

4th Malaysia International Conference on
Languages, Literatures and Cultures:
Critical Perspectives on Theory and
Practice in the New World Order:
(MICOLLAC) 2005



MICOLLAC

2005

4TH MALAYSIA INTERNATIONAL CONFERENCE ON LANGUAGES, LITERATURES, AND CULTURES



Critical Perspectives on
Theory and Practice in
the New World Order

23 - 25 April 2005
Holiday Villa Subang



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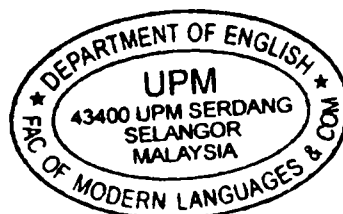


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CONFERENCE HANDBOOK

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**Foreword by
The Vice Chancellor
Universiti Putra Malaysia**

The Faculty of Modern Languages and Communication must be commended for its continuous effort to hold its biennial tradition of the Malaysia International Conference on Languages, Literatures, and Cultures (MICOLLAC). Such academic conferences reflect and uphold the university's aim to be a world-class university, and to be one of the leading research universities in this region.

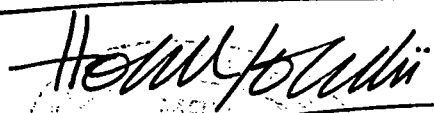
In the context of today's competitive world, a nation's progress is measured by its economic power. In the pursuit of economic power, strength in science and technology is seen as crucial and tends to be highlighted. The social science and humanities, therefore, has to prove its role and significance in the new global order, that of creating balance and stability in the growth of the nation, through developments in theory and criticism which lead to practical solutions in helping the nation face the challenges of globalisation and economic competitiveness.

MICOLLAC provides the opportunity for Malaysian academics to work and network with other academics within the region as well as other countries in the world. Possible research collaboration and the sharing of ideas between academics from Universiti Putra Malaysia and the universities involved will be mutually beneficial.

The theme of this year's MICOLLAC, *Critical Perspectives on Theory and Practice in the New World Order*, shows a maturing of the Faculty of Modern Languages and Communication in exploring urgent issues faced by the world, and in highlighting their significance to the fields of language, literature and culture.

I would like to thank all sponsors who have contributed to MICOLLAC 2005, and the organising committee who have worked hard towards realising this conference.

I wish all participants a good and rewarding conference.


PROF. DATO' MOHD. ZOHADIE BIN BARDAIE, Ph.D., P.Eng.



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

The year 2005 is a significant milestone for the Faculty of Modern Languages and Communication. The Faculty celebrates its 10th anniversary this year, and as a relatively young faculty, it is already starting to make its mark as a centre of excellence in the study of language, literature, and communication.

The biennial Malaysia International Conference on Languages, Literatures, and Cultures (better known as MICOLLAC), is the manifestation of efforts made by the Faculty to create a conducive research environment within which its members can be directly involved. This being the 4th MICOLLAC clearly indicates that the Faculty has already established a continuing tradition in providing a space for the discussion of issues related to language, literature and culture.

MICOLLAC, an academic gathering started in 1999, and subsequently held in 2001 and 2003, is a tradition that the Faculty is proud of, and one that has attracted the attention of local and international academics from different disciplines. The multidisciplinary nature of the conference allows for the meeting of minds to share ideas and expertise, and discuss issues critical to the day.

The theme of the 4th MICOLLAC is *Critical Perspectives on Theory and Practice in the New World Order*. It is most apt that in these critical times, when the world is faced with challenges brought about by rapid developments and technological advancements, that this year's conference addresses and highlights issues critical to the world and to our own academic pursuits.

It is my hope that MICOLLAC 2005 will be another successful conference, and that the mutual exchange of ideas will lead to long-lasting friendships and academic networking.

Last but not least, I would like to thank all our sponsors for their contribution, the MICOLLAC 2005 committee members, and all individuals who have contributed and worked hard in organising this conference.

To all our regular participants, welcome back. To those new to MICOLLAC, welcome, and thank you for participating. I wish everyone a very rewarding and memorable time at MICOLLAC 2005.

ASSOCIATE PROFESSOR DR. HAJI RÖSLI TALIF



Foreword by
The Chairperson of MICOLLAC 2005
Universiti Putra Malaysia

Conferences have always been a space for scholars to share their research works and expertise, and to establish academic networking. The Department of English of the Faculty of Modern Languages and Communication, through its biennial Malaysia International Conference on Languages, Literatures, and Cultures (MICOLLAC), continues to open that space for scholars to extend their academic arm to share their research works and ideas with others. I believe that it is not only a space for sharing research works and ideas, and for establishing academic networks, it can also lead to drawing public attention towards social, political and educational issues at national and international levels, and towards theoretical and pedagogical matters that the public may not be aware of. Publicity of research works done in this multidisciplinary conference is necessary for it helps better understanding of the nature of academic work and the various areas of research in the social sciences and humanities.

With this year's theme *Critical Perspectives on Theory and Practice in the New World Order*, the organising committee hopes that it will draw the public's attention to the critical issues faced by societies in these critical times when some nation states are at stake of losing their legitimacy, and when notions such as justice, peace, racial integration, nationalism are subject to scrutiny. Acts of resistance and negotiation are continuously studied by scholars with the intention of providing better understanding of the global scenario of international communities, as well as suggesting practical solutions and theoretical explanations of the state of humanity,

I believe, with the presence of scholars from different areas of academic disciplines at this conference, we will be able to enhance public awareness of the connection between theory and practice in the academia.

I would like to take this opportunity to thank all our sponsors for their generosity. To members of the organising committee, my heartfelt appreciation and thank you for your hard work in helping bring this conference to fruition. To all presenters and participants, I thank you, and I hope you will enjoy the conference.

A stylized, handwritten signature in black ink, belonging to Noritah Omar.

NORITAH OMAR, Ph.D.

PROGRAMME OVERVIEW

TIME HRS	23/4 SAT	24/4 SUN	25/4 MON
0730 - 0830	REGISTRATION (CLASSICS BALLROOM FOYER)	—	—
0830 - 0900	OPENING CEREMONY (CLASSICS BALLROOM)	—	—
0900 - 1000		PLENARY 2 (CLASSICS BALLROOM)	PLENARY 5
1000 - 1015	TEA BREAK (CLASSICS BALLROOM FOYER)		
1015 - 1115	KEYNOTE ADDRESS (CLASSICS BALLROOM)	Panels 24 – 31	Panels 46 – 53
1115 - 1145	Panels 1 – 8		
1145 - 1245		Panels 32 – 38	Panels 54 – 60
1245 - 1400	LUNCH (IVORY BALLROOM)		
1400 - 1500	PLENARY 1 (CLASSICS BALLROOM)	PLENARY 3 (CLASSICS BALLROOM)	Panels 61 – 67
1500 – 1530	Panels 9 – 16	Panels 39 – 45	
1530 – 1630			Panels 68 – 75
1630 – 1730	Panels 17 - 23	PLENARY 4 (CLASSICS BALLROOM)	PLENARY 6 (CLASSICS BALLROOM)
1730 - 1745	AFTERNOON TEA (IVORY BALLROOM)	AFTERNOON TEA (IVORY BALLROOM)	CLOSING CEREMONY (CLASSICS BALLROOM)
1745 - 1800	—	—	AFTERNOON TEA (CLASSICS BALLROOM FOYER)
2015	—	CONFERENCE DINNER: TOURISM MALAYSIA NIGHT (IVORY BALLROOM)	—

KEY:

D1-Day One (Saturday)

D2-Day Two (Sunday)

D3-Day Three (Monday)

PS-Parallel Session

PRESENTATION SCHEDULE ACCORDING TO PRESENTER'S FIRST NAME IN ALPHABETICAL ORDER

No.	Name	Affiliation	Title	Panel No.	Day/ Session	Room
1.	Â. Gulnara Jamasheva	Institute of Linguistics, National Academy of Sciences, Kyrgyz Republic	Language Policy in Post-Soviet Kyrgyzstan	10	D1-PS2	IVORY 5
2.	Â. Laila Suriya Ahmad Apandi	Universiti Utara Malaysia	The United States as Regional Hegemony in NAFTA: Mexican Auto Industry	37	D2-PS5	IVORY 10
3.	Ab. Halim & Wan Mohamad Wan Sulong	Universiti Putra Malaysia	<i>Ketepatan Terjemahan Struktur Ayat Arab ke Dalam Bahasa Melayu: Satu Kajian Kes</i>	5	D1-PS1	IVORY 9
4.	Abdel Rahman Abdalla Salih	Mazoon University College, Oman	Discrepant Description and Definition of Islamic-based Entries in English Dictionaries: Ignorance or Prejudice?	53	D3-PS7	IVORY 12
5.	Abdel Rahman Abdalla Salih	Mazoon University College, Oman	Focus on Media Discourse and Coverage of America-led war on Iraq: Arab Media Reaction	65	D3-PS9	IVORY 9
6.	Abdul Lazi Nordin & Musa Abu Hassan	Multimedia University & Universiti Putra Malaysia	New Media vs Traditional Media: A Closer Look At The Streaming Technology. How Far Has It Threatened The Traditional Media?	53	D3-PS7	CLASSICS BALLROOM
7.	Abdul Mua'ti @ Zamri Ahmad	Universiti Putra Malaysia	Mahathir's Logical Appeals: Rhetorical Analysis of Presidential Speeches in UMNO General Assembly, 1982 - 2003	55	D3-PS8	IVORY 5
8.	Abdul Muis Shefii & Musa Abu Hassan	Universiti Putra Malaysia	Regional News Media: Asia Vision's Coverage of Asia's Tsunami Disaster	53	D3-PS7	CLASSICS BALLROOM
9.	Abdul Rahim Marasidi & Zachary Malik	Universiti Putra Malaysia	The Impact of Colonisation upon South African Malay Diaspora: A Sociological Analysis of the Novels of Ryda Jacob	3	D1-PS1	IVORY 7
10.	Abdul Rahman Yusof	Dewan Bahasa dan Pustaka	Ideology in Salina or in Defense of a Marginalized Masterpiece	51	D3-PS7	IVORY 10
11.	Abdul Rashid Daing Melebek	Universiti Putra Malaysia	<i>Perubahan Struktur Kata Tunggal Bahasa Melayu mengikut Akhiran</i>	30	D2-PS4	IVORY 12
12.	Abdul Wahid Qasem Ghaleb	Sanaa University, Yemen Republic	Arabic (Islamic) Greetings in the Indian Community: A Cross-Cultural Study	13	D1-PS2	IVORY 9
13.	Abdulrahman Alkhirbash & Murad Obaid	Universiti Putra Malaysia	Language and Gender: Perception of Gender Roles and Language Use Among Yemeni Husbands	28	D2- PS4	IVORY 9

No.	Name	Affiliation	Title	Panel No.	Day/Session	Room
14.	Adelaida A. Figueras-Lucero	University of the Philippines	Protest and Affirmation in The Other Novel	54	D3-PS8	IVORY 3
15.	Adi Yasran Abdul Aziz	Universiti Putra Malaysia	<i>Syarat Koda Suku Kata Dialek Kelantan Berdasarkan Analisis Teori Optimaliti: Satu Penilaian Semula</i>	30	D2-PS4	IVORY 12
16.	Ahmad Mahmood Musanif	Universiti Putra Malaysia	<i>Teori Analis Wacana: Konsep dan Pendekatan</i>	30	D2-PS4	IVORY 12
17.	Ahmad Murad Merican	Centre for Intellectual History and Malay Thought (CENTIS), Institute of Knowledge Advancement, Universiti Teknologi MARA	The Study of Communication as a Social Science: Thirty-five Years of Theorizing and Teaching Journalism, Media and Development in Malaysia	18	D1-PS3	IVORY 5
18.	Ahmad Nazri Abdullah & Maznah Abu Hassan	Kolej Universiti Kejuruteraan Utara Malaysia Universiti Utara Malaysia	Making Sense of Culture through Films and Reading: Intertextuality and the Course Syllabi	22	D1-PS3	IVORY 10
19.	Ahmad Shehu Abdussalam	International Islamic University Malaysia	Linguistic Representation of Intra-Muslim Conflicts: A Preliminary Investigation	74	D3-PS10	IVORY 12
20.	Ain Nadzimah Abdullah	Universiti Putra	Language Choice in Criminal Court Matters	74	D3-PS10	IVORY 12
21.	Amir Husairi Sharif	Universiti Teknologi MARA	<i>Muzik dan Komunikasi Massa: Satu Kajian Tentang M. Nasir dan Evolusi Muzik Melayu</i>	49	D3-PS7	IVORY 8
22.	Amira Firdaus	Universiti Malaya	ICT Hegemony	24	D2-PS4	IVORY 3
23.	Angeline Wong Wei Wei	Universiti Kebangsaan Malaysia	'Blogging' into Literary Texts	8	D1-PS1	CLASSICS BALLROOM
24.	Anita Pandey & Amit Kapadia	Morgan State University & George Washington University, USA	Language(s) on the Internet: Corporate Control and Linguistic Monopoly	43	D2-PS6	IVORY 9
25.	Ann Gillian Elgar	Universiti Brunei Darussalam	ESL Students Reading Twentieth-century Poetry: Identifying Difficulties and Offering Help	10	D1-PS2	IVORY 5
26.	Anne De Cort0	University of Antwerp, Belgium	A Cultural and Pragmatic Analysis of Advertisements	12	D1-PS2	IVORY 8

No.	Name	Affiliation	Title	Panel No.	Day/ Session	Room
27.	Anzaruddin Ahmad	Universiti Putra Malaysia	Applying Hermeneutics (Textual Criticism) on Al-Quran: A Recritic	5	D1-PS1	IVORY 9
28.	Arba' ie Sujud	Universiti Putra Malaysia	<i>Kod Bahasa dalam Sajak: Analisis Stilistik</i>	36	D2-PS5	IVORY 9
29.	Asiah Jamil Mohd Sallehuddin & Norizan Abd Razak	Universiti Teknologi Malaysia & Universiti Kebangsaan Malaysia	Students' Test-Taking Strategies in a Reading Comprehension Test	34	D2-PS5	IVORY 7
30.	Awang Azman Awang Pawi	Universiti Malaysia Sarawak	<i>Gerakan Persuratan Peribumi Dalam Pascakolonialisme</i>	70	D3-PS10	IVORY 7
31.	Azhar bin Muhammad	Universiti Teknologi Malaysia	<i>Penggunaan Bahasa Arab Sebagai Bahasa Interaksi Oleh Pelajar-Pelajar Melayu di Sekolah-Sekolah Menengah Kebangsaan Agama</i>	9	D1-PS2	IVORY 3
32.	Baharak Hoshyar & Wan Roselezam Wan Yahya	Universiti Putra Malaysia	The Construction of Identities in Naguib Mahfouz's <i>The Beggar</i>	29	D2-PS4	IVORY 10
33.	Benedict Lin	Nagoya University of Commerce and Business, Japan	How Stylistic Analysis Reveals the Relevance of Local Literature: The Case of One Poem	67	D3-PS9	IVORY 12
34.	Carmencita R. Abayan	University of Philippines	Literary Culture in Selected 20 th Century Cebuano Short Fiction	63	D3-PS9	IVORY 7
35.	Carolyn Soo & Rosli Talif	Tunku Kurshiah College & Universiti Putra Malaysia	The National Reading Programme (NILAM): A Success Story?	47	D3-PS7	IVORY 5
36.	Celeste Siang Lay Choo	Universiti Teknologi MARA	<i>Tinjauan Terhadap Penyebutan Konsonan Bahasa Mandarin di Kalangan Pelajar Bukan Penutur Jati, Universiti Teknologi MARA, Shah Alam</i>	15	D1-PS2	IVORY 12
37.	Chan Swee Heng & Ain Nadzimah Abdullah	Universiti Putra Malaysia	The Malaysian English Language Test Experience	25	D2-PS4	IVORY 5
38.	Che An Abdul Ghani	Universiti Putra Malaysia	Presupposition and Implicatures in Print Advertising: A Pragmatic Observation	12	D1-PS2	IVORY 8
39.	Chong Seng Tong, Gwynedd Nora Owen, Norhakimah Khaessa Ahmad & Nur Adeela Othman	Universiti Kebangsaan Malaysia	The Use of English Is a Threat to the Regality of Bahasa Melayu: Myth or Reality?	69	D3-PS10	IVORY 5
40.	Ding Choo Ming	Universiti Kebangsaan Malaysia	Boosting the Malay Cultural Heritage: Moving Towards Digital Empowerment in Atma's Portal on Malay World Studies	67	D3-PS9	IVORY 12
41.	Dzeelfa Zainal Abidin	Universiti Putra Malaysia	The Fragmented Malay Self in Notes on Life and Love and Painting by Huzir Sulaiman	20	D1-PS3	IVORY 8

No.	Name	Affiliation	Title	Panel No.	Day/ Session	Room
42.	Ernawita Atan	Universiti Putra Malaysia	<i>Konsep Masa dan Pemikiran Melayu Tradisi Dalam Bahasa Melayu Klasik: Satu Kajian Teks Sejarah Bahasa Melayu</i>	61	D3-PS9	IVORY 3
43.	Eshagh Toghyani	Isfahan University, Iran	The Universality of Literature	63	D3-PS9	IVORY 7
44.	Ezhar Tamam & Manimaran Govindasamy	Universiti Putra Malaysia	Youth Exposure to News Media and Perception of the United States: A Comparative Study of Six Countries	53	D3-PS7	CLASSICS BALLROOM
45.	Ezhar Tamam, Azimi Hamzah, Zainal Abidin Mohamed, Wong Su Luan, Mansor Mohd Noor, & Wendy Yee	Universiti Putra Malaysia	The Relationship of National Media Exposure with Strength of National Ethos	2	D1-PS1	IVORY 5
46.	Ezrin Ashikin Zakaria	Universiti Putra Malaysia	Viewing War Through Children's Eyes : A Critical Analysis of Adeline Yen Mah's <i>Chinese Cinderella And The Secret Dragon Society</i>	67	D3-PS9	IVORY 12
47.	Fadilah Jasmani	Dewan Bahasa dan Pustaka	<i>Kamus Pelajar Ekabahasa: Penggunaannya Dalam Pembetulan Kesalahan Bahasa</i>	23	D1-PS3	IVORY 12
48.	Faridah Mohd. Yasin	Universiti Putra Malaysia	Perhaps In Paradise: Can Feminism Co-Exist within a Patriarchal Society?	16	D1-PS2	CLASSICS BALLROOM
49.	Fatimah Dinna Mohd Din	Universiti Teknologi MARA	The Teaching of Recommendations	6	D1-PS1	IVORY 10
50.	Francisco P. Dumanig	Universiti Malaysia Sarawak	Children's Speech and Its Relation to Social Class Differences and Gender Identification	41	D2-PS6	IVORY 7
51.	Ganakumaran Subramaniam	Universiti Kebangsaan Malaysia	Keeping Students Glued: The "Stickability", Challenge and Online Autonomous Learning Literature Programmes	8	D1-PS1	CLASSICS BALLROOM
52.	Geraldine De Mello, Ramesh Nair & Rajasegaran Krishnasamy	Universiti Teknologi Malaysia MARA	Critical and Creative Thinking for the Adult ESL Learner	10	D1-PS2	IVORY 5
53.	Gerry Knowles	Universiti Kebangsaan Malaysia	Linguistic Imperialism, the Ideological Foundations of Modern Linguistic Thought, and the Study of Asian Languages	64	D3-PS9	IVORY 8
54.	Hafriza Burhanudeen	Universiti Kebangsaan Malaysia	The Suspension of Self for Us: The Construction of an International Identity in Diplomacy	1	D1-PS1	IVORY 3
55.	Hajar Abdul Rahim	Universiti Sains Malaysia	Lexical Innovation in Malaysian English: Does Malay Rule?	13	D1-PS2	IVORY 9
56.	Hamisah Haji Hasan & Joanne Lim	Universiti Putra Malaysia	Adoption of Digital News Reporting A Study of Two Countries	2	D1-PS1	IVORY 5

No.	Name	Affiliation	Title	Panel No.	Day/ Session	Room
57.	Hariharan a/l N. Krishnasamy	Universiti Utara Malaysia	Vision 2020: Generating Space for Future Pathways in English Language Acquisition among Schoolchildren	62	D3-PS9	IVORY 5
58.	Harun Jaafar & Muhammad Anas Al-Muhsin	Universiti Pendidikan Sultan Idris	<i>Pakaian Dalam Peribahasa Melayu</i>	36	D2-PS5	IVORY 9
59.	Hashim Fauzy Yaacob	Universiti Teknologi	The Development of a School of Thought on Cultural Research in the New World Order	22	D1-PS3	IVORY 10
60.	Hassan A. El-Nagar	International Islamic University Malaysia	Language, Culture, Identity and the African Writer	64	D3-PS9	IVORY 8
61.	Hussain Othman & Abdullah Sulaiman	Tun Hussein Onn University College of Technology	Historical Thought of the Malays: Pre-Historic to the Period of the Islamization	61	D3-PS9	IVORY 3
62.	Iffat Sharmin	East West University, Bangladesh	Orientalism and Shakespeare's Plays	32	D2-PS5	IVORY 3
63.	Ismazizam Jesmaj Azyze	Universiti Kebangsaan Malaysia	Malay, Chinese, Indian, and Others: "Race" Politics in Malaysian Literature in English	31	D2-PS4	CLASSICS BALLROOM
64.	Jacquelyn Soo & Carolyn Soo	University Putra Malaysia	The Treatment of Gender In Children Literature	72	D3-PS10	IVORY 9
65.	Jacquelyn Soo Poh Yoke	Universiti Putra Malaysia	The Effects of Televised Sexual Content on Malaysian Youths' Language and Culture	27	D2-PS4	IVORY 8
66.	Jamilah Abdul Hameed	Universiti Putra Malaysia	Representation of Modern and Traditional Indian Women in the Selected Stories by Jhumpa Lahiri	44	D2-PS6	IVORY 10
67.	Jariah Mohd Jan	Universiti Malaya	Gendered Language Styles: Strategic Manipulation of Leadership and Power	56	D3-PS8	IVORY 7
68.	Jeannie Tang Suet Ling	Universiti Putra Malaysia	Gender The Determining Factor Of Survival	59	D3-PS8	IVORY 10
69.	Johan Gijzen & Yu-Chang Liu	I-Shou University, Taiwan	The Quest for a New Civic and Linguistic Identity at the Cost of a Mother Tongue: Mandarin and English Encroachment upon the Taiwanese Language	13	D1-PS2	IVORY 9
70.	Jowana Juhary & Tan Bee Hoon	Victoria Institution & Universiti Putra Malaysia	Generating ESP Courseware: Reality or Myth	4	D1-PS1	IVORY 8
71.	Judy Ng Miang Koon	Inti College Malaysia	Authentic Materials to Motivate Students' Participation in Class	14	D1-PS2	IVORY 10

No.	Name	Affiliation	Title	Panel No.	Day/ Session	Room
72.	Kamila Ghazali	Universiti Malaya	Keynote Address of Abdullah Ahmad Badawi: Islam Hadhari – The New (?) Agenda	55	D3-PS8	IVORY 5
73.	Kamisah Hj Ariffin & Misyana Susanti Husin	Universiti Teknologi MARA	Language Use in <i>Edisi Siasat</i> : Changing Hues in Malaysian Media Presentation?	65	D3-PS9	IVORY 9
74.	Kamisah Hj Ariffin, Misyana Susanti Husin & Roselina Musahar	Universiti Teknologi MARA	Functions and Effects of Mixed Languaging in Modern Malay Song	49	D3-PS7	IVORY 8
75.	Kanyarat Getkham	The National Institute of Development Administration (NIDA), Thailand	The Effects of Using the Multimedia	14	D1-PS2	IVORY 10
76.	Khadijah Mohamad Tuah	Universiti Malaysia Sarawak	The Importance of Being Fair: Perceptions of Malay Men and Women	19	D1-PS3	IVORY 7
77.	Lean Mei Li & Rosaline Prasana Fernandez	Taylor's College	"How Healthy Are You?" Creating Persuasive Health	11	D1-PS2	IVORY 7
78.	Lean Mei Li & Rosaline Prasana Fernandez	Taylor's College	"Voices of Malaysia: A Discourse Representation of AIDS Discourse"	11	D1-PS2	IVORY 7
79.	Lee Su Kim	Universiti Kebangsaan Malaysia	Conducting Qualitative Research: Employing Critical Research Methodologies	66	D3-PS9	IVORY 10
80.	Lee Yi Hau	Universiti Putra Malaysia	Language Engineering or Language Reengineering? The Computerization of Language	4	D1-PS1	IVORY 8
81.	Linda Khoo Mei Sui	Kolej Universiti Teknikal Kebangsaan Malaysia	The Importance of Clustering In Writing	48	D3-PS7	IVORY 7
82.	Liza Reshmin	East West University, Bangladesh	The Protagonists' Struggle to Attain Empowerment and Identity	50	D3-PS7	IVORY 9
83.	Lokasundari Vijaya Sankar	Taylor's College	Language Shift and Ethnic Identity	1	D1-PS1	IVORY 3
84.	Loubna Tawfiq & Murad Ali Obaid Abdullah	Universiti Putra Malaysia	Hedging in Journalistic English Newspaper Discourse in the Arabic World	65	D3-PS9	IVORY 9
85.	Lynne Norazit & Su'ad Awab	Universiti Malaya	Disabling the Disabled: A Study of Malaysian Perception of Disability	60	D3-PS8	IVORY 12
86.	M. Obaidul Hamid	University of Dhaka, Bangladesh	Teachers' Perceptions of Their Professional Practice: Linguistic Imperialism in Focus	6	D1-PS1	IVORY 10
87.	M.A.R. Habib	Rutgers University	Islam and Democracy in the New "World Order": The Role of Humanities	18	D1-PS3	IVORY 5

No.	Name	Affiliation	Title	Panel No.	Day/ Session	Room
88.	Ma. Milagros C. Laurel	University of the Philippines	Text Messaging and the English Language in Asia: New Medium, New Dialects, New Identities?	33	D2-PS5	IVORY 5
89.	Maghalachimi Govindan	Universiti Putra Malaysia	Exploitation and Corruption of 'The Innocence' in Women: A Feminist Reading of Rani Manicka's <i>Touching Earth</i>	50	D3-PS7	IVORY 9
90.	Mahmud Hasan Khan & Shapla Parveen	International Islamic University Malaysia	Framing the Digital Other: A Critical Discourse Analysis of Bangladeshi Political Party Websites	57	D3-PS8	IVORY 8
91.	Majidah Hashim	Universiti Putra Malaysia	An Introduction to Weblogs as a New Source for Linguistic Research	66	D3-PS9	IVORY 10
92.	Malachi Edwin Vethamani & Noritah Omar	Universiti Putra Malaysia	Conversation with K.S Maniam and Wong Phui Nam: Issues in Malaysian Literature in English	38	D2-PS5	IVORY 12
93.	Manimangai Mani	S.M.K. Kg. Pasir Putih, Ipoh	Lost of Identity in Caryl Phillips' Novels <i>Cambridge</i> and <i>Crossing the River</i>	20	D1-PS3	IVORY 8
94.	Manimaran Govindasamy, Musa Abu Hassan & Siti Zobidah Omar	Universiti Putra Malaysia	Adoption of New Technology and Journalism Practice Changes in Malaysia: A Comparative Study among Various Language Dailies	2	D1-PS1	IVORY 5
95.	Mardziah Hayati Abdullah	Universiti Putra Malaysia	Working Differently: Exploring the Use of Online Tasks in an Offline Classroom	43	D2-PS6	IVORY 9
96.	Mas Rynna Wati Ahmad	Universiti Putra Malaysia	It Is Not A Suicide: A Comparative Approach of Existentialist and Islamic Perspectives	68	D3-PS10	IVORY 3
97.	Masreen Wirda Mohammad Ali	Universiti Putra Malaysia	Females in the Patriarchal Society of the Remains of the Day by Kazuo Ishiguro	29	D2-PS4	IVORY 10
98.	Melor Md. Yunus & Sabariah Md. Rashid	Universiti Kebangsaan Malaysia & Universiti Putra Malaysia	Applicability of Grounded Theory Approach in Understanding Interview Data: A Malaysian ESL Experience	66	D3-PS9	IVORY 10
99.	Michelle Lazar & Annita Lazar	National University of Singapore Nanyang Technological University, Singapore	The Politics of 'Othering' in the New World Order	7	D1-PS1	IVORY 12
100.	Mirza Md. Mamun Sadat & Md. Manzur Alam	East West University, Bangladesh	Making Both Ends Meet in FL Speaking Classroom in Bangladesh	40	D2-PS6	IVORY 5
101.	Mohamed Abu Bakar	Ministry of Education Malaysia	Children's Literature and the Portfolio: Seeking an Alternative Assessment	72	D3-PS10	IVORY 9
102.	Mohd Azidan Abdul Jabar	Universiti Putra Malaysia	<i>Konsep Kohesi Dalam Wacana Arab</i>	9	D2-PS2	IVORY 3

