Prof. Dr.): Malaysian literature component: Analysing characters from sociological perspectives	Jamaica, Level 10	P5.5
	Mohamad Radzi Mustafa (Mr.): The language of science: Normal or natural?	Lagoon 3, Level 15	P5.6
04.00 – 04.50	Plenary session 2: Prof. Dr. Gerry Knowles	Lagoon 3, Level 15	
04.50	Tea-break	Lagoon 3, Level 15	

Day 2: WEDNESDAY 1 OCTOBER 2003

TIME	PROGRAMME	ROOM	No.
09.00 – 09.30	Tea/Breakfast	Lagoon 3, Level 15	
09.30 - 10.00	Parallel session 6		
	Aishah Ali (Ms.): Virtual literature text: Its impacts on language learning and learners	Bermuda, Level 12	P6.1
	Lee Yik Sheng (Mr.): SFL + XML = SFML? Extending linguistic theory to the Web	Copacabana, Level 12	P6.2
	Muhammed Shahriar Haque (Mr.) and Zuraidah Mohd Don (Assoc. Prof. Dr.): Discourse of exclusion: A critical discourse analysis of recruitment advertisements	Caribbean, Level 12	P6.3
	Badlihasham Mohd Nasir (Dr.) and Ahmad Redzuwan Mohd Yunus (Dr.): Dakwah dan asimilasi budaya: Kajian kes masyarakat India Kajang	Key West, Level 10	P6.4
	Asma Hana Ahmad (Ms.) and Noritah Omar (Dr.): Sexual science as manifested in Jude the Obscure	Jamaica, Level 10	P6.5
	✓ Subramaniam Muthusamy (Assoc. Prof. Dr.): Facilitating basic skills in Computer aided language learning and teaching: implications and innovative suggestions for effective representative (R)	Lagoon 3, Level 15	P6.6
10.00 – 10.50	Plenary session 3: Assoc. Prof. Dr. Shanta Nair – Venugopal	Lagoon 3, Level 15	
10.50 – 11.20	Parallel session 7		
	Diana Abu Ujum (Ms.): An examination of dark archetypes in J.K. Rowling's Harry Potter novels	Bermuda, Level 12	P7.1
	Jamal Al-Qinai (Assoc. Prof. Dr.): Code switching and style shift in translation	Copacabana, Level 12	P7.2
	Ahmad Redzuwan Mohd Yunus (Dr.), Badlihasham Mohd Nasir (Dr.) and Anuar Puteh (Mr.): Budaya orang asli suku Temiar Kg Pasid, Gua Musang, Kelantan: Relevansi dakwah terhadapnya	Caribbean, Level 12	P7.3
	→ Megawati Omar (Ms.), Chan Swee Heng (Assoc. Prof. Dr.), and Wong Bee Eng (Assoc. Prof. Dr.): The use of structural equation model in establishing the parameters for adjunct language instruction in ESL writing	Key West, Level 10	P7.4
	Oh Ei Sun: 2003: A literary odyssey- ICT in the service of literature: Review and prospects	Jamaica, Level 10	P7.5
	→ Josephine Lourdunathan (Ms.) and Geraldine de Mello (Ms.): Learner strategy from a multimedia perspective	Lagoon 3, Level 15	P7.6



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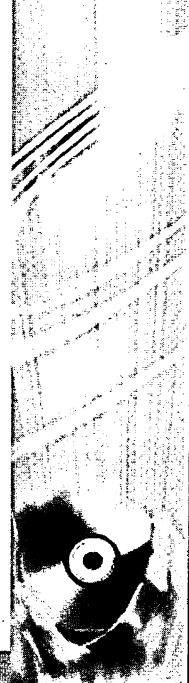


TIME	PROGRAMME	ROOM	No.
11.20 – 11.50	Parallel session 8		
	Baljit Kaur (Ms.) and Fauziah Taib (Ms): Semiotic analysis of men's magazine front covers	Bermuda, Level 12	P8.1
	Lone Elizabeth Olebile (Ms.): Urban rural problems In English language teaching and learning in Botswana	Copacabana, Level 12	P8.2
	✓ Rosnah Ramly (Datin Hj.h.) and Nesamalar Chitravelu (Assoc. Prof. Dr.): The local teacher-native speaker teacher debate: Some insights from Brunei	Caribbean, Level 12	P8.3
	Munif Zarirrudin Fikri Nordin (Mr.): Bahasa dalam kerangka sosiologi Ibn Khaldun	Key West, Level 10	P8.4
	Hasuria Che Omar (Ms.) and Mashudi Kader (Prof. Dr.): 'Audience friendly' as the determiner for subtitle comprehension and acceptability among television audience in Malaysia	Lagoon 3, Level 15	P8.6
11.20 – 11.50	Poster session 2		
	→ 2a. Maskanah Mohammad Lotfie (Ms.): Using reformulation and enhancement techniques to improve writing accuracy	Foyer, Level 12	
	2b. Norsiah Mohd. Isa (Ms.) and Budiman Mohd. Zohdi (Mr.): A year after September 11: Coverage of the terrorist attack in Utusan Malaysia		
	→ 2c. Wong Bee Eng (Assoc. Prof. Dr.) and Mardziah Hayati Abdullah (Dr.): Pronoun choice and perception of gender behaviour and role		
11.50 – 12.20	Parallel session 9		
	Anzaruddin Ahmad (Mr.): Kajian teks iklan dalam konteks silang budaya Arab-Melayu	Bermuda, Level 12	P9.1
	→ Kamisah Hj. Ariffin (Ms.), Misyana Susanti Husin (Ms.) and Roeselina Musahar (Ms.): Female speech style: Does it change over time?	Copacabana, Level 12	P9.2
	Awang Azman Awang Pawi (Dr.): Gerakan pascakolonialisme dalam tiga pengarang awal Sarawak	Caribbean, Level 12	P9.3
	Ghazali Mustapha (Dr.): Validation of GRAMEITS as a tool to measure classroom instruction on CCTS and EQ	Key West, Level 10	P9.4
	✓ Shamala Paramasivam (Ms.): A framework of analysis for the study of power and politeness in negotiation discourse	Jamaica, Level 10	P9.5
	Norhaida Aman (Dr.) and Ridzuan Ibrahim (Mr.): Visiting relatives in Singapore: The acquisition of relative clauses in Singapore Malay	Lagoon 3, Level 15	P9.6
12.20 – 01.10	Plenary session 4: Prof. Dr. K. P. Mohanan	Lagoon 3, Level 15	
01.10 – 02.10	Lunch	Lagoon 1, Level 15	
02.10 – 02.40	Parallel session 10		
	Ezhar Tamam (Assoc. Prof. Dr.), Jusang Bolong (Mr.) and Md. Salleh Hassan (Assoc. Prof. Dr.): Resisting the contents of international news on conflict: A case of communication difficulties in cross-culture journalism reporting of war against terrorism	Bermuda, Level 12	P10.1

TIME	PROGRAMME	ROOM	No.
	Mardziah Hayati Abdullah (Dr.) and Abd. Halim Mohd. Hussin (Mr.): Bibliotherapy: Healing and growing with literature	Copacabana, Level 12	P10.2
	Ng Yong Kiang (Ms.): Discourse analysis of e-mail communication in a Malaysian business community	Caribbean, Level 12	P10.3
	Zainuddin Ismail (Mr.) and Muhammad Zulkifli Ismail (Mr.): Penggunaan kata kerja Bahasa Melayu dalam pengajaran pola kata kerja Bahasa Arab	Key West, Level 10	P10.4
	Huldahrajjammal Ebenezer (Ms.): Rabindranath Tagore and nationalism	Jamaica, Level 10	P10.5
	Nor Azmi Mostafa (Dr.): A description of the degree of bilingualism among selected Malay secondary school students	Lagoon 3, Level 15	P10.6
02.40 – 03.40	Workshop 2: Khaw Li Lian (Ms.) and Teoh Lai Neo (Ms.): Wakey! Wakey! English class is not boring!: Creativity in the language classroom	Lagoon 3, Level 15	W2
02.40 – 03.10	Parallel session 11		
	Mohamed Ismail Ahmad Shah (Dr.): Teachers' attention to form in communicative language classrooms	Bermuda, Level 12	P11.1
	Jaffary Awang (Dr.), Ezad Azraai Jamsari (Mr.) and Hakim Zainal (Mr.): Peranan ulama dalam pembentukan budaya masyarakat: Kajian di kalangan ulama Sarawak	Copacabana, Level 12	P11.2
	Kulwinder Kaur (Ms.): Comparison of the three translation models by Bell, Sager And Darwish	Caribbean, Level 12	P11.3
	Muhammed Shahriar Haque (Mr.) and Zachary Malik (Mr.): Humour in Haq: Poems in sub-continental English	Key West, Level 10	P11.4
03.10 – 03.40	Parallel session 12		
	Leong Yaw Kuen (Ms.): Making sense of sales negotiation strategies: An interdisciplinary approach	Bermuda, Level 12	P12.1
	Lee Geok Imm (Ms.), Wong Bee Eng (Assoc. Prof. Dr.) and Sharon Goh Seng Pang (Ms.): The use of communication strategies by Malaysian undergraduates	Copacabana, Level 12	P12.2
	Abdel Rahman Abdalla Salih (Mr.): Error detection and feedback patterns in ESL peer review practice	Caribbean, Level 12	P12.3
	Nora Mohamed Nor (Hjh.) and Efendi Abdullah (Mr.): The dilemma between the Malay self and the Muslim self in Malay novels	Key West, Level 10	P12.4
	Sharifah Fazliyaton Shaik Ismail (Ms.) and Rohizah Halim (Ms.): Translating Harry Potter's adventures into Bahasa Malaysia: Problems and suggested solutions	Jamaica, Level 10	P12.5
03.40 - 04.10	Parallel session 13		
	Rafizah Abd. Razak (Ms) and Adelina Asmawi (Ms.): The use of dialogue journal via e-mail in developing the writing skill	Bermuda, Level 12	P13.1
	Nor Azlina Mohammad (Ms.) and Jusang Bolong (Mr.): The effectiveness of Computer-Mediated Communication (CMC) on the communicative skills: Speaking of the learners of English as a Second Language (ESL)	Copacabana, Level 12	P13.2
	Mazlan Ibrahim (Mr.): Bahasa Melayu sebagai wahana pengajian tafsir: Kajian terhadap kitab-kitab tafsir Melayu di Nusantara	Caribbean, Level 12	P13.3



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TIME	PROGRAMME	ROOM	No.
	Siti Rugayah Hj Tibek (Dr.): Patriotisme, nasionalisme dan wihadatulummah dakam Islam	Key West, Level 10	P13.4
	Beena Sudhakaran (Ms.): Grammar teaching through use of analysis	Lagoon 3, Level 15	P13.6
04.10 – 05.00	Presentation: Datin Paduka Marina Mahathir	Lagoon 3, Level 15	
04.10 – 05.00	Presentation: Mr. K. S. Maniam and Dr. Malachi Edwin Vethamani	Lagoon 1, Level 15	
05.00	Tea	Lagoon 3, Level 15	

Day 3: THURSDAY 2 OCTOBER 2003

TIME	PROGRAMME	ROOM	No.
09.00 – 09.30	Tea/Breakfast	Lagoon 3, Level 15	
09.30 – 10.00	Parallel Session 14		
	Khadijah Mohamad Tuah (Ms.): Konsep jenama (Brand) dan periklanan dalam akhbar pertama Sarawak	Bermuda, Level 12	P14.1
	Farid Mat Zain (Mr.): Islam dalam budaya dan masyarakat Sabah	Copacabana, Level 12	P14.2
	Norazuna Norahim (Ms.): Language use and choice of minority group in Sarawak with specific reference to Bidayuh	Caribbean, Level 12	P14.3
	Alis Puteh (Mr.): Language and nationalism: A study on the change in the medium of instruction in the Malaysian education system from 1970-1984	Key West, Level 10	P14.4
	Collin Jerome (Mr.): The representation of male homosociality in Malaysian-Singaporean fiction: Karim Raslan and Johann S. Lee	Jamaica, Level 10	P14.5
	Gusdi Sastra (Mr.): Disartria pada penderita strok: Satu kajian neurolinguistik	Lagoon 3, Level 15	P14.6
10.00 – 10.30	Parallel session 15		
	Angeline R. Vijayarajoo (Ms.) and Geraldine De Mello (Ms.): Experiencing poetry in the language classroom	Bermuda, Level 12	P15.1
	Media Sandra Kasih (Dr.): Pola alih kod pelajar Universiti Putra Malaysia: Tinjauan sosiolinguistik	Copacabana, Level 12	P15.2
	Ridwan Abdul Wahid (Mr.): Intimacy across the cyberspace: A study of public and private verbs on the Internet Relay Chat (IRC)	Caribbean, Level 12	P15.3
	Tony Wilson (Dr.): Beyond barriers: Literary studies in the business school	Key West, Level 10	P15.4
	Tasmiha Tarafder (Ms.): Code-switching practice in Bangladesh	Jamaica, Level 10	P15.5
	Thang Siew Ming (Dr.): I am in the University because I want a good job-lah!	Lagoon 3, Level 15	P15.6
10.30 – 11.00	Parallel session 16		
	Siti Zobidah Omar (Dr.) and Norizah Aripin (Ms.): "Message, Sent, OK": Pelajar dan SMS	Bermuda, Level 12	P16.1
	Tatyana Alexentseva (Ms.): Intrinsic motivation variables and foreign language classes in non-contact situations	Copacabana, Level 12	P16.2
	Wan Roselezam Wan Yahya (Dr.): Female silence and hysteria in Sarah Daniels' drama Ripen Our Darkness	Caribbean, Level 12	P16.3

TIME	PROGRAMME	ROOM	No.
	Razaleigh Muhamat @ Kawangit Ahmad (Dr.) and Redzuwan Mohd Yunus (Dr.): Budaya masyarakat orang asli suku Semai: Kajian di Kg. Sg. Rual, Raub Pahang	Key West, Level 10	P16.4
	Abdul Mua'ti @ Zamri Ahmad (Mr.): Isu pengajaran Matematik dan Sains dalam Bahasa Inggeris: Apa kata akhbar-akhbar Melayu	Jamaica, Level 10	P16.5
	Rohizah Halim (Ms.) and Sharifah Fazliyatun Shaik Ismail (Ms.): Analysing the language of virtual communities: The Live Journal.com experience	Lagoon 3, Level 15	P16.6
10.30 – 11.00	Poster session 3		
	3a. Amerjit Singh (Mr.) and Udaya Bhanu (Mr.): Translating Harry Potter's adventures into Bahasa Malaysia: Problems and suggested solutions	Foyer, Level 12	
	3b. Irene Leong Yoke Chu (Ms.): The effect of online collaboration and reflective practice on the learning of writing among ESL learners		
	3c. Hariharan N. Krishnasamy (Mr.): Improving the standard of English: The student's voice		
11.00 – 11.30	Parallel session 17		
	Zuraidah Mohd Don (Assoc. Prof. Dr.): Media space and the ideological representation of powerful women	Bermuda, Level 12	P17.1
	Normah Othman (Ms.): ESL teachers' assessment of directed writing	Copacabana, Level 12	P17.2
	Yeoh Shu Ying (Datin): Wong Phui Nam - Mapping a poetic psyche	Caribbean, Level 12	P17.3
	Zaini Nasohah (Mr.): Pentadbiran undang-undang keluarga Islam di dalam teks Hukum Kanun Melaka	Key West, Level 10	P17.4
	Sheila Wong Kong Luong (Dr.): Culture-free English in Mauritius	Jamaica, Level 10	P17.5
	Hamisah Hj Hassan (Ms.): Daytime foreign soap operas on Malaysian TV: A case of the "Yo Soy Betty La Fea," fever	Lagoon 3, Level 15	P17.6
11.30 - 12.00	Parallel session 18		
	Muhammad Fauzi Jumingan (Mr.): Aspek pragmatik dalam penterjemahan kata nama Allah (al-Jabbar dan al-Mutakabbir): Satu analisis Teori Relevans	Bermuda, Level 12	P18.1
	Nesamalar Chitravelu (Assoc. Prof. Dr.) and Rosnah Ramly (Datin Hj.): Language use as a mirror of social process: Some insights from English loanwords and code-switching in Brunei Darussalam	Copacabana, Level 12	P18.2
	Teh Chee Seng (Mr.): Third World feminism in literary studies	Caribbean, Level 12	P18.3
	Abdel Nasir Osman Abdalla (Dr.): Compiling a monolingual dictionary using the semantic field theory	Key West, Level 10	P18.4
	Norizan Abdul Razak (Dr.): Establishing new frontiers: ICT performance standard for Malaysian English educators	Lagoon 3, Level 15	P18.6
12.00 - 12.50	Plenary session 5: Prof. Dr. Bill Ashcroft	Lagoon 3, Level 15	
12.50 - 02.00	Lunch	Lagoon 1, Level 15	
02.00 - 02.30	Parallel session 19		
	Noor Aina Dani (Assoc. Prof. Dr.): Pemindahan bahasa dalam bahasa tulisan pelajar-pelajar dwibahasa	Bermuda, Level 12	P19.1



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Malaysia International Conference on Languages, Literatures and Media

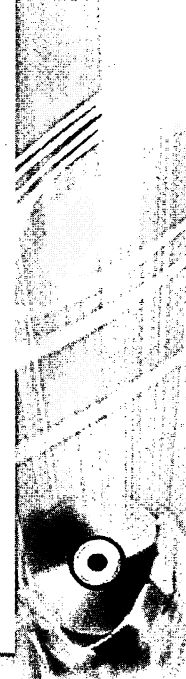
TIME	PROGRAMME	ROOM	No.
	Norhayuza Mohamad (Ms.) and Shahabudin Salleh (Mr.): Pembelajaran dan pengajaran bahasa Arab	Copacabana, Level 12	P19.2
	Salaheldin Adam Ahmed (Mr.) and Chan Swee Heng (Assoc. Prof. Dr.): Reading and writing connections: Evaluating performance, perceptions and strategies	Caribbean, Level 12	P19.3
	Harunur Rashid Khan (Mr.): Problems of oral communication in English for Bangladesh students	Key West, Level 10	P19.4
	Tee Kim Tong (Assoc. Prof. Dr.): Shirley Geok-lin Lim's poetics of diaspora	Jamaica, Level 10	P19.5
	Siti Eshah Ishak (Ms.), Mohamed Ismail Ahamad Shah (Dr.) and Noor Harun Abdul Karim (Dr.): The impact of demographic variables on learners' attitudes towards learning English: The case of Malaysian and international students at the International Islamic University	Lagoon 3, Level 15	P19.6
02.30 - 03.00	Parallel session 20		
	Siti Yasmin Mohd Zain (Ms.) and Rosmiza Bidin (Ms.): Toward being a world class university: UPM's corporate image and identity	Bermuda, Level 12	P20.1
	Shameem Rafik-Galea (Assoc. Prof. Dr.) and Yvonne Fernandez (Ms.): Language use and preferences in organizational newsletter	Copacabana, Level 12	P20.2
	Sabariah Hj Md Rashid (Ms.): Terrorism: Ideologies reflected in the writings of journalists in the Malaysian New Straits Times	Caribbean, Level 12	P20.3
	Oh Ei Sun: To be or not to be? - I found the answer! Proposed ethical framework for resolution of moral dilemmas in literary works	Key West, Level 10	P20.4
	Pannir Selvame, A. (Dr.): Study of the relative clauses in French and Tamil	Jamaica, Level 10	P20.5
	Noraizzah Hj Zakaria (Ms.): Effective teaching strategies employed by teachers in composition writing	Lagoon 3, Level 15	P20.6
03.00 - 03.30	Parallel session 21		
	Naimah Abdullah (Dr.): Kata pinjaman bahasa Arab dari sudut fonologi, morfologi dan semantik	Bermuda, Level 12	P21.1
	Wan Anita Wan Abas (Ms.) and Musa Hassan (Mr.): Interaksi sosial di dunia siber	Copacabana, Level 12	P21.2
	Arbak Othman (Mr.): The innate structure of culture in Dharmawijaya's poems	Caribbean, Level 12	P21.3
	Normah Abdullah (Ms.) and Media Sandra Kasih (Dr.): Perbezaan makna kata-kata yang sama dalam Bahasa Melayu-Bahasa Indonesia	Key West, Level 10	P21.4
	Sujatha Menon (Ms.) and Angeline R. Vijayarajoo (Ms.): Explicit vocabulary instruction: Effects on retention and production of vocabulary of learners in group speaking activities	Lagoon 3, Level 15	P21.6
03.30 - 04.20	Plenary session 6: Prof. Dato' Dr. Ibrahim Bajunid		
04.20 - 04.50	CLOSING CEREMONY		
04.50	High Tea		

ABSTRACTS AND BIODATA OF PRESENTERS

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Malaysia International Conference
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MICOLLAC 2003

KEYNOTE ADDRESS

PROFESSOR NOEL BURTON-ROBERTS

University of Newcastle, United Kingdom

Linguistic Diversity in a Universalist Context: Language, Thought and Culture

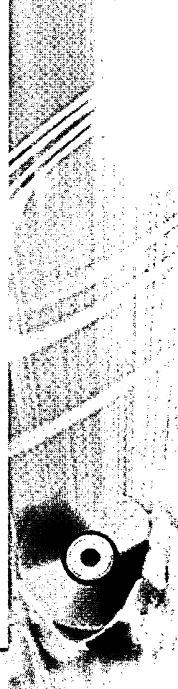
A central goal of generative (Chomskyan) linguistic theory is to describe the human capacity for language - claimed to be an essential component of our human genetic (biological) endowment. As biological, it is universal and wholly natural. There is, however, a tension between that *universalist* goal and the *descriptive* goal of capturing the facts of particular languages in all their richness and diversity. Pursuing the universalist goal, we risk failing to do justice to the huge variety of descriptive facts. Pursuing the descriptive goal, we risk losing sight of what we all share and makes us human. That tension is related to others. For example, while the universalist portrays language as wholly *natural*, the fact that particular languages do differ from one another suggests they are not natural, but *conventional* and culturally determined.

Chomsky is keenly aware of these tensions. However, he has not entirely resolved them, pursuing the universalist goal ever more single-mindedly. Generative linguists have even expressed the universalist goal as that of establishing that 'there is in effect only one human language'. How does the richness and diversity of *languages* - as socio-cultural practices - fit into this universalist (biological) conception of language? This talk takes a fresh look at the relation between 'Language' and 'particular languages'. 'Particular languages' are usually thought of as *examples* - or instantiations - of 'Language'. It is this view, I argue, that gives rise to the problems. I outline a radical alternative, suggesting that 'particular languages' stand in a relation of conventional representation to 'Language'. I argue that this representational view resolves the tensions and offers a new perspective on the relation between biology and culture in the linguistic context - and on relations among 'language', 'languages' and thought.

Noel Burton-Roberts (BA, MA, PhD, FRSA) is Professor of English Language and Linguistics at Newcastle University, UK. He is the author of *Analysing Sentences* (2nd edition, Addison Wesley Longman, 1997), *The Limits to Debate: A Revised Theory of Semantic Presupposition* (Cambridge 1989), *Phonological Knowledge* (Oxford 2000) and many articles on syntax, semantics, pragmatics and theory of language. He is editor of the textbook series *Macmillan Modern Linguistics* and (with Robyn Carston) of *Palgrave Studies in Pragmatics, Language & Cognition*.



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PLENARY SESSIONS

EMERITUS PROFESSOR DR EDWIN THUMBOO

National University of Singapore

Study of E-literatures: Theory or Works, Or Who are Ee, T H and Wong, P N?

The Conference theme provides space to re-examine some of the major issues in the study of what was hitherto called - and generally accepted as - Literature. The last fifty years have revolutionised that study through, *inter alia*, shifts in context and orientation, a broadening of intellectual base and the rise of E-Literatures from Antigua to Zimbabwe. What moves the segments of my title is the question of contact, of how to see Literature, and see each of these literatures steadily, and see them whole. That requires an examination of assumptions and justifications, practice and theory, purposes/motives/ends, definitions, concepts, paradigms, processes and the closeness and degree of detail with which we look at those literatures. Above all the locations of authority because, more than ever, the whole enterprise is connected to the play of power, neo-colonial, First World power, working through a complex circuitry replacing that imperial/colonial management and control reflected, for instance in 'Ee, T H and Wong, P N'. They should be - because they are - 'Ee Tiang Hong and Wong Phui Nam'. A seemingly minor, but nonetheless, telling instance that reveals the nub of the challenge of who calls the shots, frames the discourse, and sits in judgement.

Edwin Thumboo (b. 1933) has published *Rib of Earth* (1956), *Gods Can Die* (1977), *Ulysses by the Merlion* (1979), *A Third Map* (1993) and *Friend* (2003); and two collections of nursery rhymes: *Child's Delight 1 & 2* (1972), and is currently working on his next volume. He has edited *Seven Poets: Singapore/Malaysia, An Anthology* (1973), *The Second Tongue: An Anthology of Poetry from Malaysia and Singapore* (1979), and was General Editor for the *Anthology of ASEAN Literatures: The Poetry of Singapore* (1985), and *The Fiction of Singapore* (1990). The most extended discussion of his poetry is Ee Tiang Hong's *Responsibility and Commitment: The Poetry of Edwin Thumboo* (1997). He received the 2002 Raja Rao Award for contributions to the literature of the Indian Diaspora. An Emeritus Professor of the National University of Singapore, and Director of its Centre for the Arts, he has held visiting professorships and fellowships, and given readings of his poetry at universities in the USA, UK and Australia.

PROFESSOR DR. BILL ASHCROFT

University of New South Wales, Australia

Caliban's voice: To curse or transform

The lines spoken by Caliban in Shakespeare's play *The Tempest*: 'You taught me your language and my profit on't is I know how to curse' has become one of the most resonant slogans of post-colonial language use. The scene plays out many of the major linguistic, racial and cultural issues that emerge from the historical trauma of colonialism. Caliban's famous reply is a tortured and resonant confirmation of the various processes of colonial domination that have been enacted by Prospero's dominance. Language is not one aspect of a broad range of colonising strategies. It is the very mode of cultural control, the vehicle in which those strategies are effected. But what are these processes of domination? But as a model of the colonised subject has Caliban simply been reduced to cursing? This paper will examine the ways in which the colonised world has transformed dominant languages as well as dominant discourses. Far from simply cursing, that world has used the dominant to transform the nature of power relations.

Bill Ashcroft is internationally recognised as a founding exponent of post-colonial theory. *The Empire Writes Back* co-authored with Gareth Griffiths and Helen Tiffin, was the first text to examine systematically a field which is now universally referred to as "post-colonial studies." This volume is the standard text in the field, now in its tenth printing and translated into Korean, Chinese and Japanese. This foundational role in the field was extended with the publication of *The Post-Colonial Studies Reader*, which has been a Routledge bestseller for eight years and a second edition is now being prepared; and the publication of *Key Concepts in Post-colonial Studies* (June 1998). In addition to these works, he has published over eighty chapters and articles, and has produced the first post-colonial analysis of an Australian writer: *The Broads of the Spirit: the Poetry of Francis Webb*. Recent books include: *Edward Said: the Paradox of Identity* (Routledge 1999) and *Edward Said and the Post-colonial* (ed. with Hussein Kadhim, Nova Press 2002). His most significant recent publications are *Post-colonial Transformation* (Routledge 2001) and *On Post-colonial Futures* (Continuum 2001).

Recognized in 1990's - Eng no longer the property of Anglo-Saxons Native Speakers
- acknowledge of Asian variety of Eng.

PROFESSOR DR. GERRY KNOWLES

Universiti Malaya, Malaysia

Samuel Johnson's (1755)
Duty

Corpus Linguistics in Malaysia: the way ahead

Corpus linguistics is just starting up as a serious branch of linguistics in Malaysia, and in the short term will inevitably have to catch up with research being undertaken elsewhere. Early projects include a Malaysian contribution to the International Corpus of English, and the International Corpus of Learner English. In this paper, I shall argue that right from the beginning we should be thinking not of following but of making original contributions to the development of the field. A corpus of a million words or so is no longer of much interest in itself, and while tagging and parsing are the essential first steps, they are no longer self-justifying goals. We need representative samples of different kinds of texts to tackle research questions which are relevant in the real world. A Malaysian learner corpus tells us about learner errors: but it also gives us an insight into the likely direction Malaysian English is likely to take. A corpus of Malaysian English is one contribution amongst many to the study of global English: but the English of Malaysians of different extractions can give us a unique insight into the development of the new Englishes of South East Asia as a whole. More importantly, we should be using corpus linguistics as a methodology to study topics of current theoretical interest, such as language and gender, critical discourse analysis, and indeed areas of research above the level of the sentence. The language situation of Malaysia is of considerable interest here, because it gives us an opportunity to sample not just a language but a language culture. First generation fixed corpora will not be adequate to undertake the research of the future. We need a different concept. Just as we go to a library for a sample of books in order to tackle a conventional research problem, so we need an electronic archive of spoken and written materials from which to take a sample for research. The paper concludes with a discussion of how such an archive could work.

Gerry Knowles has a first degree and M.A. from Cambridge for Modern & Medieval Languages: French and German. He obtained his Ph.D. from the University of Leeds, for a sociolinguistic study of the dialect of Liverpool. His research interests are in the languages of Europe and their history, more recently extended to Asian languages (Arabic, Khalkha and Bahasa Melayu). Professor Knowles has gained expertise on the precise study of data, particularly spoken data, and the development of linguistic theories based on the analysis of data. In the 1980s, he developed an interest in computers and information technology, and their possible contribution to research in linguistics. In 1984, he started work on corpus linguistics, and compiled the Lancaster / IBM Spoken English Corpus in collaboration with IBM UK. Two years ago, he started work on Bahasa Melayu, and developed an interest in Malaysian English.

PROFESSOR DR. K. P. MOHANAN

The National University of Singapore

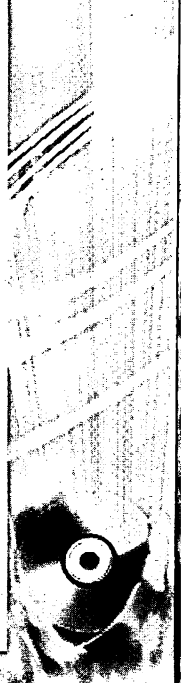
Constructions in theoretical and applied linguistics

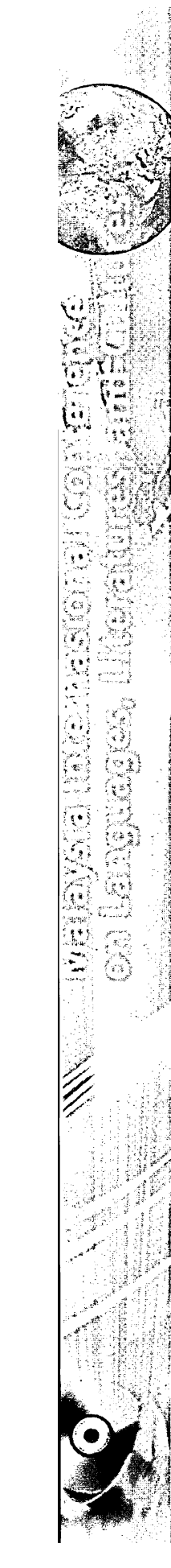
Though research in generative linguistics has had successful applications in natural language processing and promises illuminating ties with neurolinguistics, it has had a mutually distrustful relation with language pedagogy, largely because the interests of the two groups of researchers have had very little overlap. Based on the recent research program of a theory of the universals of grammatical constructions that Tara Mohanan and I have been pursuing, I would like to outline a possible area of shared interest that can benefit both parties. As theoretical linguists, we have been investigating grammatical constructions like the passive, cleft, causative, applicative, noun incorporation, complex predicate, and even the tag construction which exhibit an archetypal universal core while allowing for constrained variability across languages. Evidence indicates that it is necessary to acknowledge grammatical constructions as multidimensional units in linguistic theory, alongside mono-dimensional units like noun phrases, subjects, syllables, and event. In my talk, I will outline a research program in which grammatical constructions act as the locus that promises an integration of theoretical linguistics not only with language pedagogy, but also with language typology, language contact, language change, and discourse studies.

K.P.Mohanani received his Ph.D. in linguistics in 1982 from the Massachusetts Institute of Technology. Though he is primarily a theoretical linguist who has contributed to Lexical Phonology, underspecification, Feature Geometry, non-configurationality, control, and anaphora, and more recently to Optimality Theory, his interests include the structure of second language systems, foundational issues in linguistic theory, educational philosophy, and the epistemology of academic inquiry. He has taught at MIT, University of Texas at Austin and Stanford University. He is currently a Professor in the Department of English Language and Literature at the National University of Singapore.



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PROFESSOR DATO' DR. IBRAHIM AHMAD BAJUNID

Universiti Tun Abdul Razak, Malaysia

Through the language foliage: Making sense of the joy of discovery and the joy of learning in language teaching

Beyond the mastery of language itself and the pedagogy as the contents of the professional teacher's toolkit, there are other areas of language learning which exemplary and experienced teachers know and understand. The very fortunate professional colleagues may benefit from the mentoring of such colleagues who possess profound professional insights. The acumen of powerful and relevant professional knowledge is often not documented and shared for several reasons. One of the reasons for the dearth of such documentation and sharing is the strong influence of academic culture on the language teaching knowledge corpus. Typically, the tradition of academic inquiry demands that academic publications be rested upon rigorous academic research and presented as findings based on a specific research problem. Much of the academic research is conducted by researchers who may or may not be teaching the target population of learners. Typically too, teachers do not conduct research on their own professional behaviours. Much of teaching and learning has both myth and mature knowledge residing in the memories of teachers themselves. When these teachers acquire the tools of reflecting systematically on critical teaching/learning incidents based on some framework of general and specialized knowledge, their acumen of professional knowledge acquires value added relevance and significance. The challenge of profound understanding of policy and practice, pedagogy and language content, culture and nature, ideally, should lead to the surprise of discovery and the joy of learning by both student and teacher. The paper searches for some of the defining-moment principles of learning which are often omitted in the [language] teaching enterprise. The paper further attempts to identify connections and map out the relationships among these principles. The search is to discover the intuitive or studied strategies used by willing learners and how such insights can be applied towards the linguistic, cognitive and affective growth of unwilling learners.

Ibrahim Ahmad Bajunid is Professor of Management, Leadership and Policy Studies and the Founding Dean of the Faculty of Humanities and Social Sciences at University Tun Abdul Razak (UNITAR). Dr. Ibrahim holds various eminent positions and exercises many leadership roles in non-governmental organizations. He is Editor and Editorial Advisor for several educational journals, locally and internationally. He has presented keynote addresses at various conferences in Malaysia and abroad. Dr. Ibrahim continues to contribute significantly to the training, human resource development, knowledge and education fields. He is a Member of the Academic Board of Studies of several institutions and is actively engaged in Curriculum Development work in the academic and training fields. Currently, he is a regular columnist in the New Straits Times/ New Sunday Times with a weekly column every Sunday, entitled, As I Wonder. He has written over three hundred articles and academic papers covering significant issues in national development relating to education, social and intellectual capital creation, the strengthening of families and communities, and the enhancement of human potentialities.

ASSOCIATE PROFESSOR DR. SHANTA NAIR-VENUGOPAL

Universiti Kebangsaan Malaysia

Pushing the frontiers: Extending a framework of analysis for intercultural communication

This paper presents a framework of analysis for Intercultural Communication that foregrounds the individual as a social actor, the stranger rather than the 'cultural other' or exotic ethnic. It offers a more eclectic and elastic view of the influence or role of culture in intercultural encounters by rooting communication firmly in social interaction. It takes into account and explains how a number of factors mediate the effects of the cultural principle and cultural variability, such as the role of language in constructing identity, as multiple agencies, and reality, as fluid potentialities, rather than fixed options in intercultural encounters. The aim is to liberate Intercultural Communication from the more dominant maximalist views of culture that have tended to monopolise the discourse and the rhetoric on Intercultural Communication, and thus offer less constrained ways of understanding what is basically communication between individuals who may or may not display cultural asymmetry.

Shanta Nair-Venugopal is an associate professor in the School of Language Studies and Linguistics in Universiti Kebangsaan Malaysia with a Ph.D. from the Centre for Language and Communication, University of Wales, Cardiff. She is the author of *Language Choice and Communication in Malaysian Business* (Universiti Kebangsaan Malaysia Press), and has jointly edited *Language and Globalisation* (Pearson Education Malaysia).

Her work has also been published as chapters in books, and in international journals such as the *RELC Anthology Series*, *World Englishes*, *Asian Englishes* (forthcoming), *The International Journal of the Sociology of Language*, and *Language and Intercultural Communication*. Her research interests continue to remain firmly rooted in intercultural discourse and communication and she is currently working on reframing identities in intercultural communication.

PRESENTATIONS

DATIN PADUKA MARINA MAHATHIR

Malaysian AIDS Council

Talking about AIDS: Be Sensitive or Be Censored

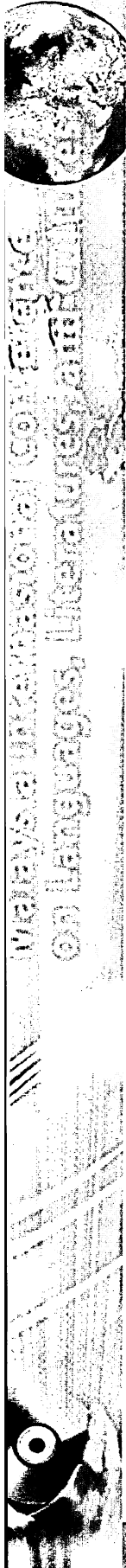
Working on social issues in a conservative multicultural multireligious country like ours presents special challenges. Providing information to young people on HIV/AIDS is necessary because of their vulnerability. But in order for the information to be of use, it needs to be frank about reproductive health, sexuality, violence and drugs. However often activists and social workers are limited and barred from providing such information because of the unproven fear that such information may encourage rather than deter young people particularly from sexual activities. Thus the approaches that activists and social workers take hinges on the language used, where some words such as 'condoms' are banned outright, and discussion about sexuality severely curtailed. This paper discusses the problems in dealing with these issues when there is much censorship and some innovative ways of overcoming them.

Marina Mahathir, whose childhood love for writing led her to journalism, wrote for *Her World* magazine from 1980-84. From 1990 to the present, she writes for a column, *Musings*, in *The Star* daily newspaper. A compilation of her columns was published as a book, *In Liberal Doses*, in 1997. Her interest in issues affecting Malaysian society is not only reflected in her columns but also in her work with several non-governmental organizations. Concerned about women's issues, especially violence against women, Marina is a member of Women's Aid Organisation, a shelter for battered women and children. She is also a supporter of Sisters in Islam, an organization that advocates for justice for Muslim women. Marina, however, is best known for her work in HIV/AIDS. She was elected President of the Malaysian AIDS Council for the period 2002-2004, her fifth term. In the past ten years, highlights of her work in HIV/AIDS include speaking for Asia and the Pacific at the United Nations General Assembly World AIDS Day event in 1996, chairing the 5th International Congress on AIDS in Asia and the Pacific (ICAAP) in Kuala Lumpur in 1999 and representing NGOs in the Malaysian delegation to the United Nations General Assembly Special Session on HIV/AIDS (UNGASS) in June 2001. In addition, she has attended and spoken at the 4th UN Women's conference NGO Forum in Beijing in 1995 and at the biennial World AIDS Conferences. Marina has also represented NGOs from Asia and the Pacific on the Programme Coordinating Board of the Joint United Nations Programme on HIV/AIDS (UNAIDS), sat on several expert group meetings of the UN on HIV/AIDS-related issues and is also Vice-President of the AIDS Society of Asia and the Pacific.

K. S. MANIAM AND DR MALACHI EDWIN VETHAMANI

Readings by K. S. Maniam on *Between Lives* with an Introduction by Malachi Edwin Vethamani

K. S. Maniam was born in Bedong, Kedah, in 1942. After a year's schooling in Tamil, he continued in English at the Ibrahim School in Sungai Petani. He trained as a teacher at Brinsford Lodge, Wolverhampton, UK (1963-64), and taught for several years in Kedah before going to the University of Malaya, where he graduated in 1973. He gained his MA in 1979 with his thesis, *A Critical History of Malaysian and Singaporean Poetry in English*. He has been a lecturer (1980-1986) and Associate Professor (1987-1997) in the English Department, University of Malaya. He is now a full-time writer. His creative work has appeared in *Commentary*, *Southeast Asian Review of English*, and anthologized in *Malaysian Short Stories* (Heinemann, 1981), *Encounters: Selected Indian and Australian Stories* (Jaipur: Pointer Publishers, 1988) and *Rim of Fire: Stories from the Pacific Rim* (New York: Vintage, 1992). His published fiction and plays include: *Plot*, *The Aborting*, *Parables & Other Stories*, *Arriving and Other Stories*, *Haunting the Tiger: Contemporary Stories from Malaysia*, *The Cord*, *The Sandpit*, *The Return* and *In A Far Country*.



Malachi Edwin Vethamani is a lecturer at the Faculty of Educational Studies, Universiti Putra Malaysia. He holds a doctorate in Literature in English from the University of Nottingham, UK. He is currently the President of the Malaysian English Language Teaching Association (MELTA).

ASSOCIATE PROFESSOR DR IMRAN HO ABDULLAH

Universiti Kebangsaan Malaysia

Vocabulary Enhancement: A cognitive semantics approach

This session will explore the application of a cognitive semantics for vocabulary enhancement among ESL students. The main emphasis will be in the discovery of cognitive mechanisms of cross-linguistics significance to vocabulary enhancement and processing. The session hopes to show that cognitive semantics methods for explaining word usage and meaning can provide a better understanding of the relationship between literal and non-literal usage of words - a vital component in language learning that will help ESL learners build up their "metaphorical competence" in the second language.

Imran Ho Abdullah is an Associate Professor at the School of Language Studies and Linguistics and is the the Head of the Division of Strategic Planning at the Academic Advancement Centre, Universiti Kebangsaan Malaysia. His area of interests are in cognitive semantics, corpus linguistics and natural language processing. His recent research includes the application of cognitive semantics in translation, the use of parallel content corpora in terminology building and is currently working on an IRPA project to provide an analytical corpus-based description of Malay.

MICOLLAC 2003

PARALLEL PAPERS: LANGUAGE /LINGUISTICS

ABD RAUF DATO'HAJI HASSAN AZHARI

Universiti Putra Malaysia

Meninjau bahan leksikografi Arab melalui penguasaan Internet: Suatu pengenalan

(A survey of Arabic lexicographic materials through mastery of the Internet) Kertas kerja ini akan membahaskan mengenai Internet yang digunakan oleh pelajar-pelajar Melayu yang mempelajari bahasa Arab bagi mendapatkan maklumat dan bahan rujukan mengenai leksikografi Arab. Melalui penguasaan Internet, pelajar bahasa Arab hari ini dapat membuat rujukan mengenai pengajian Leksikografi Arab malah mereka dapat mencari makna perkataan Arab dari pelbagai istilah. Dalam kesempatan ini, penulis akan menyingkap beberapa laman web Arab mengenai kamus-kamus (al-qawamis) dan ensiklopedia (al-mawsu'at) yang terdapat dalam Internet seperti <http://www.alqamoos.com/>, <http://www.alajeeb.com/>, <http://www.alnoor-world.com/scientists/index.htm> dan beberapa laman web Arab yang lain. Di samping itu, penulis juga akan mengutarakan beberapa definisi mengenai leksikografi Arab melalui 4 istilah yang berbeza iaitu al-mawsu'ah seperti al-mawsu'ah al-fiqhiyyah, al-mu'jam seperti al-mu'jam al-wasit, al-qamus seperti al-qamus al-muhit dan al-kitab seperti kitab al-'ain. Selain itu, penulis juga akan membentangkan mengenai kelebihan dan keistimewaan setiap laman-laman web Arab yang berkaitan dengan leksikografi.

ABDEL NASIR OSMAN ABDALLA

International Islamic University Malaysia

Compiling a monolingual dictionary using the semantic field theory

Learning vocabulary is the most important prerequisite for learning any foreign language because you cannot communicate precisely without words. And it is clear that the day-to-day problems of learners are very frequently lexical (Broughton 1978). Therefore, vocabulary is central to language and of critical importance to the typical language learner (Zimmerman, 1997). On the other hand, Semantic field theory starts from the premise that the vocabulary of a language consists, not of a long random list of words, but rather of many interrelating networks of relations between words. These networks are called semantic fields (Channell, 1981). Thus, the 'semantic field' theory suggests that the lexical content of a language is best treated not as a mere aggregation of independent words, or an unstructured list of words, but as a collection of interrelating networks of relations between words (Stubbs, 2001 in Amer, 2002). The meaning of most words is governed, in part, by the presence in the language of other words whose semantic functions are related in one or more ways to the same area of situational environment, or culture. Channell (1981: 117) states that "[a] very simple example of a semantic field is the set of kinship terms." This paper will use the semantic theory to make a learners' dictionary. The dictionary will be a thematic dictionary, based on themes and topics of the Arabic syllabus from which words will be taken and used as entries for the dictionary. The compilation of the vocabulary will be acquired by using a variety of techniques including interviews, document research, checklist, and library research.

ABDUL MUA'TI @ ZAMRI BIN AHMAD

Universiti Putra Malaysia

Isu pengajaran Matematik dan Sains dalam Bahasa Inggeris: Apa kata akhbar-akhbar Melayu (Issues in the teaching of Mathematics and Science in English: What do the Malay newspapers say?)

Hasrat kerajaan untuk mengubah bahasa pengantar dalam pengajaran subjek Matematik dan Sains dari Bahasa Melayu ke Bahasa Inggeris akhirnya terlaksana juga. Mulai penggal baru persekolahan tahun 2003 ini kedua-dua matapelajaran tersebut mula diajar dalam Bahasa Inggeris di peringkat sekolah rendah dan menengah. Cadangan kerajaan untuk menukar bahasa pengantar ini mengundang pelbagai reaksi dari masyarakat. Ada yang menyokong dan tidak kurang juga yang menentang. Pihak kerajaan telah menggunakan media massa seperti media elektronik dan media cetak serta jentera penerangan lainnya untuk mewar-warkan perubahan yang direncanakan ini. Kertas kerja ini memuatkan kajian berbentuk analisis kandungan terhadap liputan yang disiarkan dalam akhbar-akhbar Melayu mengenai isu pengajaran Matematik dan Sains dalam bahasa Inggeris. Dua akhbar arus perdana berbahasa Melayu iaitu Utusan Malaysia dan Berita Harian dipilih sebagai bahan kajian. Kajian ini memberi penekanan kepada kedua-dua akhbar harian tersebut yang diterbitkan sepanjang bulan Julai, Ogos dan September 2002, iaitu sewaktu isu tersebut mula diperkenalkan kepada masyarakat. Fokus analisis tertumpu kepada kandungan liputan, sumber kenyataan, jenis penghujahan, arah atau kemiringan liputan dan gaya bahasa yang digunakan dalam usaha akhbar-akhbar yang dikaji menyebarkan hasrat kerajaan tersebut.

AHMAD MAHMOOD MUSANIF

Universiti Putra Malaysia

Struktur wacana perbualan ketika bertamu di kalangan masyarakat Melayu (The structure of Malay conversation when visiting)

Perbualan lebih menarik perhatian pengguna bahasa (penutur dan pandangan) berbanding dengan penulisan, kerana secara tabiinya, berbual atau bercakap lebih menyeronokkan daripada menulis atau membaca. Oleh itu kajian ke atas perbualan sepatutnya lebih menarik perhatian pengkaji berbanding dengan kajian terhadap teks-teks bertulis. Ahli-ahli linguistik, bukan

sahaja di Britain dan Eropah, malah juga di Amerika Syarikat sejak tahun-tahun 1970-an telah menjalankan kajian terhadap perbualan dalam situasi tertentu, seperti di bilik darjah, di klinik, mahkamah dan sebagainya. Kajian terhadap perbualan dilakukan dengan mengambilkira peranan penutur dan pendengar, pemilihan kata dan struktur ayat yang digunakan serta gaya pengujudannya dalam konteks situasi pertuturan yang sebenar. Walaupun perbualan merupakan peristiwa bahasa yang agak tidak formal, ia masih mempunyai rukun atau struktur yang tertentu seperti juga dengan wacana bertulis lain yang lebih formal. Seperti juga dengan satu esei, satu wacana perbualan juga mempunyai pembuka dan penutupnya yang tersendiri, yang sudah tentu lebih menarik untuk dibuat kajian. Perbualan biasa yang tidak formal sifatnya dalam keadaan bertamu mempunyai strukturnya yang tertentu yang bermula dengan pembuka perbualan dan berakhir dengan penutup, seperti juga wacana bertulis. Urutan perbualan ketika bertamu daripada mula hingga akhir ini menunjukkan bukan sahaja ikatan kenahuan bahasa, tetapi juga ciri aliran keteraturan fikiran dan perkembangan akliah dalam membentuk wacana. Justeru itu wacana perbualan dari sudut linguistik sangat menarik dan patut dibuat kajian secara lebih mendalam.

AIN NADZIMAH ABDULLAH

Universiti Putra Malaysia

The Malaysian legal context: Do you really have a language choice?

In a language situation, a bilingual has a choice of which language he can employ and decide to use. Language choice, therefore, is of obvious relevance in multilingual settings similar to that found in Malaysia. This study takes a functional or domain related view of language choice and use whilst attempting to examine the social cultural factors which influence this choice.

The statement of the problem of this study can best be stated in Fishman's (1972) words: who speaks what language to whom and when. The first part of the question (who?) is answered in this study by limiting the subjects of the study to legal professionals in geographical region of the Klang Valley. The other two parts of Fishman's question are left open. They are when and to whom Bahasa Malaysia and English are used.

ALIS PUTEH

Universiti Utara Malaysia

Language and nationalism: The change in the medium of instruction in the Malaysian education system (1970-1984)

The concepts of nationalism and its effects on language are the subject of Joshua Fishman's essays "The nature of nationalism" and "The impact of nationalism on language and language planning" (1972), as well as that of Beer and Jacob (1985), Lewis (1982), and Cooper (1982). Nationalists often use language as a symbol of national identity and at the same time as an instrument to promote the distinctiveness of the group. Language is somewhat permanent, and alive whereas other symbols of national identity, particularly those drawn from the past, can be elusive. Language can be used not only as symbol of ethno cultural identity but also as a means for transmitting associated beliefs and values. In multicultural societies, national elites all over the world have two crucial tasks in nation building, namely, (1) to foster a sense of national identity among the citizenry and (2) to promote the integration of the various sub-national groups at different levels of the polity. In the effort toward the integration of their differences, education has often been stressed as an important tool (Osman, 1973). In Malaysia, the government has given education and language the important role of uniting the various races in the nation and of fostering national consciousness among them. There are a number of debates within political theory and sociology on the relationship of nationality, national identity and nationalism that identify language, literacy and mass education, as potential markers of national identity (Kedourie, 1960; Gellner, 1964; Smith, 1981, 1991; Hobsbawm, 1990; Anderson, 1991, 1995; Crick, 1991; Mann, 1995; Massey, 1995). These processes are sometimes allied to and sometimes differentiated from religion, place, dynasty and descent in the formation of national and individual identity (Tilley, 1975).

AMAT JUHARI MOAIN

Universiti Putra Malaysia

Bahasa Kun L'un: Dari Situs ke Situs (The Kun L'un language: From Situs to Situs)

Makalah ini akan membicarakan tentang bahasa Kun L'un, iaitu nama yang diberikan oleh orang-orang Cina pada zaman dahulu kala kepada penduduk-penduduk di Asia Tenggara. Nama Kun L'un merujuk kepada nama bangsa, bahasa dan budaya. Ia tidak lain daripada nama bagi bangsa Melayu. Di sini akan dibicarakan hanya bahasanya, iaitu bahasa Melayu. Dari mana ia bermula dan berkembang serta daerah-daerah yang dirambahnya. Dalam makalah ini pengkaji akan menelusuri daerah-daerah yang menggunakan bahasa Melayu yang telah dijelajahi oleh pengkaji sendiri, iaitu di seluruh Semenanjung Malaysia, Pantai Timur Sumatera dari Palembang hingga ke Tamiang, di Nanggeroe Aceh Darussalam, Kepulauan Riau-Lingga dan Bangka, Sarawak, Brunei Darussalam, Sabah dan Kalimantan Barat, Patani dan Satun di Thailand Selatan hingga ke Ayuthia, Kompong Cam, Phnom Penh dan Seam Reap di Kemboja, Jakarta, Pantai Utara Pulau Jawa, Bali, dan Makasar, dan seterusnya ke Sri Lanka, Tanah Haramayn Makkah dan Madinah, dan akhir sekali ke Cape Town di Afrika Selatan.

GUSDI SASTRA

Universiti Putra Malaysia

Disartria pada penderita strok: Satu kajian neurolinguistik (A neurolinguistic study of the speechimpediment of stroke sufferers)

Disartria adalah gangguan motorik pertuturan terhadap penderita afasia yang disebabkan kerosakan pada susunan saraf perifer (pusat). Kerosakan tersebut menyebabkan pesakit kehilangan upaya terhadap otot saraf pertuturan. Hal itu tampak daripada ekspresi verbal penderita strok (angin ahmar). Gejala yang tampak daripada strok adalah terganggunya semua modaliti bahasa

dalam pelbagai tingkat keterukan, terutama gangguan luaran aspek fonologi dan leksikal dan persembahan pertuturan. Hal yang dibincangkan dalam kertas kerja ini adalah berkaitan dengan kemampuan pertuturan penderita strok sebagai suatu gejala awal daripada disartria, iaitu gejala parafasia (kecelaruan fonologi), anomia (kecelaruan leksikal), dan ekolalia (pengulangan suku kata). Teori yang digunakan dalam penyelidikan adalah teori Cummings (1985) dan Kusumoputro (1992) tentang gangguan hemisfera kiri. Manakala aspek pertuturan yang dikaji merujuk pada teori Burn dan Kridalaksana mengenai rehabilitasi dan kecelaruan pertuturan. Metode penyelidikan menggunakan kaedah psiko-neurolinguistik Nunan (1992) melalui introspeksi, kajian kes dan pemerhati dengan intervensi. Data penyelidikan ini diperoleh daripada penutur bahasa Minangkabau penderita strok yang mengalami kecelaruan bahasa, baik strok iskemik mahupun hemoragik dengan tujuan agar hasil daripada penyelidikan ini dapat menjadi konsep peperiksaan terapi pertuturan bagi ilmu perubatan khasnya bahagian saraf dan kesihatan umumnya sebagai suatu upaya penyembuhan penyakit strok yang semakin ramai penderitanya.

HAFRIZA BURHANUDEEN
Universiti Kebangsaan Malaysia

Language of diplomacy: Essential guidelines for diplomatic correspondence

Underlying various types of diplomatic correspondence is the crucial need for officers in the diplomatic corps to convey criticisms, suggestions, compliments and explanation that would often have to comply with the goal of maintaining and preserving cordial bilateral relations between countries. This paper seeks to highlight some salient features of at least three forms of diplomatic correspondence to illustrate the scenario mentioned above. The paper will also demonstrate the importance of authenticity, relevance and background knowledge in designing materials for diplomats.