No.	Name	Affiliation	Title	Panel No.	Day/ Session	Room
103.	Mohd Azmyl Md Yusof	Taylor's College	The Use of Popular Songs in Contemporary Western Films	49	D3-PS7	IVORY 8
104.	Mohd Azmyl Md Yusof, Srikumar s/o Ramayan & Ponmalar N. Alagappar	Taylor's College	The Black Metal Subculture among the Malaysian Youths: Its Effects and the Role of Media	27	D2-PS4	IVORY 8
105.	Mohd Izani Mohd Zain	Universiti Utara Malaysia	<i>Pembangkang dan Pembangunan Politik: Peranan dan Sumbangan Dalam Padimen di Malaysia</i>	7	D1-PS1	IVORY 12
106.	Mohd Sallehudin Abd Aziz & Mani Sockalingam	Universiti Kebangsaan Malaysia	The Power and Influence of the Washback Effect in the Teaching and Learning of English	34	D2-PS5	IVORY 7
107.	Mohd. Zariat Abdul Rani	Universiti Putra Malaysia	Islam and Narrative Axis: A Critical Analysis of Salina by A. Samad Said	51	D3-PS7	IVORY 10
108.	Muhammad Alif Redzuan	Universiti Putra Malaysia	<i>Masalah Fonetik di Kalangan Pelajar Cina yang Mengikuti Kursus Kemahiran Bahasa Jepun di Universiti Putra Malaysia</i>	15	D1-PS2	IVORY 12
109.	Muhammad Fauzi Jumingan	Universiti Putra Malaysia	<i>Penterjemahan atau Penerjemahan: Satu Analisis Kotpus Data Berkomputer</i>	9	D1-PS2	IVORY 3
110.	Muhammed Shahriar Haque	Universiti Malaya	All Malaysians Are Equal, But Some Malaysians Are More Equal Than Others	60	D3-PS8	IVORY 12
111.	Murad Ali Obaid Abdullah	Universiti Putra Malaysia	Study of the Effect of the Proficiency Level and the Designed Task among the Arab Students' Use of Communication Strategies	46	D3-PS7	IVORY 3
112.	Murad Ali Obaid Abdullah & Abdul Rahman Alkherbash	Universiti Putra Malaysia	How Muslims Are Being Portray and Attributed to Terrorism in the New York Times? A Critical Discourse Analysis Study on the Reporting of How Ideology Can Be Embodied through Language	5-3	D3-PS7	CLASSICS BALLROOM
113.	Mustafa B. Akbarally	Universiti Putra Malaysia	Misconceptions of Religion in Yan Martel <i>Life of Pi</i>	71	D3-PS10	IVORY 8
114.	Nabil A. Jail	Universiti Putra Malaysia	Feminism in <i>Wide Sargasso Sea</i>	32	D2-PS5	IVORY 3
115.	Nackeeran Sivapunniam	Universiti Kebangsaan Malaysia	The Element of Motivation in e-Learning: Feedback from Participants of the IRPA Online Learning Project	8	D1-PS1	CLASSICS BALLROOM
116.	Naimah Abdullah	Universiti Teknologi MARA	<i>Budaya, Pemikiran dan World View Dalam Pembentukan Idiom: Satu Kajian Perbandingan Antara Idiom Bahasa Arab dan Bahasa Melayu</i>	5	D1-PS1	IVORY 9
117.	Nalini Arumugam & Siti Mahtuhah Damio	Universiti Teknologi MARA	A Needs Analysis of Nurses in Government Hospitals: A Case Study	11	D1-PS2	IVORY 7

No.	Name	Affiliation	Title	Panel No.	Day/ Session	Room
118.	Nathaniel Woon Wai Cheong	Taylor's College	Reading Between the Signs: Resistance Is Not Futile	35	D2-PS5	IVORY 8
119.	Nazariah Ahmad	Universiti Teknologi MARA	Special Packages: Educational Practice & Globalisation	26	D2-PS4	IVORY 7
120.	Nina Marlina Ahmad & Mohd Sallehudin Abd. Aziz	Kolej Universiti Sains dan Teknologi Malaysia Universiti Kebangsaan Malaysia	The Gender Factor in Essay Assessment	28	D2-PS4	IVORY 9
121.	Nina Ong & Shanta Nair-Venugopal	Multimedia University & Universiti Kebangsaan Malaysia	Revisiting the 'Stranger' in Computer-mediated Intercultural Communication	33	D2-PS5	IVORY 5
122.	Noor Aina Dani & Zaleha Abd Rahman	Universiti Putra Malaysia	<i>Protokol Pemikiran Verbal Dalam Pemahaman Bacaan Bahasa Melayu</i>	23	D1-PS3	IVORY 12
123.	Noor Azah Catherine Abdullah & Rohimmi Noor	Universiti Putra Malaysia	Dismantling the Colonial's Household in Doris Lessing's <i>The Sweetest Dreams</i>	3	D1-PS1	IVORY 7
124.	Noorzan Hj Mohd Noor	Centre for UiTM-Industry Linkages Linkages (UILC)	Critical Perspectives in Practice: Collaboration & Smart Partnerships in Education	26	D2-PS4	IVORY 7
125.	Nor Azilah Husin, Kamariah Abu Bakar & Samsilah Roslan	Universiti Putra Malaysia	Teachers' Readiness Towards Implementing English For Teaching Mathematics and Science (ETEMS)	69	D3-PS10	IVORY 5
126.	Nor Faridah Abdul Manaf	International Islamic University Malaysia	<i>My Feudal Lord: Writing Autobiography Against Culture</i>	73	D3-PS10	IVORY 10
127.	Nora Mohamed Nor	Universiti Putra Malaysia	Religiosity and Futility of the Malay Society in A. Samad Said's War Novels	51	D3-PS7	IVORY 10
128.	Noraini Md. Yusof	Universiti Kebangsaan Malaysia	Fictionalizing History: Re-Visions Of 16 th Century Melaka	31	D2-PS4	CLASSICS BALLROOM
129.	Norhayuza Mohamad	Universiti Teknologi MARA	<i>Strategi Petaan Semantik (Semantic Mapping) Dalam Pengajaran Kosa Kata</i>	15	D1-PS2	IVORY 12
130.	Noritah Omar	Universiti Putra Malaysia	The Notion of "Art for Art's Sake" in Malay Muslim Writings: A Textual Violation?	75	D3-PS10	CLASSICS BALLROOM
131.	Normahdiah Sheik Said	Universiti Putra Malaysia	Children as Design Partners – "Should Children Be Included in a Design Process of a Language Learning Multimedia Application?"	4	D1-PS1	IVORY 8
132.	Normah Abdullah & Iza Dura Abdul Manan	Universiti Putra Malaysia	<i>Keperluan Penterjemahan Dalam Pelaksanaan Pengajaran Di Universiti</i>	62	D3-PS9	IVORY 5
133.	Norwati Hj. Roslim	Universiti Teknologi MARA	Psychoanalytic Criticism and the Oedipus Complex: Exploring Connections	29	D2-PS4	IVORY 10

No.	Name	Affiliation	Title	Panel No.	Day/ Session	Room
133.	Ong Shyi Nian	Universiti Malaya	The Influence of English Borrowings in the Lexical Expansions of Modern Japanese	42	D2-PS6	IVORY 8
134.	Pabiyah Haji Maming & Mohd Sukki Othman	Universiti Putra Malaysia	<i>Kesejagatan Novel-novel Najib Kilani: Satu Pengenalan</i>	16	D1-PS2	CLASSICS BALLROOM
135.	Paramjit Kaur & Hardev Kaur	Sekolah Menengah Sungai Besi & University Tunku Abdul Rahman	The Influence of English on the Punjabi Language: The Deterioration and the Revival of the Mother Tongue	62	D3-PS9	IVORY 5
136.	Paul Bruthiaux	Hong Kong Institute of Education	Asian Englishes or English in Asia? Kachru's Circles and the Sociolinguistics of Othering	39	D2-PS6	IVORY 3
137.	Phawani Vijayaratnam	INTI College Malaysia	Active Learning in the Language Classroom	62	D3-PS9	IVORY 5
138.	Rajasegaran Krishnasamy, Ramesh Nair & Jasbir Rai	Universiti Teknologi MARA	An Enquiry into Knowledge Management in English Language Teaching Departments	26	D2-PS4	IVORY 7
139.	Ramesh Nair	Universiti Teknologi MARA	<i>Us and Them</i> in Different Times and Space	7	D1-PS1	IVORY 12
140.	Ramona binti Abdul Rahim & Tan Bee Hoon	Universiti Teknologi Malaysia & Universiti Putra Malaysia	Learner Readiness Towards Self-Access Language Learning	47	D3-PS7	IVORY 5
141.	Ratnawati Mohd Asraf	International Islamic University of Malaysia	English, Islam, and Malay Identity	1	D1-PS1	IVORY 3
142.	Renate Karchner-Ober	Universiti Putra Malaysia	German: A Typical L3 after English L2. How Do Learners Evaluate Their Knowledge of English in the Context of Learning German as an L3?	15	D1-PS2	IVORY 12
143.	Rohimmi Noor, Abdul Ghani Abu & Rosli Talif	Universiti Putra Malaysia & Universiti Pendidikan Sultan Idris	Love and Obsession in the <i>House of Glass</i>	16	D1-PS2	CLASSICS BALLROOM
144.	Rosli Talif, Wong Bee Eng, Ain Nadzimah, Sabariah Md. Rashid, & Jariah Mohd Jan	Universiti Putra Malaysia & Universiti Malaya	ESL Learners' Vocabulary Competence: Identification and Usage	46	D3-PS7	IVORY 3
145.	Roslina Mamat	Universiti Putra Malaysia	<i>Jenis-jenis dan Kekerapan Aizuchi di dalam Perbincangan Politik Jepun</i>	42	D2-PS6	IVORY 8
146.	Rosmiza Bidin & Ku Nurfarah Zahirah Ku Abdul Rahman	Universiti Putra Malaysia	<i>Imej Korporat UPM Melalui Laman Web UPM</i>	58	D3-PS8	IVORY 9
147.	Roziyaton Jamaluddin, Musa Abu Hassan & Siti Zobidah Omar	Universiti Putra Malaysia	Message Framing and Communication Effectiveness: A Case Analysis of the Internet as a Communication Tool in Public Relations-related Activities	17	D1-PS3	IVORY 3

No.	Name	Affiliation	Title	Panel No.	Day/ Session	Room
148.	Ruzy Suliza Hashim	Universiti Kebangsaan Malaysia	Preparation for e-literature at UKM: Issues, Methods, Implementation	8	D1-PS1	CLASSICS BALLROOM
149.	Saiful Amin Jalun & Aini Andria Shirin Anuarudin	Universiti Putra Malaysia	Learn What You Need to Learn: Language in Culture, Technology and Music	47	D3-PS7	IVORY 5
150.	Saiful Amin Jalun & Aini Andria Shirin Anuarudin	Universiti Putra Malaysia	Communicate Effectively and Professionally: Debate Will Help?	21	D1-PS3	IVORY 9
151.	Salinah Jamaludin	Universiti Putra Malaysia	Life, Death and Absurdity – Studying Gopal Baratham's Sayang in Light of Existentialism	68	D3-PS10	IVORY 3
152.	Sami Omar	The American University in Cairo, Egypt	21st Century Muslim Identity	57	D3-PS8	IVORY 8
153.	Sashikala Sasidaran	Universiti Putra Malaysia	Inequality of Indian Women in the Novel The Banana Leaf Men	44	D2-PS6	IVORY 10
154.	Sasikala Nallaya	Universiti Pendidikan Sultan Idris	The Influence of Gender on The Use of Language Learning Strategies of Secondary School ESL Students	28	D2-PS4	IVORY 9
155.	Seongha Rhee	Hankuk University of Foreign Studies, Korea	Culture and Grammar: A Case of Markers of Undesirability in Korean	52	D3-PS7	IVORY 12
156.	Shahram Kiaei	Universiti Kebangsaan Malaysia	Doris Lessing's Martha Quest: The Relationship Between Language and Identity	1	D1-PS1	IVORY 3
157.	Shakila Abdul Manan	Universiti Sains Malaysia	Through Western Eyes: Covering Islam After September 9/11	75	D3-PS10	CLASSICS BALLROOM
158.	Shameem Rafik-Galea & Kamisah Hj Ariffin	Universiti Putra Malaysia & Universiti Teknologi MARA	Language Use in Public Organisations: Competing Codes, Normativity and Choice	45	D2-PS6	IVORY 12
159.	Shanthini Pillai	Universiti Kebangsaan Malaysia	K S Maniam and the Liberatory Reconstruction of the Subaltern Figures of Malaysian Indian Cultural Memory	31	D2-PS4	CLASSICS BALLROOM
160.	Sharon Goh Seng Pang, Chan Swee Heng & Lee Geok Imm	Universiti Putra Malaysia	Perceptions of Lecturers Towards Writing Practices in Students' Academic Writing	48	D3-PS7	IVORY 7
161.	Sharon Lim Sui - Lin	Kolej Universiti Sains dan Teknologi Malaysia	Utilising the MUET: Predicting Students' Vocabulary Size	25	D2-PS4	IVORY 5
162.	Shiek Md. Alwee AlFirdaus, Musa Abu Hassan & Siti Zobidah Omar	Universiti Putra Malaysia	The Usage of the Internet Among Public Relations Practitioners in Klang Valley	17	D1-PS3	IVORY 3

No.	Name	Affiliation	Title	Panel No.	Day/ Session	Room
163.	Sim Chee Cheang	Universiti Malaysia Sabah	Indonesian Pre-war Chinese Peranakan Writings: Post Colonial Texts?	70	D3-PS10	IVORY 7
164.	Siti Zobidah Omar & Mohd. Izwan Osman	Universiti Putra Malaysia	"New World Order Era" : Internet Use or Misuse among Students in Higher Education Institutions	58	D3-PS8	IVORY 9
165.	Subrata Kumar Bhowmik	East West University, Bangladesh	Error Analysis in EFL Classroom in Bangladesh: Implications and Remedies	40	D2-PS6	IVORY 5
166.	Surekah Nair	Universiti Putra Malaysia	Whose Side Are You On? A Malaysian Woman's Quandary	59	D3-PS8	IVORY 10
167.	Syamsina Zahurin Shamsuddin	Universiti Putra Malaysia	Yann Martel <i>Life of Pi</i> : A Character Analysis of Pi Patel	71	D3-PS10	IVORY 8
168.	Tamil Chelvey Muthu & Sabariah Md. Rashid	Tunku Kurshiah College & Universiti Putra Malaysia	Malay Advanced ESL Proficiency Learners' Writing Apprehension and Their Use of Teachers' Comments	46	D3-PS7	IVORY 3
169.	Teh Chee Seng	Universiti Tunku Abdul Rahman	Representations of Islam in Shirley Lim's <i>Joss & Gold</i>	73	D3-PS10	IVORY 10
170.	Thang Siew Ming & Wong Fook Fei	Universiti Kebangsaan Malaysia	Malaysian ESP Teachers' Perceptions of the Teaching of Grammar: Implications to the CLT Classroom	6	D1-PS1	IVORY 10
171.	Thomas Richard Schalow	Ryutsu Kagaku Daigaku, Japan	Construction of Identities in British English: Evidence and Examples from British Television	27	D2-PS4	IVORY 8
172.	Thomas Richard Schalow	Ryutsu Kagaku Daigaku, Japan	"Oriental English": Language Stereotypes Ascribed to Asian Speakers of English by Hollywood	39	D2-PS6	IVORY 3
173.	Tuti Iriani, Narimah Ismail, Siti Zobidah Omar & Musa Abu Hassan	Universiti Putra Malaysia	Social Related E-mail Usage Factors and Communication Satisfaction Among E-mail Users in Selected Private Organisations in Indonesia	21	D1-PS3	IVORY 9
174.	Valsala Shanmuganathan & Mardiah Hayati Abdullah	Universiti Putra Malaysia	Addressing Male and Female Audiences: Verbal and Visual Myths	35	D2-PS5	IVORY 8
175.	Veronica Lowe	Universiti Malaya	Kate and <i>vous honneur</i> : Language and Power in the Act 5 Scene 2 of <i>Henry V</i>	56	D3-PS8	IVORY 7
176.	Vickneswarinee Ganisha	Asian Institute of Medicine, Science and Technology	Point of View and Postcolonialism in Narayan's <i>A horse and two goats</i> : A Stylistic Analysis	3	D1-PS1	IVORY 7
177.	Vijayaletchumy a/p Subramaniam	Universiti Putra Malaysia	<i>Pemerolehan Bahasa di Kalangan Kanak-Kanak Melayu: Satu Perbandingan Dapatan Kajian Dengan Dapatan Steinberg</i>	41	D2-PS6	IVORY 7
178.	Vincent Tao-hsun Chang	Southern Taiwan University of Technology	Knowledge is Beauty: The Pragmatics of Names in Advertising Literature	12	D1-PS2	IVORY 8

No.	Name	Affiliation	Title	Panel No.	Day/ Session	Room
179.	Wan Anita Wan Abas	Universiti Putra Malaysia	<i>Peranan Media dan Teknologi Komunikasi dalam Keluarga</i>	24	D2-PS4	IVORY 3
180.	Wan Irham Ishak & Shafinah Md. Salleh	Universiti Teknologi MARA	The Importance of English language at the Workplace	45	D2-PS6	IVORY 12
181.	Wan Roselezam Wan Yahya	Universiti Putra Malaysia	Female Bonding in Sarah Daniels' Play <i>The Devil's Gateway Writer</i>	50	D3-PS7	IVORY 9
182.	Washima Che Dan	Universiti Putra Malaysia	Cultural and Linguistic Imperialism in Malaysian Literature?	75	D3-PS10	CLASSICS BALLROOM
183.	Wong Bee Eng & Chan Swee Heng	Universiti Putra Malaysia	Reviewing the MUET: Communicating Learners' Expectations and Judgements	25	D2-PS4	IVORY 5
184.	Wong Bee Eng & Sharon Chong Yee Ling	Universiti Putra Malaysia	Non-native Grammars: L2 Representation of English Locational and Directional Preposition	52	D3-PS7	IVORY 12
185.	Zaitul Azma Zainon Hamzah & Media Sandra Kasih	Universiti Putra Malaysia	<i>Penggunaan Gambar dalam Pembelajaran Bahasa</i>	14	D1-PS2	IVORY 10
186.	Zalina Mohd Lazim	Universiti Kebangsaan Malaysia	From Cottages to <i>Rumah Kampung</i> : Revisioning in the Translations of Popular Children's Fiction from English to Malay	31	D2-PS4	CLASSICS BALLROOM
187.	Zuraidah Mohd Don	Universiti Malaya	"Normal" and "Deviant" Bodies: The Commodified Female Body in a Consumer Culture	19	D1-PS3	IVORY 7

PROGRAMME SCHEDULE ACCORDING TO PANELS

FRI, 22 April 2005

1500-1900 PRE-REGISTRATION (MICOLLAC SECRETARIAT ROOM: IVORY BOARDROOM)

Day 1 – SAT, 23 April 2005

Time/Room	IVORY 3	IVORY 5	IVORY 7	IVORY 8	IVORY 9	IVORY 10	IVORY 12	CLASSICS BALLROOM
0730-0830	REGISTRATION (CLASSICS BALLROOM FOYER)							
0830-1000	OPENING CEREMONY (CLASSICS BALLROOM)							
1000-1015	TEA BREAK (CLASSICS BALLROOM FOYER)							
1015-1115	KEYNOTE ADDRESS: PROFESSOR AIJAZ AHMAD (CLASSICS BALLROOM)							
1115-1245 Parallel Session I	1. Language and Identity I	2. Media, Technology and Journalism	3. Writing Back: Postcolonial Perspectives in Literature	4. Computer-Based Language Learning	5. Arabic Language and Linguistics I	6. Teachers' Perceptions In ELT	7. Politics Of The Other	8. Literature and Technology: Educational Practice in The New World Order
1245-1400	LUNCH (IVORY BALLROOM)							
1400-1500	PLENARY 1: PROFESSOR DATO' SHAMSUL AMRI BAHARUDDIN (CLASSICS BALLROOM)							
1500-1630 Parallel Session 2	9. Arabic Language and Linguistics II	10. Language Policy, and Second Language Learning and Teaching	11. Health and Discourse	12. Pragmatics and Advertisement	13. Language Autonomy and Cultural Identity	14. Tools In Language Learning	15. Language Acquisition: Theory and Practice I	16. Literature and Culture: The Novel
1630-1730 Parallel Session 3	17. Public Relations in Communication	18. Mapping Research in Social Science and Humanities in The New World Order	19. Perceptions of Beauty in Consumer Culture	20. Self and Identity in Fiction	21. Issues in Language and Communication I	22. Reading Culture Through Research	23. Malay Language and Linguistics I	
1730	AFTERNOON TEA (IVORY BALLROOM)							

Day 2 – SUN, 24 April 2005

Time/Room	IVORY 3	IVORY 5	IVORY 7	IVORY 8	IVORY 9	IVORY 10	IVORY 12	CLASSICS BALLROOM
0900-1000	PLENARY 2 PROFESSOR ALAMIN MAZRUI (CLASSICS BALLROOM)							
1000-1015	TEA BREAK (CLASSICS BALLROOM FOYER)							
1015-1145 Parallel Session 4	24. Developments in Information and Communication Technology (ICT) I	25. Language Assessment and Evaluation: Focus on the Malaysian University English Test (MUET)	26. Critical Issues in Education	27. Identity and Culture in The Media	28. Issues in Language and Gender	29. Reading Female Identity in Literature I	30. Malay Language and Linguistics II	31. Race Against Time: Revisioning Malaysian Texts and Contexts
1145-1245 Parallel Session 5	32. Postcolonialism Texts and Contexts I	33. Issues in Language and Communication II	34. Evaluation and Assessment in Language Learning	35. Culture in Advertisement	36. Culture in Malay Language and Literature	37. Social Justice and Economic Hegemony	38. Conversation with K.S. Maniam and Wong Phui Nam: Issues in Malaysian Literature in English	
1245-1400	LUNCH (IVORY BALLROOM)							
1400-1500	PLENARY 3: ASSOCIATE PROFESSOR DR. MOHD. FAIZ ABDULLAH (CLASSICS BALLROOM)							
1500-1630 Parallel Session 6	39. Language and Identity in Asia	40. The EFL Classroom: The Bangladeshi Experience	41. Children's Language: Use and Acquisition	42. Japanese Language and Linguistics	43. Language and The Internet	44. Representation of Indian Women in Literature	45. Language at Work	
1630-1730	PLENARY 4: PROFESSOR EIJA VENTOLA (CLASSICS BALLROOM)							
1730	AFTERNOON TEA (CLASSICS BALLROOM FOYER)							
2015	CONFERENCE DINNER: TOURISM MALAYSIA NIGHT (IVORY BALLROOM)							

Day 3 – MON, 25 April 2005

Time/Room	IVORY 3	IVORY 5	IVORY 7	IVORY 8	IVORY 9	IVORY 10	IVORY 12	CLASSICS BALLROOM
0900-1000	PLENARY 5: PROFESSOR PHIL FRANCIS CARSPECKEN (CLASSICS BALLROOM)							
1000-1015	TEA BREAK (CLASSICS BALLROOM FOYER)							
1015-1145 Parallel Session 7	46. Issues in Language Learning I	47. Issues in Language Learning II	48. Theory and Practice in Academic Writing	49. Music and Popular Culture	50. Reading Female Identity in Literature II	51. Critical Perspectives on A, Samad Said's Works	52. Critical Perspectives in Linguistic Theory	53. Media Studies: Views and Reviews
1145-1245 Parallel Session 8	54. Postcolonialism : Texts and Contexts II	55. Malaysian Leaders' Political Discourse	56. Gender Studies: Language and Power	57. Self Identity: Globalisation and Otherisation	58. Developments in information and Communication Technology (ICT) II	59. Equality and Equity: Women in The New World	60. Language and Discrimination	
1245-1400	LUNCH (IVORY BALLROOM)							
1400-1530 Parallel Session 9	61. Malay Language and Thought	62. Language Acquisition: Theory and Practice II	63. Literature and Culture	64. Language and Identity II	65. Language in The Media	66. Exploring Research Methodologies	67. Critical Views on Literature and Culture	
1530-1630 Parallel 10	68. Existentialism: Theory and Practice	69. English for Teaching Mathematics and Science: Critical Perspectives	70. Postcolonial Literature: Native and Non-native Writings	71. Contemporary World Literature in English	72. Issues in Children's Literature	73. Framing Islam in Literature and Culture	74. Critical Perspectives in Language and Linguistics	75. Critical Perspectives on Islam in Texts
1630-1730	PLENARY 6: PROFESSOR JANET HOLMES (CLASSICS BALLROOM)							
1730	CLOSING CEREMONY (CLASSICS BALLROOM)							
1745	AFTERNOON TEA (CLASSICS BALLROOM FOYER)							



KEYNOTE SPEAKER

Professor Aijaz Ahmad, born in India at the tail-end of British colonialism, described himself as “a child of nationalism.” Bred on the politicising effects of India’s independence and the Partition, and infused with the mores of British English Literature, Ahmad arrived at a critical standpoint on the common hegemonic myths of post colonialism and the conceptualisation of the ‘Third World’, by way of the reassessment of Said’s *Orientalism* and Rushdie’s fiction. After the publication of the controversial *In Theory: Classes, Nations, Literatures* in 1992, Aijaz Ahmad has become a veritable heavyweight on the critique of the prejudicial myths pervading contemporary cultural criticism. A leading political critic, Ahmad is a regular contributor to *Frontline*, an Indian national magazine. He is also the author of *Lineages of the Present: Ideological and Political Genealogies of Contemporary South Asia* (2002), which untangles the intricacies of South Asian politics, *On Communalism and Globalisation: Offensives on the Far Right* (2002), which highlights the march of neo-imperialism in Third World countries, and *Afghanistan, Iraq and the Imperialism of Our Times* (2003), a critique on American Involvement in the Middle East. He has also edited *Ghazals of Ghalib* (1994). Ahmad was a Professorial Fellow at the Nehru Memorial Museum and Library in New Delhi, India and Professor of Political Sciences at York University in Ontario, Canada. He has currently taken up the Khan Abdul Ghaffar Khan Chair in the Academy for Third World Studies in Jamia Milia Islamia University in Delhi.

Abstract

REFLECTIONS ON CULTURAL STUDIES AND ‘THE NEW WORLD ORDER’

This paper brings together two kinds of my work, on literary theory and cultural studies on the one hand, and work on imperialism, that whole range of contemporary phenomena that gets called ‘globalisation’, and consequences of all that for economy, politics and culture. The paper begins with reflections on the routes taken and not taken by Cultural Studies since the inception of the field at Birmingham, offers a somewhat telegraphic commentary on the “New World Order” (globalisation, the imperialism of our time, what I have elsewhere called “The Post-Condition”), and concludes with another set of reflections, with reference to India, on what some of the concrete, pertinent questions might be in the study of language, literature and culture as they emerge from the study of our own histories over the past century or so, with little regard to the discourses made authoritative by the dominant postist intellectuals.



PLENARY 1

Shamsul Amri Baharuddin is a Professor of Social Anthropology, and currently Director of both the Institute of the Malay World and Civilisation (ATMA), and the newly established Institute of Occidental Studies (IKON) at Universiti Kebangsaan Malaysia. His publications cover themes related to religion, identity and culture as well as nationalism. He is also a founding member of the Asian Network of Anthropological Studies, member of the Social Anthropologist of the Commonwealth, consultant to several research foundations, and a noted political analyst. His works have also been translated into other languages such as French, German and Dutch. Among his major publications are "Assessing Democratic Evolution in Southeast Asia" (Malaysia); "Trends in Southeast Asia" (ISEAS); "El futuro dels sindicats, et sindicalisme a l'era de la globalització: un enfocament crític" (Centre De Recerca Econòmica, Social de Catalunya), "Malay and Malayness in Malaysia Reconsidered: A Critical Review", (Communal/Plural); "Colonial Knowledge and Identity Formation: Literature and the Construction of Malay and Malayness" (Asian Culture Quarterly); "La dimension economica del nacionalismo malayo" (Nueva Sociedad); and "Malaysia" (The Encyclopedia of Politics and Religion).

Abstract

ANALYZING MALAYSIAN SOCIETY: SOME CRITICAL HEURISTIC DEVICES

Malaysia, due to some interesting circumstances, has been hailed not only by countries of the South and the members of the Organization of Islamic Conference (OIC), but also by members of the G7, as a model country or as a model of 'moderate Islamic state.' For instance, Malaysia has been perceived, even by the USA and the European Union, as practising 'moderate Islam' when viewed against the more violent-prone and fundamentalist-oriented Arab countries. In another context, Malaysia is also perceived as 'a success story' of modernization by countries of the South, many of whom are Muslim countries, for successfully combining economic growth and political stability, not only within its majority Malay-Muslim population but also between the Muslims and Non-Muslims. It is inevitable, therefore, with all these 'positive attributes' many countries of the South have proclaimed that Malaysia is a 'model' to be emulated. But it is no easy task to explain a success story for the simple reason that for every right explanation there is a possible wrong one. Besides, every right explanation is not an absolute one. Nor the success can be attributed to a single factor; if it is a combination of factors, could we identify for certain which of the factors are critical in creating the success and why in this particular combination and not in another. The questions are endless. It is not the intention of this brief presentation to sing praises about Malaysia or to explain the current state of Malaysian so-called success story. Instead, it is an exploratory survey of how Malaysian society has been traditionally analysed with the intention of examining the weaknesses of this approach. Based upon a 25-year research, writing and lecturing on Malaysia, the author presents what he termed as 'critical heuristic devices' that would be useful to refine our analysis of the various facets of Malaysian society, which, in turn, perhaps would be able to throw some light as to the secret of the Malaysian success story.

For those who are 'Malaysian experts' in the various fields within the humanities and the social sciences, this presentation serves as an invitation for a critical discourse on Malaysia society of the past, present and future.