HASLINA HAROON
ANISWAL ABD. GHANI
Universiti Sains Malaysia

The translation of advertisements: Language and the effectiveness of advertising messages

Advertisements often seek to attract through a powerful combination of image and language. Where the use of language in advertisements is concerned, the effectiveness of print advertisements often depends on how advertising messages are put across to the public. The important role of effective messages in the success of an advertisement also brings about one important question: what happens when the same advertisement is reproduced in another language? Is the effectiveness of the advertisement dramatically reduced because of the change in language use or can the effect of the original be reproduced and maintained in the other language? If the same effect can be reproduced, what are some of the strategies used to adapt the advertisement to its new target audience? All these questions will be addressed by comparing and analyzing parallel advertising texts in English and Malay, looking specifically at how advertisements and the messages that they contain are reproduced in another language. In doing so, the study underlines the significance of creative language use and the importance of proper translation in creating advertisements.

HASURIA CHE OMAR
MASHUDI KADER
Universiti Sains Malaysia

The term 'audience friendly' as the determiner of subtitle comprehension and acceptability among television audience in Malaysia.

'Audience friendly' is a concept introduced to television audience, used as one of the yardsticks to measure audience comprehension and the acceptability of subtitles produced in a number of entertainment programmes broadcasted in Malaysia. In this multiracial country, television programmes are watched by an audience with different levels of English proficiency and educational status, and it is important for us to study whether the strategies adopted in producing the subtitles are well accepted by the viewers or not. The findings of this survey indicates that most of the audience, who represent different categories of viewers, came out with the same perception about the subtitles produced for the programmes that they watched. The survey is carried out based on the guidelines proposed by Luyken (1991) regarding viewer perception towards television programmes that they watched. The guidelines consist of the viewers' general perception of the programmes that they watched, their satisfaction concerning the technical quality involved in language transfer, the degree of comprehensibility gained from the subtitles and whether the viewers enjoy watching the programmes resulting from reading the subtitles while they watch the programmes. Vermeer's (1983) 'translational purposes', which explains that the end users being the factor in determining the strategies to be used in language transfer is also taken into account. At the same time, this survey also considers several aspects in translation brief (Nord 1997), i.e. the function of the text, the target audience, the time and the venue of accepting the translated text, as well as the medium used to convey the texts and the purpose of the production and acceptance of the translated text. The findings are discussed based on technical and language aspects involved in language transfer.

JAMAL AL-QINAI
Kuwait University

Code switching and style shift in translation

The use of unassimilated loan words marks one as literate, hence part of the elite regard themselves as trendy and in fashion. There are, however, practical reasons for borrowing foreign forms based on the advantages of sharing a uniform code to refer to the same institutions, services, systems which are utilised in languages as diverse as English, Italian, French, Dutch or Danish. A large number

of loanwords are readily adopted by Arabic dialects rather than the classical version. Such foreign forms are often borrowed in their source language pronunciation without attempting to find possible equivalents through translation. In time, the dialectal adoption may find its way into Standard Arabic. Furthermore, the somewhat high rate of illiteracy in the Arabic-speaking world may hamper the formation of native equivalents in view of the tendency among native speakers to make themselves comprehensible by avoiding opaque neologisms. Since most advanced technology in the Arab world is imported from the West, the names and abbreviations are assigned by the countries of origin. Terms which name objects, gadgets or devices circulate in the form given by their makers. Arabic speakers have no alternative but to accept the loan form or its transliterated approximant along with the purchased product. Debate has centred on whether these newcomers should be left in their original form, modified by means of transliteration or partial translation, or eliminated altogether in favour of writing the full words of the SL original. Analysis or decoding is initiated depending on the purpose of the translation, function, readership (e.g. a less educated TL audience) or when the transferred version is opaque. The study will also diagnose the various factors that lead to the proliferation of loan forms such as the multiplicity of Arabic equivalents, lexical expediency, felicity of pronunciation, euphemism, the cultural and scientific scope of loan-words, international recognition, prestige and commercialism, and lack of compounds and clippings in Arabic dialectal influence.

JARIAH MOHD. JAN

Universiti Malaya, Malaysia

Making up gender: Fictional worlds and fictionalising ourselves

If the world is a gendered place in reality then it is likely to be reflected in fictive writing. Fiction, then, would be a good text to look at the qualities and characteristics we associate with men and women. Goddard et al. (2000) confirm that the act of reading is a gendered activity where men and women habitually read different kinds of books. The different domains, in terms of genre, that they occupy depict the gendered behaviour and psychological traits of men and women. This study examines the language we use to describe the sexes in the published works of fiction and to ask how far this language is a reflection of our learned beliefs. It is also to question whether we view the sexes in any 'natural' way or we 'make up' gender as we go along. In other words, gender is something that we do every day as part of our social behaviour. This study also discusses some extracts selected from several fiction books and some samples of students' written work where gender affected the way they fictionalised themselves.

KAMISAH HJ ARIFFIN

MISYANA SUSANTI HUSIN

ROSELINA MUSAHAR

Universiti Teknologi MARA, Malaysia

Female speech style: does it change over time?

Numerous examinations of gender speech styles have been conducted, primarily based on real life conversations which were unprepared and spontaneous (Coates 1986; Tannen 1991; Githens 1991), but little has been done in other frameworks. This study looks at gender speech styles in the perspective of their portrayal in literary texts. It focuses on the analysis of stereotyped characteristics of female speech style as portrayed in three children's novels, written over a period of three centuries - 19th, 20th and 21st centuries. The analysis is based on Lakoff's characteristics of female speech style (the use of special vocabulary, imprecise intensifiers, super polite forms, weak forms of expletives, hedges, tag questions, and direct quotations) as portrayed in the novels. Since most creative writings are created based on the writers' observations of the reality of their surroundings, to a certain extent they do rely on stereotyped and generalized behaviour to make their written products believable, real, and acceptable to the audience. This study also examines whether the female style of speaking changes over time, based on the writers' observations and perceptions.

KHAZRIYATI SALEHUDDIN

Universiti Kebangsaan Malaysia

'Mak! Duck baby!': Satu analisis linguistik ke atas proses pemerolehan bahasa pertuturan kanak-kanak bilingual ('Mak! Duck baby!': A linguistic analysis of the language acquisition process of bilingual children)

Pendapat bahawa proses pemerolehan bahasa kanak-kanak bersifat fitrah disokong kuat oleh sebahagian besar ahli-ahli linguistik memandangkan tiada arahan-arahan yang spesifik diperlukan oleh kanak-kanak di sepanjang proses pemerolehan bahasa mereka. Selain daripada itu, keperluan dan suasana pembesaran kanak-kanak yang berbeza-beza di antara seorang kanak-kanak dengan kanak-kanak yang lain yang tidak langsung mengakibatkan sebarang perbezaan dalam peringkat-peringkat yang dilalui oleh kanak-kanak dalam proses pemerolehan satu-satu bahasa itu menguatkan lagi pendapat yang sebahagian besarnya diutarakan oleh ahli-ahli psikolinguistik ini. Pemerolehan bahasa kanak-kanak juga dianggap sebagai fitrah kerana ujaran-ujaran yang tidak munasabah dari segi sebutan, makna dan struktur ayat turut berlaku, walaupun ujaran-ujaran seumpama itu tidak pernah diucapkan oleh orang dewasa. Lebih menguatkan hujah ini, kanak-kanak seolah-olah berdegil dengan tetap melakukan kesilapan-kesilapan tersebut sekalipun kesilapan ini cuba diperbetulkan oleh orang dewasa. Malah, terdapat juga dapatan kajian yang menunjukkan bahawa kanak-kanak gagal memperbetulkan kesilapan mereka walaupun pada peringkat awalnya mereka menunjukkan yang mereka sebenarnya telah mencuba dengan sedaya-upaya mereka untuk meniru apa yang diucapkan oleh orang dewasa. Kertas ini membentangkan hasil pemantauan ke atas proses pemerolehan bahasa pertuturan seorang kanak-kanak perempuan yang berusia 3 tahun yang dibesarkan di dalam persekitaran dwibahasa (Bahasa Melayu-Inggeris). Bahasa pertuturannya dianalisa dari segi fonologi, morfologi, sintaksis dan semantik. Hasil analisis ini kemudiannya dibandingkan dengan dapatan-dapatan dari kajian-kajian psikolinguistik dan neurolinguistik yang lalu.

KULWINDER KAUR*Universiti Malaya, Malaysia***Comparison of the three translation models by Bell, Sager and Darwish**

The three translation models by Bell (1991), Sager (1994) and Darwish (1989,1995,1999) will be discussed first. Then these three models will be compared along the categories of type, mode, focus, level, activities, themes and comments. Type refers to whether the models are concerned with the internal or external processes. Mode refers to the direction of the translation process, for example cascaded, integrative etc. Level refers to the level of operation with which the model is concerned, for example micro level (that is word or sentence level) versus macro (that is, paragraph and beyond levels). Focus refers to whether the model is process, product or translator-focused. Activities refer to the breakdown of activities into phases, stages or tasks. While this tabular analysis shows similarities, these models differ in their emphasis. Bell emphasizes using short-term and long-term memory for analysis of the source text and synthesis at the production level. On the other hand, Sager emphasizes the purpose of the translation and sees it as an industrial activity. Meanwhile, Darwish emphasizes decision-making under constraints. He delves into the internal and external translation processes, which to him makes the overall translation process.

LEE YIK SHENG*Tunku Abdul Rahman College, Malaysia***SFL + XML = SFML? Extending linguistic theory to the Web**

What has Systemic Functional Linguistics (SFL) got to do with a computer markup language like Extended Markup Language or in short, XML? This paper postulates that there are many similarities and compatibilities between SFL and XML. First, both are considered in their respective fields of study and implementation as metalanguage to describe content. Second, the foundational principle underlying both these languages is that the description of content is semantically based instead of format dependent. SFL has always maintained and championed the cause that in describing language use, a semantic descriptive system of resources should be employed. This is the same concept that rendered the use of XML as an effective markup language that transforms how databases or content is utilized. Finally, concepts such as metafunctions, register and genre are found to be compatible with many other principal constructs in XML such as the division of logic, content and presentation, DTD and Schema. This explorative paper hopes to incubate the possibility of creating an XML child language based on SFL for linguistic implementation, and thus, encouraging linguists to extend beyond their field of contributions to that beyond the realm of language per se.

LEONG YAW KUEN*Universiti Kebangsaan Malaysia***Making sense of sales negotiation strategies: An interdisciplinary approach**

This paper reports on an on-going study on sales negotiation strategies of Malaysian sales professionals. Sales negotiation is a complex process of working out a purchase and sales program to the point of reaching a mutually satisfactory agreement (Russ et al, 1991). The aim of this paper is to provide some insights into the methodology used to make sense of the strategies that are used. The data are drawn from naturally occurring face-to-face sales negotiations. In order to better understand the complex, dynamic and often unpredictable strategies that are used in sales negotiation, there is a need for a multi-perspective framework which integrates not only the textual and the contextual but also the institutional perspectives as well (Bhatia, 2002). Thus, the study adopts an interdisciplinary approach, which combines a language and business perspective and integrates a range of analytical tools such as the use of ethnography, observations, interviews, and analyses of discourse using conversation analysis.

MAZLAN IBRAHIM*Universiti Kebangsaan Malaysia*

Bahasa Melayu sebagai wahana pengajian tafsir: Kajian terhadap kitab-kitab tafsir Melayu di Nusantara

(The Malay language as a medium for interpretation studies: A Study of Malay interpretation of the Quran in the Nusantara)

Sesungguhnya pengajian dan penulisan tafsir dalam bahasa Melayu telah lama bertapak di Nusantara, ianya boleh dikatakan telah bermula pada abad ke-17 Masihi lagi, dan seterusnya berkembang dari masa ke semasa merangkumi Alam Melayu bermula di Indonesia, seterusnya ke Malaysia dan juga ke Singapura. Kitab-kitab Tafsir Melayu yang dihasilkan pada peringkat awalnya adalah dalam bahasa Melayu jawi yang mana ianya mengandungi 29 huruf Arab dan 5 huruf baru yang ditambah. Tulisan Jawi merupakan satu identiti Melayu yang bertahan selama hampir 1000 tahun, dan apabila penjajahan telah datang terdapat unsur-unsur untuk menukar tulisan jawi kepada tulisan rumi, dan kebanyakan kitab-kitab tafsir yang dihasilkan selepas itu banyak ditulis dalam tulisan Melayu rumi. Kajian ini akan cuba menyingkap kitab-kitab Tafsir Melayu yang muncul di Nusantara yang mengetengahkan bahasa Melayu sebagai bahasa utama dalam menjelaskan kandungan al-Quran dan tafsirannya.

MEDIA SANDRA KASIH*Universiti Putra Malaysia*

Pola alih kod pelajar Universiti Putra Malaysia: Tinjauan sosiolinguistik

(Code-switching patterns of Universiti Putra Malaysia students: A sociolinguistic survey)

Malaysia adalah negara multi etnik. Bahasa rasmi dan bahasa kebangsaan yang digunakan ialah bahasa Melayu Malaysia. Namun demikian, dengan adanya tiga etnik yang terkemuka di negara ini, iaitu Melayu, Cina, dan India, maka negara ini menjadi negara yang multi bahasa. Menarik mengamati pelajar di UPM yang juga terdiri daripada pelbagai kelompok etnik, seperti Melayu dengan pelbagai dialeknya, Cina dengan pelbagai dialek, Tamil, serta pelajar dari Sabah-Sarawak. Mereka berbincang dan

berdiskusi menggunakan bahasa utama Melayu, namun kerap terjadi alih kod dalam pertuturan mereka. Kertas kerja ini akan menghuraikan situasi pertuturan yang terdapat di UPM, pola-pola alih kod yang terjadi serta analisis pertuturan dengan menggunakan pendekatan sosiolinguistik. Batasan kajian ini ialah deskripsi pola alih kod serta analisis sosiolinguistik yang menyertai peristiwa alih kod tersebut yang berlaku di lingkungan Universiti Putra Malaysia.

MICHAEL BOUTIN

SIL International, Malaysia

A corpus study of the syntax and semantics of na in Bonggi discourse

This study is based on a corpus of linguistic data that was gathered during the course of fieldwork among the Bonggi, of Sabah, Malaysia. The corpus consists of recorded and transcribed texts as well as field notes, which were taken while observing and interacting with native speakers of the language. Thus, the data is based on what native Bonggi speakers actually say. A simple concordance of Bonggi texts reveals that the most frequently occurring form is na. An examination of texts shows that na occurs in a variety of syntactic environments and appears to have multiple semantic functions. This paper shows that syntactically, na most frequently occurs as a second-position clitic. As has been pointed out by Halpern (1998:109) among others, second-position clitics serve a variety of functions. This paper also examines the semantics of these functions to see if there is an invariant meaning associated with na.

MOHAMAD RADZI MUSTAFA

Universiti Teknologi MARA, Malaysia

The language of science: Normal or natural?

The received view in linguistics is that no language is considered more superior than another despite the fact that some societies are labeled as 'primitive'. Therefore, all languages are capable of scientific expression although many of them do not contain scientific terms comparable to that of the English language (Mohamad Radzi 2002a). What is more important in the teaching of science is that educators should be aware that language used in science does not resemble its counterpart in everyday language. In this respect, Chomsky has delineated clearly the difference between common language and scientific terms (Chomsky 2000, McGilvray 1999, Mohamad Radzi 2002b). This paper analyzes this difference and proposes some common words used everyday that science educators must be particularly aware of so that the teaching of science will proceed according to the prevalent view of modern science.

MOHAMMAD NOR AFANDI IBRAHIM

Universiti Teknologi MARA, Malaysia

A critical discourse analysis of classified advertisements of job vacancies

Advertising is a communication process that aims to persuade and influence consumers to buy or get products and services. Thus, many strategies have been employed to achieve advertising goals, the chief means being the use of language. Advertising is always claimed as being misleading and manipulative. However, it seems that society still allows it to be part of our life. In other words, advertising seems to be normal and neutral in the public's mind. The study investigates the techniques advertisers employ to manipulate job seekers' beliefs in accepting whatever advertised in classified advertisements of job vacancies as true. From this, the study will delve into a deeper perspective, that is, what the hidden agenda of classified advertisements of job vacancies really are. In order to achieve the purpose, the analytical framework of Critical Discourse Analysis proposed by Norman Fairclough (1989, 1995) will be adopted. The analysis will adopt the concept of 'discourse as social practice'. One of the fundamental ideas is that discourse is socially shaped and in turn reshapes societal formations.

MOHD SUKKI OTHMAN

MD ALIF REDZUAN

SANIMAH HUSSIN

Universiti Putra Malaysia

ZAWAWI ISMAIL

Universiti Malaya, Malaysia

Comparative observation of language and culture in Arabic and Japanese

This paper sets out to explore the similarities and differences in two different languages, Japanese and Arabic. The research of these two languages will show the synonym in certain aspects of language and culture. Firstly, this research will try to identify the similarities and differences between the society of Arab and Japan towards this aspect. For example, loyalty to the superior is compulsory to these societies especially during the olden days. Besides that, giving presents to each other is quite common or popular in these two societies. Does this phenomenon still exist and why? Secondly, this paper also focuses on the usage of poetry in these two societies during wars. The research will analyze the effects of the usage of poetry in these societies.

MUHAMMAD FAUZI JUMINGAN

Universiti Putra Malaysia

Aspek pragmatik dalam penterjemahan kata nama Allah (al-Jabbar dan al-Mutakabbir): Satu analisis Teori Relevans (Pragmatic aspects in the translation of names for Allah [al-Jabbar and al-Mutakabbir]: A Relevance Theory analysis)

Isu perdebatan tentang kata nama Allah ('Asma' al-Allah al-Husna) seperti al-Jabbar dan al-Mutakabbir pernah menarik perhatian

umat Islam di Malaysia. Isu ini timbul berikutan kenyataan seorang tokoh politik pembangkang yang menyatakan bahawa Allah itu bersifat samseng. Justeru, timbul pelbagai reaksi tentang kenyataan tersebut. Ramai yang bertanya apakah maksud sebenar al-Jabbar dan al-Mutakabbir itu benar-benar samseng dan takabur. Dan kalau benar-benar samseng, adakah ia bersifat samseng seperti lagaknya seorang manusia yang kelihatan jahat dan menakutkan? Lantaran itu, ramai ilmunan seperti ahli akademik, ahli politik, ahli bahasa, dan juga ahli agama yang memberikan pandangan masing-masing. Bagaimanapun yang menarik perhatian ialah pandangan mantan hakim mahkamah tinggi, Tan Sri Harun Hashim yang mengatakan bahawa sesuatu kenyataan itu harus dilihat dari keseluruhan isi kenyataan tersebut. Dengan kata lain, tafsiran sebenar sesuatu ujaran itu harus dilihat dari segi konteks pengujarannya. Apabila disebut konteks maka teori linguistik yang sesuai dicanaikan untuk kerangka kajian sudah tentunya ilmu pragmatik. Hanya ilmu pragmatiklah yang mampu memberikan jawapan sebenar sesuatu tafsiran atau makna sesuatu ujaran itu sama ada ujaran itu berbentuk lisan mahupun ujaran bertulis. Oleh itu, makalah ini ingin melihat peranan pragmatik dalam menghuraikan permasalahan di atas. Melalui kerangka teori Relevans (TR) garapan Sperber dan Wilson (1986/1995) serta diadaptasi pula oleh Gutt (1991) maka makna sebenar kata nama Allah itu cuba diuraikan sebaik mungkin. Menurut Gutt, huraian semantik semata-mata yang bebas konteks tidak boleh memberikan makna yang tepat bagi sesuatu ujaran. Sesuatu maksud ujaran itu mestilah dikaitkan dengan situasi latar semasa ujaran itu diungkapkan. Sepintas lalu, pendapat ini selaras dengan pendapat mantan hakim tadi. Justeru, beberapa aspek konseptual tentang TR akan cuba diuraikan dahulu agar pemahaman tentang peranan TR ini akan lebih tuntas. Bolehkah ujaran kata nama Allah itu diperjelaskan melalui TR ini? Bagaimana TR yang bersifat komunikasi kognitif (abstrak) cuba mentafsir sifat Allah yang bagi pendapat sesetengah ilmunan Islam juga benda yang abstrak? Bukankah semua ini akan menggandakan keabstrakan lagi masalah tersebut? Semua jawapan bagi persoalan-persoalan tersebut akan cuba dijelaskan melalui peranan ilmu pragmatik di dalam makalah ini. Untuk itu, beberapa alat bantu seperti kamus dan kitab tafsir akan digunakan dalam menghuraikan permasalahan ini kerana kata nama Allah ini melibatkan persoalan akidah dan ketuhanan.

**MUHAMMED SHAHRIAR HAQUE
ZURAIDAH MOHD DON**

Universiti Malaya, Malaysia

Discourse of exclusion: A critical discourse analysis of recruitment advertisements

This paper explores issues of exclusionary practices and attempts to shed light on the practice of exclusion in recruitment advertisements in local newspapers. The point of departure for our investigation is the assumption that an exclusionary practice is a form of ideology and social practice that is represented discursively. Traditional assumptions treat recruitment advertisements as a straight forward method for inviting interested individuals to apply for the post advertised, and background the exclusionary strategies used to exclude others. We wish to illustrate the critical discourse analytical approach to the investigation of language of exclusion for we believe that such an analysis will enable us to bring to light how a new rhetoric of exclusion is realised in the data selected for analysis. Because CDA uses language analysis as part of its interpretive strategy, examining the discourse of exclusion from a critical perspective can be an oblique way of asking questions about society's attitude. We aim to raise questions about the nature of recruitment advertisements and to argue for greater attention to how the language generated in the recruitment advertisements is used to fulfil this purpose of excluding others.

MUNIF ZARIRRUDDIN FIKRI NORDIN

Universiti Utara Malaysia

Bahasa dalam kerangka sosiologi Ibn Khaldun (Language in the sociological framework of Ibnu Khaldun)

Ibn Khaldun diakui oleh dunia akademik Islam dan Barat sebagai tokoh agung dalam bidang sosiologi dan sains ketamadunan. Menerusi Muqaddimah yang dihasilkan pada 1377 khususnya, Ibn Khaldun berjaya meletakkan asas dan teori yang penting lagi berpengaruh kepada kajian-kajian sains sosial sehingga ke hari ini. Namun, tidak seperti sumbangannya kepada bidang falsafah, sejarah, sains politik dan ekonomi yang sentiasa dihargai, sumbangan besar Ibn Khaldun dengan bidang bahasa khususnya sosiologi bahasa sebaliknya tidak begitu dirasai, seolah-olah tidak wujud hubungan antara Ibn Khaldun dengan bidang bahasa. Sebenarnya hubungan bahasa dan masyarakat penggunaannya dalam konteks perkembangan bahasa adalah antara mauduk yang dikupas oleh Ibn Khaldun di dalam magnum opus beliau tersebut. Di dalam fasal 22, bab keempat, dengan latar belakang perkembangan masyarakat Islam abad keempat belas ketika itu, Ibn Khaldun membincangkan fungsi dan kedudukan bahasa dari sudut perkembangannya, termasuk mengaitkan tanggungjawab pemerintah dalam perancangan dan penyebarannya. Manakala di dalam hampir satu perlima fasal bab keenam, Ibn Khaldun mengutarakan pula pandangannya tentang fungsi bahasa di dalam pendidikan, teori pemerolehan bahasa dan ilmu-ilmu berkaitan bahasa melalui pendekatan linguistik.

NAIMAH ABDULLAH

Universiti Teknologi MARA, Malaysia

Ragam kata pinjaman bahasa Arab dari sudut fonologi, morfologi dan semantik: satu pemerhatian
Kertas kerja ini akan membincangkan tentang variasi atau masalah ketidakseragaman kata pinjaman Bahasa Arab yang digunakan dalam kehidupan seharian masyarakat di Malaysia dari sudut fonologi, morfologi dan semantik. Walaupun sebelum ini banyak kajian tentang kata pinjaman Bahasa Arab telah dilakukan, namun kelainan kajian ini ialah fokusnya yang cuba menghurai aspek yang kurang diberi perhatian samada dari aspek fonologi, morfologi mahupun semantik. Aspek fonologi akan membincangkan tentang ketidakseimbangan bunyi di hujung kata nama BA yang berakhir dengan ta' feminin - ada yang dibunyikan /h/ dan ada yang dibunyikan /t/, dan masalah penyebutan perkataan asal Bahasa Arab di kalangan pelajar akibat daripada keterbiasaan penggunaan kata pinjaman yang tidak tepat berbanding dengan sebutan asalnya. Dari aspek morfologi, terdapat penggabungan morfem atau imbuhan kata yang sebenarnya tidak wujud (tidak dibolehkan) dalam Bahasa Arab. Manakala dari aspek semantik

pula, banyak isu yang berkaitan dengan pergeseran makna yang berlaku dalam peminjaman kata Bahasa Arab akan dibincangkan dalam kertas kerja ini. Isu-isu tersebut ialah yang melibatkan aspek lencongan makna, penyempitan makna dan perluasan makna. Kajian ini dirasakan sangat penting dan menarik untuk dibincangkan kerana ragam kata pinjaman ini memberi kesan dan masalah kepada proses komunikasi masyarakat Malaysia dengan penutur asal Bahasa Arab, juga dalam proses pengajaran dan pembelajaran Bahasa Arab di Malaysia.

NESAMALAR CHITRAVELU

ROSNAH RAMLY

Universiti Brunei Darussalam

Language use as a mirror of social process: Some insights from English loanwords and code-switching in Brunei Darussalam

The evolutionary history of theories regarding loan words and code-switching is long. (See, for example, the work of Labov, Jakobson, Gumperz, and Myers-Scotton among others). Using data collected from Universiti Brunei Darussalam undergraduates and data from the chat forum in the Brunei website Brudirect, this paper investigates the multiple socio-psychological, historical, anthropological and cultural motivations that sustain these phenomena in the informal talk of Bruneians, particularly young English-educated Bruneians. The paper will begin with a brief review of the literature on languages in contact before going on to discuss with specific examples the fascinating functions that these two phenomena play in the evolving cultural milieu that is modern Brunei.

NG YONG KIANG

Universiti Kebangsaan Malaysia

Discourse analysis of E-mail communication in a Malaysian Business community

The study investigates typical grammatical features and functions of electronic mail discourse in a Malaysian business community. The study also examines whether the electronic mail system has influenced language forms in the e-mail discourse of the selected community, and explores differences between language in the e-mail discourse and language in conventional business writing. The community selected consists of executives in a Malaysian public limited company. The corpus comprises e-mail messages from the routine communication of the executives in work contexts. E-mail messages were examined for three aspects - grammatical features, communicative functions and discourse features. Findings reveal a predominance of main clauses in the imperative and declarative moods, and subordinate clauses denoting purpose and reason in the e-mail communication of the business community. This seems to reflect that e-mail communication in this community is used more for requesting and informing, and less for enquiring. Other discourse features like opening salutation, opening statement, closing statement and closing salutation are also found in the e-mail messages although they are not compulsory for such a communication. It is hoped that the findings would contribute towards pedagogy and course design for English for Business Communication, as well as for e-mail communication at the workplace.