PLENARY 2

Alamin Mazrui is currently a Professor with the College of Humanities and Department of African American and African Studies at the Ohio State University, Columbus, Ohio, USA. He received his Ph.D. in Linguistics from Stanford University in California. He taught at universities in Kenya, Nigeria and the USA and has served as a consultant to non-governmental organisations in Africa on such subjects as language and urbanisation and language and the rule of law. He has a special interest in human rights and civil liberties and has written policy reports on those subjects. A published playwright and poet in Kiswahili, Mazrui has written widely on the political sociology of language in Africa and African Diaspora, on the interplay between literature and identity, and on the politics of cultural production in Africa. His publications include, *Uchambuzi wa Fasihi* (Heinemann, Kenya, 1992), co-authored with Benedict Syambo, *The Swahili: Idiom and Identity* (Africa World Press, 1994), with Ibrahim Noor Shariff, *Political Culture of Language: Swahili, Society and the State* (IGCS, Binghamton University, 1996; Second edition, 1999), with Ali A. Mazrui, *Power of Babel: Language and Governance in the African Experience* (University of Chicago Press, 1998), also co-authored with Ali A. Mazrui, and *English in Africa: After the Cold War* (Multilingual Matters, 2004).

Abstract

LANGUAGE AND THE NEW IMPERIAL ORDER: AFRICA IN A GLOBAL CONTEXT

Language has been an important and integral part of the imperial project of control and domination. Exactly how that imperial mission has been accomplished, however, has been a subject of much intellectual contestation in Africa as elsewhere in the so-called Third World. Relativists, in particular, have assumed that the imposition of the imperial language itself on the subject "Other" has been crucial to the exercise of imperial rule. Drawing on the policies and practices of the USA in the aftermath of the Cold War, this presentation will demonstrate that, like the earlier experiences of European colonialism in Africa, imperial responses to language as an engine of imperial hegemony have been varied, often entailing a complex interplay between universalistic and relativistic considerations.



PLENARY 3

Mohd Faiz Abdullah is Associate Professor of Applied Language Studies, and currently Head of Department of English at the Faculty of Modern Languages, Universiti Putra Malaysia. His research interests highlight critical discourse analysis, English for specific academic purposes, and discerning a 'third' space in discourses of national identity and critical approaches to language empowerment. His recent publications covering themes related to these interests include 'Prolegomena to a Discursive Model of Malaysian National Identity' (2004) in Young & Harrison (Eds.) *Systemic Functional Linguistics and Critical Discourse Analysis: Studies in Social Change* (Continuum), 'I am my language: Imagining diversity in the New Wor(l)d Order', 'Using strategic translation to raise rhetorical consciousness in ESAP', 'The state of being Malaysian' (2003), 'Reading regional forestry research in English: The TFE project' and 'Romancing the text: Reading the word and the world' (2002). Current research projects concern language and identity in the academia, the needs of EAP teachers in Malaysian public universities, and the discursive construction of Malaysian national identity in public talk.

Abstract

PARADOXES OF THE 'GLOCAL' SELF IN THE NEW WORLD (DIS)ORDER: THE NATIONAL IDENTITY PROJECT

Since every search for identity includes differentiating oneself from what one is not. ...Identity politics is always and necessarily a politics of the creation of difference (Benhabib, 1996). Contemporary identity politics concerns the significant dynamics inherent in a wide range of socio-political activity and theorising based on the lived and shared realities of members of social groups in the era of 'globalisation'. 'Glocalisation', quite obviously a hybridized term, refers to the production of goods or services intended for the global market but which are (re) packaged for a local culture. Hence, master discourses on 'glocal' identities tender the construction to mitigate 'endist' arguments about the effects of global pressures on economic autonomy, privacy, democracy, and the sovereignty of the nation-state, its national language, culture, ideology and most certainly identity. Not surprisingly, given the centrality of language in neo-capitalist discourse, emergent terms in the new lexicon (Cf. 'framegration' as a conflation of 'fragmentation' and 'integration') are at best essentially reflective of the contestation of the 'third space' as the globalisation project moves inexorably forward in the dominant bipolar discourse of pax Americana and the putative 'coalition of the willing' and the coterminous formation, renewal and realignment of geopolitical allegiances. Hence, whither *national* identity? How do individual citizens and the national collectives thereof seek meaning as global/local/glocal social actors in the new epoch? Using a critical discourse analysis framework, this paper proposes a strategic ideological framing model to present descriptive hypotheses about the shifting/evolving identities within the ambit of the historical Malaysian national project and taking cognizance, as it were, of the related dialectics of identity construction as identity/difference, localisation/globalisation, colonisation/appropriation and narrative/metanarrative. Discourse exemplars will also be presented for discussion.



PLENARY 4

Eija Ventola is currently the Professor of English in the University of Salzburg, Austria. Educated in Australia, she received her Doctor of Philosophy from the University of Sydney and since then, has achieved an impressive list of varied and excellent academic positions that spans across countries such as Australia, Germany and Austria. One of her many extraordinary achievements and contribution to the field of international language study was to initiate 'The First International Conference on Multimodality in Salzburg which was realised in 2002'. Her vast exposure in these countries, along with her determination to advance the field of language studies have led to her extensive work in the specialized and related areas of social semiotics, systemic-functional linguistics, text linguistics, discourse analysis, academic discourse, business language, translation studies, Australian language, literature, and culture and linguistic stylistics, with special interests in language and cultural context, the structural potential of genre, and research on everyday discourses. Since 1978, she has been actively producing academic publications in her specialized fields of interests. These include having written and co-authored four books (1987-1992); edited eleven books (1991-2002); produced sixty-nine scientific articles including journals, review articles and chapters for books (1978-current); and, contributed to twenty general professional articles such as conference reports and newspaper articles. Some of Eija Ventola's recent works include: 'Lexicogrammar and language teaching materials- A Social semiotic and discourse perspectives', *RELC Journal*, 158-201 (2003) and, 'Akademisches Englisch der Nicht-Muttersprachler-Chance oder Hindernis?' in K. Ehlich (ed.). *Europäische Wissenschaftsprachen in 21. Jahrhundert* (In press).

Abstract

MARKETING AND COMMERCIALISATION OF ACADEMIA

This paper discusses critically the marketisation procedures that we academics are led to follow by the new trends and commercialisation procedures happening in the academia. It takes a homepage as an initial point for discussion and shows how various academics present their academic identities on their homepages. Such homepages not only function as documentations of socialisation to academia and as construals of academic identity, but also as marketing devices. They are indicators of the commercialisation of academics and function also as indicators of power discourses and gate keeping in the academia. The issues of concern are to what degree are we aware of the linguistic and semiotic processes functioning in such discourse genres, and how extensively are we willing to follow what the university management in its marketisation processes seems to want us to be – a product for global sale.



PLENARY 5

Phil Francis Carspecken is currently Professor of Research Methodology and Philosophical Foundations of Social Research at Indiana University, Bloomington, USA. His current research interest is on the epistemological, methodological, and social-theoretical significance of intersubjectivity, drawing upon contemporary critical theory and other related traditions. According to Professor Carspecken, "social research should not be exclusively about the manipulation of variables to discover the means to various tangible ends, [and] that sort of research is often important, but when it becomes the paradigm for all social research, we are at risk of moving toward an engineered society devoted to manipulating people, with a large cadre of social scientists whose work supports values and trends of which they are barely aware." His book, *Critical Ethnography in Educational Research: A Theoretical and Practical Guide* (Routledge, 1999) wove together discussion of critical social theory, epistemology, and research methodology related to the study of social inequalities and work directed toward positive social change. His other major publications include *Critical Ethnography and Education* co-edited with Geoffrey Walford (JAI Press, 2001), *Four Scenes for Posing the Question of Meaning and Other Essays in Critical Philosophy and Critical Methodology* (Peter Lang, 1999), and *Community Schooling and the Nature of Power* (Routledge, 1991).

Abstract

METHODOLOGICAL THEORY AND THE NEW WORLD ORDER: THE SOCIAL AND PHILOSOPHICAL FOUNDATIONS OF CRITICAL QUALITATIVE RESEARCH

What role can and should social research play in the development of the "new world order"? Interestingly, diverse conceptualisations of the new world order and diverse actual processes of globalisation correspond to contemporary disputes over social research methodology. Government agencies in a number of nations are at this time trying to push social research even more strongly in the direction of "scientism": the belief that human and social phenomena can be studied in much the same way as we study matter, energy and physiology. Scientism privileges studies that seek cause-effect type relationships, in order to reveal "what works" and thus guide policy. Quantitative research is thus an essential component of scientism. Opponents to scientism and in agreement that human studies must be focused on the non-tangible first: on such things as culture, meaning, language, literature, art, and human identities. Where quantitative components are employed they should be subordinated to an overall qualitative approach. Opponents to scientism are quite vocal but very much divided in terms of their own conceptualisations of methodological theory. Scientific research methodologies have always been connected with economic features of human societies and with policies designed to produce tangible outcomes in human behaviors. This sort of research is related to the economic and coercive features of globalisation: a new world order most suited to the goals of corporations and governments concerned with establishing or maintaining power hegemony. Oppositional methodologies, by contrast, are able to place the issues of identity, culture, and justice at center and may consequently support efforts to shape globalisation along the lines of cultural pluralism, economic justice, and planetary democracy.

This talk will locate current controversies over appropriate social research practices within a much larger and longer dispute dating back to the European Enlightenment, and to the various versions of counter-Enlightenment thought that have taken shape over two centuries. Scientism is an articulation of Enlightenment themes related to actual substantive changes in social organisation that began in 19th century Europe, and continue to this day on a global scale. In fact, mainstream institutionalised social research with its scientific foundations is a *part* of the modern social system. It is not simply a set of practices for obtaining knowledge *about* social reality but is a major contributor to changes in social *reality itself* that many of us do not find desirable and that many nations would wish to resist. This talk will discuss the social and philosophical bases for opposing scientism with an emphasis on the alternative provided by contemporary critical methodology. Postmodern and poststructural alternatives to scientism will be discussed partly in order to cast more light on the distortions produced by scientism and partly to argue that contemporary critical methodology is a more promising direction to take.



PLENARY 6

Janet Holmes holds a personal Chair in Linguistics at Victoria University of Wellington in New Zealand, where she teaches sociolinguistics courses, specialising in New Zealand English, language in the workplace and language and gender issues. She is Director of the Corpus of Spoken New Zealand English which is now available on CD-ROM, and director of a FRST-funded project on Language in the Workplace. She was elected a Fellow of the Royal Society of New Zealand in 1994. Her convictions and social concerns have led to research addressing notions of culture, power, identity and social agency. One of her major publications is *An Introduction to Sociolinguistics*, now in second edition. She has also published a book of readings titled *Sociolinguistics*, co-edited with John Pride, and the first book of sociolinguistics and pragmatic articles on New Zealand English, *New Zealand Ways of Speaking English*, co-edited with Allan Bell. Other books include *Women, Men and Politeness*, a collection of papers, *Gendered Speech in Social Context*, and the *Blackwell Handbook of Language and Gender*, co-edited with Miriam Meyerhoff. Her interest in workplace discourse can be seen in the publication of book chapters and journal articles on speech acts and discourse strategies in the workplace, and in her book *Power and Politeness in the Workplace*, co-authored with Maria Stubbe. She is currently exploring cultural differences in workplace communication patterns and culturally different patterns of leadership. Her other areas of current research include the investigation of how new knowledge is disseminated through organisations and how email contributes to this process.

Abstract

POWER, GENDER AND ETHNICITY IN WORKPLACE DISCOURSE: A CRITICAL PERSPECTIVE

This paper will use a Critical Discourse Analysis (CDA) approach to examine the subtle and not-so-subtle ways in which power is manifested in workplace interaction, and especially in workplace meetings. CDA provides a framework to explore ways in which systemic power is constructed and reinforced in interaction, to identify how the dominant group determines meaning, and, more specifically, to describe the processes by which the more powerful person in an interaction typically gets to define the purpose or significance of the interaction and influences the direction in which it develops. Drawing on the extensive database of the Wellington Language in the Workplace project, the paper will first discuss the interaction of power and gender, and secondly power and ethnicity in workplace discourse, illustrating both overt discursive manifestations of workplace control, as well as the more subtle ways in which power relations are constructed and reinforced through the discourse fabric of New Zealand workplace interaction.

PANELS & ABSTRACTS

Important Note : The order of individual presentation in each panel should follow the arrangement of abstracts.

1. LANGUAGE AND IDENTITY I

IVORY 3

Doris Lessing's *Martha Quest*: The Relationship between Language and Identity

Shahram Kiaei [Islamic Azad University, Iran]

The novels and short stories of Persian (Iranian)-born British writer Lessing are largely concerned with people caught in the social and political upheavals of the 20th century. One of the central themes in Lessing's works is the battle of the sexes and individuals in search of identity and wholeness. This paper looks at *Children of Violence*, Lessing's semi-autobiographical series of novels about Martha Quest, who grows up in Southern Africa and settles in England, considered by critics to be her most substantial work. Martha Quest, in the novel of the same name (1952), is self-divided. This fissure locates in the relationship between Martha's split-off visionary dreams of wholeness and union with the universe and her everyday behavior. Her visionary feelings represent Martha's repressed self, but can her rebellious attitudes toward the conventions of her society be called a conformist self? On one level Martha rejects the traditions and values of British culture embedded in 19th-century British literature on which she, as well as the rest of the British colonists, has been raised. Seeing a group of black prisoners walk by, she realizes how inadequate and ineffectual the indignation found in novels has been to alter or prevent these atrocities. But on another level Martha's belief in herself as a rebel, able to reject the unjust attitudes of her society and to shape her own destiny, is also the product of these same 19th-century novels in their stress on the autonomy of the individual. Similarly, Martha's other 'Ideal Image' of herself – that of the romantic heroine or, in its social manifestation, the heroine in trenches – also comes out of the same 19th-century tradition. Martha is not only subjected to her fate, but also to "the language she uses and thus... the values and beliefs inscribed in it". Thus, both Martha's image of herself as rebel and her romantic day dreams are false self-images.

Language Shift and Ethnic Identity

Lokasundari Vijaya Sankar & Rajeswary Sargunan [Taylor's College; Universiti Malaya]

This paper discusses the role of ethnic identity in the maintenance and/or shift of the mother tongue. A study was conducted on the Malaysian Iyers, a minority group of Tamils living in Malaysia, in an attempt to find out if they have shifted from their mother tongue of Tamil to include other languages in their daily linguistic repertoire. The research sample comprised 291 people from the ethnic community straddling three generations. A questionnaire was used to gather information about their language use in four domains, namely, the home, the social and religious domains, and in the areas of formal reading and writing. 115 respondents from this group were also audio taped when interacting in natural situations to study their linguistic patterns. Both quantitative and qualitative approaches were used to analyse the data: the questionnaire data was analysed using the SPSS 7.0 program, while the audio taped data was analysed using the Hymes SPEAKING grid. The findings showed that the Malaysian Iyers have moved away from Tamil in the home and social domain, and in the formal reading and writing. Both the English and Malay languages have begun to play an increasingly important role in these domains, the former more than the latter. However, it appears that the language shift has not resulted in a loss of ethnic identity as various factors such as traditional and cultural beliefs and practices, caste, religion and food provided play a very significant role in preserving their identity.

The Suspension of Self for Us: The Construction of an International Identity in Diplomacy

Hafriza Burhanudeen [Universiti Kebangsaan Malaysia]

The world today is characterized by an ever-growing number of contacts resulting in inevitable communication in public spheres between members of differing societies and cultures. One such public sphere is the domain of international diplomacy. At the heart of effective international diplomacy is the presentation of a shared positive, cooperative and collaborative *Us* to preserve not only interpersonal relations but also the sometimes fragile bilateral and multilateral relations between countries that are grappling with issues that can adversely affect regional or international unity in an instant. This paper looks at border crossings by exploring the following three questions: Firstly, how is the identity of the Self created by the marked diversity in religion, ethnicity, politics, history, culture and sociolinguistic norms among members of differing countries suspended within the realm of diplomacy to achieve an international identity, *Us*, concerned with the pursuit of regional and international cooperation? Secondly, what are the sociolinguistic and sociocultural characteristics of the *Us* that emerges from the tension to

maintain mutual bilateral and multilateral goals? Finally, what is the temporal nature of *Us* versus the existing *Self*, and implications for long-term relations among member countries? The researched norms and values of diplomacy will be triangulated with the versatility of language use, equally integral to the suspension of *Self* and the formation of *Us*, in the ensuing discussion. This paper, using Brown and Levinson's framework, aims to examine the discourse of lead Counsels from Malaysia and Indonesia in the case concerning sovereignty over the islands of Sipadan and Ligitan. Specifically, the paper identifies, categorizes and illustrates Politeness Strategies used to effectively persuade the Court.

English, Islam, and Malay Identity

Ratnawati Mohd Asraf [International Islamic University Malaysia]

There exists a substantial amount of literature documenting the "attitudinal resistance" of Muslims towards English. Are Muslims, in fact, opposed to the learning and teaching of English? How do Muslim students feel about learning English? This paper discusses these issues, focusing on the attitudes of Malay students. It argues that although English is rooted in the Judeo-Christian culture, and often viewed as a primary vehicle for the transmission of "Western" values, the learning of English is not in conflict with Islamic values. This paper also presents an Islamic perspective on the role of language, and emphasises the need for English teachers to take into account the socio-cultural aspects of learning English when teaching Muslim students, and for Muslims to value the importance of learning English for the purpose of acquiring contemporary knowledge.

2. MEDIA, TECHNOLOGY AND JOURNALISM

IVORY 5

Adoption of Digital News Reporting: A Study of Two Countries.

Hamisah Haji Hasan & Joanne Lim [Universiti Putra Malaysia]

The 26th December 2004 tsunami catastrophe that struck places from South Asia to Africa killed nearly 146,000 lives and swallowed countless homes. Yet, it failed to rock the local television stations. The after-Christmas disaster happened right on our doorstep, but most of us had to rely on CNN for the latest news updates. This paper examines the adoption of digital news reporting in both countries, Malaysia and the United States (US), in order to understand the failure of local TV stations to offer an in-depth coverage of the tragedy, as well as to understand the extent to which the failure may be related to Malaysia's adoption of Digital News Reporting (DNR), or lack of it. The paper looks at the impact of DNR in the US and the readiness of Malaysia to adopt it. Sixty respondents were involved in a survey conducted among broadcasters in the US and Malaysia. It was found that the new technology that was the most extensively used was computers, both for newsgathering and news reporting. Training was deemed as essential in order to accelerate the pace of the adoption of DNR. News reporting becomes more efficient with an increase in quantity of the daily news broadcasts. However, the additional tasks handled by the broadcasters have increased their workloads. The study also found that while Malaysia possesses tools and technology vital to facilitate the adoption of DNR, yet we are still lacking in infrastructure and equipment. The degree of adoption of DNR in the country remains low compared to the United States.

The Relationship of National News Media Exposure with Strength of National Ethos

Ezhar Tamam, Azimi Hamzah, Zainal Abidin Mohamed, Wong Su Luan, Mansor Mohd Noor & Wendy Yee [Universiti Putra Malaysia]

This paper will present part of the findings of an IRPA research on ethnic tolerance and national integration. Malaysia is a unique country with a multi-ethnic society. Despite the differences in ethnic, religion, culture, values, beliefs and practices, the people in Malaysia can still live harmoniously together. This achievement could be attributed to a strong national ethos among the Malaysians. Based on Agenda Setting Theory (news media are not always successful at telling others what to think, but they are quite successful at telling others what to think about) and Cultivation Theory (media influence people's conception of social reality), it is assumed that national media play an important role in promoting a strong national ethos among Malaysians. As youth are heavy consumers of media and play important roles in helping the country further progress economically and politically, it is very pertinent to examine the strength of national ethos among the Malaysian youth of various ethnic groups, and the relationship of exposure to news media and strength of their national ethos. A total of about 3000 youths aged between 15 to 25 years will be interviewed in a national survey using a self-administered questionnaire. The randomly selected samples will consist of working and non-working youth, youth in colleges and universities, and youth currently studying in form four in the secondary schools throughout Malaysia. The findings will provide insights into the role of national news media as a socializing agent in promoting a strong national ethos for national integration.

Adoption of New Technology and Journalism Practice Changes in Malaysia: A Comparative Study Among Various Language Dailies Manimaran Govindasamy, Musa Abu Hassan & Siti Zobidah Omar [Universiti Putra Malaysia]

Changes in technology create new markets with new dynamics. As experienced by media industry in other countries and continents, media organizations in Malaysia too adopt and implement new technology from time to time. In Malaysia, the first newspaper was published in 1806 and will turn 200 years old by year 2006. As print media industry in Malaysia has a long history, many studies, at various levels have been conducted during last five decades. Most of the researchers focused on the development of the newspaper industry from the perspectives of multi-ethnicity and language, as well as the role of media in Malaysia, their coverage and audience perception. Some of the studies focused on freedom of publication and journalists. However, this study examines the evolution of the newspaper industry in terms of adoption of new technology by print media industry, with an emphasis on the mainstream newspapers. The paper also examines changes in journalism practice as a result of print media technology innovations since Malaysia gained independence 47 years ago. The study considers whether the changes in journalism practice are caused by print media technology, or the influence of other factors and forces such as changes in the global environment, socio-economic development, and political climate. The paper will address of the question: What made the print media industry in Malaysia adopt new technology in their daily business and operations, and how they developed from the beginning until the present? What are the similarities and differences between the implementation of computer-mediated communication technology and the era of non-computer mediated communication, and how they relate to changes in journalism practice in Malaysia? What are the challenges they pose and opportunities they have for survival? This study will include extensive interview material and qualitative data from primary research, with a focus on comparing aspects of four dailies published in Malay, English, Chinese and Tamil.

3. WRITING BACK: POSTCOLONIAL PERSPECTIVES IN LITERATURE

IVORY 7

The Impact of Colonisation upon South African Malay Diaspora: A Sociological Analysis of the Novels of Ryda Jacob Abdul Rahim Marasidi & Zachary Malik [Universiti Putra Malaysia]

Whereas, the discipline of history concerns itself ostensibly with the presentation of *fact*, literature on the other hand deals with the presentation of created narratives or *fiction*. Nevertheless many authors cite and re-tell historical occurrences as part of their fiction. Thus the novel does not merely assume the role of fiction as entertainment but transforms itself into a form of social document (Diana Laurenson and Alan Swingewood 1972: 12). The aim of this paper is to analyse the development of South African Malay society from 1652 to 1990 as depicted in Ryda Jacob's works. The emergence of Malay Society in South Africa was a direct consequence of Dutch colonial policy which transplanted the Malays to South Africa as political detainees and slaves to serve as housemaids and also indentured workers in plantations. The bitter experiences of the Malays as slaves, prisoners, and diastolic society clearly resound in all four of Ryda Jacob's works: i.e. *Eye of the Sky* (1996), *The Slave Book* (1998), *Sachs Street* (2001) and *Confessions of a Gambler* (2001). The historical citings within the author's works are based on her research which she conducted in Holland and South Africa. In reading her novels one gains a better perspective of South Africa's multicultural Rainbow Society.

Point of View and Postcolonialism in Narayan's *A Horse and Two Goats*: A Stylistic Analysis Vickneswarinee Ganisha [Asian Institute of Medicine, Science and Technology]

This paper will examine how language is used to highlight social structure and effects of postcolonialism, and the interconnection between these two in the selected text. A stylistic approach is used to analyse the linguistic features of word (i.e., lexical) and the syntax (i.e., transitivity) in the text. The lexical analysis focuses on the naming of characters while transitivity analysis is used to examine the representation of the characters' actions, speech and states of mind. The theoretical framework here is based on Halliday's theory of functional grammar and Fowler's model of point of view. This paper focuses on divulging the point of view and ideology infused within the text to reflect the attitude adopted by the author through the depiction of the foreigner and the native. The concepts of colonial discursive practices and point of view are pertinent in this study. The analysis of the lexical and transitivity structures reveals that Narayan has challenged the prevailing colonial discursive practices by reversing the rhetoric of Othering in the text.

Dismantling the Colonial's Household in Doris Lessing's *The Sweetest Dreams* Noor Azah Catherine Abdullah & Rohimmi Noor [Universiti Putra Malaysia]

This paper looks at the dismantling of the colonial's household in Doris Lessing's *The Sweetest Dream*, using postcolonial theory. It surveys how far Lessing in Hazelton stays true to her claim: "I'm glad that I was not educated in literature and history and philosophy, which means that I did not have this Eurocentred thing driven into me". Does she really have a neutral view in the dichotomy of "east is least versus west is best"?

Set in the Swinging Sixties when hippies roamed the streets of England (and America), this novel portrayed the physical and moral casualties of the First World War (WW1) and Second World War (WW2). Lessing paid special attention and interests in the moral rubbles caused by the war in the colonial's household. She presents to us a chaotic London in a tug-of-war between communism and capitalism with the Cold War as the backdrop, playing underground fire like "*api dalam sekam*", meaning fire in paddy husks—hidden yet still burning silently behind the nuclear race and tension. Postcolonial theory is chosen because the novel fits Ashcroft and Ahluwalia's postcolonial category in the sense that it "investigates and develops prepositions about the cultural and political impact of European conquest upon the colonised societies and the nature of those societies' responses. It is concerned with the responses of the colonised" (Ashcroft and Ahluwalia, 1999:15). Contrary to the notion of white people as rich in the eyes of the local blacks (rich farmers owning big lands and a rich doctor like Sylvia), Lessing directs our attention to poverty in the colonial country such as homeless people in the streets and young girls joining the nunnery.

4. COMPUTER BASED LANGUAGE LEARNING

IVORY 8

Generating ESP Courseware: Reality or Myth

Jowana Juhary & Tan Bee Hoon [Victoria Institution; University Putra Malaysia]

Sourcing suitable language materials for ESP classes can be a time-consuming task for ESP practitioners. The materials are supposed to be authentic or semi-authentic and most of all, must cater to the learners' needs. In the current development of educational technology, Computer-Assisted Language Learning (CALL) has become very popular. ESP practitioners can take advantage of CALL by using self-developed or commercially prepared courseware in their classes. In view of the abundance of courseware that floods the market today, it is difficult for practitioners to decide on the most suitable one to use. Moreover, some areas in ESP are very specific in purpose; thus, no courseware may be available for use because such specialized software may not be cost-effective to develop. This paper discusses the rationale and process of developing a specific courseware that will cater to learners' needs. The concept of 'teacher-generated courseware' will be highlighted. As this is a preliminary proposal for a research project, the discussion will focus on the basic theory and practice, comparison with similar projects, and research methodology.

Children as Design Partners – "Should Children Be Included in a Design Process of a Language Learning Multimedia Application?"

Normandiah Sheik Said [Universiti Putra Malaysia]

Today's children are becoming frequent and experienced users of technology. As this trend continues, it is increasingly important to understand both the needs of children and the nature of technological design for young people. Technologies designed for children are usually retrofitted from those designed for adults. Some designs fit children better than adults yet there are still some areas that technologies have failed to penetrate successfully. Multimedia application is one form of technology that has been widely designed for children. Educational software, be it language learning applications, or for mathematics and science, are designed to give children a rich multimedia experience. There is still much to learn about what works for them and what does not work. Designers often design materials based on presumptions. Children have 'wish list' that adults often overlook. Therefore some designs become "bad designs" in the eyes of children. Should we therefore include children in the design process? The trouble is we often do not know where to fit them. This paper will look at the contributions children could offer in a design process, especially when designing a language-learning multimedia application for children.

Language Engineering or Language Reengineering? The Computerisation of Language

Lee Yi-Hau [Universiti Putra Malaysia]

"Our language should be a playground; instead we make it into a minefield (Deresiewicz 2005). This paper starts by highlighting the current state of connectivity between Linguistics, Psycholinguistics and Sociolinguistics and introduces terms called Languist and Languistics. The central tenets of each of these three streams are briefly explored. The paper then goes on to articulate the theme of language technology (which is the new term for speech and language processing) and argues that the knowledge of language can be captured through the use of formal models or theories. The radical abstract process begins by introducing the term demutualization of language, which enables the definitions for language engineering, and language reengineering to be made with reference to a cut-off point. This paper argues that Language Reengineering epitomizes the cross-relational nature of the three aforesaid domains that can be represented by a mathematical formula and can be mapped statistically. The Computational Language Intelligence (which replaces the concept of Artificial Intelligence) blueprint is the mathematical formula that embodies the intrinsic features of the three branches herein. The first component, the Language Factorial, is discussed by relating to the six aspects of Linguistics (Pragmatics, Phonetics, Phonology, Semantics, Syntax and Morphology). The second component is the Random Query Language Repository for Psycholinguistics which models upon the Structured Query Language (SQL). Finally, there is a CV (Context & Variation) factor to account for Sociolinguistic Variations. Thus, the study of language may be considered a matistical

(Mathematical and Statistical) science. This paper ends by suggesting that the computerization of language presents linguists with visionary possibilities and incurable headaches.

5. ARABIC LANGUAGE AND LINGUISTICS I

IVORY 9

Ketepatan Terjemahan Struktur Ayat Arab ke dalam Bahasa Melayu: Satu Kajian Kes
Ab. Halim Mohamad & Wan Mohamad Wan Sulong [Universiti Putra Malaysia]

Struktur ayat Arab sangat berlainan jika dibandingkan dengan bahasa Melayu. Ini kerana kedua-dua bahasa itu datangnya daripada dua keluarga bahasa yang berbeza. Bahasa Arab datangnya daripada keluarga bahasa Hemit-Semit, manakala bahasa Melayu daripada keluarga bahasa Astronesia. Untuk menterjemah struktur ayat Arab, seseorang penterjemah itu perlu memahami kaedah-kaedah tatabahasa Arab agar terjemahan yang dihasilkan bertepatan dengan maksud sebenar teks Arab. Kajian ini cuba memperlihatkan kepada umum sejauh mana kefahaman pelajar-pelajar B.A Arab terhadap teks bahasa Arab dan ketepatan mereka dalam menterjemah teks Arab ke dalam bahasa Melayu khususnya. Subjek kajian ini ialah pelajar-pelajar tahun dua dan tahun tiga pengkhususan bahasa Arab di Jabatan Bahasa Asing, Fakulti Bahasa Moden dan Komunikasi, Universiti Putra Malaysia. Semoga dengan dapatan kajian ini kita dapat melihat betapa pentingnya kefahaman terhadap tatabahasa dalam membina kemahiran bahasa dan eratnya hubungan makna dengan tatabahasa.

Budaya, Pemikiran dan World View dalam Pembentukan Idiom: Satu Kajian Perbandingan antara Idiom Bahasa Arab dan Bahasa Melayu
Naimah Abdullah [Universiti Teknologi MARA]

Bahasa citra bangsa. Kita tidak akan dapat mengenali sesuatu bangsa tanpa mengenali bahasa mereka. Manakala sesuatu bangsa atau masyarakat pula mempunyai hubungan yang amat rapat dengan alam sekitar mereka. Asmah Haji Omar (1993:2) menjelaskan bahawa, persepsi lahir kesan daripada penghayatan kita terhadap alam persekitaran yang dipenuhi dengan pelbagai konsep material/media. Menurut beliau, terdapat dua perkaitan bahasa dengan alam nyata, iaitu bahasa mencerminkan alam nyata, dan mewujudkan pemahaman akan alam nyata. Maniyamin (1998:388) menyokong pendapat ini dengan mengatakan bahawa citra manusia tidak dapat dipisahkan daripada alam sekeliling, dengan adanya alam, manusia memperoleh pelbagai persepsi hasil daripada pembentukan konsep yang diwujudkan melalui lambang-lambang. Melalui perbendaharaan kata sesuatu bahasa dapat kita gambarkan corak pemikiran, budaya, kehidupan dan alam sekitar sesuatu bangsa. Justeru apabila diperhatikan kepada pembentukan idiom sesuatu bahasa, ianya ternyata berkait rapat dengan corak kehidupan masyarakatnya. Kertas kerja ini akan membentangkan hasil kajian dan pemerhatian penulis terhadap idiom bahasa Arab yang mempunyai mesej dan maksud yang sama dengan idiom bahasa Melayu, tetapi menggunakan perbandingan kata atau ungkapan yang berbeza berdasarkan budaya, pemikiran dan world view masing-masing. Ini merangkumi perbezaan pemilihan kata perbandingan dari pelbagai elemen yang berkait rapat dengan kehidupan masyarakat Arab dan Melayu seperti alam material, haiwan, tumbuhan dan manusia sendiri. Gambaran budaya dan peradaban sesuatu bangsa itu selalunya tergambar dengan jelas di dalam ungkapan idiom bahasa mereka. Ini kerana masyarakat dalam sesuatu bangsa itu hanya akan menerima mesej dengan berkesan sekiranya ungkapan perbandingan menggunakan apa sahaja yang terdapat di sekeliling mereka yang sudah sebatian dengan kehidupan mereka.

Applying Hermeneutics (Textual Criticism) on The Quran: A Recritic
Anzaruddin Ahmad [Universiti Putra Malaysia]

The threat and influence of Western Civilisation on Muslims and the Muslim World not only exists in politics and economics, but also in religion. As a result, Muslim intellectuals have started to change their methods in Quranic studies and interpretations in line with the footsteps of Judaeo-Christian theologians and Western orientalists that have been trying to liberalise Biblical texts and methods of Biblical interpretation. For instance, for the last two decades many Muslim intellectuals start to adopt hermeneutical approaches in Quranic studies as practised by Prof. Dr. Nasr Hamid Abu Zayd. Sadly speaking, our so-called Muslim intellectuals follow what has been done by the Judaeo-Christian theologians and Western orientalists without first making a critical study on the method. Besides, they do not realise that their effort to parallel the Quran to the Bible and to criticise the Quran through hermeneutics, is actually an effort to downgrade the authority of al-Quran and its authenticity as the word of Allah. Thus, this paper will try to disclose the concept of hermeneutics (textual criticism) that has been used by Abu Zayd in studying al-Quran. The author will first trace the historical background of hermeneutics as well as its evolution from merely a linguistic term to a theological and philosophical term. After that, the author will make comparisons and contrasts between various principles on the Quran held by the Mu'tazilites and the Western orientalists, and will find out how much Abu Zayd has been influenced by both parties. Finally, the author will criticise Abu Zayd's hermeneutical theory, and give the reasons why his hermeneutics is very unsuitable to be applied to the Quran.

6. TEACHERS' PERCEPTIONS IN ELT

IVORY 10

Teachers' Perceptions of Their Professional Practice: Linguistic Imperialism in Focus
M. Obaidul Hamid [University of Dhaka, Bangladesh]

Since Phillipson's introduction of the theory of linguistic imperialism in 1992, ELT pedagogy in many parts of the world, particularly in the periphery, has been under pressure to incorporate in itself a critical dimension. The global spread of English as a natural, neutral and beneficial

phenomenon has been seriously challenged and ELT seems to have been increasingly influenced by alternative paradigms as evidenced by the origin of critical applied linguistics, alternative discourses and resistance linguistics or discourses of resistance to counter English linguistic imperialism in the last decade. Unfortunately, ELT in Bangladesh is yet to be informed and/or influenced by these developments. With this ELT scenario as the backdrop, this empirical survey looks at English teachers' perceptions of their professional practice from the politico-cultural and ethical perspective. More clearly, it tries to elicit ELT practitioners' views on ethical issues underlying their profession, the impact of their practice on the indigenous language, culture and on learners of English. It is expected that analyses of the qualitative data will result in valuable insights into the existence and operation or otherwise of linguistic imperialism in Bangladesh. Such insights would certainly have implications for English language policy, pedagogy and practice in the country.

The Teaching of Recommendations

Fatimah Dinna Mohd. Din [Universiti Teknologi MARA]

This paper explores the subject of teaching recommendations and suggests some approaches that ESL educators might find effective. The notion of recommendations is one necessary element in letters, reports, memos, meetings, negotiations, proposals, research studies and research theses. The significance of recommendations lies in their potential roles as catalysts for changes, growth and new directions in all fields of studies, disciplines, professions and industries. These views accentuate the need for ESL students to be skilful in designing and writing effective recommendations that will result in execution and implementation. In this paper, the teaching of recommendations is discussed from integrated conceptual and language perspectives. From the conceptual perspective, the paper emphasizes the applications of critical thinking, theories relating to rhetoric of argument and negotiation, schema theory, expository text structure and reading/writing relationship theories. From the language perspective, the paper explains the strategic roles of English lexis, syntax and grammar in achieving and enhancing the professional, cognitive and language quality of effectiveness of recommendations. This paper also gives detailed, descriptive explanations on the ways in which the processes of paraphrasing and editing generate and sustain holistic effectiveness of recommendations to fulfil various purposes of execution and implementation.

Malaysian ESP Teachers' Perceptions of the Teaching of Grammar: Implications for the CLT Classroom

Thang Siew Ming & Wong Fook Fei [Universiti Kebangsaan Malaysia]

In a study on teaching styles of ESP (English for Specific Purposes) teachers of a public university in Malaysia, Thang and Wong (2004) found that, generally, the teachers expressed a preference for learner-centred teaching styles and favoured a communicative approach to teaching English. They also indicated interest in helping students acquire appropriate language learning and autonomous learning strategies. However, their follow-up revealed that the teachers felt that grammar instruction should be given, especially in the case of students with low proficiency in English. The extent to which grammar should be taught and the reasons and the methods of teaching grammar varied with teachers. This paper will discuss the teachers' views with regard to teaching of grammar in the light of theories and research on the teaching of grammar in a Communicative Language Teaching (CLT) classroom. Based on the discussion the paper will draw some conclusions with regard to the appropriateness of teaching grammar in the Malaysian context.

7. POLITICS OF THE OTHER

IVORY 12

The Politics of 'Othering' in the New World Order

Michelle Lazar & Annita Lazar [National University of Singapore]

Taking as the focus the discourse and actions in the aftermath of the 11 September 2001 attacks in New York and Washington, including America's invasion and occupation of Iraq in 2003, this paper argues for the need to view these within the larger context of the 'Discourse of the New World Order'. The New World Order discourse involves an intertextual analysis of President George W. Bush's speeches since 9/11 alongside speeches made in earlier periods by the former Post-Cold War presidents, George H. Bush and Bill Clinton. A central aspect of the discourse is the definition and legitimization of a liberal moral order, the articulation of which depends upon the identification and explication of unruly Others. In the Post Cold War period, the key others have been Osama bin Laden and Saddam Hussein, with the threat of this being extended to yet others in the international community. In this paper, we show how the 'othering' is accomplished through the discursive strategy of 'orientalization', which maintains as the 'core' a universalized western moral order while expelling to the 'periphery' those strange and aberrant to it. In line with Said's (1978) observations, a critical analysis of the discourse reveals four negative stereotypes associated with Arab/Muslim Orientals, namely, bellicosity, degeneracy, duplicity and savagery. We argue that 'orientalization' as a strategy, on the one hand, serves to relegate the oriental outside the American-defined moral order and, on the other hand, provides America the moral justification to control and contain by any means necessary the disorderly Other.

Us and Them in Different Times and Space

Ramesh Nair [Universiti Teknologi MARA]

A piece of news is a representation of the world in language. Language imposes a structure of values, social and economic in origin, and so constructively patterns that of which it speaks (Fowler, 1991). When something is reported in a newspaper, the language used reflects choices that are made from a variety of ways of saying the same thing, and differences in choice carry ideological distinctions. In this paper, I explore the ways in which people from neighbouring countries are depicted in a mainstream newspaper in Malaysia. I attempt to use Fairclough's three-dimensional model for critical discourse analysis to uncover the relationship between text structure and issues of power and ideology. The analysis involves selected articles that positions Malaysians in relation to people of neighbouring countries at two different points in space and time. The first selection of articles is on the suffering of people in the aftermath of the Tsunami; the second selection of articles is on the more commonly recurring reports on the deportation of illegal migrant workers from Malaysia. On the level of text, I attempt to identify core lexical and grammatical features that favour particular groups of individuals over others. On the level of discourse practice, I focus on how norms of production and interpretation foreground and background different aspects of the social identity of the participants. Finally, on the level of social practice, I explore the stereotypes that are recreated from an already established ideology that reflects the idea of *us* being more superior to *them*.

Pembangkang dan Pembangunan Politik: Peranan dan Sumbangan Dalam Parlimen di Malaysia

Mohd Izani Mohd Zain [Universiti Utara Malaysia]

Dalam politik demokrasi yang membenarkan persaingan terbuka melalui system pelbagai parti (multi-party system), kewujudan oposisi atau pembangkang merupakan satu perkara yang tidak dapat dielakkan. Pembangkang yang merupakan pihak yang tewas dalam pilihan raya mempunyai peranan dan dukungan yang penting dalam mewujudkan konsep 'check and balance' atau semak dan imbang kepada kerajaan yang memerintah. Antara tugas utamanya adalah mengkritik dan menegur dasar-dasar mahupun polisi kerajaan di samping memberi cadangan supaya kerajaan dapat memperbaiki kelemahan demi kesejahteraan rakyat. Pembangkang yang berfaedah mampu membantu kerajaan memperbaiki mutu pentadbiran dan pemerintahan untuk rakyat. Malah, ia juga boleh menyumbang ke arah pembangunan politik yang sihat. Sebaliknya, jika pembangkang tidak menjalankan tugasnya dengan baik, proses pembangunan politik tidak akan berjalan dengan berkesan. Justeru, kertas kerja ini bertujuan melihat peranan dan sumbangan oposisi atau pembangkang dalam parlimen di Malaysia dengan melihat isu-isu yang dibangkitkan oleh mereka sama ada melibatkan isu-isu tempatan mahupun antarabangsa.

8. LITERATURE AND TECHNOLOGY: EDUCATIONAL PRACTICE IN THE NEW WORLD ORDER

SET PANEL [Universiti Kebangsaan Malaysia]

CLASSICS BALLROOM

This panel of four presenters will discuss the results of an on-going IRPA project entitled "Developing Autonomous Learning Programmes for UKM Students." Each presenter will discuss a small part of the project: the element of motivation, the profile of literature students, the preparation of the on-line literature programme, and the forum discussion. The overall findings indicate that technological advances greatly enhance the teaching and learning of literature.

Preparation for e-literature at UKM: Issues, Methods, Implementation

Ruzy Suliza Hashim

This paper discusses the preparations that were done in the running of the course Malaysian Literature in English that was taught face-to-face as well as in the virtual mode. LearningCare, the UKM learning management system, was used as the web-based delivery tool. The system allows for notes to be uploaded and downloaded, as well as provides links to other sites, which are useful for students. Discussion includes the issue of student participation and use of software such as Swish, Dreamweaver and Fireworks in preparing for UKM literature students to embrace new technology in their learning.

Keeping Students Glued: The "Stickability" Challenge and Online Autonomous Learning Literature Programmes

Ganakumaran Subramaniam

The over emphasis on examinations and the spoon-feeding culture in the Malaysian education context have generally produced students who are unable to operate autonomously. The culture and traditions of the people too have not encouraged independence and autonomy among students. When these students enter the university, they expect the same type of spoon-feeding to take place. However, courses at the university require students to be more proactive, and to rely less on their instructors. The introduction of e learning in many universities significantly contrasts with the traditional type of teaching students are so used to, hence exposing areas of limitation in their ability to participate and

produce within the learning context. This paper views e-learning and the enormous opportunities it presents as a boon for higher education, especially in the development of learners' creative and critical abilities. The paper presents a basic profile of Malaysian literature undergraduates as a background to discussions on problems and challenges of teaching literature to Malaysian students. It also describes some online autonomous learning strategies developed as part of a national research used in the teaching of literature and discusses the results in relation to developing student "stickability" to the courseware and its activities.

The Element of Motivation in e learning: Feedback from Participants of the IRPA Online Learning Project

Nackeeran Sivapunniam

This paper is based on an IRPA project currently carried out by seven UKM researchers on developing autonomous learning programmes for first-year language and literature students. The paper will only focus on the literature course, which as a content subject can be both demanding and unexciting. With advanced technology, however, the teaching of literature, using the e-learning platform management software, can be made more appealing. During the project, students' feedback on the effectiveness and efficacy of e-learning activities was constantly sought through direct means (via feedback forms and interviews) and also through indirect means such as monitoring students' work output, and their views expressed via the online forum. This paper will seek to highlight the motivational elements of online learning as perceived by the participants and explore ways to further develop students' interest in and learning of literature.

'Blogging' into Literary Texts

Angeline Wong Wei Wei

'Blogging', or 'web logging', is known to be a form of micropublishing in all areas and subjects. The forms of blogging range widely, i.e. online personal diaries, online forum discussions, journal entries, etc. For the purpose of this study, the role of blogging is looked at as a journal-writing tool. Previous studies have shown that effective teaching and learning of Literature requires the activity-based approach as students need to fully utilize the autonomy provided in literary studies in order to express meaningful interpretations of texts. Journal writing on literary texts benefits students, as they are encouraged to engage in active interaction with the texts. Hence, students are able to "inspect and discover their own thinking, reading processes and problems and also help teachers to find out their students' individual strengths and weaknesses" (Ruzi Suliza Hashim and Zalina Mohd. Lazim, 1993). This paper aims to examine the ways in which blogging is useful as a journal writing tool in the teaching and learning of Literature based on Marjorie Hancock's five domains of literary response: character interaction, character empathy, prediction and validation, personal experiences and philosophical reflections (1992). It also examines how students of different racial and cultural background read literary texts based on the reader-response theory. The collection of data is taken from the online forum responses of second-year UKM undergraduates doing the Literary Works in English course, a partially online Literature course run as part of an IRPA project.

9. ARABIC LANGUAGE AND LINGUISTICS II

IVORY 3

Penggunaan Bahasa Arab sebagai Bahasa Interaksi oleh Pelajar-pelajar Melayu di Sekolah-sekolah Menengah Kebangsaan Agama

Azhar Muhammad [Universiti Teknologi Malaysia]

Kajian ini berkaitan dengan kesan pembelajaran bahasa Arab komunikasi di sekolah-sekolah menengah kebangsaan agama (SMKA). Kajian bertujuan mengetahui tahap penggunaan bahasa Arab sebagai bahasa interaksi di kalangan pelajar, minat pelajar terhadap pembelajaran bahasa Arab dan faktor-faktor yang menghalang pelajar menggunakan bahasa ini dengan baik semasa berinteraksi. Sebanyak 100 orang pelajar dari tingkatan dua dan empat sekolah-sekolah menengah kebangsaan agama negeri Johor telah dipilih sebagai sampel. Soal selidik digunakan bagi mendapatkan data kajian dengan menggunakan skala Likert. Dapatan kajian menunjukkan pelajar-pelajar bersedia dan berminat untuk mempelajari bahasa ini serta mendapat keputusan yang memberangsangkan dalam peperiksaan, tetapi terdapat pelbagai faktor yang menghalang mereka berinteraksi dalam bahasa ini. Dalam usaha meningkatkan tahap pembelajaran dan keberkesanan bahasa Arab sebagai bahasa interaksi di sekolah aliran agama, beberapa cadangan telah dikemukakan oleh penulis dalam kajian ini.

Konsep Kohesi Dalam Wacana Arab

Mohd Azidan Abdul Jabar [Universiti Putra Malaysia]

Kohesi merupakan konsep yang lahir daripada konsep wacana dan menjadi ciri utama pembinaan nahu wacana. Walaupun konsep ini telah lama diperkenalkan, namun ia masih dianggap sebagai konsep yang amat baru dalam bahasa Arab. Ini adalah kerana, sintaksis Arab masih kuat berpegang kepada aliran Nahu Arab Tradisional yang bertunjangkan ayat yang sempit dan terbatas skopnya. Nahu Arab pada keseluruhannya adalah nahu yang

berasaskan struktur yang menentukan skop yang boleh dibatasi untuk menghasilkan ayat Arab. Ia bukan nahu wacana yang mengambilkira konteks pertuturan dan penulisan Arab yang sebenar dalam pembinaan ayat. Nahu wacana memperinci dan memperluaskan lagi skop nahu struktur. Setiap struktur yang ditetapkan akan diberi fungsi wacana. Dalam kata lain, nahu wacana bermula pada tahap nahu struktur itu berakhir. Terdapat ketidakkompakan dalam pemerian konsep kohesi dalam nahu Arab. Konsep kohesi dalam buku-buku nahu Arab tradisional masih tidak jelas dan tidak didefinisikan dalam wacana dan konteks sosial bahasa Arab. Ia hanya membincangkan bagaimana unsur-unsur ayat boleh dihubungkan secara nahuan ('atf, na't, rabit, 'idafat, damir dsb). Kohesi berperanan mewujudkan ketekstualan kepada sesebuah teks bagi melayakkannya diiktiraf sebagai wacana. Dalam pembentangan ini, pengkaji akan menjelaskan dengan lebih terperinci tentang konsep kohesi dalam wacana Arab serta bagaimana kohesi boleh membina pertalian di antara unsur-unsur dan bahagian-bahagian teks Arab, sekaligus memberikannya taraf wacana yang berciri peka-konteks.

Penterjemahan atau Penerjemahan: Satu Analisis Korpus Data Berkomputer

Muhammad Fauzi Jumangan [Universiti Putra Malaysia]

"Penterjemahan" dan "penerjemahan" merupakan dua istilah yang sering bertukar ganti penggunaannya, khususnya dalam mendefinisikan perihal atau proses terjemahan. Isunya ialah istilah yang manakah yang patut digunakan? Ada sesetengah sarjana mahupun nahuwan tertentu yang menggunakan istilah penterjemahan. Malahan, ada juga pihak yang sering menggunakan istilah penerjemahan. Berdasarkan rumus morfologi Melayu, setiap kata akar yang bermula dengan huruf *t* maka huruf *t* tersebut akan luluh apabila mengalami imbuhan, sama ada awalan ataupun apitan. Misalnya, perkataan *tendang* yang akan menjadi *penendang* apabila menerima imbuhan awalan *pe-*. Namun begitu, ada sesetengah sarjana bahasa yang mengatakan bahawa setiap kata pinjaman yang berawalan *t* maka *t* itu tidak gugur atau luluh meskipun ia menerima awalan atau apitan. Misalnya, perkataan *tabligh* yang masih mengekalkan *t* pada perkataan *pentabligh*. Justeru, mana satukah yang betul? Oleh yang demikian, makalah ini cuba untuk menganalisis permasalahan ini berdasarkan data korpus berkomputer yang dibangunkan oleh Bahagian Penyelidikan, Dewan Bahasa dan Pustaka (DBP). Data korpus ini mengandungi hampir 100 juta perkataan yang dikumpul daripada pelbagai sumber seperti majalah, akhbar harian, buku ilmiah, dan buku teks. Melalui analisis terhadap data inilah maka kekerapan penggunaan istilah yang banyak digunakan akan dianggap sebagai dominan dan perlu digunakan. Hal ini kerana makalah ini bersifat kajian nahu deskriptif dan bukan nahu perskriptif.

10 LANGUAGE POLICY, AND SECOND LANGUAGE LEARNING AND TEACHING

IVORY 5

Language Policy in Post-Soviet Kyrgyzstan

Ä.Gulnara Jamasheva [Institute of Linguistics, National Academy of Sciences, Kyrgyz Republic]

Kyrgyz Republic (KR) is one of the former Soviet republics in Central Asia. After the disintegration of the USSR in 1991, it gained sovereignty and became an independent state. As in all former Soviet nations, it is facing many national development problems, including language building and preservation of national identity. This paper looks at the issues surrounding language policy in this now-independent state. KR is a multinational country with a population of 5 million with almost total literacy. During the Soviet era, dualistic culture and large Kyrgyz-Russian bilingualism were developed in KR. New socialist culture combined authentic national and international communist features. The perestroika brought drastic changes in language life of KR. The Kyrgyz language acquired state status in 1989, and principles of language policy are in process of developing. A body responsible for official language enactments, the State Language Commission, was formed under the presidential office. Now official representatives and linguists are working on developing a whole system of the state language functions and achieving harmonic language development, ethnic accord and steady progress in culture while preserving national culture and identity.

Critical and Creative Thinking for the Adult ESL Learner

Geraldine De Mello, Ramesh Nair & Rajasegaran Krishnasamy [Universiti Teknologi MARA]

The aim of language instructors in the ESL classroom should not be to merely help students master the mechanics of the English language. Instead, language lessons should be seen as opportunities for encouraging students to expand their horizons, to delve into a wide range of issues that they may not normally be able to. Language instructors also need to address the issue of students lagging in problem-solving and thinking skills at all levels of education (Carr, 1990). To this end, much emphasis has been placed on the importance of incorporating critical thinking in the ESL classroom in recent years. This has primarily been viewed as the right step in better preparing students for real-world challenges. This paper, while continuing in the tradition of advancing critical thinking in the language classroom, proposes that the teaching of language needs to contain not just critical thinking, but also creative thinking as both are interrelated and complementary aspects of thinking. Methods of combining critical and creative thinking in the ESL classroom are discussed based on lessons that were carried out in an adult ESL classroom. This paper reports on further opportunities in the language classroom to promote creativity and critical thinking among second language learners.

ESL Students Reading Twentieth-century Poetry: Identifying Difficulties and Offering Help

Ann Gillian Elgar [Universiti Brunei Darussalam]

Students of English as a second language encounter difficulties on many levels when reading poetry in English. This paper details the author's experiences in teaching poetry to Bruneian undergraduates in the BA and BA Education (TESL) programmes at the University of Brunei Darussalam. It describes some of the difficulties the author's students experience when attempting to comprehend and interpret 20th-Century, mainly British and American, poetry. Among the data sources used in the paper are: students' narratives concerning their prior experiences in reading poetry, students' written responses to selected poems; and the author's record of students' oral responses to poetry in class activities. The paper suggests teaching approaches for individual poems, which may help students, arrive at generally accepted interpretations of the poems as literature. The paper also considers the extent to which students' non-traditional interpretations can be accommodated within the framework of a literature course.

11. HEALTH AND DISCOURSE

IVORY 7

How Healthy Are You?: Creating Persuasive Health Messages

Lean Mei Li & Rosaline Prasana Fernandez [Taylor's College]

This paper aims to identify the discursive strategies employed by copywriters in creating advertisements promoting a healthy lifestyle. To create an effective advertisement, copywriters must first understand the objective of the campaign (Book & Schick, 1997; Belch & Belch, 2001; Bendinger, 2002). The objective then becomes the focal point for understanding the target customers, the product, the competition, and problems, if any. Once the understanding of the audience is achieved, the appropriate strategy can be devised to reach out to the intended consumers. As Parrott (1995: p. 7) opines, many mediated health messages fail to positively affect people's behaviours in relation to health due to the ineffective presentation of content and linguistic approaches to increase individuals' mental effort to process health messages. Besides these appeals, this study also applies the critical linguistics theoretical framework to analyse the corpus of the advertisements. This framework by Fowler, et al. (1979) concentrates on vocabulary rather than linguistic or discourse structure. Hence the concern in this study is on how the copywriters select words deemed most apt to effectively convey the message appeal through the advertisements. The term used to describe this tool of analysis is *over-lexicalisation*, in which society, including the media, applies an excess of labels to a particular kind of person, or issue as in this case. The corpus consists of local (Malaysian) advertisements dealing with health issues.

Voices of Malaysia: A Discourse Representation of AIDS Discourse

Lean Mei Li & Rosaline Prasana Fernandez [Taylor's College]

This paper examines newspaper articles on AIDS published in Malaysia. The study focuses on news reports pertaining to the disease in Malaysia and also in neighbouring Asian countries (e.g. Singapore, China, Taiwan, India, etc.). The investigation of the present study is undertaken using the analytic paradigm of Critical Discourse Analysis (CDA) employed by Fairclough (1992, 1995a, 1995b, 2003). The intertextual analysis looks particularly at the various voices that are given space in the text and how they are woven together textually. This entails examining how they are recontextualised (i.e. as direct quotes, indirect discourse, free indirect discourse, narrative report of speech act) in the new context and how they are framed in relation to each other and in relation to the writer's voice. Textual analysis will deal with the structure of the texts and the linguistic devices used in the framing of text. The corpus consists of articles published for the past two years in the local dailies, *The Star* and *New Straits Times*. The results from the analysis reveal the manifestations of voices from various quarters, although not necessarily denoting equal power relations. Analysis of quotation patterns shows whose voices are heard or suppressed.

A Needs Analysis of Nurses in Government Hospitals: A Case Study

Nalini Arumugam & Siti Mahtuhah Damio [Universiti Teknologi MARA]

Of late, due to liberalisation of the Malaysian economy and globalisation that is facilitated by the advent of the information technology, the role of English is gaining momentum in this domain. It is of great importance because of its role as the medium for higher status positions particularly in the medical sector. Communication in English at the workplace is increasingly recognised as a problem confronting employees (Huckin 1998; Schleppegrell and Royster 1990; cited in Leung, 1994:42). A broad overview of the health sector in this country reveals that English is the lingua franca in the medical sector. This paper identifies the communication needs, mainly the dyadic speech interaction, of the nurses in the General Hospital of Seremban with a view to making recommendations for course design for teaching the said people the English

that they need in their workplace. A qualitative research methodology was adopted. About 20 nurses and two administrators were interviewed to elicit data. A questionnaire was also used for overall study to triangulate the data and to design a course. The findings of the study reveal that the majority of the respondents themselves perceived that though they could cope with their daily tasks, they were not able to carry out duties efficiently with ease and confidence. They also realized that there is a need to improve their English and an in-service training would raise their competency in the language as it enhances their performance on the whole.

12. PRAGMATICS AND ADVERTISEMENT

IVORY 8

A Cultural and Pragmatic Analysis of Advertisements

Anne De Cort [University of Antwerp, Belgium]

This paper proposes an analysis of the cultural and social aspects of advertisements. We aim to examine to what extent the mentality, social values and habits are reflected in advertisements. Most advertisements emphasize the functional qualities of a product, but we are interested in the "hidden" characteristics of advertisements by which advertisers can transmit cultural and social values such as the importance of beauty, femininity, virility, sexual attraction, pleasure and happiness. We aspire to answer questions such as the following: Can certain messages, implied by advertisements, be the result of social implications? Is the world of advertising able to have an effect on prevailing standards and to mould the "ideal" consumer? Or, is it perhaps the other way around: do advertisements reflect the cultural and social values of a given society? To analyze the advertising messages in their context, we use a pragmatic framework. We are interested in the indirect communication used by advertising agencies to reach their target groups without openly admitting the purpose of their messages, namely, selling the product. In pragmatics, we call this the "strategic avoidance of explicitness". We intend to analyze how the language, used in advertisements, can be manipulated in a strategic way to pass an implicit message on to the receiver.

Presuppositions and Implicatures in Print Advertising: A Pragmatic Observation

Che An Abdul Ghani [Universiti Putra Malaysia]

Pragmatics is the study of language use in context. It is one of the components of communication skill, which culminates linguistic skills and extra-linguistic elements. Chomsky defines it as performance; that is to say, the way the individual goes about using language, which can be verbally and non-verbally. This study focused on the language used in non-verbal form in advertisements. It studied how words are manipulated to attract consumers, how creativity with words can magnetize consumers and how words can implicate by using the technique of presupposition. A total of 60 advertisements were collected and analysed according to three types of presuppositions. Presupposition and implicature go hand in hand to woo consumers to purchase a product, although it flouts the maxims of conversation proposed by Grice. The use of presupposition and implicature is a necessity in the advertising industry whilst it contravenes the appropriate manner of speaking suggested by pragmatics authorities. As such, it is interesting to look at the conclusion of the study whether it is wise to adhere to rules of language use or to violate these rules when it is necessary to do so.