NORMAH ABDULLAH

MEDIA SANDRA KASIH

Universiti Putra Malaysia

**Perbezaan makna kata-kata yang sama dalam Bahasa Melayu-Bahasa Indonesia: Tinjauan semantik
(Difference in meaning of the same words in Malay-Indonesian: A survey in semantics)**

Bahasa Indonesia dan bahasa Melayu adalah dua bahasa yang serumpun. Memperhatikan sejarah bahasa, maka kedua-dua bahasa ini berasal dari induk yang sama, iaitu bahasa Proto-Melayu. Perbezaan geografs dan perkembangan politik mengakibatkan kedua bahasa ini telah berkembang secara berasingan. Namun demikian, tingkat saling memahami (mutual intelligibility) masih tinggi. Maknanya, apabila penutur bahasa Indonesia dan penutur bahasa Malaysia bertutur atau berinteraksi, mereka masih saling memahami, meskipun banyak perkataan yang telah berbeza maknanya. Berkaitan dengan situasi perkembangan kedua bahasa ini, maka kertas kajian ini memperlihatkan kata-kata yang masih digunakan oleh kedua penutur bahasa, namun telah mengalami perbezaan makna. Kajian ini menggunakan teori semantik sebagai landasannya.

NOOR AINA DANI

Universiti Putra Malaysia

**Pemindahan bahasa dalam bahasa tulisan pelajar-pelajar dwibahasa
(Language transfer in the written language of bilingual students)**

Penyelidikan ini dijalankan dengan tujuan memperinci fenomena pemindahan bahasa dalam karangan pelajar-pelajar yang mempelajari bahasa Melayu sebagai bahasa kedua. Sampel kajian terdiri daripada 100 pelajar tingkatan empat, peribumi Sabah. Keputusan analisis kesilapan bagi karangan sampel menunjukkan kebanyakan struktur binaan ayat majmuk bahasa Melayu pelajar adalah terjemahan literal daripada bahasa ibunda pelajar tersebut. Lima konsep Teori Analisis Kesilapan yang mendasari penyelidikan ini ialah pemerolehan B2 sebagai pengaruh perkembangan B1, faktor intralingual dan interlingual, proses pembinaan kreatif, bahasa antara, dan sistem bahasa antara. Analisis Kesilapan beranggapan kebanyakan kesilapan tata bahasa pelajar B2 bukan disebabkan B1. Andaian sedemikian bertentangan dengan hasil dapatan kajian ini. Dapatan kajian menunjukkan terdapat keamatan pemindahan B1 dalam karangan pelajar. Dapatan ini diperkuatkan dengan keputusan analisis berstatistik

yang menunjukkan hubungan positif teguh 0.74 antara keamatan pemindahan bahasa dengan pencapaian ujian bahasa Melayu pelajar. Pemindahan B1 terdapat dalam bentuk campur kod, alih kod, peminjaman kata, terjemahan literal ayat tunggal dan ayat majmuk B1 ke dalam ayat bahasa Melayu, dan perubahan bunyi kata bahasa Melayu akibat penyimpangan bunyi fonem vokal dan konsonan.

NOR AZMI BIN MOSTAFA
Universiti Pendidikan Sultan Idris

A description of the degree of bilingualism among selected Malay secondary school students in the Kinta district of Perak, Malaysia

Bilingualism is initially planned in Malaysia. However, the bilingual situation is not clearly spelt out in the present Malaysian educational system, even though the importance placed by the government on English as a second language is undeniable and well publicized. A case study was conducted to determine and describe the degree of Malay-English bilingualism among randomly selected Malay secondary school students in the Kinta district of Perak, Malaysia. The findings indicate that, where language abilities are concerned, Malay bilingual students tend to be more receptively proficient than expressively proficient. This means that they are generally able to understand two (i.e Bahasa Malaysia and English) languages but are only able to express themselves proficiently in only one (i.e Bahasa Malaysia) language. Thus, in addressing this situation, it is recommended that more communicational strategies, methods and activities be incorporated into the English language teaching and learning process in the classrooms, in addition to creating a linguistically rich home and school environment.

NORAZUNA NORAHIM
Universiti Malaysia Sarawak

Language use and choice of minority group in Sarawak with specific reference to Bidayuh

The paper is an overview of language use and choice among Bidayuh speakers within the Bidayuh speech community and in inter-group interaction. A specific objective of the study is to see how much Bidayuh is used by the speakers in the respective domains and the impact of urbanisation and migration on language use and choice of its speakers. The second part of the paper discusses the set of conditions associated with language maintenance and shift and reports on instances of shift or maintenance among Bidayuh speakers, and suggests how a minority language can be maintained with specific reference to Bidayuh. This is particularly relevant to the current situation in Sarawak, i.e. the introduction of Bidayuh as a school subject and the increasing awareness to speak one's own mother tongue. Besides Malay and English, the language of education and in government transaction, the Bidayuh and other minority groups in Sarawak need to be able to speak the language of the majority, namely the Iban language and the Melanau language, depending on which parts of the Sarawak one happens to be in. With migration and urbanisation, these minority groups are left with little choice but to speak the language of the majority and thus, susceptible to language shift. In inter-group communication, the minorities living in the town areas, have to succumb to the language of the majority and the languages used in government transaction and education, which leaves very little opportunity to speak their native tongue except in their homes or within their own speech community. Even in in-group interactions, the Bidayuh demonstrate the use of other languages and to a certain extent, its usage has been confined to traditional domains.

**NORHAIDA AMAN
RIDZUAN ABRAHIM**
Nanyang Technological University, Singapore

Visiting Relatives in Singapore The acquisition of Relative Clauses in Singapore Malay

In spontaneous speech, Aman (1999) found that in mother and child interactions, both mothers and children (between 2;6 - 3;9 years) produced very few relative clauses (RC) and out of these, most were headless RC constructions like:

- (1) a. Mother : Dia ingat [RC yang boleh makan]. 'She thinks (of the one) that can be eaten. b. Child: Syikin nak beli [RC yang besar punya]. 'I want to buy (the one) that is big.' Even so, the structure for most of the headless RCs produced by children was: yang + demonstrative (ni/tu 'this/that'). Another study was carried out on children between 4-6 years old to test their knowledge of RCs. In a production task which involved eliciting children's responses through a Q&A method, some 4 and 5-year olds faced difficulties in producing RC constructions. For those who could, these were mainly headless rather than headed RCs, like:
- (2) Yang pegang aiskrim tu. 'The one that is holding an ice-cream.' This is similar to the data on spontaneous production. However, at age 6, children were more likely to respond with a headed RC like:
- (3) Budak yang makan aiskrim. The data shows that while the production of relative clauses is limited in numbers and structures in spontaneous speech, as the children get older and in controlled settings, they are able to produce full RCs.

PANNIR SELVAME
Pondicherry University, India

Study of the relative clauses in French and Tamil

The study aims at bringing out the structural differences of sentence patterns between French and Tamil, with a special emphasis on relative clauses. This study is all the more interesting due to the fact that, among the languages involved, one belongs to the Indo-European family of languages and the other to Dravidian family of languages. As in English, relative clauses are widely used in French. But Tamil has no such full fledged relative clauses; it has only relative participles. After a theoretical study of relative

structures in French and Tamil, the examples taken from the published works of translations (both French to Tamil and Tamil to French) are analysed with a view to make an attempt to evolve a French-Tamil translation methodology with respect to relative clauses.

RIDWAN ABDUL WAHID

Mara University of Technology, Malaysia

Intimacy across the cyberspace: a study of public and private verbs on the Internet Relay Chat(IRC)

This study investigates the degree of intimacy that is shared on different types of channels on the Internet Relay Chat (IRC). The channels were categorized as follows: (i) non topic-focused (ii) topic-focused (iii) location-specific. Based on a 32,000-word corpus of chat sessions logged from these channels, a frequency count of the use of public and private verbs (Davis and Brewer, 1997; Biber, 1988) was performed. It was assumed that different degrees of usage of these verbs could variously suggest the levels of intimacy that was demonstrated by IRC users on these different types of channels. Findings indicated that location-specific channels had the highest mean per thousand words for both public and private verbs. It is believed that a shared locality, whether by residence or origin, is the best explanation for the high level of affinity among the users of such channels. Also, where public and private verbs are concerned, this study also confirms the finding that IRC discourse shares many similarities with face-to-face and telephone conversations.

ROHIZAH HALIM

SHARIFAH FAZLIYATON SHAIK ISMAIL

Universiti Utara Malaysia

Analysing the language of virtual communities: The LiveJournal.com experience

With the creation and proliferation of the Internet and the information and communication technology, the use of language as the means of communication changes in ways never before imagined. Services such as e-mail, instant messaging, chat rooms, e-groups and ez boards make the world seems so much smaller and people from different backgrounds and different cultures can get together and in doing so, form virtual communities. This study focuses on a virtual community formed by people using a service provided by LiveJournal.com. Users can create communities of people with the same interests and interact with each other through the entries they made and the responses that the entries received. The main objective of this study is to explore the various theories of discourse analysis and its application in the study of virtual communities. Theories explored are speech act, conversation analysis, interactional sociolinguistics, and narrative analysis. In conclusion, this study proposed that for a satisfactory analysis of language in virtual communities such as communities created in LiveJournal, a multiple approach and method must be employed.

SABARIAH HJ. MD. RASHID

Universiti Putra Malaysia

Terrorism: Ideologies reflected in the writings of journalists in the Malaysian New Straits Times

Terrorism is a topic much talked about globally. In general, many countries agree that the act of terrorism should be combated. The public and journalists in printed and electronic media worldwide have voiced this unanimous view out. A particular instance of the wide coverage of this issue is reflected in the writings of journalists in a daily Malaysian English newspaper, the New Straits Times. However, one's ideology on terrorism may be depicted differently in an individual's writing. This paper attempts to examine how the different types of vocabulary are employed in the writings on terrorism of various journalists in the New Straits Times. Articles on terrorism were analysed via the qualitative content analysis framework. The findings of the study will be discussed in light of the cultural values and ideology perspective.

SHAMALA PARAMASIVAM

Universiti Putra Malaysia

A Framework of Analysis for the Study of Power and Politeness in Negotiation Discourse

This paper forwards a framework for the analysis of power and politeness in the discourse of negotiation. The dynamics of power and politeness and how they shape the process and outcomes of negotiation are investigated through language use primarily speech acts and discourse strategies. Investigation also involves how power and politeness project the cultural traits and orientation of negotiating parties with respect to subject positions and national cultures. Business negotiation meetings between a Malaysian tertiary institution and a Japanese company form the discourse data for this study. The study is qualitative in nature and employs a discourse-analytic approach primarily pragmatics and speech act theory. Tools from conversation analysis are also used. For the identification and investigation of power and politeness, Locher's (2001) and Brown and Levinson's (1987) frameworks for power and politeness respectively are used. Social networks (Watts 1991) and frame (Goffman 1974, 1981) are also employed as analytic tools. A list of the relevant speech acts and discourse strategies for negotiation was tabulated for the identification and analysis of the speech acts and discourse strategies for negotiation. The study is supported and triangulated with questionnaires and interviews with participants.

SHAMEEM RAFIK-GALEA

Universiti Putra Malaysia

YVONNE FERNANDEZ

Taman Sri Muda School, Shah Alam, Malaysia

Language use and preferences in an organizational newsletter

The quality of communication between managers and employees can influence employees' faith in management, their acceptance of management's messages, and their emotional attachment to the organization's messages. A communication medium that can be

effectively used to give employees and those who identify with the organization a common experience and a feeling of belonging besides promoting identity and unity is the newsletter, which must fulfill the needs of both the organization and its employees. It can also be used to disseminate information in the organization. Hence, in communicating company information via news letters a choice has to be made as to which language to use. In the case of Malaysia, organizations would have to make a choice between the use of English or the national language Bahasa Melayu (BM). If any one language is preferred over another, this may indirectly indicate that one language is more powerful than the other. And, if both are preferred, this signals the fact that both languages may be considered equally powerful within certain contexts or situations. This paper reports the findings of a study, which focused on the use of the newsletter as a communication medium in organizations. The paper presents an insight into the preferred language of organizational newsletters of five Malaysian organizations.

SHARIFAH FAZLIYATON SHAIK ISMAIL

ROHIZAH HALIM

Universiti Utara Malaysia

Translating Harry Potter's adventures into Bahasa Malaysia: Problems and solutions

Writing for children is far from easy. Children writers have to work within a certain boundary, as they are obliged to educate and instill moral and cultural values into their young readers. Similarly, translators who translate books for children have to operate within a very restricted framework. Tiina Puurtinen (1992) argues that even though translators are given free hand in reproducing the source texts, they must consider factors like the status of the original texts, the need of the target audience and the most appropriate method or strategy to translate the selected materials, namely children's books. This paper seeks to examine the strategies used by the Malaysian translator(s) in rendering J.K Rowling's books into Malay language. The constraints faced by the translator(s), in particular, when translating the element of fantasy, socio-cultural and lexical choices will be analysed. It is found that where equivalent terms were impossible to translate, the translator(s) used literal translation or borrowed the new/invented concepts introduced by Rowling. The translator(s) also retained the foreign cultural elements in their translation without any explanation given to young Malaysian readers.

SHEILA WONG KONG LUONG

University of Mauritius

Culture-free English in Mauritius

This paper will analyse the range of different linguistic and cultural contexts which impact on the use of English in Mauritius. The paradox is that although English has a colonial origin, it is not regarded as a symbol of colonial oppression or a threat to cultural identity. The position of English in Mauritius is a reminder that its development in the former British colonies did not follow a uniform pattern. Mauritius does not have a pre-colonial history. Its multicultural history was created by colonialism through the processes of slavery and indentured labour. Immigration also contributed to the creation of this new society. The modernisation hypothesis puts emphasis on English as a catalyst of economic development. English and French are used in formal contexts whereas French Creole, which is the unofficial national language, operates in informal situations. The differential distribution of languages in the Mauritian language repertoire influences the formation of individual, ethnic and cultural identities.

TASMIHA TARAFDER

Asian University, Bangladesh

Code-switching practice in Bangladesh

The main purpose of this paper is to analyse code-switching practice in Bangladesh. It will focus on the use of code-switching, examine how code-switching is practised in Bangladesh and investigate the advantages and disadvantages of practising it. I discuss historical and social factors, which eventually helped form the conceptual framework of the analyses. The practice of using two or more languages in a sort of hodge podge manner is called code-switching. Code-switching occurs in every language community. Bengali is the sole-mother tongue in Bangladesh and the Bengali speech community is very flexible in its code-switching practice. This paper not only explicates this language capacity of Bangladeshis but also projects this against language phenomena all over the world.

THOMAS RICHARD SCHALOW

University of Marketing and Distribution Sciences, Japan

The use of language in advertisements by the Hawaiian Pineapple Company from 1908 to 1959

This paper provides a linguistic study of magazine advertisements by the Hawaiian Pineapple Company (Dole) from the time of the company's first advertising campaign in 1908 until the time Hawaii became a state in 1959. This study focuses on the image the company sought to convey of itself through the vocabulary that was chosen for its advertising campaigns. The author has based this study on his work in the Hawaiian Pineapple Company archives at the University of Hawaii. The study will show that the vocabulary chosen for the advertisements attempted to link popular images of Hawaii with the company itself, as well as with its products. Advertisements were written to convey an image of tropical climates, exotic locations, tranquility, and vibrant energy. The presentation itself will be a visual presentation, with examples of advertisements the author has taken from the Hawaiian Pineapple Company Archives, and with an explanation of those advertisements.

ZURAI DAH MOHD DON

Universiti Malaya, Malaysia

Media space and the ideological representation of powerful women

The present study seeks to explore issues related to the representation of powerful women in a contemporary popular magazine, a cultural agent that is fast becoming an arena where prevailing constructions of gender are being contested. By constructing a particular discourse about women, popular magazines can be said to represent and thereby legitimate dominant ideology of gender and they can also call to question dominant discourse in society with alternative images of women. In this paper, I am directing attention to alternative images of women and gender definitions that can open up new thoughts and perceptions. I will undertake to examine the discourse of the powerful women through the interviews published in the magazines in order to discover how they construct their own identity and subjectivity. In this instance gender identity cannot be perceived as an ideological category that casts women as passive subjects. Having empowered themselves, these women actively construct and reconstruct their own gender identity negotiating for themselves positions of power within the confines of a society where power relations are asymmetrical, such that women's interests tend to be subordinated to men's. The linguistic analytical part of this paper will focus on how these women actively work on their subject positions and create their sense of selves in relation to specific issues on women.

MICOLLAC 2003

PARALLEL PAPERS: LANGUAGE EDUCATION

AB.HALIM MOHAMAD
Universiti Putra Malaysia

Faktor kesalahan bahasa yang mempengaruhi pelajar Melayu dalam mempelajari bahasa Arab **(Language errors and their influence on Malay students' learning of Arabic language)**

Pengalaman saya yang lebih sepuluh tahun mengajar bahasa Arab kepada pelajar-pelajar Melayu mendapati bahawa kebanyakan mereka menghadapi masalah dalam membentuk ayat bahasa Arab. Jika diperhatikan pula ayat-ayat yang mereka susun sudah pasti terdapat kesalahan pada setiap ayat, sama ada dari segi sintaksis ataupun morfologi. Kesalahan-kesalahan sintaksis dan morfologi itu boleh dikaitkan dengan faktor-faktor linguistik atau bukan linguistik. Dalam kertas kerja ini, penulis mencuba membincangkan faktor-faktor linguistik yang dikatakan mempengaruhi pelajar Melayu melakukan kesalahan ketika mempelajari dan menulis dalam bahasa Arab dengan mengemukakan contoh-contoh yang lengkap. Contoh-contoh kesalahan yang dikemukakan dalam artikel ini dipetik daripada karangan pelajar-pelajar yang telah mengikuti kursus BBA 3101 Sejarah Tatabahasa Arab di Fakulti Bahasa Moden dan Komunikasi, UPM pada semester Mei dan November 2001/2002. Dalam kertas kerja ini, kita akan dapat memastikan sejauh mana faktor-faktor linguistik dapat mempengaruhi kesalahan bahasa pelajar ketika mempelajari bahasa kedua atau asing. Selain daripada itu, kita juga akan dapat mengenalpastikan bentuk-bentuk kesalahan ayat dan frasa yang sering dilakukan oleh pelajar. Semoga dengan maklumat itu kita dapat mencari kaedah dan teknik yang boleh digunakan secara berkesan dalam pengajaran dan pembelajaran bahasa Arab khususnya kepada pelajar-pelajar Melayu.

ABDEL RAHMAN ABDALLA SALIH
International Islamic University, Malaysia

Error detection and feedback patterns in ESL peer review practice

Peer review in the English as a Second Language (ESL) context has received increasing attention recently. Researchers have attempted to understand the benefits of peer response to writing as well as the sociolinguistic aspects of the process of feedback and revision. Unfortunately, little is known about error identification and the types of feedback provided by the reviewers as well as the writer's behavior in revision. This paper focuses on the types of errors detected and the patterns of feedback in peer responses to writing. The major question raised by the study was the actual focus of peer review and the types of feedback provided. The researcher analysed 19 ESL student essays, categorizing the types of errors detected and the feedback patterns provided by the reviewers. Results showed that peer response to writing focused more on grammatical correction than on textual features and meaning. It was also found that feedback patterns determined the revision processes. Implications for further research are considered.

AISHAH ALI
Johor Matriculation College, Malaysia

Virtual literature text: Its impacts on language learning and learners

In an attempt to create interest in reading literature text, this study aims at investigating the use of World Wide Web as a virtual literature text for students to access and read. Generally, since this literature component is very new to the teachers, they claimed that it was a cumbersome experience to teach and what more to make the students appreciate the literary text. This occurrence is caused by students' lack of interest on the subject especially to the science stream students. The participants of the study were Form 4 students. The instruments used in this study were students' own reflections, personal journals and interviews. The findings of this study indicated that the unique features of CALL become a motivating factor in the language learning whereby learners show significantly favourable attitude towards the medium. The study concludes with the importance of creating attractive and interesting web page by having collaborative ideas between teachers and students. Furthermore, it highlights the significance of computer as a tool and its implications to ESL field.

ANGELINE RANJETHAMONEY R.VIJAYARAJOO
GERALDINE DE MELLO
Universiti Teknologi MARA, Malaysia

Experiencing poetry in the language classroom

This paper looks at the benefits of introducing and using poetry in the language classroom. The authors suggest that experiencing literature is far more beneficial to L2 learners than just 'studying' it, as is the accepted and traditionally practised approach in exam oriented systems. In the traditionally practised approach of 'studying' literature, the purely linguistic arena is tackled. The

authors' suggestion of 'experiencing' literature involves not only the linguistic but non-linguistic arena which will be more enriching to an individual. This paper makes references to the Theory of Multi-Dimensional Mental Representation, which is clearly present in L1 reading and should be encouraged and nurtured in L2 reading. This will very likely achieve more enriching and rewarding outcomes among L2 learners.

BEENA SUDHAKARAN

International Islamic University Malaysia

Grammar teaching through use of analysis

The teaching of grammar has long been a contentious issue, and often the casualty of changing methodologies. It is a commonly held view in the foreign language teaching community that the role of grammar has suffered in favour of communicative approaches. Pachler and Field (1997:145) suggest that 'the ability to recognize linguistic patterns and to make use of and apply grammatical rules, aids communication rather than inhibits it'. Success in learning a foreign language in the grammar-translation era was largely determined by the ability of the learner to understand and apply grammatical structures. This was achieved through drills and close analysis of language patterns. Success in the communicative era is seen as the ability to interact and convey sociolinguistically appropriate messages. Limited patterns were used in a recursive manner in contextually-bound situations and some grammar was acquired in the process. Success in the globalized era, a phase that confronts us today, may be measured by a language competency that can generate academic and cognitive development. A good understanding of how English works may be very important. Whatever the era, grammar constitutes the skeleton of any language and an increasing awareness of grammar can be an important ingredient in learner's progress towards a truly independent use of language. In this paper, the researcher compares findings from two differing learning/ teaching settings: the acquisition of the English article system in the naturalistic situation where learners have had no formal instruction; and, the formal situation where learners are exposed to some amount of form focused treatment. The findings may throw some light on whether or not we should focus on grammar in the ESL classroom.

CHENG WEI FONG

LOI YAW YUEN

TAR College, Malaysia

Facilitation and language learning: The human touch in E-learning

E-Learning suggests a new medium of instructional delivery. In E-Learning, a moderator plays a crucial role in the learners' online participation and learning attitude. A moderator can employ good facilitation techniques in enhancing the learners' learning attitude. According to Underhill (1999) facilitation is holistic. It encompasses all aspects like feelings, attitudes, thoughts, quality of attention and much more. So when we discuss facilitation techniques, we focus on the way the moderator listens and speaks, the use of power and authority by the moderator, the processes that take place in the online group as observed by the moderator, the moderator's own attitudes and beliefs and a few other techniques. Thus, looking at the facilitation aspect, the purpose of this study is to examine the empirical data for the deployment of the 'good' facilitation techniques by the moderator or dominant learners and the effects on other learners. The data is gathered from the online discussion board, which is conducted for a whole semester using a Learning Management System. Finally we will discuss the significance of implementing such facilitation techniques in E-learning for language teachers.

FAIZ SATHI ABDULLAH

Universiti Putra Malaysia

ABDEL RAHMAN ABDALLA SALIH

International Islamic University, Malaysia

The discursive construction of negotiated ESL learning through collaborative writing practice

It is known that students' writing in ESL is often fraught with many problems. Teachers do provide feedback to their students on their errors; however, this traditional practice of learner error review and correction is probably better enhanced through a principled approach to involving learners in direct review of peer written products, supervised by the teacher or otherwise. Peer review allows students to discover and negotiate meaning collaboratively in the process of text creation. The recursive nature of the composing process provides a rich social context for interaction and collaboration. This paper is based on a study of the effects of peer review on the ESL composing process among Malaysian learners at the pre-university level. The results showed that while the students conducted writing/revision activities to produce increasingly error-free drafts of given tasks, they actively engaged each other discursively to construct a negotiated social learning environment.

GHAZALI MUSTAPHA

Universiti Putra Malaysia

Validation of GRAMEITS as a tool to measure classroom instruction on CCTS and EQ

The assessment of classroom instruction of thinking skills and EQ has always been a worrying aspect among academics and researchers. As the Malaysian system of education embarked into the integration of thinking skills into the academic curriculum since 1983 with the emphasis on using major tools such as Question, de Bono's CoRT 1, Mind-mapping, and Graphic Organizer - classroom instructions will never be considered 'complete' unless elements of thinking are integrated. EQ (Emotional Intelligence)

as popularized by Goleman (1995) as another way of 'thinking' using the 'heart' or the affective domain - the latest insight into how thinking should be defined will make the question of assessment even more disconcerting. Teachers have been introduced to thinking taxonomies such as Bloom's (1956), Barret's (1964) or Taba's (1964) apart from those suggested by de Bono and Tony Buzan in measuring the extent of thinking skills used in the instruction. The use of Goleman's indicators to measure EQ is not an easy and straightforward application for one needs to master the complex attributes of each indicator in order to be able to apply. It is an accepted fact that, the thinking skills and EQ are always measured using tools, which are highly individualized. GRAMEITS is an attempt that suggests the practical way to measure both thinking skills and EQ in classroom instruction. This paper highlights the validation of GRAMEITS and shares its practicality and feasibility, with transcripts from classroom instructions as models of how thinking skills and EQ are measured.

HARIHARAN N. KRISHNASAMY

Universiti Utara Malaysia

Improving the standard of English: The student's voice

The study intends to investigate the factors that could contribute to more positive second language learning outcomes. Much have been said recently about the importance of the English Language and stakeholders have expressed various views about the best ways of improving the standards of English among Malaysian schoolchildren. Subjects were confined to 45 Form Four students chosen at random from three secondary schools in Kedah. All the respondents had either received a grade A or B for the PMR (Malaysian Lower Secondary Assessment Examination). The objective here is to investigate: (1) the factors that facilitate the learning of English as the second language; (2) the factors that impede the learning of the language; and (3) suggestions on improving the standard of English among the students. Though the findings here are limited to a rather small sample, the good language learners seem to share some common characteristics.

HARUNUR RASHID KHAN

East West University, Bangladesh

Problems of oral communication in English for Bangladeshi students

Spoken English has been a neglected area for many years in the teaching-learning context of Bangladesh. However, with the process of globalization, the need for English communication skills has become a crucial demand in the job market home and abroad. Students of Bangladesh in their mainstream institutional setting do not have much scope to practise English outside their classroom. Furthermore, the textbooks and instructions they have in their primary, secondary and higher secondary level English classes are not effective enough to make them speak fluently. As a result, there is a big lack of oral proficiency in English among the learners in general. The present study aims to spot different kinds of problems of oral communication in English among Bangladeshi learners and to explore ways and means to overcome them. This is basically a small-scale research based on a teacher's diary and interview transcripts of 10 undergraduate students to elicit information about the major problems of oral communication in English.

IRENE LEONG YOKE CHU

Universiti Teknologi MARA, Malaysia

The effect of online collaboration and reflective practice on the learning of writing among ESL learners

There is a growing concern over the quality of writing and how online learning environments can be structured to help students improve their writing skills. Gunawardena (1998) and Swan et.al (2001) posit that although the Internet has the potential to deliver courses entirely online, many lack the interactive capabilities that promote collaborative learning. This session describes ongoing research aimed at studying the effect of online collaboration and reflective practice on the learning of writing among ESL learners. The study compares the writing performance of students engaged in online collaborative writing tasks and online non-collaborative writing tasks. It also examines the use of Reflective Practice as the students undergo an online writing course. Thus, the objectives of the study are to find out whether: (i) the use of online collaboration has any effect on the overall quality of students' writing, (ii) the use of reflective practice helps students become more engaged in the writing process, and (iii) students consider factors such as the instructor, the learning environment and learning tasks important in facilitating their learning during the online writing course.