Knowledge is Beauty: The Pragmatics of Names in Advertising Literature

Vincent Tao-hsun Chang [Southern Taiwan University of Technology]

This paper aims to propose a pragmatic study along with a critical analysis of the print advertisements of *Eslite Bookstore*. The names of person (artist/writer/celebrity), place, literature, and brand names, from both Western and Eastern cultures, are creatively crafted and widely employed within the captions to arouse more attention of the audience, to initiate poetic effects and somehow literary, to perform diverse communicative functions thereafter, and to convey the significant ideologies, viz. intellectualism, elitism, nostalgia, friends' rapport, feminine awakening, humanistic concern, and those current lifestyles of *petits bourgeois*. Placing quite little emphasis on the target commodity books, they encourage an imaginative audience to spell out a variety of weak implicatures along these lines, fairly invisibly persuading her to recognize the prominent intercultural values and furthermore to construct the identity of cultural pluralism. Also they help shorten the social distance and shape *Eslite's* corporate image as a cultural landmark. Relevance framework (Sperber & Wilson 1995) is applied to reexamine the speaker-audience relationship in communication by looking into five captions released by *Eslite Bookstore*. The sociocultural aspect of language use, on the other hand, is further explored to see the inseparable relationship between language and social function. This functional linguistic study reveals that the selling motive could well be melted and/or hidden through such a communicative strategy due to its implicitness, indirectness and vagueness. The dialogic relations between form and function in advertising discourse reflect the interaction and dynamism of communicator and audience, and thus keeping the dialectical relationship between sociocultural structures and social practice/discourse (Fairclough 1995).

13. LANGUAGE AUTONOMY AND CULTURAL IDENTITY

IVORY 9

Lexical Innovation in Malaysian English: Does Malay rule?*Hajar Abdul Rahim [Universiti Sains Malaysia]*

Nativisation or the 'linguistic readjustment' that a language experiences when used by speakers of a different linguistic background is a prominent feature in the new varieties of English that have emerged. At the lexical level, nativisation takes the form of lexical innovation, a phenomenon that involves creating new words from existing English words as well as borrowing from local languages used by the speech community. With regard to this, researchers claim that the prevalent form of lexical innovation in English used in Malaysia is borrowing from local languages, the majority being from Malay. Taking the cue from these claims, the current study is an attempt to conduct a systematic analysis of the nature of lexical innovation in Malaysian English. In particular, it aims to discover the patterns of occurrence of local lexis in English used in Malaysia using data derived from a computerised-corpus of newspaper texts. The patterns of occurrence of local lexis used in Malaysian English newspapers will shed light on the nature of borrowing from Malay and other local languages, and bring to the fore some of the current important features of Malaysian English that may be dictating how it is evolving.

Arabic (Islamic) Greetings in the Indian Community: A Cross-Cultural Study*Abdul Wahid Qasem Ghaleb [Sanaa University, Yemen Republic]*

This study deals with the speech act of greeting as offered in cross-cultural encounters between Indian as well as Arab Muslims in an Indian setting. The variation in the pragmalinguistics and sociopragmatics of greetings is investigated. It has been found that the intricacy of the structure of Indian society is held responsible for the modification Arabic (Islamic) greetings have undergone after migrating to India with the spread of Islam. The same greeting formulas when performed by Arabs are found to have their reference in the words of Quran and the sayings of the prophet, yet they have undergone some modifications that have added to their social dimensions in addition to the religious ones. The differences in the realizations of this speech act between Indians and Arabs are likely to bring about some communication breakdown that may lead to social misunderstandings and misconceptions. These points of divergence have been clarified so as to keep the cross-cultural communication process smooth.

The Quest for a New Civic and Linguistic Identity at the Cost of a Mother Tongue: Mandarin and English Encroachment upon the Taiwanese Language*Johan Gijzen & Yu-Chang Liu [I-Shou University, Taiwan]*

After four decades of linguistic and cultural repression in favor of promoting a broader Chinese culture and ethnicity, Taiwan's government is providing financial support to encourage the use of the Taiwanese language (Minnanyu). Language policy makers in Taiwan believe that English language education is effective in fostering favorable attitudes towards other cultures. Recent research has shown that Taiwanese youngsters are becoming increasingly monolingual, with English letting its dominance be felt, especially in the higher education domain. Sociolinguistic survey data illustrate the encroachment of more dominant languages upon Taiwanese: there is no growth in community support for the mother tongue, the Taiwanese public does not seem to be aware their vernacular is endangered, a formal uniform written system for Taiwanese is still being argued over, admiration for and dependence on the United States seems to be increasing drastically, and the government is considering instating English as the second official language at the cost of Taiwanese. The local vernacular is exposed to Mandarin and English linguistic imperialism. The dominance of Mandarin over Taiwanese and the growing support for English in Taiwan is a likely indication that the current Mandarin/Taiwanese bilingualism is being replaced by a Mandarin/English one. To support the above claims, the authors will discuss results from previous and ongoing research, sponsored by Taiwan's National Science Council, into the role of language and the significance of language loss in the quest for a "Taiwanese Identity". The paper will compare results from this investigation with identical surveys done in Japan, Belgium, Germany and Morocco.

14. TOOLS IN LANGUAGE LEARNING

IVORY 10

The Effects of Using Multimedia*Kanyarat Getkham [The National Institute of Development Administration (NIDA) Bangkok]*

This paper presents a study that investigated the effects of using a multimedia computer program on vocabulary knowledge and recall of vocabulary information. It also examined the predictors of vocabulary knowledge and recall of information: age, background knowledge, grade point average (GPA), and university from which they graduated. Fifty subjects who were graduate EFL students from the M.A in Language and Communication Programme at the National Institute of Development Administration (NIDA), Bangkok, Thailand, were assigned to two groups: an experimental group and a control group. Pretest scores indicated no significant difference between the two groups. Thus, it is assumed that their prior knowledge about the selected vocabulary is similar. The experimental group was asked to practise vocabulary exercises using a multimedia computer program for one month while the control group was asked to practise the same vocabulary exercises but in the printed

text, including text and pictures, for the same duration. The study produced evidence that both groups significantly improved their vocabulary knowledge ($p < .01$). However, the multimedia computer group outperformed the printed text group in vocabulary knowledge ($p < .01$) though no significant difference was found in the recall of vocabulary information. With regard to the predictors of vocabulary knowledge and recall of vocabulary information, results showed that age, background knowledge, GPA, and university were not good predictors.

Authentic Materials to Motivate Students' Participation in Class

Judy Ng Miang Koon [Inti College Malaysia]

The workshop will discuss and introduce various examples of activities for using authentic materials to motivate students' learning and participation in class. These activities have been proven to be interesting for secondary school and adult learners. The goals of this session are:

- 1) To share with participants activities using authentic materials to motivate students' interest.
- 2) To encourage participants to use authentic materials in the classroom.
- 3) To provide participants opportunities to come out with handouts based on the authentic materials given.

Penggunaan Gambar dalam Pembelajaran Bahasa

Zaitul Azma Zaimon Hamzah & Media Sandra Kasih [Universiti Putra Malaysia]

Hasil pembelajaran bahasa menjadi teras kepada pengajaran dan pembelajaran di dalam bilik darjah. Hasil pembelajaran dibina dengan menyatukan penggunaan bahasa, kemahiran bahasa, sistem bahasa, komponen kesusasteraan Melayu, dan pengisian kurikulum. Selain itu, kemahiran menonton wajar diberikan perhatian selaras dengan keperluan bidang teknologi maklumat dan komunikasi. Seajar dengan itu, hasil daripada pembelajaran bahasa, pelajar diharapkan dapat menyampaikan maksud yang tersurat dan tersirat berdasarkan bahan yang dikemukakan dengan menggunakan kata dan ungkapan yang sesuai, bersoal jawab secara bertaiasusila tentang sesuatu perkara dengan menggunakan pelbagai soalan, dan sebagainya. Sehubungan dengan itu, bagi meningkatkan proses pengajaran dan pembelajaran bahasa, peranan guru amat penting. Guru berperanan mewujudkan suasana pembelajaran bahasa yang berkesan. Untuk mencapai harapan ini, guru perlu mempunyai pengetahuan dan kemahiran dalam pemilihan pendekatan, kaedah, dan teknik pengajaran bahasa. Guru juga harus bijak memilih bahan ajar yang sesuai. Bahan pengajaran merupakan sesuatu benda atau objek yang boleh digunakan oleh guru untuk menyampaikan maklumat bahasa atau ilmu secara terancang kepada pelajar-pelajar dalam suasana yang formal. Salah satu bahan ajar yang boleh digunakan dalam pengajaran dan pembelajaran bahasa ialah gambar foto. Kertas kerja ini membincangkan penggunaan gambar foto dalam pengajaran dan pembelajaran bahasa Melayu dalam kalangan pelajar sekolah kini. Kajian ini menggunakan kaedah lapangan dan gambar foto yang difokuskan dalam kertas kerja ini ialah rumah tradisional orang Melayu. Kertas kerja ini juga turut membincangkan nilai-nilai yang terkandung dalam gambar yang difokuskan sebagai satu pengayaan bahasa dan budaya Melayu.

15. LANGUAGE ACQUISITION: THEORY AND PRACTICE I

IVORY 12

German: A Typical L3 after English L2. How Do Learners Evaluate Their Knowledge of English in the Context of Learning German as an L3?

Renate Kärchner-Ober [Universiti Putra Malaysia]

From the perspective of learning theory, cognitional psychology, and constructivism, it is necessary to make a clear distinction between learning an L2 and learning an L3 (or Lx). Learners of an L2 are usually inexperienced language learners, whereas learners of an L3 may have attained a systematic approach. Research has shown that English (L2) does influence the learning of an L3. The fact that learners of tertiary languages generally possess more cognitive and metacognitive linguistic knowledge must be taken into account in L3 teaching. In Malaysia, students learn German after they have acquired English, so German is their L3. English and German are both Indo-European languages, so the question is: How can teachers use the prior acquired knowledge of an IE language (English) to teach German? As students in Malaysia come from a non-Indo-European language background and are bilingual or trilingual, the presence of two IE languages (English and German) should play an important role in the teaching of German. This paper focuses on subjective self-evaluation by BA German students in a Malaysian Government University. The main questions are: How does English influence the learning of German? Does it help or hinder the process of learning? Data will be obtained through a questionnaire and interviews. The questionnaire is adapted from the European Commission, SOKRATES - Programme, University of Dortmund, Germany. The paper addresses all lecturers who teach German and other European languages as a foreign language or an L3, as well as other lecturers interested in carrying out research in the field of tertiary language learning.

Masalah Fonetik di Kalangan Pelajar Cina yang Mengikuti Kursus Kemahiran Bahasa Jepun di Universiti Putra Malaysia

Muhammad Alif Redzuan [Universiti Putra Malaysia]

Kajian ini cuba mengenalpasti beberapa masalah yang dihadapi oleh pelajar bahasa Jepun berketurunan Cina di Universiti Putra Malaysia dalam menyebut bunyi-bunyi yang tertentu dalam bahasa Jepun. Bunyi-bunyi ini disalah sebut mungkin kerana kebanyakannya tidak terdapat dalam bahasa Mandarin atau dalam sebarang dialek yang dituturkan oleh pelajar-pelajar tersebut. Data kajian dikumpul melalui rakaman bacaan petikan oleh 50 orang responden dan ditranskripsi untuk dianalisis. Secara keseluruhannya, hasil kajian menunjukkan bahawa pelajar Cina merupakan kumpulan yang mempunyai masalah paling sukar dalam menguasai sebutan dalam bahasa Jepun.

Tinjauan Terhadap Penyebutan Konsonan Bahasa Mandarin di Kalangan Pelajar Bukan Penutur Jati, Universiti Teknologi MARA, Shah Alam

Celeste Siang Lay Choo [Universiti Teknologi MARA, Shah Alam]

Kajian ini cuba mengenal pasti jenis-jenis kesalahan penyebutan konsonan yang dilakukan oleh pelajar bukan penutur jati dari Fakulti Pengurusan Hotel Dan Pelancongan, Universiti Teknologi MARA, Shah Alam. Data-data dikumpul melalui ujian pelafazan perkataan, borang soal selidik yang ditadbirkan kepada 33 orang pelajar dari Fakulti Pengurusan Hotel Dan Pelancongan serta temu bual dengan 8 orang pensyarah dari Unit Bahasa Mandarin. Dapatan kajian ini menunjukkan secara keseluruhan, pelajar melakukan kesalahan yang paling banyak semasa menyebut konsonan afrikat iaitu sebanyak 40.1%, diikuti dengan kesalahan yang dilakukan dalam menyebut konsonan letupan iaitu 34.1%. Pelajar melakukan kesalahan sebanyak 4.9% dalam menyebut konsonan frikatif. Peratus kesalahan yang dilakukan oleh pelajar dalam menyebut konsonan likuida dan separuh vokal adalah sangat rendah iaitu sebanyak 0.7% dan 0.4% masing-masing. Pelajar tidak melakukan sebarang kesalahan semasa menyebut konsonan sengau. Semua pensyarah yang ditemu bual mengatakan Hanyu Pinyin mempermudah pengajaran penyebutan konsonan bahasa Mandarin jika dibandingkan dengan penggunaan tulisan Cina. Penganalisisan data mendapati faktor-faktor yang menyebabkan kesalahan penyebutan konsonan di kalangan pelajar adalah seperti berikut:-a) Masa yang diperuntukkan untuk mengulang-kaji tidak mencukupi, b) Waktu kuliah terlalu singkat iaitu terhad kepada 2 jam seminggu, c) Gangguan daripada bahasa ibunda, d) Umur pelajar dan e) Pelajar kurang terdedah kepada persekitaran pembelajaran bahasa Mandarin yang sebenar. Dapatan kajian ini bermanfaat kepada semua pihak yang berkenaan iaitu para pelajar, pensyarah bahasa Mandarin, Universiti Teknologi MARA, Shah Alam. Dengan ini, Diharapkan mereka dapat berusaha bersama-sama untuk mengatasi masalah penyebutan konsonan bahasa Mandarin di kalangan pelajar bukan penutur jati di Universiti Teknologi MARA, Shah Alam.

Strategi Petaan Semantik (Semantic Mapping) dalam Pengajaran Kos Kata

Norhayuza Mohamad [Universiti Teknologi MARA]

Penguasaan kos kata dalam pembelajaran sesuatu bahasa adalah satu aspek yang asas dan utama berbanding aspek-aspek yang lain. Ini kerana tanpa menguasai kos kata terlebih dahulu, para pelajar tidak mungkin dapat menguasai dengan baik aspek-aspek dan kemahiran bahasa yang lain. Namun demikian tidak dapat dinafikan sehingga kini masalah penguasaan kos kata di kalangan pelajar masih lagi menjadi cabaran kepada para pengajar terutamanya dalam pengajaran dan pembelajaran bahasa kedua atau bahasa ketiga. Terdapat banyak faktor yang menyumbang kepada permasalahan ini, seperti faktor pedagogi, faktor ciri bahasa itu sendiri, faktor situasi dan sebagainya. Ahli-ahli pengkaji kos kata pula kebanyakannya meletakkan kemelut ini sebagai ekoran kurangnya penekanan yang diberikan oleh pengajar bahasa terhadap proses pengajaran kos kata sewaktu berada di dalam kelas. Melalui kertas kerja ini, penulis ingin berkongsi idea dengan membentangkan salah satu strategi pedagogi yang boleh digunakan oleh para pengajar dalam usaha meningkatkan penguasaan kos kata pelajar. Strategi tersebut yang dikenali sebagai petaan semantik (semantic mapping) merupakan satu strategi yang menghendaki pelajar menghasilkan pemetaan kos kata dalam bentuk jaringan visual dalam satu-satu topik yang berkaitan. Beberapa ciri utama yang menyumbang kepada kekuatan strategi ini boleh dikenalpasti seperti penglibatan pelajar secara berkumpulan atau individu, pengulangan kos kata samada secara sebutan atau tulisan, aktiviti sumbang saran dan sebagainya. Semoga dengan ini para pengajar bahasa dapat mengambil manfaat dalam usaha mempelbagaikan teknik dan strategi pengajaran kos kata demi membantu pelajar menguasai kos kata dengan lebih berkesan.

16. LITERATURE AND CULTURE: THE NOVEL

CLASSICS BALLROOM

Kesejagatan Novel-novel Najib Kilani : Satu Pengenalan

Pabiyah Haji Maming & Mohd Sukki Othman [Universiti Putra Malaysia]

Nama Najib Mahfouz tidak asing lagi bagi peminat novel, sama ada di peringkat nasional mahupun antarabangsa. Beliau merupakan pemenang hadiah nobel pada tahun 1998. Keadaan ini berbeza dengan Najib Kilani. Walaupun beliau merupakan seorang novelis yang berkebolehan, tetapi beliau tidak dikenali ramai seperti Najib Mahfouz, lebih-lebih lagi di kalangan masyarakat melayu. Justeru itu, kajian ini akan cuba mengenengahkan beliau sebagai seorang novelis yang berwibawa, di samping mampu mengungkap segala permasalahan yang dialami oleh masyarakat setempat khususnya dan islam amnya. Dalam hal tersebut beliau menggunakan pendekatan islam. Hal ini diakui sendiri oleh Najib Mahfouz. Beliau adalah seorang yang telah menghasilkan teori sastera islam dan telah menghasilkan lebih daripada 40 buah yang merangkumi semua aspek; social, sejarah, ekonomi dan politik. Novel-novel beliau telah diterjemahkan ke dalam pelbagai bahasa seperti Inggeris, Perancis, Turki, Urdu, Parsi, Rusia, Cina dan Indonesia. Novel-novel beliau juga telah memenangi beberapa hadiah dari pelbagai institusi seperti kementerian pendidikan dan pelajaran. Kebolehan beliau tidak sahaja terbatas dalam bidang novel, malah beliau juga banyak menghasilkan cerpen, puisi, drama dan tulisan ilmiah yang berbentuk kritikan dan esei.

Love and Obsession in the House of Glass

Rohimmi Noor, Abdul Ghani Abu & Rosli Talif [Universiti Putra Malaysia; Universiti Pendidikan Sultan Idris; Universiti Putra Malaysia]

Samuel Johnson defined a novel as "a small tale, generally of love". In the novel *House of Glass*, Pramoedya Ananta Toer, an award winning Indonesian writer whose own experiences as a political exile made him one of the real survivors in this era, presents the issue of love and its portrayal in myriad forms. Some characters are portrayed displaying their ultimate love to their beloved country – rising from the depths of despair at seeing their country under colonial rule. One such character is Raden Mas Minke whose exile leads to pent up emotional restlessness. Others like Siti Soendari and Mas Tjokro are introduced as the voice of the people against the oppressive political machinery of the Dutch in colonial Indies. Apart from these characters whose patriotic love towards their nation is unquestionable, there is one other character whose love or, more appropriately, obsession towards keeping his own power and position is proof to the existence of individuals who would resort to anything in the name of status and power. This paper discusses the portrayal of love and obsession in *House of Glass* focusing on Pangemanann's obsession with power and status, and the price that comes with it.

Perhaps In Paradise: Can Feminism Co-Exist Within A Patriarchal Society?

Faridah Mohd. Yasin [Universiti Putra Malaysia]

This paper probes the lives, roles and identity of a Malay woman in Malaysia, and how the society as a whole is a force that can change a woman's fate and influence her whole life. The character of Rose Hayati is the focus of this paper as she is the victim of society, forced into the typical role of a Malay woman; an innocent, naïve girl and the abused, submissive wife. Ellina Abdul Majid has been chosen because she represents a minor number of young, new writers who is actively creating literary works. Even though the setting of the story is in the 1970's, readers could still relate to the novel as the issues addressed by the writer are universal and timeless. Set against the backdrop of the May 13th 1969 tragedy, the novel presents an insight into growing up in the seventies when family pride and keeping up appearances were all that matters in a Malaysian culture, particularly the Malay society. The consequences of a hasty and forced marriage, domestic violence and abortion are issues in which true Malaysian middle class fashion are never brought into the open air for fear of losing 'face'. Feminist and sociological theories have been utilised in considering how the Malays cope with their problems and dilemmas. By using these theories, the treatment received by Rose Hayati by her family and the society, and the reason why it is so is further explained and elaborated.

17. PUBLIC RELATIONS IN COMMUNICATION

IVORY 3

The Usage of the Internet Among Public Relations Practitioners in Klang Valley

Shiek Md. Alwee Alfirdaus, Musa Abu Hassan & Siti Zobidah Omar [Universiti Putra Malaysia]

Early observers viewed the new technology as profoundly liberating, opening up outlets for the creative energies of people of every taste and persuasion. Since posting information on the Web is so inexpensive, the technology's enthusiasts believed it would virtually eliminate barriers to entry in fields like music recording, book publishing, and even filmmaking. In this view, the communication technologies especially the Internet would democratize the flow of information; replace top-down dependence on traditional news and media organizations with bottom-up sharing among consumers themselves. In the field of public relations, the emergence of new communication technologies has given a new dimension and advancement. Technology enables public relations practitioners to do their jobs effectively and more efficiently that lead to an alternative of producing more quality work. Previous studies have shown differences in the level of usage and acceptance of communication technologies on the practice of public relations. Therefore, it is important to examine how communication technologies especially the Internet affect public relations practitioners in Malaysia. Investigation was done to see how public relations practitioners in Klang Valley use the Internet on the practice of public relations. The study also outlined the perception of public relations practitioners toward the Internet as a medium that affect the their job performance. At the same time, the problems and challenges faced by practitioners on the usage of the Internet were identified.

Message Framing and Communication Effectiveness: A Case Analysis of the Internet as a Communication Tool in Public Relations-related Activities

Roziyaton Jamaluddin, Musa Abu Hassan & Siti Zobidah Omar [Universiti Putra Malaysia]

Communication is an important factor that mediates an organization and its various publics, including customers, local and international community, media, government regulators, suppliers and employees. The success and failure of every organization depends largely on its communication. Information clutter makes it increasingly harder to break through to an audience, but understanding the right communication moments – and how to create them – can have an extraordinary effect. Framing messages in public relations activities is never an easy task. To

employers and clients, it is all about putting a 'spin' on things, but, actually, it is all about tailoring messages for particular publics. Employers and clients may not understand this, but it is imperative that public relations practitioners do realize this. At the same time, the demand for versatility is growing, and there is more emphasis on accountability – evidence that the messages work. Based on previous studies, message framing is important to focus the direction of a message to a specific audience, which eventually increases the likelihood of the message being received as intended, i.e. effective. The explosive growth of the Internet during the 1990s has created a form of mass communication unlike all others. Being the most intriguing of the new electronic methods, the Internet is changing mass communication in general and providing public relations practice with innovative tool. The Internet represents a paradigmatic shift in corporate communications, opening the door to full two-way communication between a corporation and its publics. However, although most people in the world of business now accept the significance of the Internet, many still do not understand its terms. This is why so many businesses that rushed onto the information superhighway are now left stranded in the lay-by, alone and unvisited in the depth of cyberspace. Due to that, it is important that public relations practitioners learn the right way to communicate through the Internet besides understanding the medium itself and the publics they are trying to reach.

18. MAPPING RESEARCH IN SOCIAL SCIENCE AND HUMANITIES IN THE NEW WORLD ORDER

IVORY 5

The Study of Communication as a Social Science: Thirty-five Years of Theorizing and Teaching Journalism, Media and Development in Malaysia

Ahmad Murad Merican [Universiti Teknologi MARA]

After almost thirty-five years, the study of communication, media and development in Malaysia is predominantly behaviorist and Darwinist in nature and still much in the mode of the Schramm-Lerner-Berelson paradigm having its genesis from theories of modernization, psychological warfare, and the Cold War development decades. Questions can be raised as to the *why* and the *what* of that which is being theorized and taught. The Euro-American view of theorizing has brought about a disconnected mode of thought in our consciousness of what communication is. Indeed, it has isolated the abstract from the cultural and intellectual milieu of society. Discourses on theorizing have thus far not generated much excitement. Questions of relevance and irrelevance of categories are not seen as problematic. This paper then examines the current state of communication study in Malaysia by way of raising and questioning critical issues and suppositions on what constitutes the field. It advocates for recreating a system of knowledge production through de-orientalizing the study, which has been an extension of American area studies. In so doing, it calls for a rearrangement and a transformation of existing categories and establishments by way of recognizing historical continuities and disjunctures and in embracing hitherto disparate fields such as linguistics, culture, semantics, semiotics, technology studies, the study of consciousness and cognitive processes.

Islam and Democracy in the New "World Order": The Role of the Humanities

M.A.R. Habib [Rutgers University]

An ostensibly integral component of the "new world order" envisioned by the Bush dynasty in America is its alleged worldwide endeavour to promote "liberty" and "democracy." The events in Iraq over the last two years have proven the inexhaustibly complex nature of the process of democratisation, a complexity scarcely acknowledged or anticipated by the Bush administration. This paper seeks to examine some of the broader implications raised by developments in Iraq: (1) to what extent does Islam itself harbour democratic principles? Is it, as many modern scholars have argued, essentially a religion of equality and equal access to justice? (2) Why has the American attempt to impose democracy on Iraq encountered such severe problems? Do the obstinate differences in historical development between the West and much of the Islamic world necessitate an entirely different approach to democracy? Indeed, might there be alternative visions of democracy that need not be based on Western, secular models? (3) What can be the role of the humanities and of a liberal education in fostering truly democratic institutions and democratic principles, built upon a truly Islamic basis, in the Islamic world?

19. PERCEPTIONS OF BEAUTY IN CONSUMER CULTURE

IVORY 7

"Normal" and "Deviant" Bodies: The Commodified Female Body in a Consumer Culture

Zuraidah Mohd Don [Universiti Malaya]

Interest in embodiment as an area of research is increasing across a diverse range of disciplines. The recent growth in the scope of discourse analysis, which makes discourse available as an explanatory concept, has led linguists to a position where they can offer more detailed empirically grounded studies of discourses of the body. In this study I examine media representations of the "commodified body" in selected

advertisements in Malaysian women's magazines and the role of body representations in the politics of women identity. It is in part influenced by Foucault's social scientific approach to the body, which is characterised by a preoccupation with institutions that control the body, and an epistemological view of the body as socially constructed. The assumption that the body is constructed suggests that it is not fixed or static, but socially produced. Through critical discourse analysis of their advertisements and features, I analyse the various representations of the desirable and undesirable images of women by examining how writers use the linguistic and intertextual resources available to them. Consumer culture has created women's self identity which is equated with bodily appearance and in which image is paramount. The issue is gendered in that women's symbolic capital is still, to a greater extent than men, derived from their appearance. The ideological assumption is that the female body is only "desirable" when it conforms to the "ideal body image", and so something must be done to counteract signs of imperfection and ageing. The body is viewed as an entity, an "unfinished" biological and sociological phenomenon requiring further work (Shilling, 1993). The ambivalence of perception between the constructed and the actual self invokes a pervasive self-examination and attention to appearance. Money-making industries that make claims about enhancing the appearance of the body provide specifically for body-care, dieting and keeping fit, and exploit this consumerised idea of "the care of the self" asking women to assume responsibility for the way they look.

The Importance of Being Fair: Perceptions of Malay Men and Women

Khadijah Mohamad Tuah [Universiti Malaysia Sarawak]

Skin color is the most visible aspect of beauty and has an impact on social interaction from days gone by to the present day. Normative studies have shown that Asian women want fairer skin in order to look younger and more radiant (The Malaysian Women's Weekly, 2003). Likewise, a recent article in a local newspaper said that many Asians are slathering on lotions to reduce skin coloring as they embrace a different concept of beauty: 'white is right' (Wong, 2004), in contrast with Caucasians who are born fair and long for tanner skin. This paper looks at the possible factors influencing the desire to be fair or white; namely the beauty industry, media, globalization/capitalism, and postcolonialism.

20. SELF AND IDENTITY IN FICTION

IVORY 8

The Fragmented Malay Self in *Notes On Life & Love & Painting* by Huzir Sulaiman

Dzeelfa Zainal Abidin [Universiti Putra Malaysia]

This paper seeks to explore the portrayal of the character in Huzir Sulaiman's *Notes on Life & Love & Painting*. The character in this monologue is of Malay ethnicity, and this study aims to look at his sense of self and ethnic identity of being Malay. The self is not whole and united. It is fragmented and conflicting in nature. Malay self, as generally defined by the Federal Constitution in Article 160, is "a person who professes the religion of Islam, habitually speaks the Malay language, conforms to Malay customs". This is the basis for the Malay ethnic identity in the country. The character in the selected work used in this research may or may not conform to the afore-mentioned definition and may bear with him a fragmentalised identity of the self. Therefore, in light of the fragmented self and ethnic identity, the portrayal of the Malay self in the selected work will be examined.

Loss of Identity in Caryl Phillips' Novels: "Cambridge" and "Crossing the River"

Manimangai Mani [SMK Kg. Pasir Putih, Ipoh]

This paper will discuss the effects of slavery and the trauma faced by slaves through the study of characters in Caryl Phillips' novels: "Cambridge" and "Crossing the River". The entire saga of slavery from the time of its genesis until its abolishment has been a traumatic episode that left an indelible scar in the hearts of the Blacks and their descendents. In the quest for power and wealth, the colonial masters have uprooted many natives (the Africans) from their motherland and relocated them in their "New World" countries. Then, they imposed their religion, culture and language on these people by forcing them into slavery. This displacement caused the Blacks to face the dilemma of lost identity. These people, with their culture and beliefs robbed away, have to search for their identities through their partially alien past and create a new one. Secondly, this paper will show the struggles of these people in establishing a new identity by accepting this new world as their homeland. Finally, it will discuss how in the process of creating a new identity, these characters encounter mental agony, multiple identity and loss of faith. The discussion will also consider the trauma caused by slavery and the lost of identity of their descendents. The discussion will be based on Postcolonial theory and focus will be given to the concept of otherness and displacement.

21. ISSUES IN LANGUAGE AND COMMUNICATION I

IVORY 9

Communicate Effectively and Professionally: Debate Will Help?*Saiful Amin Bin Jahun & Aini Andria Shirin Anuarudin [Universiti Putra Malaysia]*

This paper shares the idea that good communication skills and critical thinking ability are among the important traits that an effective corporate practitioner should have. There are many ways for one to obtain such traits, and one of them is through participation in debates. This paper presents discussions that directly link debate to better communication skills. Through involvement in debate activities, individuals will be able to enhance his or her communication skills and more importantly, be able to think critically and logically. In view of the essential role that participation in debate can play in developing corporate communication skills, this study explores the aspects of debate which contribute to corporate communicators' needs, especially in developing one's communicative and critical thinking skills. These two skills are vital traits that a corporate communicator should have, as these traits would aid in the decision making process, and in maintaining and boosting the organisation's image. Employers' expectations on corporate communicators are also explored. This study focuses on three (3) groups of respondents: debaters, ex-debaters who are now involved in the corporate environment, and potential employers who determine the skills or traits that they expect corporate communicators to have. A total of thirty (30) debaters from Malaysian Universities in the Klang valley (local and private) are used as samples. Fifteen (15) ex-debaters who are now working in the corporate sector and five (5) potential employers are the respondents for this study.

Socially Related E-mail Usage Factors and Communication Satisfaction Among E-mail Users in Selected Private Organisations in Indonesia*Tuti Iriani, Narimah Ismail, Siti Zobidah Omar, & Musa Abu Hassan [Universiti Putra Malaysia]*

The most popular method of computer-mediated communication in organisations is e-mail. E-mail allows for one-to-one or one-to-many communication. Empirical evidence has shown that people use computer-mediated communication for social and relational purposes (Finholt & Sproull, 1990). However, when using e-mail, lack of nonverbal and social context cues seems indeed to be the reason for low levels of communication satisfaction among users. Hence, the degree of availability of such cues is believed to influence users' views of communication satisfaction, context, performance and message interpretation. Therefore, this paper will discuss findings of a study done to determine the effect of socially related e-mail factors toward communication satisfaction among e-mail users in organisations. Purposive sampling was used to select a total of 305 employees of four private companies in Indonesia. Data were gathered using a self-administrated questionnaire. Results from the study indicate that the employees experienced moderate to high level of communication satisfaction. It was also found that socially related e-mail usage that addresses interpersonal needs and relationship development showed a positive and significant relationship with communication satisfaction. The study concludes that an increase in development of interpersonal need and relationships through e-mail can be expected to increase communication satisfaction among e-mail users.

22. READING CULTURE THROUGH RESEARCH

IVORY 10

Making Sense of Culture Through Films and Reading: Intertextuality and the Course Syllabi*Ahmad Nazri Abdullah & Maznah Abu Hassan [Kolej Universiti Kejuruteraan Utara Malaysia; Universiti Utara Malaysia]*

Teaching about culture can be a daunting task since it involves theories and other matters of abstraction, which we have to live with in the classroom. The use of reading texts alone to expound on theories about culture might not be enough to get the message across. The use of films together with reading materials should help make lessons more meaningful and interesting. In this paper, we will look at some issues in the use of films as cultural texts and, in particular, we will be looking at the use of films in some courses on culture as gathered through the Net. The use of films and printed materials together in the cultural classroom can help us make the connection between theory and reality.

The Development of a School of Thought on Cultural Research in the New World Order*Hashim Fauzy Yaacob (Universiti Teknologi Malaysia)*

For a long time the study on culture has been widely influenced by Western approach especially by scholars in the field of cultural anthropology, sociology and intercultural communication. Therefore this paper attempts to bring the audiences especially scholars to scrutinize and evaluate the present approach. The paper also tries to explain the importance of developing a school of thought to construct a non-western approach on culture. This is important because the new world order seems to be an effort of western world to bring the rest of the world into their own cultural hegemony. This does not only involve elements such as pop culture or media culture but also includes values, knowledge, politics,

economy and military. The current situation as seen in the direct imperialism by the United States and the change of conflict from cold war to the conflict with the Muslim countries shows the strong desire of certain Western countries to gain superiority over other societies. This paper will also discuss an academic approach towards eastern culture by colonial scholars in the past colonial era that affects perception towards colonial society, the influence of imperialism and the role of researchers towards imperial culture, cultural change in international society as a result of cultural imperialism and the approach to perceive this phenomenon, and the recent approach as a result of the new world order that non-western scholars must consider to develop their own school of thought .

23. MALAY LANGUAGE AND LINGUISTICS I

IVORY 12

Protokol Pemikiran Verbal dalam Pemahaman Bacaan Bahasa Melayu

Noor Aina Dani & Zaleha Abd. Rahman [Universiti Putra Malaysia]

Membaca dan memahami teks bahan-bahan akademik merupakan satu masalah kepada sebilangan pelajar. Antara punca masalah ialah penggunaan strategi bacaan, kesukaran mencari perbendaharaan kata berkaitan istilah atau perkataan pinjaman, dan masalah pemprosesan leksikal. Oleh itu, penyelidikan ini dijalankan untuk mengenal pasti strategi pemahaman bacaan dan penguasaan pemahaman bacaan pelajar di tingkatan 4. Dapatan kajian ini diperolehi daripada data protokol pemikiran verbal dan laporan lisan. Data protokol pemikiran verbal dan laporan lisan dikumpul dengan menggunakan rakaman lalu ditranskripsikan dan dianalisis. Kajian ini dijalankan terhadap pelajar Tingkatan 4, dari SMK. Dato' Hj. Mohd. Redza, Jalan Sikamat, Seremban. Mereka dikelompokkan ke dalam dua kumpulan, iaitu kumpulan pencapaian tinggi dan kumpulan pencapaian rendah. Satu petikan yang bertajuk, "Kaji Kandungan Program TV Tempatan," digunakan sebagai teks bacaan untuk protokol pemikiran verbal. Dapatan kajian menunjukkan strategi pemahaman bacaan yang paling kerap diaplikasikan ialah strategi tempatan, diikuti dengan strategi umum, barulah strategi metakognitif. Kumpulan pencapaian tinggi didapati lebih kerap menggunakan strategi umum dan strategi metakognitif, manakala kumpulan pencapaian rendah kerap menggunakan strategi tempatan. Didapati pelajar kerap menggunakan teknik "pemberian makna seerti," "diabaikan," dan "penghuraian langsung," sebagai teknik untuk menyelesaikan masalah pencarian perbendaharaan kata. Dari segi penguasaan pemahaman, pencapaian pelajar agak rendah dan dapatan ini juga membuktikan bahawa pencapaian akademik tidak menentukan penguasaan pemahaman bacaan pelajar. Pengkaji mencadangkan agar guru mempelbagaikan penggunaan strategi dan teknik dalam pemahaman bacaan teks. Selain itu, pelajar perlu dilatih untuk menggunakan pelbagai strategi dan teknik pembelajaran bahasa Melayu.

Kamus Pelajar Ekabahasa: Penggunaannya dalam Pembetulan Kesalahan Bahasa

Fadilah Jasmani [Dewan Bahasa dan Pustaka]

Para penyusun kamus serta guru bahasa sering menegaskan bahawa kamus pelajar ekabahasa mengandungi pelbagai maklumat linguistik yang dapat membantu pelajar menulis dengan baik dalam bahasa kedua. Kertas ini membicarakan kajian penggunaan dua kamus pelajar ekabahasa bahasa Inggeris, iaitu kamus Oxford Advanced Learner's Dictionary and kamus Longman Dictionary of Contemporary English, oleh pelajar-pelajar bahasa Inggeris sebagai bahasa kedua semasa mereka membetulkan kesalahan bahasa yang terdapat di dalam karangan mereka. Dengan kaedah lafaz fikir (think-aloud), sekumpulan pelajar matrikulasi diminta membetulkan beberapa kesalahan bahasa di dalam karangan mereka. Dapatan kajian menunjukkan bahawa hampir semua pelajar menggunakan kamus untuk membetulkan kesalahan-kesalahan tertentu di dalam karangan mereka. Walau bagaimanapun, pelajar didapati tidak dapat menggunakan kamus secara tuntas untuk memanfaatkan maklumat linguistik yang terkandung di dalamnya. Kesimpulannya, kajian ini mendapati bahawa untuk kumpulan pelajar ini, kamus yang digunakan tidak begitu mesra-pengguna.

24. DEVELOPMENTS IN ICT INFORMATION AND COMMUNICATION TECHNOLOGY (ICT) I

IVORY 3

ICT Hegemony

Amira Firdaus [Universiti Malaya]

This paper questions humankind's blind affection for technology, specifically information and communication technology, and aims to prompt reflection on the darker, hegemonic face of technology. Drawing upon Neil Portman's concept of technopoly and Gramsci's concept of hegemony, the discussion focuses on ICT technopoly and hegemony that is both riding and driving the tidal wave of globalization. This paper is divided into three parts. The first part introduces intellectual foundations of the notion of technological hegemony drawing upon the contemplations of McLuhan, Negroponte, Adorno as well as Portman and Gramsci. The main body of the paper discusses the notion of ICT hegemony. Implications of ICT hegemony are the homogenization of humankind, the fragmentation of society and the birth of a false consciousness where ICT changes and dictates human spatial and temporal consciousness, which ultimately leads to technological subjugation of humankind by ICT and corporate masters. The conclusion flirts with the possibility of a media-literacy movement as a counter-hegemony to technological subjugation.

Peranan Media dan Teknologi Komunikasi dalam Keluarga
 Wan Anita Wan Abas [Universiti Putra Malaysia]

Perdebatan umum sering kali didengar tentang peranan penggunaan media dalam membentuk nilai dan sikap individu. Pemilikan dan penggunaan media dan teknologi komunikasi merupakan perkara asas bagi setiap individu sejak dahulu sehingga hari ini. Individu telah terdedah kepada media dan teknologi semenjak daripada bayi lagi sehinggalah dewasa. Dengan kata lain asas pendedahan kepada media bagi seseorang individu adalah bermula di rumah atau dalam keluarga. Corak dan tabiat penggunaan media dalam keluarga merupakan satu perkara yang perlu diambil perhatian kerana melaluinya ia mampu membentuk dan mencorak nilai ahli keluarga berkenaan dan menjadi salah satu faktor yang menyumbang secara langsung dan tidak langsung kepada kesejahteraan keluarga tersebut. Kewujudan pelbagai media dan teknologi komunikasi baru pada masa kini adalah merupakan satu peluang dan ruang kepada kepesatan pengaliran maklumat kepada masyarakat. Pada masa yang sama ia juga menuntut pengurusan maklumat yang bijak oleh setiap individu khususnya dalam institusi keluarga dalam konteks mengguna, menapis, memproses, dan menjana ledakan maklumat tersebut yang semestinya mengandungi pelbagai nilai sama ada positif atau negatif. Justeru itu, keluarga hari ini memikul tanggungjawab yang lebih kompleks dan menghadapi cabaran yang sengit terpaksa bersaing dengan kepesatan perkembangan media dan teknologi komunikasi baru. Berdasarkan kepada senario ini adalah penting untuk dilakukan sebuah kajian yang lebih komprehensif tentang tabiat media dalam keluarga dan hubungannya dengan dinamika komunikasi keluarga sebagai satu sistem yang lebih menyeluruh. Justeru itu, kertas kerja ini bertujuan untuk membentangkan kertas cadangan bagi penyelidikan dalam bidang media dan teknologi komunikasi dan peranannya dalam komunikasi keluarga. Penulis akan mengupas tentang isu-isu penggunaan dan kesan media ke atas keluarga dan konsep penting berdasarkan sorotan literatur dalam bidang kajian media dan teknologi komunikasi dalam keluarga.

25: LANGUAGE ASSESSMENT AND EVALUATION: FOCUS ON THE MALAYSIAN UNIVERSITY ENGLISH TEST (MUET)

IVORY 5

Utilising the MUET: Predicting Students' Vocabulary Size
 Sharon Lim Sui – Lin [Kolej Universiti Sains dan Teknologi Malaysia]

In research carried out by Schmitt, 2000; Goulden, Nation and Read, 1990; Nagy and Anderson, 1984, undergraduate English native speakers have demonstrated a vocabulary size of 20,000 word families. Laufer (1992, cited in Hunt & Beglar, 1998) said that second-language learners, when entering varsity, should have at least a vocabulary size of 3000 words in order to read effectively. She was further cited as saying that a 5000-word vocabulary could indicate possible academic success. In a research conducted by Quinn in 1968 at a university-level institution in Salatiga, Central Java, Indonesia, he found that the students had on average mastered less than 1000 of the most frequent English words after studying English at high school for six years (Nurweni & Read, 1999). In a study by Lim (2003) conducted at a Malaysian public university, the findings indicated that only 3.55% of the respondents have a 3000-word vocabulary. This paper will discuss the importance of knowing pre-university students vocabulary size and the viability of utilising the Malaysian University English Test (MUET) as a predictor of vocabulary.

The Malaysian English Language Test Experience
 Chan Swee Heng & Ain Nadzimah Abdullah [Universiti Putra Malaysia]

Test-taking is part and parcel of human experience. We encounter tests of all kinds at one point or another in our lives. When learning a language, we need indicative tests to give information about proficiency levels that are attained. The affective domain of the test takers, their attitudes and concerns about their test taking experience that has become a dominant feature of school life, is the focus of this study. The views of a group of tertiary students who are enrolled in an English language course are sought to provide an understanding of the perspectives that test-takers have about their test experience. This experience can be described as 'culturalized' test characteristics that have been built up and perpetuated over the years as participants in the Malaysian school system. From these perspectives, some conclusions are made about test impact and the current Malaysian schools' test situation with relevance to ELT.

Reviewing the MUET: Communicating Learners' Expectations and Judgements
 Wong Bee Eng & Chan Swee Heng [Universiti Putra Malaysia]

The Malaysian University English Test (MUET) has gone through a five-year cycle (2000 - 2004) of its implementation. For a number of institutions, a five-year cycle indicates a period where a review is due in order to obtain more formal feedback about the nature and success of the implementation of a test or programme. This paper attempts to provide a timely assessment of the MUET. Data were obtained from two target groups, the students and the teachers who formed the major stakeholders. For this study, only the students' expectations and judgements are gauged through a questionnaire survey. The questionnaire examined details of the four language skills with a two-prong focus on how much emphasis was given to the learning of the various skills and how successful the MUET has been in terms of its ability to accomplish the relevant tasks that are emphasized in the MUET syllabus. In a wider perspective, test impact is primarily the concern of the study.

26. CRITICAL ISSUES IN EDUCATION

IVORY 7

Critical Perspectives in Practice: Collaboration and Smart Partnerships in Education*Noorzan Hj Mohd Noor [Centre for UiTM-Industry Linkages (UILC)]*

This paper looks into the critical issues that affect educational and professional development of university students that provides inroads into addressing the needs of a new world order. It touches on the aspects of curriculum and professional development of graduates' communicative skills and competency training through industry linkages and attachments. The paper discusses work undertaken by the centre with corporations and industries through collaborative projects in research, graduate training, staff attachment and internship projects. The mutually interdependent roles of university and industry are interlinked and it is important to take full cognizance of their intertwined relationship. The work done at this centre marks a new form of academic enterprise that builds on the complementary strengths of the university and industry. It creates a bridging of the minds, advances knowledge and reconciles conflicting theories on language and work culture to accommodate social realities. This paper will look into efforts made in collaboration with 87 companies from 17 industries and highlights the roles to be played by educators and corporations in light of economic challenges and demands of time on academic research in language and work culture.

An Enquiry into Knowledge Management in English Language Teaching Departments*Rajasegaran Krishnasamy, Ramesh Nair & Jasbir Rai [Universiti Teknologi MARA]*

Knowledge has now become the most important aspect of human life. Individuals and organizations are beginning to appreciate it as the most valued asset in the emerging competitive environment. It is now understood that it is the knowledge that resides in people that makes innovations possible. Although Knowledge Management (KM) is widely discussed by practitioners and academics alike, there is very little information regarding it in academic settings, more so in English Language Teaching (ELT) departments. ELT departments have many attributes that can contribute towards greater productivity if the knowledge that resides in teachers working within it is cleverly managed. It has highly trained personnel, standard yet complex procedures, and authority of expertise, commitment to profession and high levels of professional autonomy. Also present are extensive patterns of networks, interaction of members to enhance the teaching and learning processes, and the initiative to challenge students to attain higher levels of cognitive attainment. It is these attributes that also make ELT departments an ideal setting for applying and studying KM. This paper will report on an investigation into knowledge transfer within two ELT departments, the data for which was obtained via interviews with twelve teachers. It will discuss the perceptions and understanding of respondents relating to various aspects of KM, namely, perceptions on the benefits, problems, responsibilities, technological aspects, and issues that encourage knowledge generation and knowledge sharing.

Special Packages: Educational Practice and Globalisation*Nazariah Ahmad [Universiti Teknologi MARA]*

In line with the UiTM vision of achieving World-class university status, the Academy of Language Studies has taken steps to establish linkages with organizations (government and non-government) and higher institutions at national as well as international levels. The language courses that are ongoing at national and international levels include the teaching of a second language such as English or Bahasa Melayu in multinational companies in Malaysia and international organizations and higher institutions in other countries. At the national level, language courses are being conducted by the Special Package section at UiTM for the public and for the staff of certain organizations to learn a second language. The Special Package run by the Academy of Language Studies of UiTM, Shah Alam, is set up to help the public to learn a second or third language of their choice such as English, Bahasa Malaysia, Mandarin, French, Arabic, German, Thai, Korean and Italian. This paper describes the services and activities provided by the Special Package section. It also explains the processes involved in promoting and disseminating information for the packages. Lastly, the paper discusses future programmes that will be implemented by the section.

27. IDENTITY AND CULTURE IN THE MEDIA

IVORY 8

Construction of Identities in British English: Evidence and Examples from British Television*Thomas Richard Schalow [Ryutsu Kagaku Daigaku]*

Popular fictional television characters and their personalities are essentially the creation of the language they speak. They are also a product of the times in which they live, as is their language. In this paper we will look at the identities created for the characters of the popular British

television situational comedy *Are You Being Served*, and analyze the way the language of these characters defined their personalities. In so doing we will also help to define the language and identities of the viewers of this sitcom from the period 1972-1985. The language of characters such as Capt. Peacock, Mrs. Slocombe, and Mr. Rumbold also tells us much about the way in which power relationships are defined by the language being spoken, and we will look closely at this language-power nexus. Comments on class distinctions will be largely confined to a focus on the character of Miss Shirley Brahms, while gender issues will be addressed by focusing on the language of Mr. Humphries and Mr. Lucas. Finally, we will closely examine the way in which identities were reconstructed and redefined as a result of reinterpretations and redefinitions of the language being spoken as the series moved from its first to latter years. We shall also see the way in which the language of the British public evolved in keeping with the evolution of the British character during the years the series was broadcast.

The Black Metal Subculture Among Malaysian Youths: Its Effects and the Role of Media

Mohd. Azmyl Md Yusof, Srikumar s/o Ramayan & Ponmalar N Alagappan [Taylor's College]

In past years, Malaysian youths have been involved in various kinds of activities which apparently led to the creation of too many fragmented impressions given by our nation and also by the media. From the mid- to the late 1990s, various music subcultures such as rap, hip-hop, heavy metal and punk have taken centre stage in personifying the rhetoric concerning social problems among the youths. Among those, Black Metal, a sub-genre of heavy metal, is the latest of these subcultures that have gradually captured the interest of Malaysian youths and been subjected to the scrutiny of the local media. The question now is whether this subculture has created a moral panic in Malaysia as the local media began to give unwarranted publicity about the Black Metal subculture. Therefore, this study will look at the effects of Black Metal subculture among today's youths and the role of media in it. The objective of this study is to find out if this culture has caused a moral panic in Malaysia by analysing the effects of this culture and the role of media. This study will be accomplished by employing a textual analysis of those press reports collected in the 1990s and early 2000s.

The Effects of Televised Sexual Content on Malaysian Youths' Language and Culture

Jacquelyn Soo Poh Yoke [Universiti Putra Malaysia]

This study is an attempt to explore the impact of televised sexual content, and specifically the impact of *Sex and the City*, an American program rated (18), that is, for audiences 18 years and above, on the language and culture of our youth. The Cultivation theory developed by Gerbner, et al., to explain the effect of television content on audiences is used to provide a conceptual framework for this study. This theory proposes that heavy viewers are likely to believe that television content represents the world at large. This can be troubling when the portrayals are of undesired images, such as casual sex and the use of language that promotes it. Data for this study came from a survey in the form of a questionnaire that was handed out to twenty randomly selected individuals, aged from twenty to thirty years old, who watched the programme. The questionnaire contained 15 items directed at finding out how televised sexual content can affect our youths' language and culture, and whether there truly exists a relationship between our youths' viewing habits and the influence of televised sexual content on the language and culture of youths. Key findings suggest that heavier viewers are indeed motivated not only to learn and adopt new words and activities into their language and culture, but also by peer pressure, and the need to identify with a character that they can respect and emulate in real life.

28. ISSUES IN LANGUAGE AND GENDER

IVORY 9

The Influence of Gender on the Use of Language Learning Strategies of Secondary School ESL Students

Sasikala Nallaya [Universiti Pendidikan Sultan Idris]

Language learning strategies are conscious efforts by the learner in exhibiting specific behaviour, which will facilitate a learning process that is self-directed. In the ESL classroom, it is possible that some learners are more successful than others because of the strategies they use. Strategy choice and frequency of use are influenced by factors such as learner characteristics and situational demands. Since a large percentage of Malaysian classrooms are co-educational, gender too becomes an important variable, which could influence strategy use in the ESL classroom. Therefore, this study investigated the influence of gender on the use of language-learning strategies of secondary school ESL students. This study was confined to a case study carried out on four key participants in a secondary school in Klang. Data was collected through in-depth semi-structured interviews, participant observations, written documents, journals and open-ended questionnaire. The data was identified, reduced, coded and categorized using descriptive codes and analysed for emerging themes. The findings indicate that gender influenced some language learning strategies that are used by secondary school ESL students. This could be due to the classroom socialization of boys and girls. In addition, factors such as proficiency, students' background and personality also influenced strategy choice. The findings suggest that gender-

equal opportunities and strategy training would enable all learners, male or female, to use appropriate language learning strategies in line with their learning needs and preferences. However, more case studies should be carried out to validate these findings.

The Gender Factor in Essay Assessment

Nina Marlina Ahmad & Mohd Sallehudin Abd. Aziz [Kolej Universiti Sains & Teknologi Malaysia; Universiti Kebangsaan Malaysia]

Test results are used for the basis of making decisions that affect students' educational futures. Thus it is pertinent that the results are not tainted by the issue of gender bias. This paper presents a study that addresses the issue of whether the gender of raters influences the assessment of students' essays. The experimental study involves the marking of students' essays by raters of both gender types and is aimed at identifying bias (if any) in the assessment, as well as the relationship between the gender of the raters and the students' performance in the essays. This paper also discusses fairness in testing, definitions of gender bias, the detection of gender bias in testing, and other aspects of assessment. The paper addresses implications for research concerning the issue of gender in assessing students' performance in essay marking.

Language and Gender: Perception of Gender Roles and Language Use Among Yemeni Husbands

Abdulrahman Alkhirbash & Murad Obaid [Universiti Putra Malaysia]

The purpose of this study was to explore Yemeni husbands' perception of gender roles and the relationship between their perception of gender roles and the language used when they interact with their wives. The sample consisted of 46 husbands, all postgraduate students at UPM and UKM, Malaysia. A questionnaire was used to collect data and the Statistical Package for Social Science (SPSS) used to for the descriptive analysis. Mean, standard deviation, frequency distribution were the statistical tools utilized to describe the participants' responses in light of the research questions. The results demonstrated that the majority of the respondents have the tendency to support traditional roles for both the husband and the wife. The view that the husband is the breadwinner and the wife is the homemaker is strongly emphasized. By using Pearson's Correlation test, it was shown that there is a correlation between perception of gender role and the language used by husbands and wives when they interact with each other.

29. READING FEMALE IDENTITY IN LITERATURE I

IVORY 10

The Construction of Identities in Naguib Mahfouz's *The Beggar*

Baharak Hoshyar & Wan Roselezam binti Wan Yahya [Universiti Putra Malaysia]

This paper presents a reading of Naguib Mahfouz's novel "The Beggar" from a psychoanalytic point of view. The focus is on the identities of female characters Zeinab (a pregnant woman) and Warda (a prostitute) in the life of Omar, the male protagonist. In Cixous's view, Zeinab the pregnant lady, is reduced to just a productive body in a Symbolic World, where as, Warda the prostitute is trapped in an oppressive relationship with Omar because she is not able to resolve her fixation of the father figure. Omar, on the other hand, is fixated on the images of death after leaving his pregnant wife Zeinab and his mistress Warda to live on his own. Omar's fixation may be due to the conflicting views between the maternal law that delays the gratification of his desire and the paternal law which forbids the delay. As a result, Omar dies with the hope of being embraced by the mother because he is not able to resolve his *death instinct* (in Freud's term). Warda who finally managed to live without Omar, however, still hopes to find another father figure to replace him. As for Zeinab, she is happy to be the productive mother as celebrated by the patriarchal society.

Psychoanalytic Criticism and the Oedipus Complex: Exploring Connections

Norwati Hj Roslim [Universiti Teknologi MARA]

Psychoanalytic criticism is one of the influential approaches to criticism that has been introduced into the literary arena. It aims to show that a literary or cultural work is always structured by complex and often-contradictory human desires. Classic psychoanalytic criticism is applied either to the author, or his or her characters (Brooks, 1994; p.21). This is "to show the relation between the author's attitudes and states of mind and the special qualities of the author's work" (Daiches, 1981; p. 328). The term "psychoanalytic" derives from the word "psychoanalysis" in which the latter was first introduced by Sigmund Freud (1856-1939) in 1896. Freud's theories of psychoanalysis can be applied to imaginative literature and art in general, in order to study their manifest and latent content. This paper will explore the use of Freud's psychoanalytic theory in analysing the vivid portrayal of the Oedipus complex in the novel "Sons and Lovers" by D.H.Lawrence (1913). Despite its weaknesses, namely, a tendency to be too selective when choosing evidence from the texts to support the theory, the psychoanalytic approach essentially does provide critical insight into the characters in particular and the author's states of mind in general.

Females in the Patriarchal Society of *The Remains of the Day* by Kazuo Ishiguro
Masreen Wirda Mohammad Ali [Universiti Putra Malaysia]

A precept of feminist thought is that male ways of perceiving and directing are 'etched' into the existing philosophy of society: women are inferior because they are seen through a regularly recurring background of negative perceptions which are ingrained into language. Women are thus trained to enter society acknowledging their own inferiority, and even assisting in and agreeing to its continuation. Femininity is considered a construct of society. The patriarchal society in *The Remains of the Day* oppresses the female in it by stereotyping and muting them. The focus upon Miss Kenton who is forced to choose between her job and marriage with the tragedy of her unfulfilled love relationship, while stereotypically portrayed along with other minor female characters, shows how oppressive the patriarchal society can be. Even though Miss Kenton is an outspoken and strong woman, she is denied having her own voice in the novel due to the narrator being a male. Therefore the purpose of this paper is to study and re-assess *The Remains of the Day* in the light of these perceptions.

30. MALAY LANGUAGE AND LINGUISTICS II

IVORY 12

Syarat Koda Suku Kata Dialek Kelantan Berdasarkan Analisis Teori Optimaliti: Satu Penilaian Semula
Adi Yusran Abdul Aziz [Universiti Putra Malaysia]

Makalah ini bertujuan menilai semula aspek syarat koda suku kata dialek Kelantan dengan mengemukakan huraian dan penjelasan terhadap kajian yang berkaitan khususnya analisis Lombardi (2001). Kajian ini akan menggunakan analisis yang berasaskan output keangan kepurnaan bentuk daripada teori Optimaliti (TO) (Prince dan Smolensky 1993, McCarthy dan Prince 1993a dan b) sama seperti yang digunakan oleh Lombardi. Setelah penilaian semula dibuat, penulis mendapati bahawa terdapat beberapa kelemahan dalam analisis beliau terutama dari segi pengkelasan fitur, keangan hierarki daerah, dan susunan keangan itu sendiri. Dari segi pengkelasan fitur, kajian ini mendapati bahawa segmen glotis [h, ʔ] dialek Kelantan bukan berfitur keberbedaan daerah sebagaimana yang didakwa oleh Lombardi. Kekangan hierarki daerah yang digunakan oleh Lombardi juga didapati tidak praktikal digunakan untuk dialek Kelantan kerana terdapat beberapa calon output yang menunjukkan pola dialek Kelantan, gagal menjadi output optimal, jika set hierarki keangan Lombardi digunakan dalam analisis. Oleh itu, keangan-keangan keberbedaan hierarki daerah ini diganti dengan keangan-keangan kesetiaan yang relevan. Begitu juga tentang susunan keangan, kajian ini mendapati bahawa keangan SYARATKODA suku kata sepatutnya berada pada tingkat keangan yang lebih tinggi, manakala keangan MAKS sepatutnya berada pada hierarki yang lebih rendah, berbanding dengan kedudukannya dalam analisis Lombardi. Oleh itu, analisis ini mengemukakan satu set keangan bagi koda suku kata dalam nahu dialek Kelantan secara lebih berpada.