JOSEPHINE LOURDUNATHAN

GERALDINE DE MELLO

Universiti Teknologi MARA, Malaysia

Learner strategy from a multimedia perspective

With the growth of interest in new learning technology, many self-access centers are now side stepping the investment in banks of cassette tapes, decks and video and video learning kits, in favour of language software and multimedia computers. Past researchers have shown that the multimedia lab has the potential to engage learners in active learning activities, accommodate a wide range of special needs through self-paced, interactive activities and improve learning motivation. However, the writers believe that the more important issue that needs to be considered is the learner's use of effective learning strategies while being engaged in multimedia

language learning. Instructors need to identify and be familiar with the language learning strategies employed by the multimedia language learners so that training and instruction can be adapted accordingly and successfully. Therefore, this paper will highlight findings of a study which was conducted to find out strategies employed by learners of English as a second language in a self-access environment using multimedia technology at a local institution of higher learning. The paper will also discuss implications of the findings for pedagogy and future research.

KHAW LI LIAN

TEOH LAI NEO

INTI College, Malaysia

Wakey! wakey! English class is not boring!: Creativity in the language classroom

This workshop will provide participants a cluster of language activities to add in some creative twists in the conventional classroom learning. The participants of this workshop will be shown some simple but interesting methods to teach grammar items, vocabulary and narrative writing. The activities are designed for language learners of elementary and pre-intermediate levels of proficiency. Activities require group dynamics and teamwork.

LEE GEOK IMM

WONG BEE ENG

SHARON GOH SENG PANG

Universiti Putra Malaysia

The use of communication strategies by undergraduates: A cognitive analysis

Communicative strategies play an important role in second language learning. Good users of communication strategies are seen as maximising their learning opportunities. The purpose of this study was to investigate the lexical communication strategies used by L2 learners of English during interactions in their efforts to overcome specific communicative problems. The subjects of the study were intermediate ESL Malaysian undergraduates, who were randomly selected. Their oral interactions based on a given topic were recorded and transcribed. The researchers then identified and classified the data obtained using the classification of communication strategies suggested by Yule and Tarone (1997). A typology of the communication strategies used by these L2 learners was also described based on the data collected. Pedagogical implications for ESL learning could be drawn from the results of the study.

LONE ELIZABETH OLEBILE

University of Botswana, Gaborone

Urban rural problems in English language teaching and learning in Botswana

This paper explores the differences that exist in English Language learning and teaching in Botswana. It shows that differences exist in school resources and school quality. In the paper, it is also argued that students in urban areas are at a disadvantage in the learning and teaching of English as opposed to those in rural areas. Attitudes of parents, both in the urban and rural areas towards English teaching and speaking are explored. The 'Paradox' issue towards the English Language in Botswana is an interesting cultural difference that exists in rural areas. It is hoped that the results from this paper would help to bridge the gap that exists in the learning of English in rural and urban areas in Botswana.

MARDZIAH HAYATI ABDULLAH

WONG BEE ENG

YONG MEI FUNG

Universiti Putra Malaysia

Viewing ESL learning through ethnic perspectives

Learning a language always takes place within a cultural and political context, and a person's language is an essential part of his or her identity (de Cilia, R., M. Reisigl, and R. Wodak. 1999; Miller, J. 1999; Norton, B. P. 1997). This paper presents the results of a study conducted with Malaysian ESL learners of ethnically different origins to find out how these learners' attitudes towards learning English as a Second Language and toward the language itself may be related to their sense of ethnic and national identity. A survey was conducted with 200 undergraduate ESL learners from different ethnic groups found in Malaysia. The questionnaire items used were designed to obtain data on the learners' (i) attitudes towards the English language (ii) attitudes towards learning the language (iii) perceptions of the English language as a challenge to ethnic and national identity, and (iv) perception of the social-cultural importance of English in the country. The findings indicate that ethnic sentiments bear upon a language learner's sense of ownership of a language, as well as the political dimensions of language policies that impact upon his or her attitude and motivation. The Malaysian context, in which the mother tongues and the English language are associated with different degrees of political and historical importance, forms the backdrop for a discussion of the role of ethnic perspective in language learning.

MASKANAH MOHAMMAD LOTFIE*Universiti Putra Malaysia***Using reformulation and enhancement techniques to improve writing accuracy**

The presentation proposes the use of two feedback techniques to improve written accuracy. The first is the more traditional enhancement technique where written errors are highlighted by various means. The second is the reformulation technique, which involves the total rewriting of the first draft of ESL learners' compositions. The reformulated versions are then compared with the drafts. The two techniques are form-focused in nature. They are expected to be effective in eliminating written grammatical errors as students consciously engage in 'noticing' (Schmidt, 1990, 1995). The results of a preliminary study are examined for comparative improvement.

MEGAWATI OMAR*Universiti Teknologi MARA, Malaysia***CHAN SWEE HENG****WONG BEE ENG***Universiti Putra Malaysia***The parameters for adjunct language instruction in ESL writing**

It is noted that adjunct language instruction (ALI) has performed effectively in language learning situations (Grabe and Kaplan, 1998; Woolfolk, 1993; Kasper, 1995/96, 1997, 1994a, 1995a, 1995c; Snow, 1988; Snow and Brinton, 1988; Gatenby, 1965; Walker, 1994; Short, 1991; Widdowson, 1979; Brinton et al., 1989; Henia, 1990; Sofia, 1991; Mohan, 1986). Content-based instruction researchers have claimed that the factors contributing to the effectiveness of ALI are motivation, need-orientedness, familiarity of content, reinforcement of both content and learning of ESL, flexibility of learning situations, provision of the means of language use, meaningful language learning, use of a natural framework and provision and processing of real information. This paper attempts to investigate the necessary significant conditions that may contribute to the effectiveness of ALI using a structural equation model (SEM) in an ESL situation. To identify the necessary conditions in ALI, the study investigates 241 Physics lab reports written by electrical engineering students at University of MARA Technology, Malaysia. The concurrent subjects involved in instruction were Physics and English. The results of the study indicated that the students had gained a statistically significant improvement upon instruction. The SEM model identified some necessary conditions that contributed to the effectiveness of ALI. These conditions and their implications in learning situations are discussed.

MOHAMED ISMAIL AHMAD SHAH*International Islamic University Malaysia***Teachers' attention to form in communicative language classrooms**

Three main theoretical claims have been made with respect to conditions that are necessary for Second Language Acquisition (SLA). These conditions relate to the provision of input and feedback by teachers and the production of output by learners. The claim with respect to input is that, language learners need to be provided not only with input modified toward comprehensibility but also input focused on form. Focusing on form within the context of communicative activities is considered essential for SLA (Long & Robinson, 1998). The purpose of the present study was to assess whether teachers' input that incorporated attention to form was present in the communicative classrooms studied. Subjects for the study were two teachers and their students from two communicative language classrooms. Teacher-student interaction was audio taped to assess whether learners had access to input focused on form. Results of the study show that teachers provided input consistent with claims made in SLA. However, the input focused on form provided by the teachers was minimal compared to other features of their input. The results suggest the need for teachers to adjust their input with special focus on syntactic forms in the course of their interaction with their learners.

MUHD ZULKIFLI ISMAIL**ANZARUDDIN AHMAD***Universiti Putra Malaysia*

Di antara penguasaan perbendaharaan kata dan penguasaan pola pemikiran bahasa: apakah punca sebenar kegagalan berbahasa? (Between mastery of vocabulary and language thinking patterns: Which is the real cause of language failure?)

Fenomena yang biasa diperhatikan di kalangan para pelajar bidang bahasa – khususnya bahasa Arab – ialah kegagalan dalam menguasai tahap bahasa yang memuaskan. Keadaan ini dapat diperhatikan di kalangan para pelajar bahasa Arab terutamanya yang mengambil jurusan ini di dalam negeri. Pelbagai faktor penyebab telah dijadikan tajuk perbahasan; antaranya ialah faktor suasana, budaya, psikologi, kaedah pengajaran, matlamat pembelajaran dan lain-lain lagi. Tetapi kebanyakan faktor ini lebih berorientasikan kaedah, suasana dan individu pelajar. Manakala faktor bahasa itu sendiri walaupun banyak perhatian telah diberikan, masih terdapat aspek yang perlu dikaji dan diberikan penekanan yang lebih serius dalam menangani masalah yang diutarakan. Kajian ini cuba merungkai masalah utama yang menjadi penghalang kepada penguasaan bahasa Arab di kalangan para pelajar. Kajian ini cuba membuktikan bahawa masalah pelajar tidak terhenti pada masalah penguasaan kosa kata semata-mata, malah lebih dari itu, pelajar tidak menerima pendedahan yang sebenarnya tentang pola pemikiran bahasa yang dipelajari. Berdasarkan kepada kajian ini, ketiadaan pendedahan yang bersistematik terhadap kewujudan pola pemikiran bahasa

ini sebenarnya merupakan penghalang utama kepada penguasaan pelajar terhadap bahasa kedua yang dipelajarinya. Dapatan kajian ini dijangka dapat membentuk satu persepsi baru dalam kaedah pengajaran bahasa kedua kepada pelajar, iaitu dari segi kaedah dan bahan pengajaran yang berasaskan kepada pola pemikiran bahasa.

NORAIZZAH HJ. ZAKARIA

Universiti Putra Malaysia

Effective teaching strategies employed by teachers in composition writing

One of the vital considerations that affects students' composition writing is the teacher factor (Corno & Snow, 1986). This study seeks to examine the various strategies employed by teachers in the teaching of composition writing. This small-scale study was based on observations and interviews of teachers who are teaching composition. The method and strategies used by the respondents were thoroughly examined and analyzed using NUDIST. The data obtained from the observations were analyzed using descriptive analysis based on themes and concepts (Merriam, 1998).

NORAZLINA MUHAMAD

Universiti Teknologi MARA, Malaysia

JUSANG BOLONG

Universiti Putra Malaysia

The effect of Computer-Mediated Communication (CMC) on the communication skills of learners of ESL

Mastery of the English language, especially the speaking skills, has become a crucial issue in today's education field. Nowadays, many graduates are unemployed because they cannot communicate well in the said language. Therefore, an educational approach to enhance the communicative abilities with the aid of computers can be implemented. This computer-mediated approach, which is applied in an on-line environment, is possibly an effective way to assist in improving the communicative skills of would-be graduates. However, is computer-mediated communication (CMC) able to give positive impact on enhancing the speaking skills of the English language? This paper presents an experimental research (Pre- Post-Test), which will determine the level of communicative skills of students of the English language using the CMC approach. Comparison of the level of speaking will be done between the control group, using the Face-to-Face (FtF) approach and the experimental group, using the Computer-Mediated-Communication (CMC) approach. Data is analyzed using the Wilcoxon Matched Pair - Signed Rank Test. The findings show the effect of the CMC approach on the level of speaking of the English language according to MUET (Malaysian University English Test) standards. This study may contribute to a dynamic teaching and learning method experience in the building and expansion of educational practice.

NORHAYUZA MOHAMAD

SAHABUDIN SALLEH

Universiti Teknologi MARA, Malaysia

Pembelajaran dan pengajaran bahasa Arab: Keberkesanan, cabaran dan wawasan

(The learning and teaching of Arabic: Effectiveness, challenges and vision)

Realiti hari ini mempamerkan peningkatan yang begitu drastik terhadap keperluan masyarakat terhadap Bahasa Arab. Pembelajaran Bahasa Arab semakin mendapat sambutan di kalangan masyarakat Malaysia samada golongan dewasa, pelajar peringkat rendah dan menengah mahupun penuntut-penuntut IPTA. Penubuhan sekolah-sekolah agama dan kolej swasta yang menyediakan program-program Bahasa Arab membuktikan penerimaan dan kesedaran masyarakat terhadap kepentingan Bahasa Arab. Walau bagaimanapun dalam tempoh lonjakan yang positif ini, tidak dinafikan masih terdapat banyak masalah yang perlu dilihat, iaitu yang melibatkan masalah pembelajaran dan pengajaran dari pelbagai sudut. Antara persoalan dan masalah yang masih menjadi tajuk perbincangan ialah sejauhmanakah tahap keberkesanan pengajaran Bahasa Arab telah dicapai dan adakah pencapaian penguasaan berbahasa Arab di kalangan pelajar telah mencapai tahap yang memuaskan. Selain daripada itu harus juga difikirkan sejauhmanakah peningkatan dalam sistem pembelajaran dan pengajaran Bahasa Arab telah dilaksanakan. Apakah kemudahan-kemudahan dan prasarana yang telah disediakan mencukupi, bersesuaian dan benar-benar berkualiti dalam usaha untuk melahirkan pelajar-pelajar yang cemerlang dalam penguasaan bahasa sasaran. Ringkasnya kertas kerja ini akan cuba membincangkan tentang keberkesanan, cabaran dan wawasan pembelajaran dan pengajaran Bahasa Arab di Malaysia dalam usaha untuk menjadikan Bahasa Arab seiring dengan pengajaran bahasa-bahasa yang lain dalam menuju era kecemerlangan dan globalisasi.

NORIZAN ABDUL RAZAK

Universiti Kebangsaan Malaysia

Establishing new frontiers: ICT performance standard for Malaysian English educators

Two crucial aspects of implementing the use of ICT in teaching and learning language are the teachers' competence and accessibility to appropriate infrastructure. The teachers' competence in using ICT is viewed as ability to meet the outcome based standard of performance and divided into two aspects: having an understanding of the theory and capabilities of ICT in realizing

curricular goals and having the ICT skills to execute tasks for teaching in the language classroom. This paper will review existing performance standard on ICT for the educators and highlight the findings of a study on ICT standard setting for Malaysian English educators. The standard set comprised four major strands: Basic Computer Knowledge and Operational Skills, Teaching and Learning Skills, Planning and Managing Computer Based Environment Skills and Assessment and Evaluation. The underlying goal of the paper is for the standard proposed to become a point of reference in crossing existing barriers such as teachers' readiness and competence in using ICT and also establish new frontiers by proposing the performance standards in the implementation of ICT in Malaysian education scenes.

NORMAH BINTI OTHMAN

Universiti Pendidikan Sultan Idris, Malaysia

ESL teachers' assessment of directed writing

A research study was conducted to investigate how thirty-one ESL teachers assessed twenty-five samples of directed writing, which were written by a class of Form Four ESL students. One of the ESL teachers was involved in teaching the class of Form Four students, and was also involved in assessing the students' writing samples after teaching. The remaining thirty teachers were divided into three groups, and gathered during three separate seminars and workshops. Each group of ESL teachers was given one scoring method to assess the writing samples. They were required to assess the writing samples during the seminars and workshops. The scoring methods were the holistic, analytic and primary trait scoring methods. The scores obtained from all the ESL teachers were correlated to examine the relationship. The salient features of assessment verbalized by the ESL teachers were recorded and analysed. This paper discusses the result of this research.

RAFIZA BT. ABDUL RAZAK

ADELINA BT. ASMAWI

Universiti Malaya

Penggunaan jurnal dialog melalui e-mel untuk membina kemahiran menulis

(The use of dialogue journal via e-mail in developing writing skill)

Tujuan artikel ini adalah untuk melihat fenomena penggunaan e-mel dalam penulisan dialogue journal bagi membantu dalam meningkatkan kemahiran penulisan Bahasa Inggeris. Di samping itu, ia turut mengupas sejauh mana aplikasi teknologi e-mel ini dapat memantapkan lagi sesi pengajaran dan pembelajaran Bahasa Inggeris di sekolah-sekolah menengah di Malaysia. Fokus utama artikel adalah untuk memaparkan penggunaan e-mel sebagai medium yang dapat menarik minat pelajar untuk berkomunikasi bersama guru dengan menggunakan Bahasa Inggeris. Ini adalah satu pendekatan baru yang diharapkan dapat menarik minat pelajar untuk lebih cenderung ke arah penulisan Bahasa Inggeris tanpa menekankan aspek yang membebankan pelajar sepertimana yang terdapat dalam peperiksaan.

RAJASEGARAN KRISHNASAMY

JASBIR RAI

Universiti Teknologi MARA, Malaysia

Proficient students' fake voices in the writing classroom

In all public performances, our competencies as social beings come in large measure from successfully internalizing idealized models and selectively revealing ourselves in order to match an idealized sense of who we should be (Newkirk, 1997). Similarly, students do not spontaneously produce work judged as good by teachers. Rather, they do so by engaging in a complex cultural act that requires a performance of self in which they create a persona that will be taken seriously in the context of the classroom. What matters in being a good student, then, is not some innate set of skills and dispositions but rather the understanding of whom, what, when, where and how to perform in particular situations. This paper will highlight "learning to write experiences" of four undergraduate students at a local institution of higher learning and discuss the implications of these experiences to pedagogy and future research.

RAMESH NAIR

Universiti Teknologi MARA, Malaysia

Using children's literature to educate adult ESL learners on sexism

We are constantly bombarded by images of gender in the media. We rarely give much thought to the way women and men are represented, and simply accept such gender portrayals as something natural and meant to be. However, the representation of gender through media and language contributes to the way in which we see our roles in society. Research has established that the English language does to a certain degree, act as a tool that promotes sexist attitudes. Realizing this, it is important that language instructors educate ESL learners on what constitutes sexist communication if the desired goal is to have these learners communicate in a non-sexist manner. In this paper, a language instructor shares his experience of using fairytales to raise the consciousness of his students on issues related to sexism in society. Reasons for the use of popular fairytales in a class of adult language learners are discussed. This paper outlines how popular fairytales were used to generate important discussions on sexist attitudes that are still

evident in society today. The findings presented in this paper will hopefully be beneficial to educators who are interested in helping their students address the issue of sexism in society.

RAMIZA DARMI

Universiti Teknologi MARA, Malaysia

Computer assisted language learning (call) in a cooperative learning environment

In this era of technology, society, and in particular learners, are devoting themselves and spending much time interacting with computers. Optimistically, the technology is there as a new paradigm for education in the year 2000. Pessimistically, the same technology can lead to a decrease in social development, specifically individual isolation as learners become self-absorbed with the computer. To prevent further detrimental effects due to the one-way communication with computers, the researcher proposed that CALL be implemented in a cooperative learning environment. The aim of this research is to study the responses from second language learners /foreign language learners on the use of cooperative learning CALL. The students were assigned to complete a set of interactive CALL language lessons in groups. In general, the results of this study indicate better achievement due to frequent student-student interaction as well as positive attitudes towards computer technology, peer learners, and learning. In the interview, the real concern is that the subjects felt they were highly valued and their abilities, knowledge, as well as self-reliance were recognized. The results reported herein indicate development in the range of interaction and cooperative strategies in completing learning activities.

ROSNAH RAMLY

NESAMALAR CHITRAVELU

Universiti Brunei Darussalam

The local teacher-native speaker teacher debate: Some insights from Brunei

Whether the local teacher or the native speaker makes the better English teacher has received research attention for some time now. (Davies, 1991, Flor Ada, 1995, Kirkpatrick, 1998). In recent times, however, the debate has gained new verve with the new developments in education and economics in the region. The countries of ASEAN that not very long ago rode high on the economic predictions that saw the Pacific Rim as the new epicentre of world economic activity have now been rudely jerked out of the economic complacency. This bursting economic bubble has sent out ripples well beyond the economic domain. Countries like Brunei and Thailand that have for years relied on native speaker teachers now are beginning to do the cost-benefit analysis once more. Among the many issues that the introduction of the teaching of Science and Maths in English, lurks also the question of whether native speakers could be employed (at least as a short-term measure) to overcome the problem of the shortage of English-proficient Maths and Science teachers. This paper brings fresh empirical evidence from a national survey of the perceptions of native and local teachers in Brunei regarding their own strengths and weaknesses as English teachers. Although this is primarily a perceptual study, the authors feel that the "horse's mouth" accounts that this survey has made available provides timely and relevant data that should certainly inform the economic-social-pedagogic decisions that this region now urgently needs to make.

SALAHELDIN ADAM AHMED

CHAN SWEE HENG

Universiti Putra Malaysia

Reading and writing connections: Perceptions, strategies and performance

This study investigated the relationship between reading and writing in terms of perception, strategy use, and performance of university ESL students. The subjects of this study were students of English language from the Faculty of Education at Sudan University of Science and Technology. They answered a structured questionnaire that investigated the connection between what they read and what they wrote. Their perceptions towards integrating reading and writing were examined to throw light on their affective responses towards the connection deemed important to foster language growth. The questionnaire was also used to survey the students' reading and writing strategies in relation to their language ability. Finally, they took two reading tests and two writing tests as indicators of their performance in the reading and writing connection.

SITI ESHAH ISHAK

MOHAMED ISMAIL AHAMAD SHAH

NOOR HARUN ABDUL KARIM

International Islamic University Malaysia

The impact of demographic variables on learners' attitudes towards learning English: The case of Malaysian and international students at the international Islamic university

A significant predictor of a student's performance in a second language such as English is one's attitude towards that language. But what is more important is to identify what factors, demographic or otherwise, that are likely to result in a student having a more positive attitude towards English. This study was carried out to identify demographic variables that have an effect on the students' attitude towards English. Specifically, the study investigated the relationship between the following demographic variables: i) gender; ii) nationality; iii) native language; iv) father's educational background; v) mother's educational background and a student's attitude towards learning English. Three hundred students were selected for the study. A questionnaire was employed to

elicit data on all relevant variables in the study. The study found that there were no statistically significant mean differences in students' attitudes towards learning English. However, there was a statistically significant mean difference in students' attitudes towards learning English between those whose native languages are Malay, Arabic and those whose native languages are neither Malay nor Arabic. The findings suggest that one's native language has an impact on one's attitude towards learning English. More research is required to further establish the link between native language and attitude towards learning English.

SUBRAMANIAN MUTHUSAMY

North China University of Science and Technology

Role of transformation skills in second language writing

Transformation skills like reorganization, recreation, addition, deletion and modification, play a crucial role in writing. A writer is in need of employing these skills to provide the exact meaning in a proper form to the readers and some time to convey the same meaning in different forms so as to make the readers understand his writing as well. Using these strategies in second language face many difficulties due to mother tongue influence, and grammatical, syntactic and semantic patterns of the second language. This paper aims to find out the difficulties of the ESL learners in using the transformation skills of writing. 120 undergraduate students were selected as informants and they were tested by a specially designed questionnaire. Present research results can suggest some new ideas and suggestions to enhance the writing ability of second language learners.

SUJATHA MENON

ANGELINE R. VIJAYARAJOO

Universiti Teknologi MARA, Malaysia

Explicit vocabulary instruction: Effects on retention and production of vocabulary of learners in-group speaking activities

The 'beginners' paradox' of not being able to read well due to a lack of vocabulary is also one applicable to speaking situations. Most of our learners, having learnt all the basic structures in English language have a wider receptive than productive vocabulary. The limited range of productive vocabulary makes it difficult for learners to express themselves more clearly and appropriately, especially in speaking situations. The aim of the study was to observe how explicit vocabulary instruction effects the retention and production of the vocabulary of learners in group discussions. For this purpose, 10 groups of students (comprising 4 members each) were introduced to and taught a corpus of social vocabulary, which were identified by the researchers as key vocabulary, that the students required in order to discuss their given task. In the pre-Training discussion task, analysis of transcripts was carried out to identify the existing productive vocabulary range of the learners. While in the Post-Training group task, analysis of transcripts was done to identify the types of vocabulary in discourse. The vocabulary was introduced and taught in five lessons, emphasizing and taking into consideration appropriate learner and instructional strategies such as elaborating word knowledge, reinforcement, semantic mapping, recognizing derivational word forms, lexical phrases and collocations. The analysis indicated that the retention and production of lexical phrases and collocations were higher with frequent attempts at lexical cohesion. However, fossilized errors of learners in the use of phrasal verbs and word parts still existed.

TATYANA ALEXENTSEVA

Universiti Tenaga Nasional, Malaysia

Intrinsic motivation variables and foreign language classes in non-contact situations

The present study applies social psychological constructs to foreign language learning in non-contact situations. In particular, this study investigates the variables of intrinsic motivation of Malaysian university students (non humanities majors) in elective foreign language classes. The focus of the study is to study situations when students might never actually use the language in Malaysia, i.e. when the foreign language is not going to bring obvious benefits in terms of career achievements or other practical gains. In such situations students have minimal or no real contact with native speakers and form their impressions of these countries and native speakers of these languages through the influence of the mass media, peers, family, teachers and stereotypes of these cultures that exist in their native culture. The situation explored in the present study has very limited extrinsic motivation (instrumental orientation) also due to the elective nature of the language courses analyzed in the study. What variables of intrinsic motivation should we use to attract students into foreign language classes and keep them interested to learn a foreign language? The study discusses the results of the findings of a questionnaire and follow-up interviews and searches ways to promote foreign language studies in Malaysia.

THANG SIEW MING

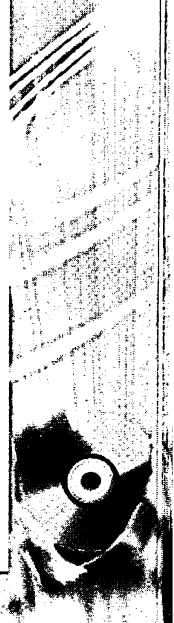
Universiti Kebangsaan Malaysia

I am in the university because I want a good job-lah! : How true is this statement of Malaysian learners and how does this attitude affect language learning?

There is a general belief that Asian students are primarily motivated by a desire to succeed at university by the prospect of a well-paid career upon graduation. This type of motivation has been classified as extrinsic and viewed in a negative light. Is this necessarily so? Kembar et al. (1999) discovered in a series of interviews with Hong Kong students that many statements about career preparation and career relevance given by the students were hard to classify as intrinsic motivation in the conventional sense. However, the comments given by the students showed that they were aware of the positive quality of the courses and



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expected the courses to provide both intrinsic and career motivation. Kembar (2000) proposed that these students have internalised a value for a high-status well-paid careers and suggested that these findings are applicable to other Asian contexts. This paper discusses the applicability of the above findings to the Malaysian context in the learning of English as a Second language (ESL) by referring to the findings of a doctoral research that explores distance and on-campus learners' conceptions of their approaches to studying and their perceptions of the English Proficiency courses offered by a public university in Malaysia. A mixed approach comprising questionnaires and semi-structured interviews were used to gather data for the research.

WAN IRHAM BIN ISHAK

Universiti Teknologi MARA, Malaysia

The role of the ESP teacher: Issues and prospects

The emergence of ESP teaching has created a new dimension in the practice of English language teaching. Recently, questions have been raised and challenges emerge when ESP ventures into new areas which include teaching English for forensic science, English for biology and biotechnology including genetic engineering and gene sequencing. In relation to the ESP practitioner's roles, this paper attempts to address the issues and challenges directly related to the ESP practitioner which may be highlighted as follows: 1) Is the ESP practitioner different from the General English teacher? 2) What are the ESP practitioner's multiple roles and functions and how does he or she cope with these roles? 3) How far should the practitioner go into the target discipline to function effectively? This paper provides insight towards resolving these issues to some extent, and to reconcile tension that might exist. Implications are suggested for effective teaching/learning in current ESP practice.