Teori Analisis Wacana: Konsep dan Pendekatan
Ahmad Mahmood Musanif [Universiti Putra Malaysia]

Kajian bahasa dalam teks atau wacana mula muncul ekoran kajian Malinowski dan Firth dengan kaedah situasi dan teori keperihaln keadaan yang mengkaji bahasa dalam konteksnya. Dengan itu, timbullah apa yang dikenal sekarang ini sebagai analisis teks dan analisis wacana yang dipelopori oleh ahli-ahli linguistik Britain yang sekarang dikenal dengan nama The Neo-Firthians. Wacana dari segi bentuknya adalah satu unit khusus bahasa yang melebihi batas ayat atau klausa. Dari segi fungsinya, wacana merupakan satu unit bahasa dari segi penggunaannya. Wacana merupakan penggunaan bahasa yang sebenarnya dalam konteks situasi pertuturan. Wacana dalam pengertiannya yang luas wacana merupakan ujaran yang berterusan. Pada umumnya, ayat berfungsi sebagai satu unsur dalam kesatuan yang dilahirkan oleh jalinan ayat-ayat yang menyampaikan maklumat tentang sesuatu topik. Apabila kesatuan ini memperlihatkan hubungan yang tergabung secara logikal di antara butir-butir fikiran dan perkembangan akaliah di dalamnya, iaitu, keteraturan fikiran, kesatuan ini dinamakan wacana. Wacana adalah unit semantik. Wacana merupakan satuan yang bukan dilihat dari segi nahuan, tetapi dari segi makna. Oleh itu, kepaduan dalam wacana tidak sama dengan kepaduan dalam ayat atau klausa yang dipadukan secara nahuan. Kepaduan dalam wacana bukan sahaja dari sudut nahuan, tetapi juga dari sudut makna. Sebagai unit bahasa yang dilihat dari segi penggunaannya, wacana mempunyai ciri-ciri yang tertentu, iaitu tujuan, tetenunan, keteraturan fikiran, susunan maklumat dan konteks situasi pertuturan. Analisis wacana adalah kajian tentang pelbagai fungsi bahasa dari sudut penggunaannya dalam urutan ujaran. Pendekatan analisis wacana mula bersemarak pada tahun 70-an dan bertujuan untuk menjelaskan peraturan yang mencirikan penggunaan bahasa. Pendekatan analisis wacana juga bertujuan untuk mencari dan menghuraikan ciri kelaziman dalam penggunaan bahasa.

Perubahan Struktur Kata Tunggal Bahasa Melayu Mengikut Aliran

Abdul Rashid Daing Melebek [Universiti Putra Malaysia]

Kajian ini bertujuan untuk melihat perubahan struktur kata tunggal bahasa Melayu mengikut aliran, iaitu Tradisional, Struktural, dan Transformasi Generatif. Ketiga-tiga aliran tersebut dianuti oleh penulis-penulis buku teks tatabahasa yang dikaji sesuai dengan sistem masa yang mereka lalui seperti *Pelita Bahasa Melayu 1* oleh Za'ba (1958), dan *Tatabahasa Baru Melayu / Indonesia* oleh Sutan Takdir Alisjahbana (1963) (Aliran Tradisional), *Nahu Melayu Mutakhir* oleh Asmah Hj. Omar (1980) (Aliran Struktural dan Sistemik), dan *Tatabahasa Dewan Edisi Baharu* oleh Nik Safiah Karim, et. al., (1993) (Aliran Transformasi Generatif dan bercampur dengan Tradisional dan Struktural). Kajian ini menggunakan kaedah kualitatif berdasarkan buku-buku yang terpilih dan sumber daripada informan. Analisis kandungan merupakan kaedah utama yang digunakan untuk meneliti perubahan kata tunggal bahasa Melayu mengikut aliran. Selain itu, penyelidik menggunakan kaedah temu bual dengan beberapa orang informan yang terpilih untuk mendapatkan maklumat tentang kekuatan pegangan aliran tatabahasa yang menjadi anutan penulis-penulis teks yang dikaji. Kaedah analisis kandungan dibahagikan kepada lima, iaitu persampelan, kategori, unit catatan, unit konteks, dan sistem perhitungan. Sistem perhitungan menggunakan Pengkodan Binari. Penyelidik menggunakan Teori Carney (1994) dengan dua pendekatan, iaitu Filologi dan Fungsian dan deskripsi bahasa dengan tiga aliran, iaitu Tradisional, Struktural, dan Transformasi Generatif. Selain itu, kaedah menemu bual informan, penyelidik menggunakan pendekatan "Hermeneutic phenomenology, iaitu pendekatan yang mampu memberikan maklumat yang sebenarnya berdasarkan pengalaman seseorang terhadap sesuatu perkara atau peristiwa. Teknik perbualan terbuka digunakan semasa pengumpulan data daripada informan. Perbualan dirakamkan melalui pita rakaman dan ditranskrip secara verbatim. Analisis bermula sebaik sahaja data dikumpul. Analisis terperinci kemudiannya dijalankan untuk mendapatkan tema dan kategori. Tema telah dikategorikan kepada tiga, iaitu aliran Tradisional, aliran Struktural, dan aliran Transformasi Generatif. Penyelidikan ini telah memaparkan beberapa perubahan yang sememangnya berlaku terhadap bahasa Melayu dalam aspek perubahan makna kata tunggal, perubahan struktur dan perbandingan struktur kata tunggal bahasa Melayu empat buah teks tatabahasa yang dikaji.

31. RACE AGAINST TIME: REVISIONING MALAYSIAN TEXTS AND CONTEXTS

SET PANEL [Universiti Kebangsaan Malaysia]

CLASSICS BALLROOM

This panel will explore the many facets of racialised subjectivities in Malaysia across both a colonial and postcolonial spectrum, focusing on ways in which such contexts have been visioned and the pathways of their consequent re-visioning. The exploration begins with the representation of the Melaka-Portuguese encounter and its re-construction and re-presentation of renowned historical figures in fiction. It will then move on to show the ways in which the ground of subalternity that rooted the imperial construct of the Indian coolie of Malaya is reclaimed with liberatory features in the postcolonial fiction of Malaysian writer KS Maniam. From such colonial contexts, the discussion moves to the Malay(sian)-ising of popular children's fiction like *The Famous Five* and *Nancy Drew* where British and American values are refashioned to suit a Malaysian context. It will end with the examination of various negotiations, re-negotiations and even possible negations of racial categories in Malaysian Literature in English. In this way, the panel seeks to present the ideas and ideologies of race against time in its Malaysian context.

Fictionalizing History: Re-Visions Of 16th Century Melaka

Noraini Md. Yusof

History can be re-invented and 'fact' can become 'fiction'. Tome Pires, who arrived in Melaka (circa 1515) after its fall to the Portuguese, declared "whoever [was] lord of Malacca ha[d] his hands on the throat of Venice..." This statement attests to Melaka's role as a global player in maritime trade then, and Malaysian writers have used the Melaka-Portuguese encounter as context for their fiction. Its inclusion, not only serves as backdrop, but it also attempts at revisioning the past from a local perspective. Revisioning authorizes the re-construction and re-presentation of historical figures in the fiction, and its deconstructive nature reveals the politics of power and discourse in society, which ultimately transform the constructs of identity and nation. This paper analyses the revisioning strategies and the ideology that operates the construction of two of these texts. Macherey's Theory of Literary Production frames my examination of the writers' collection of raw materials and their transformation into fiction. It is during this transformation process that the writers utilized revisioning strategies, namely empowering through voice and agency, repositioning and foregrounding subjectivities, reconstructing image and representation, recovering the past, negating history and elevating-denigrating identities.

KS Maniam and the Liberatory Reconstruction of the Subaltern Figures of Malaysian Indian Cultural Memory

Shanthini Pillai

An important facet of the works of Malaysian writer, KS Maniam is his engagement with the subaltern figures from Malaysian Indian cultural memory, that of the Indian immigrants to colonial Malaya. In the past, the terrain in which these early Indian immigrants were most visible was that within the pages of colonial writings by Western planters as these were the individuals who had most contact with them. In these texts what is most apparent is that the condition of the immigrants' subalternity became the lodestone of narrative focus as it suited the ideology of colonial dominance and control. Within the pages of KS Maniam's narratives however, one finds that these very figures are shifted from the periphery to the centre of narrative space. This I argue creates an avenue for the reclamation of subalternised ground. In this paper, I juxtapose excerpts from two time frames: colonial (narratives by planters) and postcolonial (narratives by KS Maniam). What will become evident is that the latter works reinstate the subaltern figure as a self-recollecting and self-asserting subject, thus re-visioning the imperial construct of the Indian coolie of Malaya.

From Cottages to *Rumah Kampung*: Revisioning in the Translations of Popular Children's Fiction from English to Malay

Zalina Mohd Lazim

In the 1970s an unprecedented number of translations of popular children's fiction in English were published in Malaysia. This was mainly due to the change in the teaching medium in the national school system, which in turn created a demand for reading materials in Malay for schoolchildren. Popular children's fiction like *The Famous Five* and *Nancy Drew* were chosen for translation into Malay by local commercial publishers. These books are generally regarded as part of the canon of popular children's fiction and are quintessentially English/American, especially with regards to its depiction of white middle class culture and values. This paper will look at the translation strategies utilized by local publishing companies in their translations of popular children's fiction, and the process of refashioning them into uniquely Malaysian popular fiction for children.

Malay, Chinese, Indian, and Others: "Race" Politics in Malaysian Literature in English

Ismazizam Jesmaj Azye

Firmly situated within the cultural and political context of a nation, which willingly and uncritically subscribes to ideas of racial categorization, Malaysian Literature in English consequently offers itself as grounds for both subtle subscription and overt contestation to those racialized ideas. This paper will examine a representative corpus of Malaysian Literature in English by positing two distinct groups within the tradition – "the old school" and "the new school" – while addressing the varied positions that "race" inhabits in their creative works. This paper will show how, while there are creative texts which almost religiously subscribe to national ideas of racial categorization, there are those which attempt to negotiate the restrictive lines of demarcation, and those which view "race" with suspicion, if not totally denouncing it. This paper will also demonstrate how issues such as individuality, hybridity, nationality, and sexuality are consequently being offered instead - issues, which shake the foundation of the once concrete racial boundaries.

32. POSTCOLONIALISM: TEXTS AND CONTEXTS I

IVORY 3

Orientalism and Shakespeare's Plays

Iffat Sharmin [East West University, Bangladesh]

William Shakespeare's plays reflect Elizabethan culture and society. They challenge our notions of what the world is like, of how it might be. By manipulating our senses of what constitutes reality, plays/texts evoke images of people and culture for us. For example, by telling us tales of the Orient and the Orientals, Shakespeare actually represents them. He speaks 'for' Orientals rather than letting Orientals speak for themselves. In the process he "orientalizes" them in the sense indicated by Edward Said in *Orientalism*. Shakespeare's stories about the Orientals allow us to peep into the minds of Elizabethans and their society. The present study analyses three of Shakespeare's plays, *The Merchant of Venice*, *Othello*, and *The Tempest*, to show how Orientals are portrayed as the "Other" by Shakespeare, and to throw light on the sixteenth century's hegemonic representations of orientals. *The Merchant of Venice* demonstrates how Shylock and the Prince of Morocco are considered and treated as the "Other" and is alienated from the mainstream society only because one is a Jew and the other is a Moor. *Othello* presents Othello trapped in a cultural stereotype of the black and seen by the English as ugly, cruel, lustful, and dangerous, a near cousin to the devil himself. *The Tempest* represents Caliban as the "Other" because of his ignoble birth. Caliban is the colonized subject who represents the oppressed minority in different corners of the world. The delineation of these Orientals thus shows the prevalent attitude and ethnocentric views of Elizabethans towards the "Other" cultures.

Feminism in *Wide Sargasso Sea**Nabil A. Jalil [Universiti Putra Malaysia]*

Wide Sargasso Sea is a story by Jean Rhys that takes place between Culibri in the Caribbean and England. In this novel which is based on Emily Bronte's *Jean Eyre*, Rhys chooses the character of Bertha, Rochester's mad wife, as the main character in her novel. She tries to imagine how the character's life might have been before moving to England and what are the hardships and the causes that led to her tragic death. Rhys emphasises on the difference between cultures and the influence of the post colonial era on the natives as well as on the white people who live there. As a feminist, Rhys also focuses on this aspect in the novel through the tension and the different mentalities between male and female characters by looking through the eyes of Antoinette, the name Rhys chose for Bertha in her novel. Rhys also strongly attacks male domination on women and criticises the social system, which encourages women submission and dependency on men. In this paper, we will follow the characters in the novel through their actions and speeches, and we will try to see how the cultural aspect serves the feminist aspect and how one of them is based on the other and supports it.

33. ISSUES IN LANGUAGE AND COMMUNICATION II

IVORY 5

Revisiting the 'Stranger' in Computer-mediated Intercultural Communication*Nina Ong & Shanta Nair-Venugopal [Malaysia Multimedia University; Universiti Kebangsaan Malaysia]*

The emergent technology of the Internet has increased the scope and complexity of intercultural communication in connecting the world's peoples across physical borders and cultural boundaries. In the chat room, almost every interaction is an encounter involving another individual who is essentially a 'stranger' because of the anonymity created by the medium. However, while there may be no certainty regarding the individual's real-life identity, the interaction will proceed nevertheless with either varying degrees of remoteness because of strangeness, or conversely. Familiarity on the basis of interacting with either masked or reconstituted identity. This paper discusses this view of the 'stranger' in Intercultural Communication in Internet chat room conversations in an attempt to understand online identity production. It is based on the premise that the anonymity of the 'stranger' plays a major role in sustaining online intercultural encounters. It is thus contended that computer-mediated intercultural communication requires a greater understanding and appreciation of the significance of the concept of the 'stranger' as the main social actor or protagonist in online intercultural encounters in contrast to the more conventional concept of the cultural 'other'.

Text Messaging and the English Language in Asia: New Medium, New Dialects, New Identities?*Milagros Carreon Laurel [University of the Philippines]*

The advent of the mobile phone has radically transformed the nature of communications in the global village. Aside from the use of voice, a new form of communication, the Short Message Service (SMS) or text messaging, has been introduced. Due to the rapid proliferation and ubiquity of the cellular phone and the convenience of this new medium in contrast to fixed landlines, snail-paced post office mail, and expensive and sometimes unwieldy computer e-mail, text messaging has taken the Philippines by storm, especially among the young people. This paper presents research that looks at samples of text messages gathered across cultures from East and West. It presents some forms prescribed/described or codified in London-published books and in Philippine-published sources. Within a broader perspective, this preliminary study illustrates socio-linguistic developments as it delves into the interface between written and oral communication. The paper focuses on the impact of the text messaging revolution, specifically on the English language. It probes into the language of text messaging which one newspaper labels as "the Queen's English meet[ing] the cellphone" and which "some academics fear... may affect literacy." More interestingly, the study takes a critical look at the interplay between two languages used simultaneously in text messages and shows how a culture constructs its identity and asserts its power in spite of the existence of norms prescribed by a dominant and hegemonic language.

34. EVALUATION AND ASSESSMENT IN LANGUAGE LEARNING

IVORY 7

Students' Test-Taking Strategies in a Reading Comprehension Test*Asiah Jamil, Mohd Sallehudin Abd Aziz & Norizan Abd. Razak [Universiti Teknologi MARA; Universiti Kebangsaan Malaysia]*

This paper focuses on test-taking strategies employed by students when taking a reading comprehension test. It highlights the test taking-strategies used by male and female students and by low and high-proficiency students. The test items used in this study are multiple-choice and open-ended reading comprehension questions. The open-ended test is developed by translating the multiple-choice test questions. The test

papers are then validated by expert informants in the field. Using the retrospective think-aloud technique, verbal reports are gathered from the subjects. The students are trained on how to deliver their retrospective think-alouds prior to the actual data collection. Holistic insights into the strategies that the students use in a test situation are obtained from the data gathered. The data is transcribed verbatim and analysed qualitatively using the N6 (Nudi*st) software. The findings of the study could help teachers formulate the right test-taking strategies for their students.

The Power and Influence of the Washback Effect in the Teaching and Learning of English

Mohd. Sallehudin Abd. Aziz & Mani Sockalingam [Universiti Kebangsaan Malaysia]

Although tests are a necessity, the argument is that they have an effect on the teaching and learning of English. This means that teaching styles and strategies as well as content are in a way programmed towards success in examinations. This indicates that tests have the impact to change something that the syllabus could not. This consequence is what is referred to as the 'washback effect' (Alderson & Wall 1993). A number of research studies (Watanabe 1992; Wall & Alderson 1993) in recent years have attempted to prove that tests determine and influence to a large extent the teaching and learning of English in language classrooms. This paper addresses some of the issues surrounding the washback effects of the SPM 1119 English language paper on the Malaysian language-learning setting. In addition, it will also highlight some corollary factors that may arise as possible contributors towards the existence of the washback effects in our educational system. This includes the difficulties faced by both teachers and students in preparing for the SPM 1119 examinations. Finally, this paper proposes some concrete measures that could be undertaken to supplement and complement the examination as well as the teaching and learning of English such that it enhances the proficiency of English among our students in years to come.

35. CULTURE IN ADVERTISEMENT

IVORY 8

Reading Between the Signs: Resistance Is Not Futile

Nathaniel Woon Wai Cheong [Taylors College, Petaling Jaya]

Advertisements are so much part of 21st-century life that they are often taken for granted. There are very few places one may go without encountering an advertisement. While few would deny that advertisements have a great impact, they actually go well beyond the providing knowledge about a product or enhancing the sale of products, services and merchandise. The fact of the matter is that advertisements do affect us much more than we think. We come across at least 100 advertisements a day and this constant bombardment of information and images comes to us through television, radio, cinema, even the Internet. Ideas in these advertisements insidiously enter our minds. This presentation will look at the kind of impact advertisements can have with close reference to advertisements in popular media targeted at Malaysian youth. Questions addressed include: What sorts of advertisements are being used and what are some of the ideas/ideologies behind these advertisements? How do these advertisements affect our young people? What kind of propaganda/messages are being transmitted and how are we, being affected? Another focus will be on how we can educate ourselves to read and deconstruct these forms of hegemonic discourses perpetuated through these advertisements from the West, and to resist them.

Addressing Male and Female Audiences: Verbal and Visual Myths

Valsala Shanmuganathan & Mardziah Hayati Abdullah [Universiti Putra Malaysia]

This study examines how male and female audiences perceive verbal and visual cues found in fragrance advertisements, which are published, in the printed media, particularly in fashion magazines and newspapers. Advertisements often carry concepts of certain lifestyles and convey statements of what are believed to be current socio-cultural values and norms. They also employ particular verbal and non-verbal signs associated with each gender; signs that advertisers assume will be identifiable by male and female readers. Fragrance ads are rich in the use of such signs, utilising both lexical items and appropriate visuals to influence and persuade male and female audiences. This paper presents the findings of a study which investigated how male and female readers perceive the use of signs in selected fragrance ads. By means of a survey and interviews, the study explored whether male and female readers were able to recognise that certain ads are specifically intended to address a particular gender, and the verbal and non-verbal cues that led to their conclusions. The findings suggest how the use of verbal and visual helps to create *myths*, as proposed by Roland Barthes, by 'naturalising' certain concepts about gender, making 'images' become 'reality' for readers. The findings also reinforce the Hodge and Kress' view that text is multifunctional, in that it represents the world and enacts social relations and identities within the context of choices from the existing systems of language forms and functions.

36. CULTURE IN MALAY LANGUAGE AND LITERATURE

IVORY 9

Kod Bahasa dalam Sajak: Analisis Stilistik

Arba'ie Sujud [Universiti Putra Malaysia]

Sajak adalah karya kreatif imaginatif yang merupakan satu kesatuan wacana yang kaya dengan makna sebagaimana ditegaskan oleh Herman J. Waluyo (1987). Di dalam sajak akan terungkap pemikiran dan perasaan penyair yang disampaikan melalui penggunaan lambang-lambang bahasa yang diterapkan dalam kata-kata, frasa ataupun kalimat. Bagi penyair yang kreativiti sentiasa terangsang, penggunaan lambang-lambang atau simbol-simbol itu sama ada pada baris atau rangkap mempunyai makna tambahan atau makna konotatif. Jelasnya, makna dalam sajak bersifat polisemi dan ambiguiti bukannya monosemi. Hal demikian disebabkan penerapan bahasa figuratif yang digunakan oleh penyair sama ada dalam baris atau rangkap telah menimbulkan kepelbagaian tafsiran oleh pembaca. Dalam sajak tidak selamanya makna bersifat 'satu lawan satu' sebaliknya akan memunculkan kepelbagaian makna dan tafsiran. Tambahan pula apabila unsur-unsur yang diterapkan dalam sajak terdiri daripada simbol-simbol sama ada yang bersifat universal, setempat mahupun peribadi. Bagi pembaca yang benar-benar menghayati sesebuah sajak, mereka akan berhadapan dengan pelbagai kemungkinan dalam melakukan penafsiran atau mencari makna sebenar penyairnya. Dalam situasi ini, akan wujudnya kontradiksi antara makna pembaca dengan makna penyair disebabkan oleh ketidakselarian antara mereka menafsir lambang-lambang bahasa yang digunakan. Dalam hal ini, pengkaji akan meneliti garis persamaan penerapan kod bahasa yang diterapkan oleh Pangeran Mohammad A. Rahman (Brunei) dan sajak Usman Awang (Malaysia). Antara yang dibincangkan ialah penerapan kod hermeneutic (penafsiran), kod proairetik (perbuatan), kod semantik, kod simbolik dan kod budaya.

Pakaian dalam Peribahasa Melayu

Harun Jaafar & Muhammad Anas Al-Muhsin [Universiti Pendidikan Sultan Idris]

Pakaian dan peribahasa merupakan dua unsur yang amat jauh perbezaannya. Yang pertama merupakan alat yang digunakan khas untuk menutup tubuh badan manusia daripada kesejukan, kepanasan, dan sebagainya. Yang kedua terdiri daripada ungkapan berkias yang mempunyai maksud tersembunyi. Apabila kedua-duanya digabungkan, tampaklah kepada kita betapa tingginya kemampuan manusia Melayu menggunakan kuasa yang ada pada bahasa untuk menyampaikan sesuatu secara tersirat. Banyak sekali peribahasa dalam bahasa Melayu yang mengambil pelbagai jenis pakaian untuk memberi penjelasan tentang hidup dan kehidupan. Peribahasa berasaskan pakaian dalam masyarakat Melayu mungkin menunjukkan taraf, baik atau buruk sesuatu perbuatan, asal usul, dan sebagainya. Maksud-maksud yang dinyatakan itu bersesuaian dengan fungsi dan kedudukan jenis pakaian itu sama ada di kepala, badan, atau kaki. Orang Melayu menggambarkan perangai buruk yang sudah mendarah daging sukar diubah walaupun pelbagai usaha dilakukan, umpama "Kain dalam car dikutip, dicuci, ia hendak ke longkang juga". "Kain basah kering di pinggang" membawa maksud kemiskinan yang amat sangat. Selain itu, anggota masyarakat diseru "Bertanjak baru bertinju" untuk mencapai kejayaan. Contoh-contoh yang diberikan itu melambangkan ketinggian daya pengamatan dan kebolehan orang-orang Melayu menggunakan sumber-sumber di sekeliling mereka untuk menghantar mesej dalam bentuk tersirat kepada seluruh anggotanya. Ada dua bentuk mesej yang disampaikan melalui bahan kiasan itu, iaitu positif dan negatif. Mesej positif terarah kepada suruhan. Mesej negatif terarah kepada tegahan. Oleh sebab itu, warisan ini hendaklah sentiasa dipelihara, dihayati, dan diguna pakai untuk menghadapi cabaran dan rintangan yang tidak bersempadan pada masa ini.

37. SOCIAL JUSTICE AND ECONOMIC HEGEMONY

IVORY 10

The United States as Regional Hegemony in NAFTA: Mexican Auto Industry

A. Laila Suriya Ahmad Apandi [Universiti Utara Malaysia]

This paper argues that the United States plays the role of benevolent hegemony in the North American Free Trade Area. It further argues that the success of the North American Free Trade Area in terms of the auto industry is largely due to the driven hegemonic role of the United States. Regional hegemony plays a vital role in manoeuvring the lead of regional bloc. This argument can be supported by examining the development of the Mexican auto industry. The key success lies in the source of foreign direct investment in which the majority of auto investments in Mexico comes from the United States.

38. CONVERSATION WITH KS MANIAM AND WONG PHUI NAM: ISSUES IN MALAYSIAN LITERATURE IN ENGLISH SET PANEL

IVORY 12

Malachi Edwin Vethamani & Noritah Omar [Universiti Putra Malaysia]

This panel will interview two important Malaysian writers in English, KS Maniam and Wong Phui Nam. The conversation will start with the two writers talking about their position, and views on Malaysian literature in English within national and international contexts. Conversation with these writers will focus on issues relating to the potentials and predicament of Malaysian literature in English as a part of a growing new literature and issues pertaining to the role of Malaysian literature in nation building.

39. LANGUAGE AND IDENTITY IN ASIA

IVORY 3

Asian Englishes or English in Asia? Kachru's Circles and the Sociolinguistics of Othering

Paul Bruthiaux [Hong Kong Institute of Education]

Most recent discussions of English worldwide have adopted the Kachru (1985) model postulating Inner, Outer, and Expanding contexts for English. In a recent paper (Bruthiaux 2003), I suggested that the model had outlived its usefulness because it is over-reliant on colonial history and misses dynamic sociolinguistic realities. Though the motivation for the model was originally subversive, it now perpetuates divisions by othering where it should unify. What should replace it? In response, I propose a continuum model of English worldwide that goes beyond simplistic demarcations based solely on historical accounts of national border formation. The aim is to assess manifestations of English across a range of contexts in terms of their degree of localization by representing aspects of local multilingualism, the extent to which English is used privately and publicly as a lingua franca, its role as medium of instruction, and, crucially, the extent to which it is transmitted naturalistically across generations. I show that the distribution of these characteristics in SE Asian and other countries matches the Kachru model only weakly. I argue that the extent to which these characteristics are met determines where on the continuum each manifestation of English falls, ranging from deep integration into the sociolinguistic makeup of each setting or operating mainly as an add-on of relevance only to a local elite. Though the task is a challenging one, sociolinguists will need to incorporate these complexities into their models if they are to dismantle artificial barriers between Englishes in favor of an inclusive view of English across its multiple and multi-faceted manifestations.

"Oriental English": Language Stereotypes Ascribed to Asian Speakers of English by Hollywood

Thomas Richard Schalow [Ryutsu Kagaku Daigaku, Japan]

English is certainly one of the most interesting spoken languages due to the many variations in pronunciation, vocabulary, and grammar naturally occurring throughout the world. All varieties have their own unique characteristics, but those characteristics can be emulated, or consciously parroted, to a certain extent by others speaking a different variety of the language. This emulation is sometimes the result of a desire to copy a perceived sophistication of the emulated variety, vis-à-vis the native variety. There may, for example, be a desire to emulate RP English due to its perceived status as an 'educated' English. However, in other circumstances the parroting may take the form of parody, when the speaker chooses to emulate what is perceived of as a socially inferior or incorrect form of the language. Certain stereotypes regarding these 'socially inferior' or 'incorrect' forms of the language have been developed and perpetuated, and in this paper we will look at the role Hollywood has played in perpetuating these stereotypes, particularly in regard to 'Asian English'. I will show how these stereotypes actually can influence the nature of communication between someone speaking the parodied variety of English and someone speaking another form of the language. While not necessarily and intentionally malevolent in nature, the influence of Hollywood has given speakers around the world a distorted, though interesting, interpretation of 'Asian English'. Just what that means will be carefully defined in this paper.

40. THE EFL CLASSROOM: THE BANGLADESHI EXPERIENCE

IVORY 5

Error Analysis in EFL Classroom in Bangladesh: Implications and Remedies

Subrata Kumar Bhowmik [East West University, Dhaka]

A good knowledge of English has become essential in attaining a successful position in present-day Bangladesh. English is considered not only a language but also an everyday tool like the computer, mobile phone etc. To what extent a person will be successful in his/her professional life largely depends on his/her knowledge of English. However, instructors face a lot of problems while teaching English at primary, secondary or tertiary levels resulting in innumerable complexities in the whole teaching-learning process. One way of bringing some respite to this unending

trend of frustration is to track down the problem areas of the EFL learners in learning English and to try to find remedies for them. The current paper aims to explore some of these writing problems of the EFL learners in Bangladesh and tries to relate them to various inhibiting factors in their English learning such as L1 culture, motivation, educational background etc. The paper also attempts to recommend some remedies which might facilitate the teaching-learning process in the EFL classrooms in Bangladesh.

Making Both Ends Meet in FL Speaking Classrooms in Bangladesh

Mirza Md. Mamun Sadat & Md. Manzur Alam [East West University, Bangladesh]

Speaking is considered the most winning among all the skills of a language, more so when the world today is globalized and fiercely competitive. Unfortunately, Bangladeshi learners falter heavily in this area, and thus are falling relatively behind compared to the learners of English in some other countries, even those in the South Asian region. The present study comes as a sequel to many already done in this area with a view to identifying the problem areas through empirical study and suggesting some possible solutions. The paper also presents a framework for a supposedly ideal FL speaking classroom for mostly field-dependent learners of Bangladesh as well as the subcontinent.