WONG BEE ENG

MARDZIAH HAYATI ABDULLAH

Universiti Putra Malaysia

Pronoun choice and perception of gender behaviour and role

Social structure is reflected in language (Wardhaugh, 1998: 312), and if a change in a society occurs, then a change may occur in the language use too (Wardhaugh, 1998: 321). Thus, sexist stereotypes and gender representation in texts may subtly and insidiously condition learners to accept the way they see and read the world, thus reinforcing stereotypes about gender roles and gender-appropriate behaviour in society. This paper presents the results of a research conducted to study the extent to which Malaysian ESL learners were predisposed to gender-stereotyped roles and attributes in interpreting what they read. The study was also aimed at investigating whether similar predispositions were reflected through two different modes of translation: oral and written. 189 intermediate-level proficiency ESL learners, whose lingua franca is Malay, were asked to perform a translation task: they had to translate into English several sentences and short passages written in Malay that contained gender-neutral pronouns, thus being required to use either he/she/him/his/her in the translated version. Following a counter-balance experimental design, the learners were divided into two groups: one group performed the translation task in the oral mode followed by the written mode, while the second group did the reverse. Since the Malay language uses gender-neutral third-person pronouns *dia* or *beliau*, all the subjects were asked to retrospectively identify the contextual cues that informed their choice of the gendered pronoun forms *he* and *she* in the translated versions of the text in each task. The findings show that the learners are predisposed toward associating each gender with particular kinds of activity, designation and social role. The data patterns are similar for both groups, regardless of the sequence of translation mode. The findings also reveal an interesting change that may be occurring in the way gender involvement in domestic activities is being viewed.

ZAINUDDIN ISMAIL

Universiti Kebangsaan Malaysia

MUHAMMAD ZULKIFLI ISMAIL

Universiti Putra Malaysia

Penggunaan kata kerja Bahasa Melayu dalam pengajaran pola kata kerja Bahasa Arab

(The use of Malay verbs in the teaching of Arabic verb patterns)

Tidak dinafikan bahawa Arab adalah di antara bahasa yang mempunyai sistem pembentukan kata dan pembentukan ayat yang kompleks jika dibandingkan dengan pembentukan kata dan ayat dalam bahasa Melayu. Mengajar bahasa Arab kepada penutur bahasa Melayu, terutamanya di kalangan kanak-kanak di peringkat sekolah rendah, mahupun orang dewasa yang mula hendak mempelajari bahasa Arab, adalah satu tugas yang amat mencabar. Tanpa usaha yang gigih daripada tenaga pengajar dan kesabaran pelajar pasti bahasa Arab akan terus ditinggalkan dan tidak mampu dihayati. Untuk menghadapi gejala ini, usaha baru serta inovasi dalam pengajaran bahasa Arab harus difikirkan oleh mereka yang terlibat di dalam pengajaran bahasa Arab agar bahasa Arab akan dikuasai dan dihayati oleh para-pelajar. Di antara senarai perkataan bahasa Melayu, khususnya kata kerja, terdapat sejumlah bilangan yang agak besar yang boleh dikategorikan di dalam perkataan-perkataan yang mempunyai sebutan yang sepola dengan morfem minima kata kerja bahasa Arab. Kertas kerja ini membincangkan dan menyenaraikan perkataan-perkataan tersebut dan membahaskan kewajaran perkataan-perkataan tersebut dipinjam dan digunapakai dalam pengajaran dan pembelajaran bahasa Arab di peringkat awal bagi penutur-penutur bahasa Melayu. Penggunaan perkataan-perkataan ini dalam proses pengajaran dan pembelajaran bahasa Arab diharapkan mampu mengurangkan kerumitan memahami sistem pembentukan kata dalam bahasa Arab di kalangan pelajar di peringkat permulaan disamping menanam keyakinan di kalangan mereka dengan mengurangkan ke'asingan' bahasa Arab daripada mereka dan memupuk keyakinan di dalam diri mereka dalam pembelajaran bahasa Arab. Ini amat penting bagi membina 'self-motivation' di kalangan pelajar untuk mencapai matlamat penguasaan dan penghayatan bahasa Arab.

MICOLLAC 2003

PARALLEL PAPERS: LITERATURE

ABDUL RAHIM MARASIDI

Universiti Putra Malaysia

Potret Melayu dalam karya colonial (The portrait of the Malay in colonial works)

Potret Melayu dalam kesusasteraan Melayu digambarkan secara metos dan disampaikan oleh pengarang secara alegori dan metafora. Asal usul raja-raja Melayu berasal dari kayangan dan berperanan sebagai Dewaraja dalam hubungannya dengan rakyat. Pandangan ini menimbulkan kesukaran untuk memahami identiti Melayu terutama dari penafsiran dan definisi kolonial. Data data kolonial dan kaedah pengkajian etnografi yang empirikal membantu mereka membuat rumusan dan pendefinisian bangsa Melayu dari perspektif barat. Karya-karya kolonial mengenai bangsa Melayu sebagai satu bangsa, masyarakat dan etnik dari sudut pandangan yang saintifik digunakan sebagai rujukan tentang potret Melayu. Kertas kerja ini membahasakan potret Melayu berdasarkan pandangan penulis Melayu dan barat. Seterusnya pandangan ini akan mendefinisikan potret Melayu yang mempengaruhi identiti Melayu dalam kesusasteraan Malaysia dalam bahasa Inggeris.

ARBAK OTHMAN

Universiti Putra Malaysia

The innate structure of culture in Dharmawijaya's poems: A survey on sigmatic, semantic and pragmatic-code, and rhythmic structures in a unified theory of poetic description.

This study focuses on how Dharmawijaya employs his encyclopedic knowledge and experiences to convey some conceived cultural forces through poetry in his effort to highlight perceptual significances, which is characteristic of his own culture. The writer will be using mixed concepts, suitable for the analysis of poetry. These concepts include the terms used in the analysis of poetic works using sigmatic, semantic and pragmatic approaches that are normally used in a semiotic study of poetic discourse. The analysis will also highlight the application of signs and their signification, as well as symbolism in literary work. Hopefully, this endeavour will be produced in favourable description, both on the part of the poet, as well as on the sensitive readers of higher literary interest in the work of art. The semiotic Theory of Reading is used in the analysis wherever possible.

ASMA HANA AHMAD

NORITAH OMAR

Universiti Putra Malaysia

Sexual science as manifested in *Jude the Obscure*

This paper explores human behaviour in Thomas Hardy's novel *Jude the Obscure*. It works towards defining the features of struggle through the characterization and plot development. By studying the behaviour of the characters in relation to sexuality and marriage in Hardy's fiction, we can understand the underlying problematics of relationship and marriage in the Victorian time. The major characteristic of Hardy's fiction is his application of Darwinian theory to understand human beings living in a 'spiritual void', without religion. *Jude the Obscure* is a novel featuring characters acting against society's norms and values. Their actions are depicted to be mainly based on their biological instinct to survive and to fulfill their animalistic desires. This paper concentrates on the major characters and their struggles with the institutional law of a marriage.

AWANG AZMAN AWANG PAWI

Universiti Malaysia Sarawak

Gerakan pascakolonialisme dalam tiga pengarang awal Sarawak (The postcolonialist movement of Sarawak's first three writers)

Makalah ini akan mengukur karya tiga orang pengarang awal di Sarawak daripada sudut pemikiran gerakan pascakolonialisme. Tiga orang pengarang tersebut ialah Ahmad Shawal Abdul Hamid, Muhammad Rakawi Yusuf dan Muhammad Haji Bujang. Ketiga-tiga pengarang ini merupakan pengarang terkemuka di Sarawak. Malah novel Hikayat Ahmad Shawal dianggap sebagai novel penting abad ke-20, Muhammad Haji Bujang merupakan penulis cerpen awal di Sarawak. Tanggapan awal menyatakan pemikiran gerakan pascakolonialisme cuma berlaku selepas kolonialisme ataupun gerakan ini hanya timbul selepas kemerdekaan sahaja. Namun kajian ini cuba mengemukakan bahawa gerakan pemikiran pascakolonialisme juga berlaku sebelum tanah air merdeka lagi. Aspek ini akan dianalisa melalui kandungan karya teks tersebut. Melalui isi teks ini, kita akan dapat mengetahui isu-isu yang cuba diketengahkan sekali gus dapat menganalisa pemikiran ketiga-tiga pengarang tersebut. Kajian ini penting untuk memperakukan bahawa kerangka kesedaran pemikiran ini telah lama wujud di kalangan masyarakat nusantara sebelum istilah 'teori' pascakolonialisme hadir dalam dunia kajian akademik.

COLLIN JEROME

Universiti Malaysia Sarawak

The representation of male homosociality in Malaysian-Singaporean fiction: Karim Raslan and Johann S. Lee

This paper will highlight the representation of male homosociality in Malaysian-Singaporean fiction especially in the works of Karim Raslan and Johann S. Lee. It will investigate what shapes and colours social bond between/among men and find out whether such bond is solely goal-based or activity-oriented and whether there is a show of emotion-care or passion. This paper will also highlight the use of Men's Studies as the primary tool in an attempt to explore the complexities of male homosociality and provide a better understanding of how men relate with each other.

DIANA ABU UJUM

Multimedia University, Malaysia

An examination of dark archetypes in J.K. Rowling's Harry Potter novels

The Shadow archetype and its connection to 'evil' are part and parcel of the universal quality that exists in mythology. The explication of a popular literature piece using this approach lends Archetypal Theory more flexibility and depth. Therefore, this paper focuses on the application of the archetypal approach to examine dark archetypes in the popular fiction of English author J.K. Rowling whose series are about a boy who overcomes evil in a fantasy world rich with the cult and the occult.

HULDAHRAJAMMAL EBENEZER

Ministry of Education, Malaysia

Rabindranath Tagore and Nationalism

This study looks at a number of key issues related to the dismissal of nationalism by Rabindranath Tagore. The preoccupation of the human race with the worshipping of worldly wealth has become a matter to be concerned about. In the process of becoming a modern civilization, science has become the main contributor to the building of a progressive nation as well as the ultimate downfall of the human race. The sacredness of the human race in their relationship with their fellow beings is based on spiritual wisdom and ethical values. Individuals of every race contemplate the possession of wealth and prosperity of other individuals rather than the inner beauty of the individuals. In other words, nationalism has successfully blinded the mind, body, heart, and soul of the individual from identifying with their fellow beings as precious souls.

The time frame is the early nineteenth century focusing on the attitude of the educated upper middle class society of India that was under the oppression and exploitation of the British imperialists. The author Rabindranath Tagore is pained when he witnesses the miseries of the poverty-stricken and is further aggravated by the unnecessary bloodshed that had befallen the people in India. His greatest gesture of nationalism was the abandonment of knighthood in protest against the inhuman brutalities of the British against Indians in Jalian-wala-Bagh in Amritsar. Tagore warns the future generations of all people to be aware of the follies of nationalism through his lectures as found in his book entitled Nationalism (1916), and two selected novels entitled The Home and the World (1919) and Four Chapters (1934).

LIM KAR LOKE

Southern College, Malaysia

The imagery of hunting/haunting and slaughtering/beheading in K. S. Maniam

In his fiction *Haunting the Tiger*, *In a Far Country*, *Pelanduk*, *Terminal* and *Project: Graft Man* Maniam deals with the hunting/haunting of both the tiger and pelanduk (mouse-deer), the dreams about the chameleon, and the slaughter/beheading of the goat Mani, four cockerels and a white pig to form a collective memory of Malaysians. The quest for the tiger, with its stripes, colours and elusiveness, represents the discovery of the landscape, i.e., the adopted land of the Indian immigrants, Malaysia, and of the mindscape, an outlook on the world and life through giving up one's initial resistance to something elusive. The chameleon stands for an immigrant generation's ability to adapt to a land that they now belong to. The slaughter of the goat Mani, the pig and four cockerels demonstrates humanity in animals and humans' inhumanity. The pelanduk is a local animal, with its Indian mythological connotations, which represents modernity and materialism in conflict with tradition and poverty.

MARDZIAH HAYATI ABDULLAH

Universiti Putra Malaysia

ABD. HALIM MOHD. HUSSIN

Universiti Teknologi MARA, Malaysia

Bibliotherapy: Healing and growing with literature

Bibliotherapy refers to the use of literature to help people cope with problems or changes in their lives or to produce affective change and promote personality growth and development. By providing literature relevant to their personal situations and developmental

needs at appropriate times, bibliotherapy practitioners attempt to help people of all ages to understand themselves and to cope with emotional problems such as separation and divorce, child abuse, foster care, and adoption. This practice seeks to help readers respond directly to the materials they are given, so that change is effected through catharsis, insight, or the imitation of character behaviors. This paper briefly reviews the history of bibliotherapy, presents some approaches to its application, outlines the basic stages of the bibliotherapeutic process, and concludes by reviewing the benefits and limitations which have been observed in its application.

MUHAMMED SHAHRIAR HAQUE

ZACHARY MALIK

Universiti Malaya, Malaysia

Humour in Haq: Poems in Sub-continental English

Humour has the power to touch all, depending on how it is interpreted and comprehended. Its multi-faceted uniqueness can strike a chord or affect us in unimaginable ways: it can make us laugh; it can make us cry; it can make us think of what is going on around us of our society and its issues; it can elevate us to higher levels of consciousness. What is interesting in Haq's poems in sub-continental English is his use of humour to depict social issues-unemployment, education system, marriage, chaos and disorder in society, social decorum-prevalent in the Bengali society. In so doing, he displays wit, eloquence, ingenuity, and a Bengali sense of humour while exploiting the genre of sub-continental English. This paper presents a critical analysis of Haq's poems in sub-continental English with the purpose of exploring the social construct of the Bengali society.

NORA MOHAMED NOR

EFFENDI ABDULLAH

Universiti Putra Malaysia

The dilemma between the Malay self and the Muslim self in Malay novels

The Malays have been identified as Muslims for about 600 years. However, there are conflicting values between the Malay self and the Malays' beliefs and practice of Islam. As a result, although the Malays identify themselves as Muslims, the degree of their practice of Islamic values and morality varies from one person to another. Indeed, the intrusions of other cultures and their impact on the Malay worldview have changed the Malay course in Islam. In other words, within the Malay identity there is a tension between the Malay self and the Muslim self. This paper discusses the dilemma faced by Malay individuals and their society as they try to deal with their Malay identity as well as their Muslim identity. The discussion draws on the confusion and complexity of the Malays' socio-cultural experience as they become more imbued in their cultural roots and values, but at the same time they accept Islam as the source of spiritual guidance in their daily life. Indeed, Shahnon Ahmad's novels, *Srengenge*, *The Rope of Ash* and *Stumps* meticulously trace and also question how and why the Malay self gropes with his or her Muslim identity, and at times succumbs to divergence or deviance from Islamic fundamentals and traditions.

OH EI SUN

University of California at Davis, USA

To be or not to be? - I found the answer! Proposed ethical framework for resolution of moral dilemmas in literary works

Since time immemorial, the building up and eventual resolution of moral dilemmas have been the hallmarks in fascinating literary works. From the recalcitrant Prometheus to the beat-ified Dharma Bums, these moral dilemmas have manifested themselves in literary themes ranging from the 18th-century humanism to the late 20th-century post-modernism. However, there is a dearth of research into the resolution of literary moral dilemmas. The present paper first enumerates and explains eleven ethical principles distilled from an extensive research of literature in philosophy, law, history, sociology, and political science. Examples of how these ethical principles may be applied in resolving fictitious or real moral dilemmas as found in literature from around the world will be illustrated, together with a discussion on the comparison and contrast of the resulting resolution. The paper will eventually propose an ethical framework based on insights from recent research by the author for effective resolution of moral dilemmas in literary works, thereby providing future authors with more informed literary tools.

OH EI SUN

University of California at Davis, USA

2003: A literary odyssey ICT in the service of literature: Review and prospects

Spectacular advances in information and communications technologies (ICT) have brought about unprecedented convenience and numerous possibilities to our daily lives. Indeed, ICT has also made its enormous (some say ominous) presence felt in literature. Gone were the days of the great Omar Kayyam's "the moving fingers write, and having writ, move on"; instead, today we see the ubiquitous springing up of web-based literature and the like. Based on extensive review of both the scientific and humanistic fields, the present paper sets out to survey the past and present impacts which ICT has had on literature, ranging from the desktop

publishing revolution to the new frontiers in content and context management enabled by ICT. With the advent of third-generation (3G) ICT, the paper will make educated predictions as to how literature may yet again acquire a new dimension in both its creation and dissemination, and how this may translate into new literary trends.

ROHIMMI NOOR
ABDUL GHANI ABU
ROS LI TALIF

Universiti Putra Malaysia

The Malaysian literature component: Analysing characters from sociological perspectives

The aims of the literature component for Malaysian upper secondary school include broadening students' outlook through reading about other cultures and worldviews and developing students' personality and character. This paper examines the main characters in the three novels featured in the literature component of the English language syllabus in relation to the KBSM aspirations. The three novels are Keris Mas's *Jungle of Hope*, K. S. Maniam's *The Return* and Steinbeck's *The Pearl*. The characters' trials and tribulations in the stories end with somewhat positive resolution. Pak Kia in *Jungle of Hope* becomes a more confident, optimistic man of vision in facing the onslaught of modernisation while Ravi in *The Return* breaks away from the "...traditional stereotyping and stigmatisation that come from being part of the Indian community" and Kino in *The Pearl* returns to the village a changed man - no longer "marginalised and disenfranchised" (Sunny Tan, 2001). This paper will consider the characters in the novels in light of sociological perspectives that include the theory of functionalism that views society as a system that is a set of interconnected parts which together form a whole (Haralambos 1980: 521). Instead of looking at social institutions such as religion and the family as isolated units, they are analysed as parts of the social system. Their contribution towards the system as a whole becomes their point of reference.

SHARMANI PATRICIA GABRIEL

Universiti Malaya, Malaysia

Problematizing 'nation' and 'national identity' in Malaysia: A survey of Malaysian literature in English

In Malaysia, the influence of the hegemonic or 'authority-defined' discourse on nation appears so pervasive that it obscures the fact that 'nation' and 'national identity' are highly contested concepts or categories. There is a need therefore to examine alternative constructions of nation and identity where dominant notions are reconstructed, redefined, reconstituted and therefore problematised. Literary texts or narratives, long excluded as a source or form of research in the social sciences, are now recognized as offering both a valid and important source of information as well as area of construction of knowledge that must be included in any examination of the discourse on nation and identity in Malaysia. In keeping with recent developments in critical and literary theory, it is the contention of this paper that the process of identity-construction in literature as well as the construction of knowledge within this context offer a challenge to hegemonic constructions of social and cultural reality. This paper will undertake a broad examination of Malaysian literature in English in terms of the dynamics suggested above, specifically in terms of how new ideas or perceptions of national identity offered by literary narratives can pose a conceptual challenge to the 'authority-defined' discourse on nation, national identity and nationalism in Malaysia.

TEE KIM TONG

National Sun Yat-sen University, Taiwan

Shirley Geok-lin Lim's poetics of diaspora

This paper attempts to illustrate Shirley Geok-lin Lim's poetics of diaspora through a reading of her poetic works. As a Melaka-born Chinese Malaysian, Shirley Lim went to the United States of America in 1969 and started her professional career there since early 1970s. But she travels back to her homeland quite frequently and stays at different Asian cities from time to time. Moreover, her works appear in the literary journals of different places and are anthologized as post-colonial Southeast Asian literature in English, new English literature, and Asian American literature. In fact we can read her works in *Crossing the Peninsula* (1980), which received the Commonwealth Poetry Prize, as her Malaysian poems, those in *What the Fortune Teller Didn't Say* (1998) as her American poems, and the texts in *A Gathering of Poems from Pok Fu Lam* (2002) as her Hong Kong poems. The themes and publishing places of these collections of poems exemplify the mobility of a Chinese-Asian American writer in different parts of Asia and America. Such an act of border-crossing, in terms of both geography and identity, further manifests what Shirley Lim herself has termed as "traveling transnationalism."

TEH CHEE SENG

New Era College, Kajang, Malaysia

Third world feminism in literary studies.

Feminist theories in reading literary texts have been conjugated with various other theories such as psychoanalysis, deconstruction and Marxist theory to birth a hybrid of feminist frameworks for literary scholarship. Unfortunately, such frameworks tend to be "eurocentric", where the tangent of the discussion is leaned or predisposed towards how the Western world perceives and views women, including women outside of the Western hemisphere. Consequently, the voices from the non-Western world are occluded, relegating them to be the

occupants of the subaltern in literary scholarship. On this basis, it is a refreshing change that Third World Feminism aims to highlight women and their constituencies from a non-eurocentric perspective and understanding. One aspect of this framework is to view women not as monolithic images of victimization but to imbricate gender with other social factors such as poverty, social constraints and cultural influences, which would not be considered by Western feminists. This paper discusses the foundational structures of Third World Feminism and its application in the reading of literary texts such as K.S. Maniam's, Lloyd Fernando's and Shirley Lim's novels.

TONY WILSON

Monash University, Australia

Beyond barriers: Literary studies in the business school

Concepts from literary studies (e.g. genre and advertisements as media texts) have been introduced into marketing research. Using such ideas, our project will investigate consumer response to cinematic, tele-visual and Internet screen mediated marketing in the form of: (i) filmic product placement; (ii) televised tourist narratives; (iii) life-style promotion, particularly via the Internet. Its aim is to elucidate processes of audience comprehension in respect of cross-cultural advertising and criteria employed where consumers consent to content (identification with and purchase of products). Using this qualitative study conducted in three S.E. Asian nations, culturally varying readings of local and global media advertising will be established, with consequences for professional production, commerce and universities. Conjoining conceptual innovation with empirical research, the research will develop a new paradigm of constructing and consuming media marketing. The 'literary studies of marketing' project draws upon two academic 'literatures': (i) *Media Reception Research* [e.g. Morley, D. (1980) *The 'Nationwide' Audience*. London: British Film Institute] and (ii) *Media Marketing's* employment of these studies [e.g. Thompson, C. J. (1997), 'Interpreting Consumers: A Hermeneutical Framework for Deriving Marketing Insights from the Texts of Consumers' Consumption Stories', *Journal of Marketing Research*, 34(November), 438-455].

USHA M.B.

NORITAH OMAR

Universiti Putra Malaysia

Raskolnikov: A New Historicist reading of social and economic alienation of 19th century Russia

Dostoevsky's characterization of Raskolnikov in *Crime and Punishment* reflects a psychological polemic which has room for many interpretations. A New Historicist reading of the protagonist's discourse taken as the discourse of the time may project the elements of oppression and discrimination which in turn is considered to depict the class conscious society of the mid-nineteenth century Russia. This paper takes another look at the social and political history of nineteenth century Russia in relation to the educated young who were not from the middle and upper classes. The youths' newfound literacy and exposure to Western liberal thoughts of equality and self-improvement are examined as their weaknesses. Raskolnikov's actions and thoughts are explored as a means to unravelling the internal self-conflict faced by the young intelligentsia of the era. These youths are caught in between the ideas of emancipation and at the same time trapped in the age-old tradition of patriotism defined by the political system. They appear to be alienated and challenged due to this internal conflict. The paper analyses the protagonist's psychological tussle within himself and the society around him. The analysis of Raskolnikov's innermost thoughts and his acute observation of the people around him who embraced the new ideology highlights the change in belief and tradition of the new Russia. The paper provides insights into the implicit relationship of the social and economic situation of new Russia with the materialism and human decadence of contemporary society.

WAN ROSELEZAM BT. WAN YAHYA

Universiti Putra Malaysia

Female silence and hysteria in Sarah Daniels' drama *Ripen Our Darkness*

This paper is a study of female silence in Sarah Daniels' drama *Ripen Our Darkness* which brings about suicidal despair in Mary, the central character. Mary's subjugation to her husband and the threat of being confined in a psychiatric ward creates in her a pathological state akin to hysteria in its passivity, inner-directness, confining nature, and self-destructiveness. Mary suffers inner hysteria, showing signs of behavioural disorientation which culminates in her suicide at the end of the play. Here, Daniels' exploration of women's reaction (hysteria) against the patriarchal silencing of women reflects the increasing involvement by some feminists in the 1970s and 1980s in the debate on feminism and hysteria; both may be seen as responses to female oppression.

YEOH SHU YING

Kajang High School, Malaysia

Wong Phui Nam - Mapping a poetic psyche

Wong Phui Nam is a Chinese Malaysian of Peranakan descent who grew up in a totally Cantonese speaking home and started writing poetry at university. He writes in the English language and has also done what he calls "readings" of Chinese classical poems. He started writing in the mid-1950s, as the country was achieving its independence and has published four volumes of poems, the latest one in 2000. Utilising a biographical approach in a critical study of his life and works, attention is drawn to the close relationship between events and people in his life and the kind of poetry he writes. This is used to map out his poetic psyche, thus leading to a better understanding of both the man and his poetry.

MICOLLAC 2003

PARALLEL PAPERS: CULTURE

AHMAD REDZUWAN MOHD YUNUS

BADLIHISHAM MOHD NASIR

ANUAR PUTEH

Universiti Kebangsaan Malaysia

Budaya Orang Asli Suku Temiar Kg. Pasid, Gua Musang, Kelantan: Relevansi Dakwah Terhadapnya

(The culture of the Temiar tribe of Pasid village, Gua Musang, Kelantan: The relevance of Islamic propagation)

Kajian ini bertujuan untuk melihat bagaimanakah dakwah dapat memainkan peranan dalam penyebarannya terhadap masyarakat Orang Asli suku Temiar yang memiliki budaya kehidupan mereka yang tersendiri. Fokus kajian adalah di kawasan pedalaman negeri Kelantan iaitu di Kg. Pasid, Gua Musang. Antara budaya yang masih diamalkan oleh masyarakat ini ialah dari sudut kepercayaan, kelahiran, perkahwinan dan kematian. Hasil kajian mendapati bahawa usaha dakwah yang dilakukan memerlukan semangat yang kental kerana ketabalan masyarakat terhadap budaya kehidupan mereka yang sukar untuk dirungkaikan. Tetapi, di atas faktor hidayah dan daya usaha pendakwah, dakwah telah dapat dilakukan dengan sebaik yang mungkin. Oleh itu kertas ini ingin mengupas persoalan tentang apakah bentuk dakwah yang sesuai dilakukan terhadap masyarakat orang Asli khususnya suku Temiar yang dibaluti dengan budaya kehidupan mereka di lokasi kajian.

AMERJEET SINGH

UDAYA BHANU

Universiti Putra Malaysia

Post 1st Anniversary Coverage of the September 11 Terrorist Attacks in The New Straits Times

Berelson (1952) defined Content Analysis as a research technique for the objective, systematic and quantitative description of the manifest content of communication. Content Analysis always aims to compare the data it extracts against some norm, standard or theory, so as to draw its conclusions. More recently, Holsti (1969) defined it as any technique for making inferences by objectively and systematically identifying specified characteristics of messages. The basic idea is to look into the content of the message, and make inferences on the context and intention of the messages. This study dealt with the role of the media in news framing with regard to the pattern of news coverage on terrorism and Islam in the New Straits Times (NST). The reason for using the NST was because it is a broadsheet newspaper which is able to attract international as well as local multi-racial readers. A purposive sample consisting of 38 issues of the NST was analyzed in this study. The purpose of the study was to determine the presence of strategic and tactical support messages as well as strategic and tactically opposed messages on the coverage of the US-led war or campaign on terrorism. The findings were recorded on coding sheets. Inter-coder reliability was decided by Holsti's formula.

ANZARUDDIN AHMAD

Universiti Putra Malaysia

Komunikasi Silang Budaya: Analisis Iklan

(Cross-cultural communication: An analysis of advertisements)

Salah satu syarat untuk seseorang pelajar yang berhasrat untuk menguasai dengan baik Bahasa Arab ialah dia mesti juga menguasai kemahiran silang-budaya (cross-cultural skills). Ini kerana ramai yang tidak berjaya dalam komunikasi dengan masyarakat Arab akibat kurangnya sensitiviti mereka terhadap kemahiran berkomunikasi dalam konteks silang-budaya. Para pelajar biasanya menganggap bahawa kemahiran berbahasa Arab hanya terbatas kepada kecekapan menguasai struktur bahasanya tanpa menghiraukan aspek-aspek yang lain seperti kecekapan sosiolinguistik, wacana, dan strategi. Bahasa Arab dilihat sebagai suatu bahasa yang bebas konteks, yang terpisah dan tidak terkesan langsung dengan situasi di mana, bila, mengapa, dan dengan siapa ia dituturkan. Yang pastinya selain daripada kecekapan struktur Bahasa Arab, para pelajar mesti mengambil kira kecekapan-kecekapan yang lain terutamanya yang berkaitan dengan budaya bangsa Arab. Bertitik-tolak daripada premis tersebut, maka kertas ini diusahakan penulisannya. Fokus utama kertas ini ialah untuk menganalisis teks silang-budaya dalam genre iklan yang menampilkan dua buah iklan restoran makanan daripada dua buah negara yang berbeza: Malaysia dan Jordan. Aspek-aspek yang akan dikaji termasuklah tujuan komunikatif kedua-dua iklan tersebut, tenornya, strategi-strategi yang digunakan seperti gambar-gambar dan simbol-simbol, serta pemilihan gaya bahasa dan kosa kata tertentu. Kajian ringkas teks silang-budaya ini diharap dapat menjadi pencetus kepada kajian-kajian lain yang lebih mendalam dan lebih luas spektrum cakupannya.

**BADLIHISHAM MOHD NASIR
AHMAD REDZUWAN MOHD YUNUS**
Universiti Kebangsaan Malaysia

Dakwah Dan Asimilasi Budaya: Kajian Persepsi Masyarakat India Di Kajang
(Islamic propagation and cultural assimilation: A case study of the Indian society's perception in Kajang)

Dalam konteks asimilasi budaya, dakwah adalah suatu konsep tradisional yang sering menjadi force kepada perubahan cara hidup sesuatu masyarakat. Masyarakat Jahiliyah di awal kebangkitan dakwah mempunyai identiti budaya yang tersendiri, sebelum ia menerima asimilasi budaya Islam sepenuhnya. Hakikat ini adalah disebabkan dakwah mempunyai konsep dan pendekatannya yang unik tetapi dinamik sehingga berupaya mengubah persepsi sesuatu kaum supaya menerima asimilasi budaya Islam yang syumul. Pendekatan dakwah seperti ini terus dilaksanakan oleh masyarakat Islam terhadap kaum-kaum lain yang mempunyai amalan budaya dan kepercayaan yang berbeza di negara ini. Kertas ini cuba mengundang perbincangan mengenai proses dakwah dan asimilasi budaya dalam masyarakat berdasarkan kajian yang telah dijalankan terhadap persepsi penduduk India di Taman Kajang Utama dan Taman West Country Kajang Selangor.

**BALJIT KAUR A/P SURJIT SINGH
FAUZIAH TAIB**
Universiti Malaya, Malaysia

Semiotic Analysis of Men's Magazine Front Covers

The front cover is an important aspect of the magazine as it initially attracts the readers. In this paper we hope to analyze the semiotic codes of the front covers of men's magazines to demonstrate that the different signs (or codes) that appear generate different meanings. As Daniel Chandler argues, "decoding involves not simply basic recognition and comprehension of what a text says but also the interpretation and evaluation of its meaning with reference to relevant codes". Thus the potential interpretations (positive and negative) are endless.

**CHOW MEE LING
CHAN MEI YUIT**
Universiti Putra Malaysia

Stress survey results: A reflection of work climate in an I.T. company in Kuala Lumpur

A stress survey was carried out in an I.T. company in Kuala Lumpur using the Stress Diagnostic Survey (SDS) developed by Ivancevich and Matteson (1983). The instrument was designed to measure perceived stress in 15 work-related dimensions. This paper presents the results of the case study, and describes specific work-related practices to which employees attribute as major stressors. This description reflects a facet of the organization's work climate as perceived by the employees of the organization.

**EZHAR TAMAM
JUSANG BOLONG
MD. SALLEH HASSAN**
Universiti Putra Malaysia

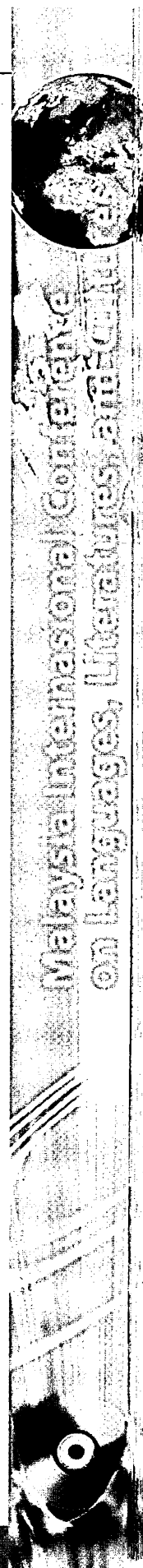
Resisting the contents of international news on conflict: A case of communication difficulties in cross-culture journalism reporting of war against terrorism

When contrasting ideological values are brought to the forefront in the coverage of conflict such as coverage on the war against terrorism, cultural and religion factors assume a greater role in influencing the process of international communication. Terrorism, a threat to global security and peace, has received a wide coverage in the local mainstream newspapers. In reading western-originated and culturally distanced news articles on international conflict, readers are more likely to be critical and discriminating. This paper attempts to empirically test the argument that readers resist the content of western-originated coverage of the US perception and heavy-handed initiatives on the campaign against terrorism. In so doing, the paper will examine and discuss the processes on how Muslim readers consume, comprehend and respond to culturally distanced coverage of war against terrorism in a local mainstream newspaper. A focus group interview technique will be used to get the data to determine consumption, comprehension and responses of Muslims adult readers to culturally distanced coverage of news of international conflict. The findings of the study will demonstrate and underscore the inherent challenges in cross-cultural journalism reporting.

FARID MAT ZAIN
Universiti Kebangsaan Malaysia

Islam dalam budaya dan masyarakat Sabah (Islam in the Sabahan culture and society)

Sabah yang terletak di utara Borneo merupakan sebuah negeri yang penting dalam Persekutuan Tanah Melayu. Negeri ini didiami oleh masyarakat pelbagai kaum dan etnik. Kepelbagaian kaum dan etnik telah melahirkan pelbagai bentuk budaya dan adat yang sekaligus menjadi ciri keunikan



masyarakat Sabah. Kepelbagaian budaya dan etnik ini telah mempengaruhi amalan agama di kalangan masyarakat. Kajian ini bertujuan untuk melihat sejauhmana amalan agama Islam di laksanakan dalam masyarakat tersebut. Turut diberi perhatian dalam kajian ini ialah sejarah awal penerimaan Islam oleh masyarakat Sabah. Kepelbagaian budaya dan etnik turut menjadi perhatian kepada proses pengislaman yang berlaku. Sehubungan dengan itu kertas kerja ini juga turut melihat sejauhmana faktor ini diberi perhatian oleh ulama dan pendakwah terhadap pengislaman masyarakat Sabah. Kepelbagaian budaya dan etnik masyarakat Sabah turut memberi kesan kepada isu-isu kontemporari mengenai Islam di Sabah.

HAMISAH HAJI HASAN

Universiti Putra Malaysia

Daytime foreign soap operas on Malaysian TV: A case of the *Yo Soy Betty La Fea* fever

Foreign programs have always been a major part of Malaysian television contents. While the government is calling for all stations to increase local programs, yet due to the shortage of good local production, stations have to look internationally for better and interesting programs. A study of the daily program scheduling on Malaysian television stations show that there are numerous foreign soap operas aired by the stations. It starts with, Asian Delights: *Mula Sa Puso* on TV1 from 11.05 am till noon; TV2 continues with *Mutiara: El Amor No Es Amor Como Lo Pintan* from 12.30 pm till 1.30 pm, followed by TV3's *Telenovela: Rosalinda* from 3.00 pm till 4.00 pm and finally the screening of *Bintang Prima Petang ntv7: Yo Soy Betty La Fea* from 4.30 pm till 5.30 pm. Without doubt, these programs have great followers amongst the Malaysian audience. There are about 2.3 million viewers who tuned in to the soap opera every day and *Yo Soy Betty La Fea* alone commanded some 500,000 loyal fans. What is it about these foreign imports on Malaysian TV that have millions of viewers glued to the TV sets everyday? Why are viewers so attracted to these programs? This study examines the profile of foreign soap operas aired on Malaysian TV and viewers' perception of these programs. The study will highlight the findings from a series of focus group discussions, conducted to examine viewers' perception of *Bintang Prima Petang ntv7: Yo Soy Betty La Fea*.

JAFFARY AWANG

EZAD AZRAAI JAMSARI

HAKIM ZAINAL

Universiti Kebangsaan Malaysia

Peranan pendidikan Islam dalam pembentukan budaya masyarakat Islam di Kuching, Sarawak (The role of Islamic education in the formation of an Islamic culture amongst the Muslim community in Kuching, Sarawak)

Pendidikan Islam amat berperanan dalam membentuk jati diri masyarakat. Penyebarannya berlaku melalui saluran institusi, sama ada menerusi institusi masjid atau pun penubuhan sekolah-sekolah agama. Dalam konteks sebegini, masyarakat Islam di Kuching, Sarawak tidak terkecuali daripada melalui proses ini. Kemunculan tokoh-tokoh ilmuwan Islam di Sarawak telah bermula dari institusi pendidikan pertama yang terbentuk di Kuching, iaitu al-Madrasah al-Islamiyyah yang terletak bersebelahan dengan Masjid Bandar Kuching. Justeru, fokus perbincangan dalam kertas kerja ini adalah berasaskan dapatan sejarah dengan melihat prospek semasa. Dengan demikian, impaknya juga bersifat kontemporari. Lataran daripada itu, kajian ini akan memberi tumpuan kepada perbincangan, (1) hubungan pendidikan Islam dengan pembentukan masyarakat di Kuching, (2) peranan institusi pendidikan al-Madrasah al-Islamiyyah sebagai pemangkin kepada penerusan tradisi pengajian Islam serta memantapkan jati diri masyarakat pada masa itu, dan (3) jaringan ilmu antara institusi pendidikan Islam di Kuching dengan wilayah serantau seperti Singapura, Brunei dan Kalimantan. Berasaskan kajian tersebut, penulisan kertas kerja ini merumuskan bahawa pendidikan Islam di Kuching, Sarawak, khususnya institusi pendidikan banyak mempengaruhi pola kehidupan masyarakat Islam setempat di Kuching dewasa ini.

KHADIJAH MOHAMAD TUAH

Universiti Malaysia Sarawak

Konsep jenama (brand) dan periklanan dalam akhbar pertama Sarawak (Brand names and advertisement in Sarawak's first newspaper)

Fajar Sarawak merupakan akhbar bahasa Melayu pertama di Sarawak yang diterbitkan pada tahun 1930. Kajian ini akan menganalisa konsep jenama dan periklanan yang terdapat di dalam akhbar tersebut. Jenama merupakan nama atau simbol yang diberikan kepada sesuatu produk atau perkhidmatan untuk membezakan produk atau perkhidmatan tersebut dengan produk-produk atau perkhidmatan-perkhidmatan lain. Periklanan secara ringkasnya merupakan satu bentuk pujukan kepada orang ramai yang dibayar oleh pihak yang berkenaan. Beberapa penelitian bentuk jenama dan periklanan awal ini mencerminkan tahap sosio-ekonomi dan keupayaan-keupayaan tertentu pada zaman tersebut. Meskipun bentuk ataupun cara jenama yang diiklankan itu tidak secanggih seperti yang ditonjolkan dalam media hari ini, namun terdapat beberapa persoalan jenama dan periklanan dari segi identiti dan realiti masyarakat ketika itu. Aspek ini penting untuk dianalisa kerana rakaman suasana dan bentuk masyarakat dalam konteks zaman mencerminkan perkembangan jenama dan pengiklanan di akhbar pertama Melayu Sarawak. Kajian ini akhirnya akan merumuskan beberapa konsep awalan jenama dan periklanan dan sekali gus menganalisa kaitan dengan masyarakat ketika itu - selepas 72 tahun kewujudan akhbar pertama tersebut.

MD SALLEH HJ HASSAN

RAHMANITA GINTING

Universiti Putra Malaysia

News coverage of women in a Malaysian and Indonesian newspaper

This study was conducted to determine: (1) the newsworthiness determinants of Malaysian and Indonesian daily newspaper on news covering women, (2) the identification and comparison of news categories in the women news covered by the Malaysian and Indonesian

daily newspaper, and (3) the comparison of photo illustrations in women news items between Malaysian and Indonesian daily newspapers. A constructed week method was applied in sampling the population, which comprised of 149 women news articles published between January 1st - December 31st, 1999, by the *Utusan Malaysia* (Malaysia) and the *Kompas* (Indonesia) newspapers. Most coverage of women news by the two newspapers was concentrated in the special column section. The study revealed that the highest newsworthiness determinants of both newspapers was prominence, on which news about celebrities were the most covered. The second highest determinant was education. In terms of news categories the study found that culture and arts represented the highest number of news categories on women news covered by both newspapers. The news categories least covered were democracy and diplomacy.

**NARIMAH ISMAIL
MUSA ABU HASSAN**
Universiti Putra Malaysia

**Penonjolan budaya global melalui television: Pengaruh drama asing terhadap golongan wanita
(Highlighting global culture via the television: The influence of foreign drama on women)**

Kebanjiran program luar negara melalui rancangan TV tempatan telah membawa kesan kepada masyarakat negara ini. Siri telenovela seperti La Usurpadora, Rosalinda, Winter Sonata, Autumn in My Heart dan Yo Soy, Betty, La Fea adalah di antara program-program tersebut yang telah membawa perubahan budaya masyarakat termasuk aktiviti harian, pengisian masa lapang, gaya berpakaian, gaya berinteraksi dan pelbagai aspek kehidupan lain. Keghairahan saluran TV bersaing di antara satu sama lain bagi mendapatkan penonton melalui rancangan-rancangan sebegini membuatkan kita tertanya-tanya tentang kesan lambakan program sebegini terhadap masyarakat. Oleh itu kertas kerja ini akan membincangkan pengaruh serta kesan program berkaitan terhadap penonton berdasarkan satu kajian tinjauan untuk mengenalpasti profil penonton, pola penontonan dan kesan program terhadap nilai dan budaya golongan wanita terutama suri rumah.

**NORSIAH MOHD. ISA
BUDIMAN MOHD. ZOHDI**
Universiti Putra Malaysia

A year after September 11: Coverage of the terrorist attack in Utusan Malaysia

This study examines the post first anniversary coverage of the September 11 terrorist attack in *Utusan Malaysia* (UM), a widely read Malay language newspaper. The study employed Content Analysis Method of 53 articles from September to December 2002 that were published in the newspaper. The results of the analysis revealed that the coverage on terrorism has become important since the issue was featured almost everyday, with the minimum coverage of one and the maximum of eight coverage as on 23rd November 2002. Most of the coverage were of news articles and were placed in the inside pages of the world news section. The articles mainly reported other country's viewpoint or position on the US-led war against terrorism. There were very few sentences or terms (only 13.2%) that explicitly accept and support the US-led war on terrorism as well as accepting the US worldview on terrorism 30.2% explicitly accepts and supports the techniques and methods used to fight against terrorism, 22.6% explicitly rejects and condemns the US-led war on terrorism and casts doubt on the validity and rightfulness of the US in initiating the war against terrorists, and 15.1% explicitly questions, criticizes or condemns the techniques or methods used in the US-led campaign against terrorism. Most of the articles did not criticize or support the featured news. Only 15.1% articles had criticism or negative remarks, and 20.8% had favorable or positive remark. The sources of the news are mostly not mentioned (31.2%), and 24.5% are grouped as others, i.e. the sources are either from UM reporters, invited guests or other foreign agencies not listed in the recording sheet. Other news sources were from Associated French Press (22.6%), Associated Press (5%), Reuter (3%) and Bernama (3%). The findings seem to indicate that UM was quite liberal in journalistic approach in terms of the issues and approaches.

**RAZALEIGH MUHAMAT@ KAWANGIT
AHMAD REDZUWAN MOHD YUNUS**
Universiti Kebangsaan Malaysia

**Budaya masyarakat orang asli suku Semai: Kajian di Kampung Sungai Rual, Raub, Pahang
(The culture of the Semai tribe: A study conducted in Sungai Rual village, Raub, Pahang)**

Kajian ini bertujuan melihat budaya salah satu kelompok masyarakat Orang Asli di Malaysia iaitu dari kalangan suku Semai di perkampungan Sg. Ruai, Raub, Pahang. Bagi mencapai tujuan tersebut metodologi temu bual dan pemerhatian turut serta dilakukan di lokasi kajian. Hasil kajian mendapati antara budaya yang masih diamalkan oleh masyarakat tersebut seperti adat kelahiran, perkahwinan dan kematian. Di samping itu, kajian ini juga turut menemui dan membincangkan kepercayaan animisme masyarakat dan tentang bahasa yang digunakan. Apa yang menariknya semua budaya tersebut mempunyai keunikannya yang tersendiri yang perlu diketahui umum.

SITI RUGAYAH HJ TIBEK
Universiti Kebangsaan Malaysia

**Patriotisme, nasionalisme dan wihadatulummah dalam Islam
(Patriotism, nationalism, and wihadatulummah in Islam)**

Akhir-akhir ini kita disogokkan dengan isu umat Islam sebagai 'Pengganas'. Masyarakat dunia memandang serong kepada umat Islam. Keadaan ini timbul hasil daripada berlakunya beberapa peristiwa serangan ke atas beberapa tempat di dunia ini. Barat cuba menyakinkan bahawa itu

adalah hasil tindakan orang Islam. Masyarakat Islam pula seolah-olah tidak dapat menangkis tohmahan ini. Umat Islam sendiri berpecah belah dan lemah untuk bangkit menyatakan 'tidak' kepada kuasa Barat. Dalam pada itu, semangat patriotisme sebahagian umat Islam masih jelas seperti yang berlaku di Iraq. Kertas ini cuba menghuraikan beberapa perkara yang mungkin ada perkaitan dengan semangat berkelompok dan semangat kebangsaan yang disebutkan dalam Islam. Terdapat antara hadis yang seolah-olahnya melarang sifat ini dan dalam keadaan yang lain membenarkannya. Bagi menganalisa hadis ini kertas ini akan mengkaji beberapa pandangan ulama hadis khususnya dan pemikir Islam mengenai perkara tersebut. Bagaimana pula tentang semangat kesatuan yang menjadi kebanggaan umat Islam tetapi hanya wujud dalam ajaran tidak dalam praktikalnya? Kertas ini juga akan membicarakan bagaimana sepatutnya umat Islam bersatupadu dengan penganut agama lain dalam memperjuangkan tanahnya. Wihdahtulummah sebagai penyatuan umat Islam untuk memepertahankan maruah agamanya melalui ekonomi dan sosial perlu dibangunkan.

SITI YASMIN MOHD. ZAIN

ROSMIZA BIDIN

Universiti Putra Malaysia

Toward being a world class university: UPM's corporate image and identity

UPM envisions achieving a world class university and this would definitely focus on the image and identity of the university. Focusing on image and identity will involve looking at corporate brand which is important to both internal and external stakeholders. Different stakeholders may have different perceptions of the corporate brand. Generally, internal and external stakeholders' perspectives should be aligned and in particular any gaps between the two should be reduced. This study uses the 'Corporate Personality Scale' to measure the employee perceptions (referred to as identity) and customer (student) perceptions (referred to as image) of two university faculty images. The two faculties are located in the same university and are both offering art stream programs. Gaps are expected to be identified between the image and identity for both faculties. Image and identity are co-evolving and may promote a change in one or both. Identity may lead to image rather than vice versa; or an identity that is superior to a corporate image may be preferred over having an image that is superior to a corporate identity.

SITI ZOBIDAH OMAR

NORIZAH ARIPIIN

Universiti Putra Malaysia

'Message sent, OK?': Pelajar dan SMS ('Message sent, OK?': Students and SMS)

Perkembangan teknologi komunikasi yang begitu pesat memainkan peranan yang penting dalam memberikan komunikasi berkesan dan fleksibel. Telefon selular sebagai contohnya membolehkan seseorang itu berkomunikasi melampaui sempadan tanpa batasan dan menjadi perantara dalam membina perhubungan. Kini dengan wujudnya perkhidmatan SMS (Short Message Service) di dalam telefon selular dapat memberi perkhidmatan yang mudah, selesa, cepat dan interaktif, mempermudah lagi seseorang untuk berkomunikasi pada kos yang menjimatkan. Penggunaan perkhidmatan SMS kini dikatakan meningkat dari masa ke semasa dan merupakan salah satu cara berkomunikasi yang paling popular di era globalisasi. Sehingga pada satu-satu masa pembekal perkhidmatan SMS menerima lebih 70 juta transaksi mesej pada daripada pengguna. Para remaja dikatakan merupakan pengguna yang paling kerap menggunakan perkhidmatan ini. Objektif kertas kerja ini adalah untuk melihat penggunaan SMS di kalangan remaja khususnya pelajar di universiti tempatan dari segi tujuan, kekerapan, waktu dan lokasi SMS ini digunakan serta bahasa yang diamalkan semasa berinteraksi. Kajian ini dijalankan menggunakan kaedah kualitatif iaitu dengan membuat temubual kumpulan fokus dan sebanyak empat kumpulan telah dipilih. Data telah dianalisa menggunakan kaedah interpretasi.

UDAYA BHANU

Universiti Putra Malaysia

Intercultural training in two local and three multinational companies: Existing practices and future directions

In the light of rapid globalization, the economy of a nation can profit from international ventures. If companies have to penetrate international job markets, they will have to be sensitive to the dynamics of cultural diversity and the impact of cultural on communication. Intercultural training is a highly acclaimed area of interest with multinational companies. This qualitative study attempts to investigate the existing practices and future directions of intercultural training in two local and three multinational companies. Five trainers were interviewed using ten structured questions. The study focuses on the training strategies used by these companies, whether cultural sensitivity of trainers increase after training as such, but elements of inter-culture are incorporated in their training. The results of the analysis suggest that intercultural training sows the seeds of cultural awareness and cultural sensitivity among employees. As Malaysia is a multi-racial, multi-cultural and multi-religious nation, the importance of intercultural training should be realized and be incorporated in the training should be realized and be incorporated in the training programmes of local and multinational companies.

WAN ANITA WAN ABAS

MUSA ABU HASSAN

Interaksi sosial di dunia siber (Social interaction in the cyber world)

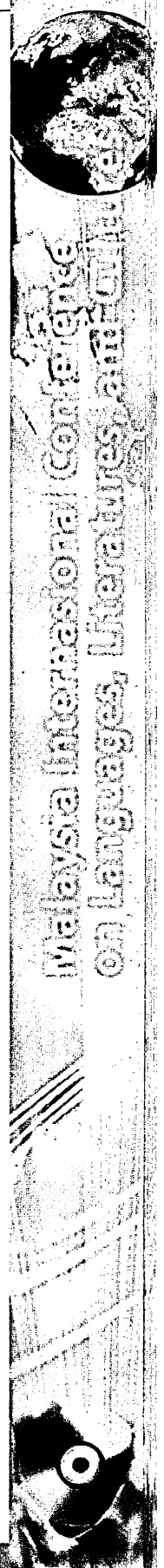
Perkembangan teknologi maklumat dan komunikasi dari dahulu sehingga kini telah banyak membantu dan memudahkan urusan manusia daripada urusan kerja yang berbentuk rasmi sehinggalah urusan peribadi yang berkait dengan hubungan sosial harian. Kemunculan Internet

yang juga dikenali sebagai dunia siber telah membuka ruang yang lebih luas dan pelbagai untuk manusia berinteraksi dan bersosial melangkaui sempadan fizikal, budaya, ruang, dan masa. Antara aplikasi Internet yang paling popular bagi pengguna untuk berinteraksi dan bersosial adalah melalui Internet Relay Chat (IRC). Pengaruh IRC dalam kehidupan pengguna Internet adalah besar apabila terdapatnya kes-kes di mana perhubungan di IRC boleh membawa kepada kesan ketagihan, penceraian, pengeksploitasian dan tidak kurang juga membawa kepada perhubungan yang lebih intim sehingga kepada perkahwinan. Menyedari hakikat potensi dan pengaruh IRC ke atas kehidupan harian manusia, kertas kerja ini akan mengungkap sebahagian daripada penemuan kajian mengenai kandungan interaksi sosial melalui IRC. Kajian ini menggunakan kaedah kualitatif yang berasaskan Etnografi Komunikasi. Analisis interaksi dalam komunikasi IRC ini adalah berasaskan kepada grid model SPEAKING dan teori Definisi Isyarat Pierce. Sebagai kesimpulannya, kandungan interaksi sosial di dunia siber menunjukkan sifat-sifat yang unik dan tersendiri agak berbeza dengan interaksi sosial di alam nyata. Kandungan interaksi yang terhasil dalam aktiviti sosial di dunia siber ini adalah merupakan satu set nilai dan amalan di kalangan peserta sebagai sebuah komuniti maya dalam usaha melancarkan interaksi dan mencapai komunikasi yang berkesan.

ZAINI NASOHAH
Universiti Kebangsaan Malaysia

Pentadbiran undang-undang keluarga Islam di dalam teks Hukum Kanun Melaka
(The administration of Islamic family law in the Malacca Penal Law text)

Teks Hukum Kanun Melaka merupakan salah satu khazanah budaya dan kesusasteraan Melayu lama tersohor yang masih menjadi bahan kajian sehingga hari ini. Ia menjadi undang-undang induk kepada undang-undang di negeri-negeri Melayu lain seperti di negeri Johor, Pahang, Kedah dan Perak. Manuskripnya turut ditemui di Aceh, Riau dan Pontianak (Indonesia), Patani (Thailand) serta di Brunei Darussalam. Para pengkaji sejarah undang-undang yang terdahulu antara lain menyatakan bahawa Hukum Kanun Melaka pada dasarnya berasaskan undang-undang Islam di samping unsur-unsur hukum adat dan hukum akal. Pengaruh Islam amat jelas terutama pada bahagian kedua teks undang-undang tersebut dari fasal 24 hingga fasal 44. Sebahagian peruntukan-peruntukan tersebut secara khusus telah menyentuh hal ehwal undang-undang keluarga Islam. Melalui Hukum Kanun Melaka ini, pentadbiran undang-undang keluarga Islam disampaikan secara mudah menggunakan bahasa Melayu yang menjadi lingua franca pada masa itu. Justeru, kertas kerja ini akan membincangkan fakta-fakta yang dimaksudkan di atas.



BIODATA OF MICOLLAC 2003 PRESENTERS

Ab. Halim Mohamad, Ph.D. adalah pensyarah di Jabatan Bahasa Asing, Fakulti Bahasa Moden, UPM. Sebelum itu beliau telah berkhidmat di Universiti Islam Antarabangsa sebagai pensyarah di Pusat Bahasa (CELPAD). Memperolehi B.A Bahasa dan Kesusasteraan Arab dari Universiti Kuwait, M.A dari Institut Bahasa Antarabangsa Khartoum, Sudan, dan Ph.D dari Universiti Malaya.

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Huldahrajammal Ebenezer has been teaching English at secondary level for the past twenty years and is now teaching at a prestigious girls' school in Ipoh, the SMJK Ave Maria Convent. She is currently pursuing a Master's degree in English literature in UPM.

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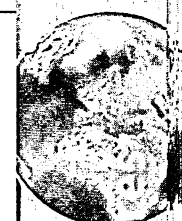
Khadijah Mohamad Tuah adalah pensyarah program Kajian Komunikasi, Fakulti Sains Sosial UNIMAS. Beliau berkelulusan B. Ed. (TESL) (Hons) dari Universiti Pertanian Malaysia dan M.B. (Communication Studies) dari Queensland University of Technology, Australia. Minat kajian beliau ialah jenama (branding), periklanan, media dan ICT.

Khaw Li Lian currently teaches at the School of Languages and Liberal Arts INTI College Malaysia.

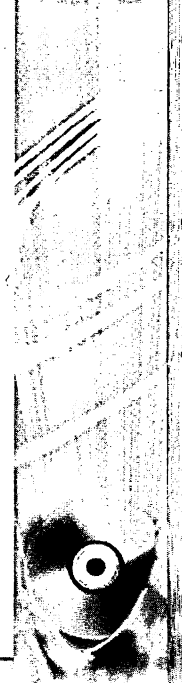
Khazriyati Salehuddin is a lecturer at the School of Language & Linguistic Studies, UKM. She teaches linguistic subjects to B.A. ELS and B.Ed. TESL undergraduates. Her research and publication interests revolve around language acquisition, language and cognition, neurolinguistics and psycholinguistics.

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Malaysia International Conference on Languages, Literatures, and Culture



Lee Yik Sheng graduated with Bachelor's and Master's degrees from UKM and UM respectively, both majoring in linguistics. Research interest is on how linguistic constructs could be extended to other realms of studies, especially in IT-based learning. Current research interest is in XML and content management systems, visual designs for online learning materials, multimodality and e-learning in general.

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Mashudi Kader is Professor in Translation and Interpretation as well as Malay Studies at Universiti Sains Malaysia. He has written many articles and books in his areas of interest, notably *The Syntax of Malay Interrogatives* (1981). He was the Director of the Language and Translation Centre at Universiti Sains Malaysia for 15 years.

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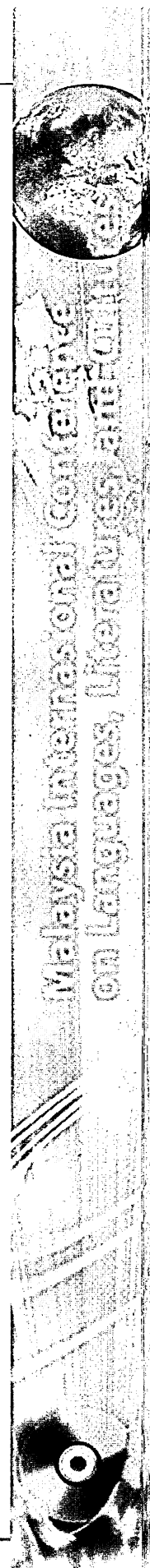
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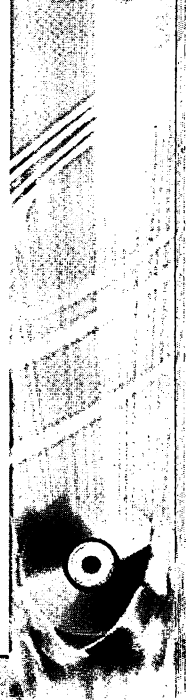
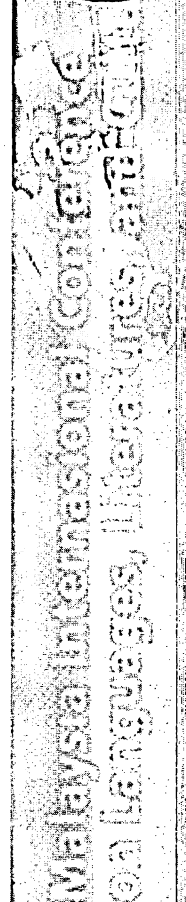
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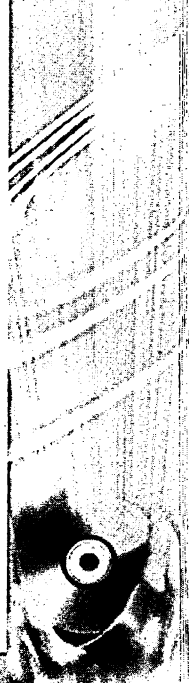
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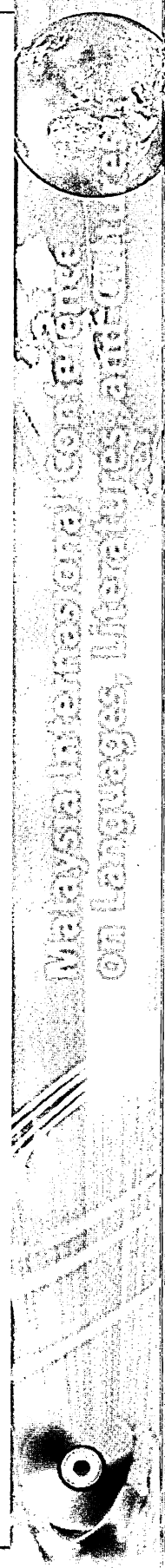


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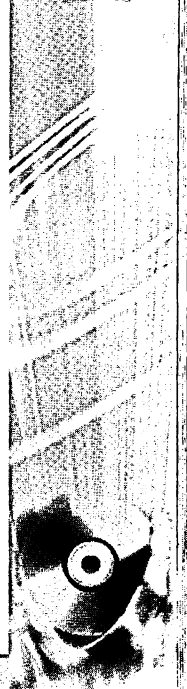
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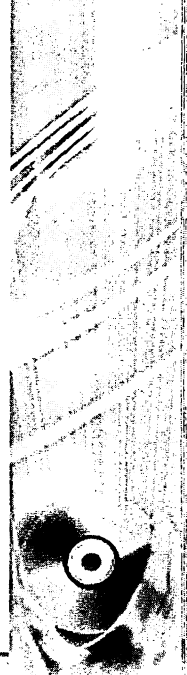
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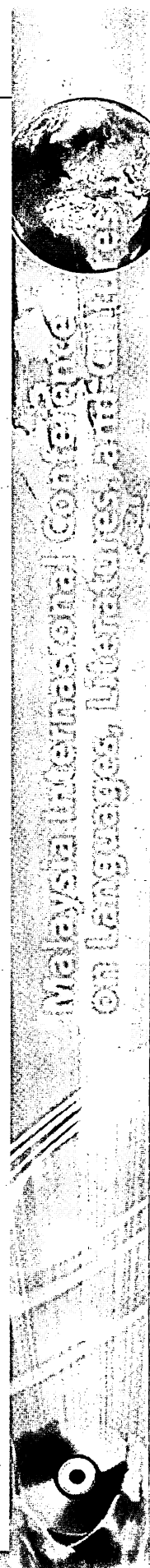
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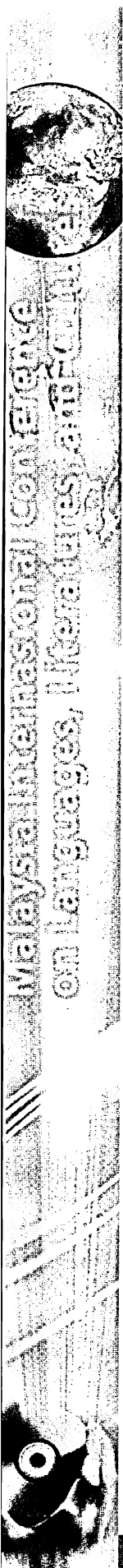
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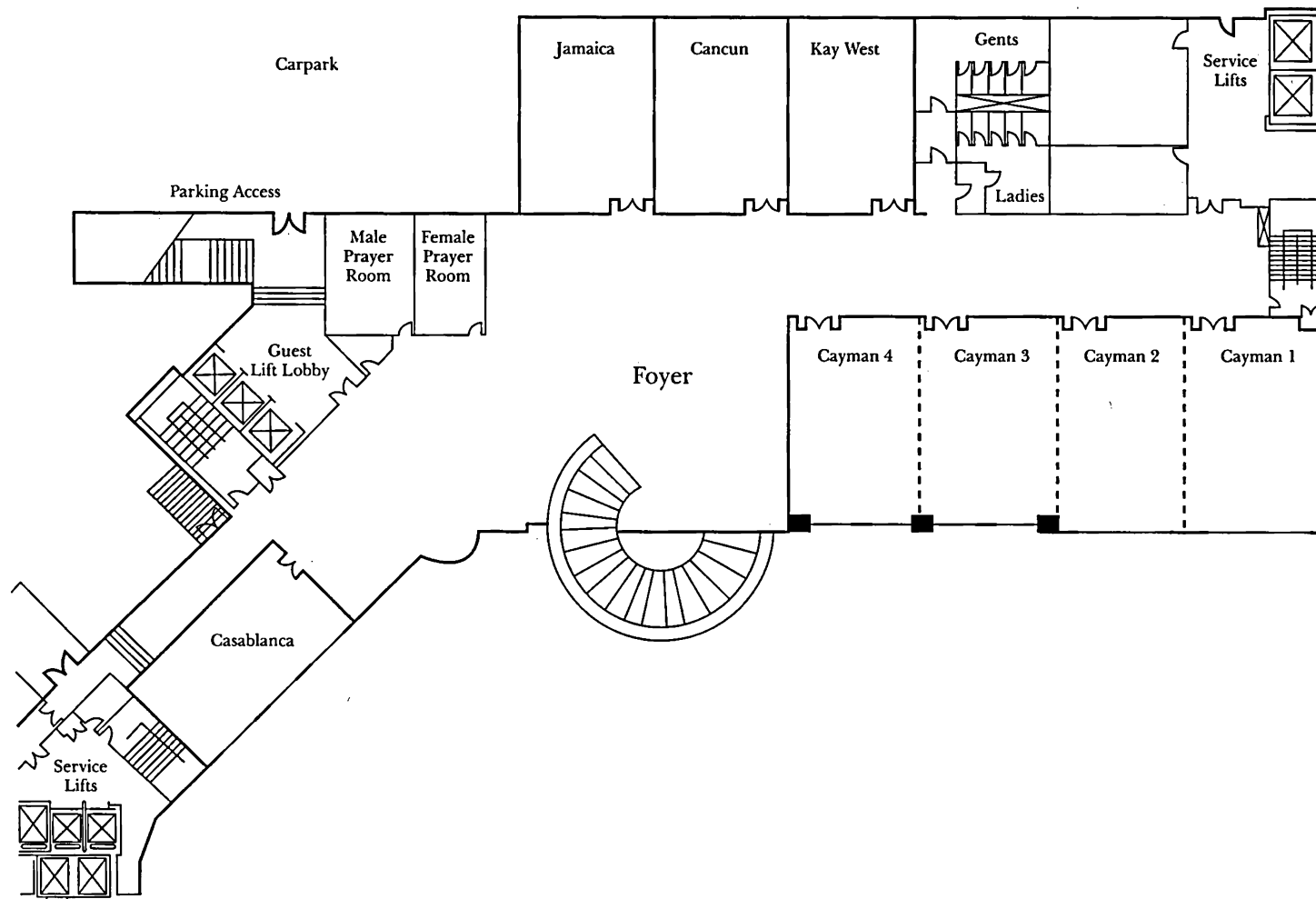
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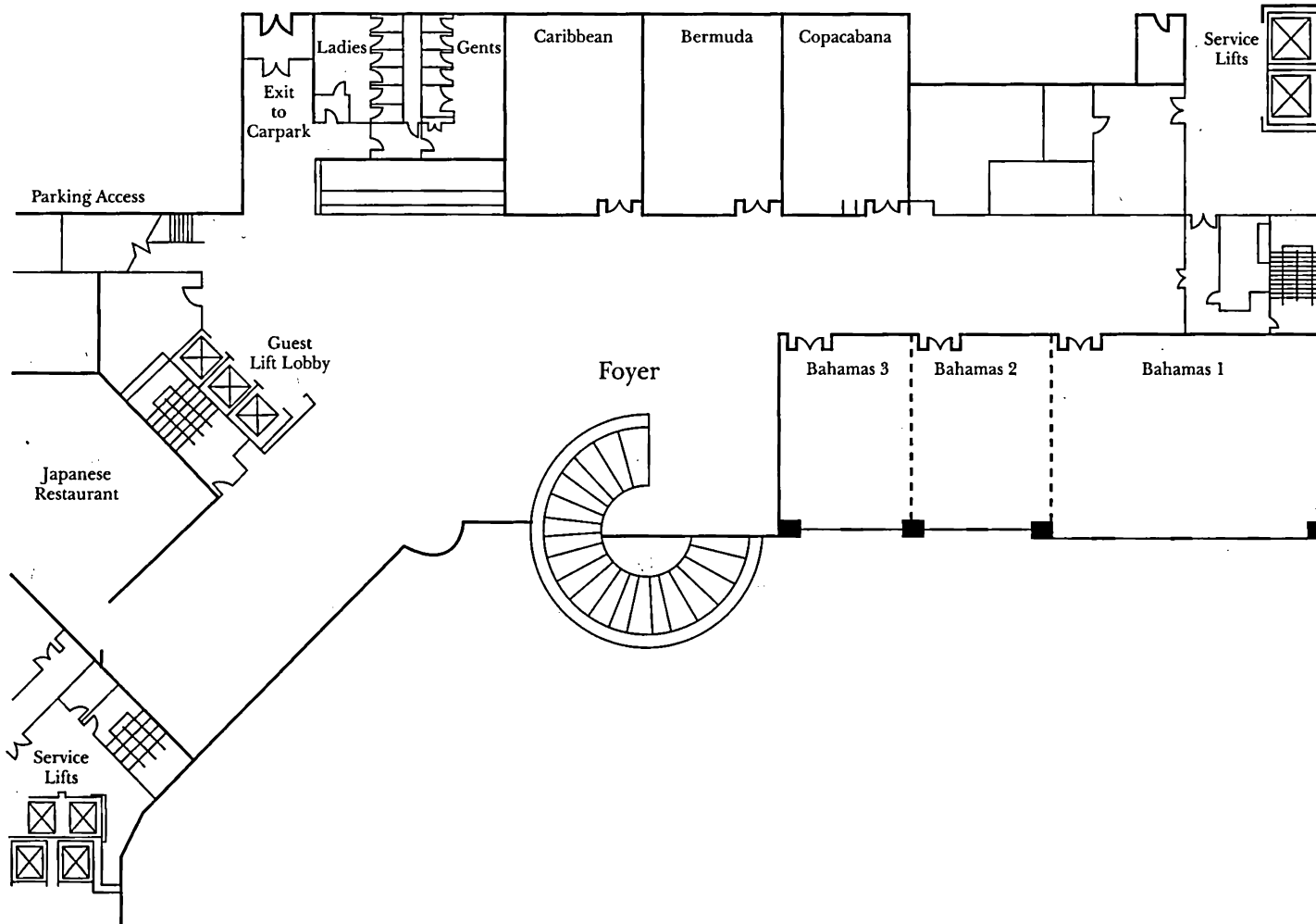


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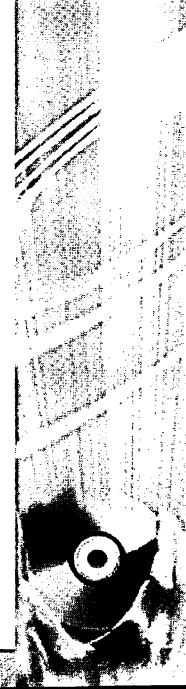
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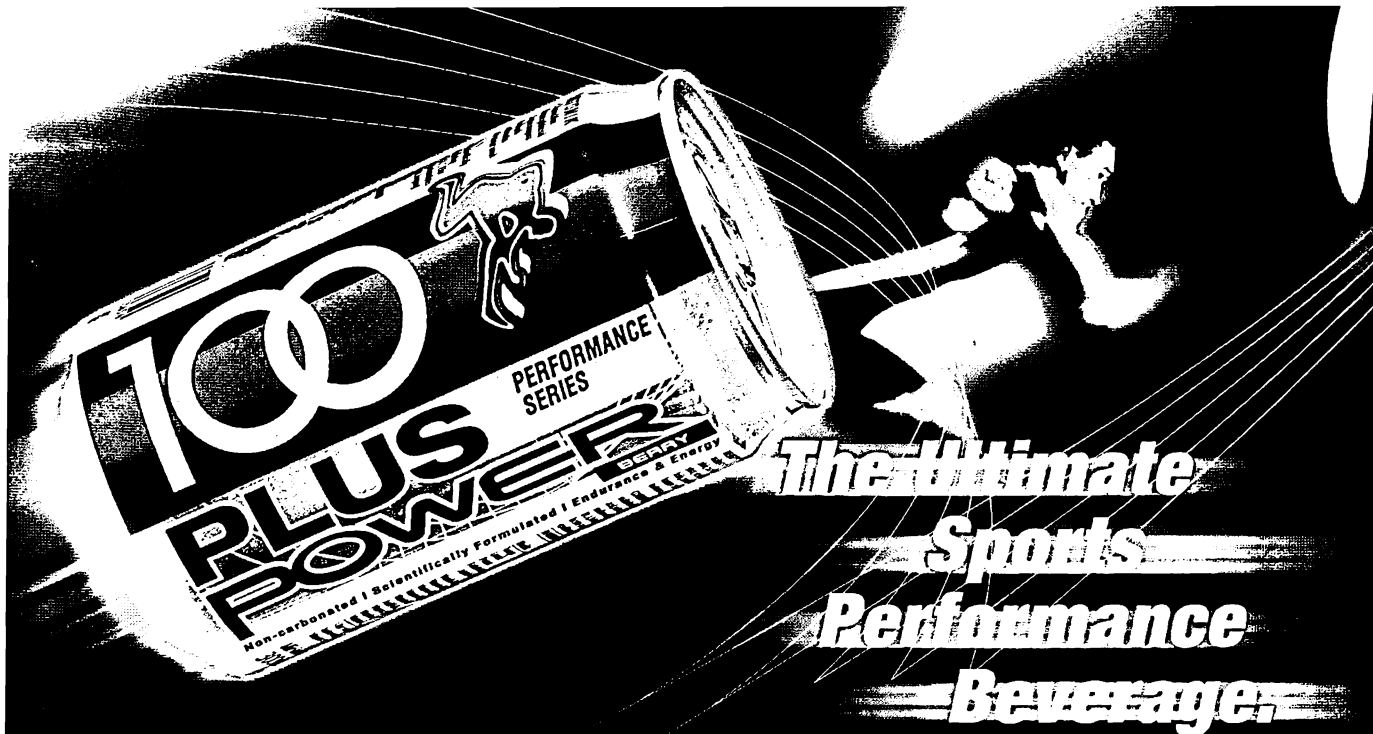
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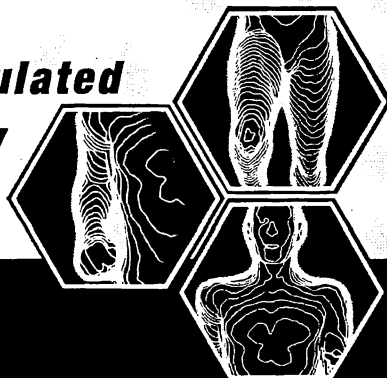
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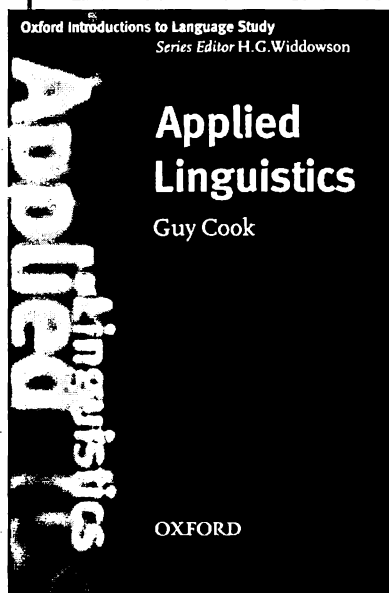
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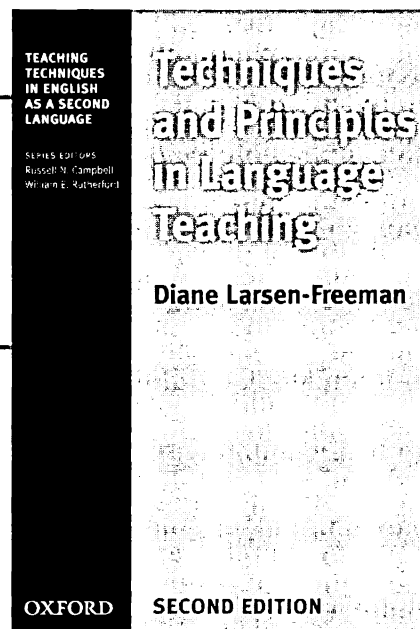
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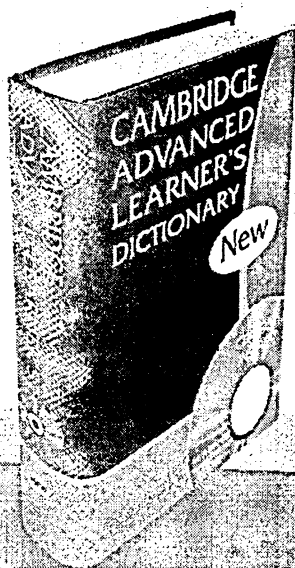
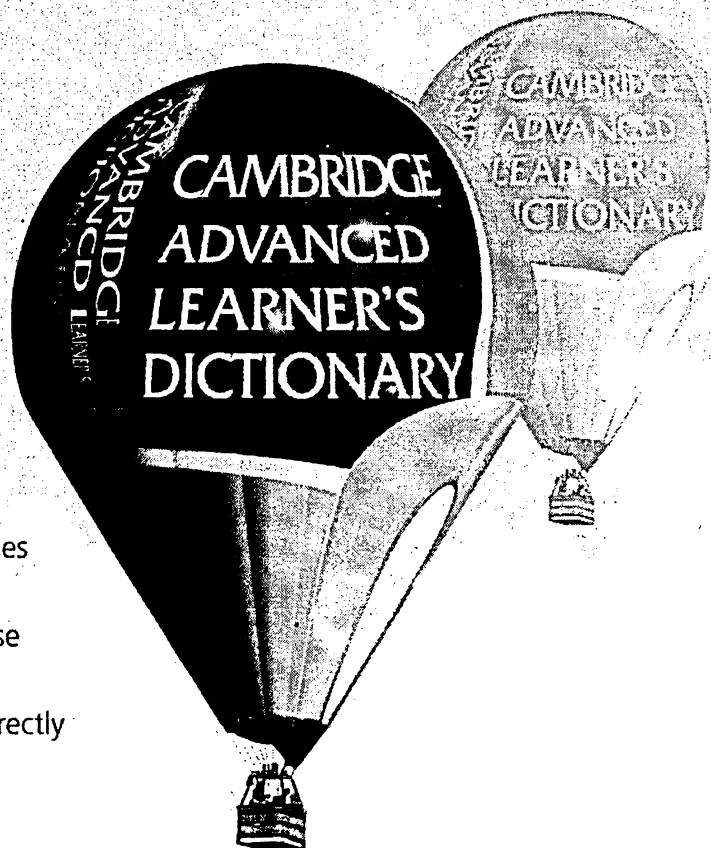
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What's love got to do with it, Mrs Robinson. You're still the one, Makin Whoopee. You make me wanna, MMMBop, Mambo No.5, Do the Evolution.

Don't go breaking my heart, Achy-breaky heart. I get lonely, Livin' la Vida Loca. You don't know how it feels, Gettin jiggy with it. U can't touch this.

(Everything I do) I do it for you, Material girl. When I look into your eyes, I can see clearly now. Bills, bills, bills, Money for nothing. I'd do anything for love (but I won't do that).

There goes my baby, Not gon' cry. If, That's the way love goes, I swear, I'll never fall in love again. Beat it!



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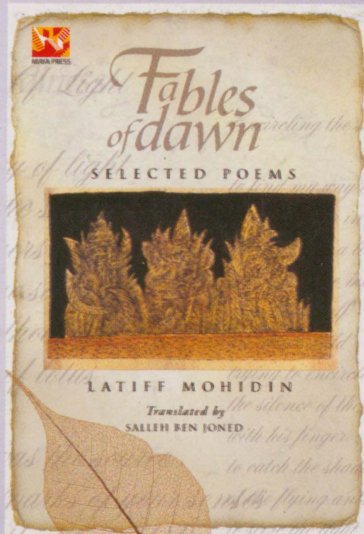


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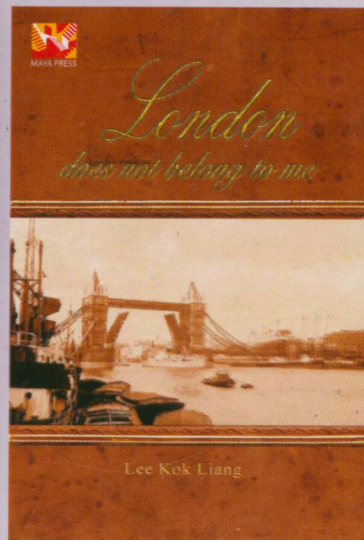
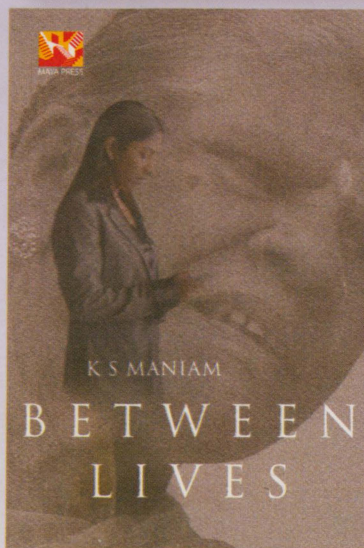
Announcing New Works of

Lee Kok Liang, Latiff Mohidin,
K.S. Maniam and Salleh Ben Joned.

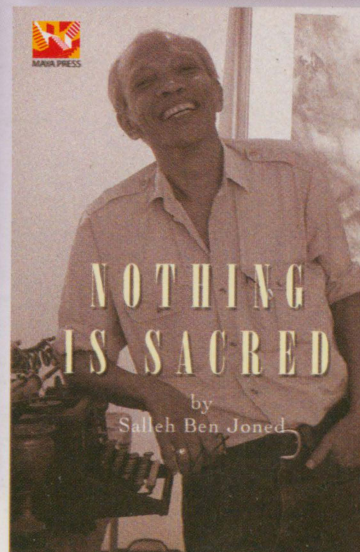
As one of Malaysia's best poets and painters, the publication of Latiff Mohidin's poetry in English translation is indeed long overdue. This book contains the best of Latiff's poems, chosen from two and a half decades of his works.



K.S. Maniam is a short story writer and novelist with a long scroll of awards and prizes behind his name, including the *Raja Rao Award* (September 2000, New Delhi). *Between Lives* is based on the mystically entwined lives of Sumitra, a social worker and an old woman, Sellamma. While besieging Sellamma to move into a welfare home, Sumitra finds herself falling under the spell of the old woman's personality and memories. This haunting narrative is an insightful journey into her own memories as well as expressions of love and self-scrutiny.



After completing his studies in England, Lee Kok Liang returned to Malaya in 1954 and became a lawyer and social activist. This novel, set in the London and Paris of the early 1950s, revolves around the disillusion and isolation of expatriates from the far-flung reaches of a crumbling empire. Told from the viewpoint of a Straits-Chinese Malaysian, the novel's search for an individual's identity is personal yet universal.



Salleh Ben Joned's outspoken nature and often incendiary views on the apathy of local intellectual culture have earned him the reputation for being a non-conformist. His often insightful and provocative writings urge readers to have a mind of their own and to be critical. Be prepared for a witty and provocative journey with Salleh Ben Joned in *Nothing Is Sacred*.



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