41. CHILDREN'S LANGUAGE USAGE AND ACQUISITION

IVORY 7

Children's Speech and Its Relation to Social Class Differences and Gender Identification

Francisco P. Dumanig [Universiti Malaysia Sarawak]

This study focuses on gender identification and social class differences. It examines very closely how gender identification and social class differences affect children's speech. In this study, there were 60 participants, 30 males and 30 females, from the University of the East, Elementary School Department who were classified as middle-class and from A. Mabini Elementary School who were classified as lower-working-class participants. The children's speech were judged as male or female and their voices were rated as rugged-delicate, high-low, masculine-feminine, and rough-smooth by 10 male and 10 female judges who were all AB English graduating students from Far Eastern University. The findings of the study reveal that most children in the middle class are identified by the judges as females for they sounded more feminine and their voices had female qualities. On the other hand, the children in the lower working class were identified by the judges as males for they sounded more masculine and their voices are of male qualities. The findings further reveal that there are slight differences between the male and female judges in their perceptions: although both groups of judges made similar identifications of the first four voice qualities, they differed in the average percentage. The findings indicate that social class differences influence children's speech and suggest a replication of this study with teenagers to compare across different age groups of children.

Pemerolehan Bahasa di Kalangan Kanak-kanak Melayu: Satu Perbandingan Dapatan Kajian dengan Dapatan Steinberg

Vijayaletchumy a/p Subramaniam [Universiti Putra Malaysia]

Kajian ini dijalankan untuk mengenal pasti perkembangan pemerolehan bahasa kanak-kanak Melayu. Kerangka kajian dipadankan daripada teori Steinberg (1995) yang mengutarakan 4 tahap pemerolehan bahasa; vokalisasi, holofrasa, telegrafik, dan perkembangan ayat-ayat kompleks. Pengkaji menggunakan sebanyak 30-sampel kajian yang terdiri daripada kanak-kanak Melayu di Taman Asuhan Serdang, Selangor Darul Ehsan. Kaedah pemerhatian digunakan untuk mendapatkan data tentang pemerolehan bahasa sampel kajian. Bahan-bahan bergambar digunakan untuk mendapatkan data tentang pemerolehan bahasa sampel kajian. Bahan-bahan bergambar digunakan untuk aktiviti bercerita supaya dapat merangsang kanak-kanak bertutur. Kemudian ujaran kanak-kanak dirakam untuk tujuan analisis data. Kajian ini dapat memberi maklumat tentang pemerolehan bahasa kanak-kanak Melayu mengikut tahap linguistik dan membuat perbandingan dengan dapatan kajian pemerolehan bahasa Steinberg (1995). Di tahap vokalisasi, bayi yang berumur antara enam hingga sebelas bulan belum dapat bercakap tetapi dapat mengeluarkan berbagai-bagai bunyi melalui mulutnya. Walaupun bunyi tersebut belum dapat difahami, penghasilan bunyi mempunyai kaitan dengan latihan dan pengawalan alat-alat artikulasi. Di tahap holofrasa, perkataan yang diujarkan oleh kanak-kanak ditiru daripada perkataan yang sering disebut oleh ibu bapa atau orang yang terdekat dengan kanak-kanak. Kanak-kanak menggugurkan bunyi awal dan mengekalkan suku kata akhir sesuatu perkataan kerana kanak-kanak lebih memberi perhatian kepada bunyi hujung sesuatu perkataan. Di tahap telegrafik, kanak-kanak sudah! dapat bercakap dengan menggunakan ayat pendek yang terdiri daripada dua kata, yang mendokong satu makna. Di tahap perkembangan ayat kompleks pula, kanak-kanak sudah dapat menyebut nama benda dan perkataan yang lain bersesuaian dengan intonasi perkataan yang terdiri daripada gabungan dua suku kata. Kanak-kanak yang berumur antara 4 hingga 5 tahun sudah dapat mengujarkan ayat tunggal yang mudah, yang mengandungi satu subjek dan satu predikat. Di tahap ini juga, kanak-kanak lebih banyak mengujarkan bentuk ayat aktif daripada ayat pasif tetapi kanak-kanak belum dapat menukarkan ayat aktif kepada ayat pasif.

42. JAPANESE LANGUAGE AND LINGUISTICS

IVORY 8

Jenis-jenis dan Kekerapan Aizuchi di dalam Perbincangan Politik Jepun

Roslina Mamat [Universiti Putra Malaysia]

Bagi penutur kedua bahasa Jepun, menguasai bahasa Jepun bukan sekadar menguasai perbendaharaan kata atau nahu semata-mata. Jika mereka bertutur dengan lancar seperti penutur asli, tetapi sebagai pendengar, mereka gagal memberikan maklumbalas yang bersesuaian dengan 'kehendak' penutur, maka seseorang penutur kedua tidak dianggap sebagai seorang yang fasih dalam bahasa Jepun. Maklumbalas yang dimaksud di dalam kertas kerja ini bukanlah bermaksud 'persetujuan' atau jawapan 'ya' atau 'tidak' pendengar kepada soalan penutur tetapi 'aizuchi' iaitu sejenis maklumbalas yang khusus di dalam bahasa Jepun. Fungsinya adalah untuk memberitahu penutur semasa bahawa pendengar sedang 'mendengar' dengan penuh 'minat' terhadap ujaran penutur agar penutur semasa dapat meneruskan ujaran tanpa perlu memikirkan samada mereka perlu menutup ujaran dan memberi giliran bercakap kepada penutur seterusnya. Penemuan menarik kajian ini adalah jenis dan kekerapan aizuchi yang telah dirakam dan direkodkan di dalam kajian ini. Jenis-jenis aizuchi dapat dibahagikan kepada empat bahagian utama iaitu aizuchi berganda, aizuchi pengulangan, aizuchi haa dan hoo serta aizuchi penutup. Dapatan menunjukkan sekurang-kurangnya di dalam setiap lima saat ujaran penutur semasa, pendengar akan memberi satu aizuchi. Ini menunjukkan betapa sinonimnya aizuchi di dalam perbualan bahasa Jepun.

The Influence of English Borrowings in the Lexical Expansions of Modern Japanese

Ong Shyi Nian [Universiti Malaya]

Gairaigo (loanwords) in Japanese can be classified into two categories; those borrowed from Chinese and those from European languages and American English. Following the Meiji Restoration (1869), the modernization of Japan required that words specific to the fields of science and technology, for example, be made available to accommodate the needs of the growing modern society. From the beginning of the Meiji era until around the time of the First World War, the European (or American English) words were introduced mainly the form of their Chinese translation. Since the First World War, however, the borrowing of European or American English words has become more and more direct with the abandonment of Chinese as an intermediary. As a new nation in the post-war world, Japan has shown a tremendous growth in the importance of foreign language especially English. As the new nation has been promoting and developing its national language, *nihongo*, in the period that the European and English and other foreign languages have been expanding, it is inevitable that the latter should leave its marks on *nihongo*. This study will show how the modernization of the Japanese lexicon, has been helped, and in some cases, hindered, by the influence of the foreign loanwords (*gairaigo*). This paper will outline the historical circumstances that influenced the current use of English in Japan. It will also examine the use of English loanwords in terms of their phonological, orthographic and semantic properties. Finally this paper will discuss the process behind the formation of Japanese loanwords.

43. LANGUAGE AND THE INTERNET

IVORY 9

Language(s) on the Internet: Corporate Control and Linguistic Monopoly

Anita Pandey & Amit Kapadia [Morgan State University; George Washington University, USA]

We pose the question: "What role does language play in Internet governance?" The Internet is currently governed by the Internet Corporation for Assigned Names and Numbers (ICANN), a U.S. corporation which arguably reflects the preferences of industrialized States, particularly those of the U.S. Developing countries have been unable to realize their preferences for bringing internet governance under the purview of the one-vote-per-nation International Telecommunications Union (ITU), a United Nations agency. In our increasingly technology-driven and Internet-dependent world, often conceptualized as a global village, the critical and ideological role that the English language plays in creating a 'smaller' world—by making information accessible via an accepted, shared, known, and recognized medium—should neither be underestimated nor overlooked. As will be demonstrated in this session, English is not merely an incidental linguistic choice on the Internet (see Crystal 1999). As such, its predominance does not simply reflect what is essentially a north-south digital divide; it evidences a Northern corporate linguistic monopoly. By way of an e-survey, and drawing on relevant theories of critical discourse analysis and international studies, this paper will provide an interdisciplinary examination of linguistic representation on the Internet with a view to illustrating the dominance of English and Roman script and the corporate control of the Internet that enables and sustains this linguistic monopoly. The e-dominance of English will be demonstrated in three major areas, viz: monolingual terminological control and restrictions; script restrictions and lexicosemantic naming restrictions. As will be illustrated, the seemingly visible presence multiple languages enjoy on the Internet (given its multimodal avenues) is miniscule and, furthermore, predominantly Englishized, compared to the e-space English occupies, and is likely to continue to occupy if Internet governance remains U.S. controlled. In effect, access to the Internet, a powerful and economically viable

corporate tool, is asymmetric; those who have control of the English language and Roman script are empowered, and thereby linguistically (and often too, economically) privileged.

Working Differently: Exploring the Use of Online Tasks in an Off-line Classroom

Mardziah Hayati Abdullah [Universiti Putra Malaysia]

This paper discusses lessons learnt from an exploratory study conducted with two groups of undergraduates enrolled in a face-to-face class. An online forum was set up for students to work collaboratively on given tasks over three weeks, with two purposes. The first was to engage students in purposeful language activity, since working collaboratively on a task would involve discussion and negotiation. The second purpose was to allow students to experience first-hand an alternative way of working collaboratively on a task, such as they might encounter in a world moving rapidly toward long-distance collaborations. For this portion of the course, group members were required to discuss, negotiate and construct a solution to an assigned problem entirely online. The paper discusses the instructor's and students' observations on this alternative method of working on an assignment, and considers the merits and shortcomings of including the use of online tasks in a face-to-face course.

44. REPRESENTATION OF INDIAN WOMEN IN LITERATURE

IVORY 10

Representation of Modern and Traditional Indian Women in Selected Stories by Jhumpa Lahiri

Jamilah Abdul Hameed [Universiti Putra Malaysia]

Indian women are indeed an interesting group of individuals. Hindu beliefs themselves have positioned women on a very high pedestal and with qualities that are equal to those of a male. Hindu Gods themselves are represented as females. The role of women, however, has changed over time. Contrary to the fact that they have a high standing from the religious point of view, their strength and voice in society have been suppressed. Women nowadays carry an image that is very much imposed on them. Their role is often limited and today the household image of woman has become truly exploitative, where women are commonly depicted as being dowdy and as housewives who slave for their families without any personal ambition. However, in Jhumpa Lahiri's *Interpreter of Maladies*, the stories are more attuned to the experience of the Indian out of India. For example, the female character in the short story 'A Temporary Matter' is more exposed and bolder than the female character portrayed in "The Final and Third Continent". She is merely presenting the reality of a society that is not capable of breaking away from the social conditioning that has been imposed upon women. Both the characters in the two stories believe in Hinduism to a certain extent and bring distinctive insight into the ways human affections both sustain and defy the cultural forms that they try to enclose. The short stories also highlight the differences in education, customs, traditions and ways of life between the modern and traditional Indian women in a foreign land.

Inequality of Indian Women in the Novel *The Banana Leaf Men*

Sashikala Sasidaran [Universiti Putra Malaysia]

Women since the beginning of time have always been portrayed in a negative manner and have been given unequal treatment in a patriarchal society. The novel "The Banana Leaf Men" by Aneeta Sundararaj portrays Indian women as being very emotional, weak and plain at the beginning of the story. Eventually, towards the end of the novel, the women characters manage to stand up and show much more positive character. In fact, they become stronger and more independent. In this novel there are four parts, each of which has its own interesting substance, which are witty despite the major issues: inequality and discrimination. The author has written the novel in such a way to make it entertaining, while at the same time, the issues make us ponder on why the Indian women did not question at all, but now it has become necessary to question these issues. The argument here is whether women are treated unequally because of a patriarchal society. Is this discrimination or the inequality going to remain forever? The paper considers whether society will change its perception of women and whether its members will be able to give them equal treatment in everything and accept them as respectable individuals.

45. LANGUAGE AT WORK

IVORY 12

Language Use in Public Organisations: Competing Codes, Normativity and Choice

Shameem Rafik-Galea & Kamisah Hj Ariffin [Universiti Putra Malaysia; Universiti Teknologi MARA]

The national language policy stipulates that Bahasa Malaysia (BM) must be used for all official purposes by public organizations and statutory bodies. However, it has been observed that while BM appears to be the main language in official functions such as meetings, briefings or

ceremonies, it may also not be the sole language used throughout – other languages, especially English, emerge in most contexts of interaction within one particular speech event in this domain, as speakers have a variety of codes and styles to choose from their linguistic repertoire. Thus, after forty-eight years of the declaration of the 1957 National Language Act, an assessment of this language policy is needed due to an increasing multilingual workforce in the public sector and the demands of globalization. Hence, this study sets out to present and discuss the extent to which BM and English are used in the domain of a formal workplace context in the public sector during presentations in organisational training sessions. In addition, other sociolinguistic phenomena observed in the context of interaction such as code mixing, code switching and style shifting would also be discussed.

The Importance of English Language at the Workplace

Wan Irfham Ishak & Shafinah Md. Salleh [Universiti Teknologi MARA]

Recent newspaper reports highlight the issue of graduates lacking proficiency in English. This factor may cause some graduates to fail job interviews because it has been reported that employers are looking for candidates who are proficient in English. It is a challenge to higher learning institutions to produce graduates that meet the needs of the employers. This is because, besides academic qualifications, employers look for candidates who are competent in English language. Therefore, it is the aim of this paper to highlight the importance of English language in the working environment. This paper has identified three aspects to be addressed: 1) Is the English language important at the workplace? 2) What are the necessary English language skills sought by employers? 3) Why are these skills important? In order to discuss these issues, a needs analysis study has been conducted where questionnaires were distributed as a means of data collection.

46. ISSUES IN LANGUAGE LEARNING I

IVORY 3

Malay Advanced ESL Proficiency Learners' Writing Apprehension and their Use of Teachers' Comments

Tamil Chelvey Muthu & Sabariah Md. Rashid [Tunku Kurshiah College; Universiti Putra Malaysia]

Writing apprehension, a term defined as the tendency to experience high degrees of anxiety when asked to write, resulting in an approach-avoidance conflictive state which manifests itself in one's behaviours, attitudes and written products (Faigley, 1981), has been identified as a factor which may affect writing performance. Studies on writing apprehension have focused on, among others, the causes of writing apprehension, its relationship with writing performance and competency, as well as gender. This study sought to determine the level of apprehension and types of writing apprehension amongst Malay advanced ESL learners. It also focused on the relationship between learners' writing apprehension and their use of teacher's feedback in the revision of their writing. The study involved thirty secondary school Malay advanced ESL learners who were also considered skilled writers. The Daly and Miller's test was used in this study to elicit information on students' level and types of writing apprehension. Straub's questionnaire on students' preferences for teacher comments was adapted to gather information on the learners' use of teacher comments. The findings of the study illustrate the presence of varying levels and types of writing apprehension among the subjects. The findings also indicate that learners with low apprehension seemed to prefer the use of more global comments compared to those with high apprehension. Implications for writing instruction and the role of the teacher in helping learners to become less apprehensive and more confident writers are discussed.

Study of the Effect of Proficiency Level and Task Design on Arab Students' Use of Communication Strategies

Murad Ali Obaid Abdullah [Universiti Putra Malaysia]

The use of English in social and academic interactions is seen as a necessity for Arab students studying in Malaysia. The major aim of this study is to investigate the effect of proficiency level as well as task design on the use of communication strategies among the Arab students. To achieve that aim, the students were divided into two groups: high-proficiency and low-proficiency, based on a standardized Oxford Placement Test proficiency test given to the subjects. Two communicative tasks were designed to involve learners in a problem-solving activity in order to give the researcher a chance to identify communication strategies from the subjects' utterances. The first task was a concept-identification task and another one was a culture-based task. The results of the study show that there was no difference in the type of communication strategies used. Yet, the level of communication strategies played a major role in determining the number of communication strategies used by each group. That is to say, due to the less proficient subjects' limited command of the L2 vocabulary, they employed more communication strategies than did the high-proficiency subjects. Therefore, it was observed the choice of communication strategies was determined and affected to a great extent by the proficiency level since the level of proficiency played a role in determining the communicative potential command of some of them. In contrast, it has been found that the nature of the task design had a great effect on determining the subject's preference of communication

strategies. When the students were involved in the concept-identification task, the high-proficient subjects showed strong preference to some types of communication strategies which were supposed to be preferred by the low-proficient learners, while in the culture-based task, it was found that the low-proficiency subjects used more communication strategies than the high-proficiency subjects. This observation could be attributed to the limited mastery of L2 vocabulary and grammar by the low- proficiency group. It has been concluded from the results of the study that the effect of proficiency level on communication strategies must keep pace with the effect of the task design.

ESL Learners' Vocabulary Competence: Identification and Usage

Rosli Talif, Wong Bee Eng, Ain Nadzimah Abdullah, Sabariah Md. Rashid & Jariah Mohd. Jan [Universiti Putra Malaysia; Universiti Malaya]

Traditionally, the teaching of vocabulary was mostly incidental, limited to presenting new items as they appeared in reading or sometimes listening texts. Students may have a receptive knowledge of a wider range of vocabulary however; their productive use is normally limited. Hill (1999) explains that most learners with 'good vocabularies' have problems with fluency because their 'collocation competence' is very limited, and that we should aim at increasing their collocation competence with the existing vocabulary that they have. This paper reports on study that compiled and examined a corpus of vocabulary found in ESL learners' written products and prescribed English language textbooks used in Malaysian primary and secondary schools in an attempt to develop a vocabulary database. This database can provide a vocabulary list for each measured level. Such lists can inform ESL instructors of the most common vocabulary used by Malaysian ESL learners which will in turn aid them to enhance learners' vocabulary competence. The findings of this study suggest that language corpora can enhance the quality of vocabulary teaching and learning in second or foreign language classrooms.

47. ISSUES IN LANGUAGE LEARNING II

IVORY 5

Learn What You Need to Learn: Language in Culture, Technology and Music

Saiful Amin Bin Jalun & Aini Andria Shirin Anuarudin [Universiti Putra Malaysia]

The varied objectives of languages imply a great need of another proposal for language analysis. We believe that one should not be burdened with learning the whole of a language when only some parts are needed to fulfil the intended objectives. Language analysis should incorporate a simple checklist that links all major objectives to all the possible analysis enhancers, such as culture, technology and knowledge level. A clear chart that can be used to meet the objectives should be created as a map to help people to choose the best route for their particular language objectives. This paper shares the enhancers that are considered basic, to put forth a reliable map for language analysis and hence language learners. It also shares some authentic examples of language in use, for some particular objectives are shown to only require certain language parts. This exercise, we believe, will show the clear need for a chart to analyse the needs of the objectives, as well as the route to link these objectives with language parts that should be acquired together with possible enhancers.

The National Reading Programme (NILAM): A Success Story?

Carolyn Soo & Rosli Talif [Tunku Kurshiah College; Universiti Putra Malaysia]

Previous studies on reading show that students in Malaysia tend to read for the sake of passing examinations (New Straits Times, 29 August 1996). The poor reading habit of Malaysians is a serious issue and subsequently brought about the introduction of a National Reading Programme (NILAM) in May 1998. The programme aims to inculcate a reading culture in schools across the country. This study intends to evaluate the effectiveness of the NILAM programme in a selected secondary school. Tunku Kurshiah College (TKC) in Seremban has been chosen as it was recently awarded the NILAM 2004 champion at the national level. The sample includes Form 5 students (n=30) who have participated in the programme for the past four years. Data is collected through a questionnaire and semi-structured interview sessions. Results of the survey would provide an insight on the progress and effectiveness of the programme and its practicality.

Learner Readiness Towards Self-Access Language Learning

Ramona Abd. Rahim & Tan Bee Hoon [Universiti Teknologi Malaysia; Universiti Putra Malaysia]

Currently, there is no basic requirement for English Language proficiency for admission into a diploma programme at Universiti Teknologi Malaysia. Therefore, about 70 % of every new intake comprises students who have 7D, 8E, or 9G for SPM English. Moreover, most of these first semester students have been accustomed to the 'spoon-feeding' environment in their secondary schools. These students have a problem as the

university environment is more student-centred and students are expected to be more responsible for their learning. As a solution to the problem, a structured self-access language learning courseware, New Dynamic English (Dyn Ed), has been proposed to promote language enhancement and learning autonomy. Prior to engaging these students in the self-access programme, their level of readiness and attitude towards self-directed learning will be measured. The study intends to employ Self-Directed Learning Readiness Scale (SDLRS) as a diagnostic tool for assessing learners' readiness for self-directed learning. The selected students will undergo Dyn Ed programme for four hours a week in addition to their regular classes for one semester. This study aims to determine students' level of readiness and attitudes towards computer-mediated self-access language learning, and to investigate the extent of Dyn Ed in promoting learner autonomy and in improving the English language proficiency of these students.

48. THEORY AND PRACTICE IN ACADEMIC WRITING

IVORY 7

The Importance of Clustering in Writing

Linda Khoo Mei Sui [Kolej Universiti Teknikal Kebangsaan Malaysia]

The process of writing and how it should be taught was only investigated in the 1970s as a means to improve writing among native English speakers and second language learners. This study was conducted in order to investigate the importance of Clustering in improving pupils' English language skills. The study focused on five main aspects: the usefulness of Clustering in helping pupils to generate, expand, clarify and organize ideas; pupils obtaining better results after being exposed to Clustering; pupils' perceptions towards Clustering; the extensiveness of the use of Clustering; and whether Clustering can be used to motivate pupils to write better compositions. The results from the survey and experiment indicated that the process method of Clustering pupils was more effective and advantageous to the pupils as compared to the product approach group. A comparison was made between compositions written using the product and process approaches. The compositions, written by twenty randomly selected Standard Six pupils in a primary school in Melaka, were analysed. Questionnaires administered to the sample, as well as to English teachers in that school, were also analysed. The findings suggest that Clustering is very useful and appropriate for pupils in the primary school. This paper also highlights some feasible suggestions to further improve the effectiveness and usefulness of Invention Technique that could be applied and implemented in Malaysian schools.

Perceptions of Lecturers Towards Writing Practices in Students' Academic Writing

Sharon Goh Seng Pang, Chan Swee Heng & Lee Geok Imm [Universiti Putra Malaysia]

According to Hadley's (2002) review on good writing practice, the characteristics of good writers include knowledge of writing conventions, the use of precise words, correct use of syntactic structures, and a suitable rhetorical style. Hadley agrees with Scott's description of good writing as having 'clarity, explicitness, conciseness, clear paragraph structure, and overall organization'. The reader's own judgement can also become a measure of quality. It has been pointed out that in the evaluation of students' writing, some scholars recommend attention mainly on content and not form while others suggest response to both form and content. In the case of form, some recommend response to form only in the final draft while others recommend response to form throughout the writing process. This study investigates perceptions of lecturers from different faculties in a local university about the importance and characteristics of good writing skills in students' academic writing, for example, research papers, research reports and theses. The data provide the identification of faculty beliefs about academic writing practices and the categorization of the features of good writing.

49. MUSIC AND POPULAR CULTURE

IVORY 8

The Use of Popular Songs in Contemporary Western Films

Mohd Azmyl Md Yusof [Taylor's College]

The predominance of the use of popular songs in contemporary films merits further analysis since all forms of popular culture tend to be open to various interpretations both by agreeing audiences and those who denounce it at face value and who tend to be bearers of specific ideologies. A textual analysis enables a researcher to investigate its implications in creating meanings and values and understanding that audiences may interpret it in various ways depending on their specific cultural knowledge and experiences. The aim of such an approach, towards popular music in particular, is to analyze the songs from a cultural studies perspective as opposed to a study in musicology. The purpose here is to share my thoughts and experiences about the use of popular music in films (also known as 'pop scoring') and its implications on the 'cultural industry' and also its prospects as an valid aesthetic choice and potential for film scoring, notably in the contemporary Asian world which is oversaturated with both Western and Eastern cultural products and artefacts.

Functions and Effects of Mixed-Languaging in Modern Malay Song Lyrics

Kamisah Hj Ariffin, Misyana Susanti Husin & Roselina Musahar [Universiti Teknologi MARA]

In a multiracial, multiethnic and multilingual country like Malaysia, mixed-languaging is part of daily communication. It seems natural for the people, most of who have more than one language in their linguistic repertoire, to mix languages in their conversations. However, of late, mixed-languaging in lyrics of modern Malay songs has become rampant and this phenomenon does not go unnoticed by members of our society. Unlike mixed-languaging in spoken discourse, which is often spontaneous, ephemeral and which involves specific groups of speakers, song lyrics lack these features, and they can "stem from a conscious desire to juxtapose the two codes to achieve some particular effect, which in turn presumably reflects an inner drive that cannot find ready expression by remaining within a single language" (Lipski, 1982: 191-192). This paper analyzes the forms and functions of this kind of mixing in modern Malay song lyrics and the effects that the songwriters intend to achieve. The forms and functions here do not refer to any grammatical or syntactic functions, but rather to the pragmatics of the communicative functions. The findings reveal that the mixing is quite heterogeneous in its forms and functions. The analysis suggests that such mixing reflects the culture of modern youth, and it is used to construct identity and establish socially connections with others.

Muzik dan Komunikasi Massa: Satu Kajian Tentang M.Nasir Dan Evolusi Muzik Melayu

Amir Husairi Sharif [Universiti Teknologi MARA]

Perkembangan muzik tempatan mahupun luar negara amat banyak ditonjolkan di dalam media massa sama ada media cetak atau media elektronik. Ini merupakan perkembangan yang sihat untuk kedua-dua industri dimana ianya saling memerlukan antara satu sama lain. Situasi ini memang dapat dilihat sejak dari tahun 1920 dimana iklan-iklan persembahan artis dan juga iklan-iklan piring hitam telah disiarkan didalam surat khabar. Antara lain, berita-berita tentang artis-artis juga ditulis didalam surat khabar. Perkembangan aliran muzik juga seiring dengan perkembangan dunia media (cetak dan elektronik) dimana segala perkembangan baru artis dapat dilihat dan diketahui umum dengan cepat. Segala urusan promosi untuk album dan persembahan penting untuk artis dan syarikat rakaman untuk melariskan jualan album mereka, manakala bagi pihak media, berita dan gossip terkini dapat mempelbagaikan intisari untuk pengguna sama ada di radio, televisyen atau majalah. Antara artis yang menjadi ikutan ialah M.Nasir. Beliau boleh dilihat sebagai artis yang cuba untuk memartabatkan irama-irama Melayu nusantara dan pada masa yang sama memasukkan unsur-unsur keagamaan atau Sufisma kedalam muzik yang diciptanya disamping memperkatakan tentang kepentingan orang melayu. Namun banyak juga yang terlupa bahawa muzik itu sendiri adalah media. Muzik menjadi medium dimana penciptanya meluahkan pendapat atau persepsi dalam bentuk yang boleh difafsirkan oleh berbagai cara.

50. READING FEMALE IDENTITY IN LITERATURE II

IVORY 9

The Protagonists' Struggle to Attain Empowerment And Identity

Liza Reshmin [East West University, Bangladesh]

The focus of this study is to show how the lives of woman characters in *Beloved*, *Breath*, *Eyes*, *Memory* and *Draupadi* change due to oppression and how all of them gained strength as an individual being the "Other." The authors make us aware of the many types and forms of victimization that these women endured at different times. Theory postulates the "third-world woman" as victim *par excellence* - the forgotten casualty of both imperial ideology, and native foreign patriarchies. Gayatri Spivak suggests that the margin is at the service of the center: "When cultural identity is thrust upon one because the center wants an identifiable margin, claims for marginality assume validation for the centre" (Spivak 1993, p.55). Therefore, the "third-world Woman" is housed in an "identifiable margin". It is "Othering" of the "third-world Woman". Trinh's remarks on the generic third-world women's seminar that the third world women can represent themselves; nobody needs to speak for them. Through the works of Toni Morrison, Edwidge Danticat, and Mahasweta Devi we come to realize that women sufferers have broken the norm of the displaced figuration of the "third-world woman" who are caught between tradition and modernization. At the end these women characters learn to revolutionize their feminine habits. Consciousness and experience make them aware who they really are, rather than a position given to them.

Female Bonding in Sarah Daniels' Play *The Devil's Gateway* Writer

Wan Roselezam Wan Yahya [Universiti Putra Malaysia]

This paper is an exploration of female relationships (through psychoanalytic feminism) in a British play, *The Devil's Gateway* by Sarah Daniels. The study of a mother-daughter relationship shows the ambivalent bond between mother and daughter that is usually neglected in plays written by males. The finding shows clearly that Daniels seems to favour a radical approach to patriarchal power, which exists in the structures of male dominance in family as well as society as a whole. Daniels has chosen to magnify female characters at the expense of male. Her treatment of male characters appears limited and flawed because of her deliberate purpose to portray women's desire for self-sufficiency: waiving their

maternal function and struggling to be neither man's peer nor his master, but to exist as an independent entity. The female characters reject the patriarchal structure that has oppressed and ignored them; they form a new model of female unity: matriarchal association. This association, enhanced by the image of the women's imminent unity with the protesters at Greenham Common, shows that the needs for feminist equity can be satisfied. The characters Carol and Linda can be seen as the two sides of a daughter locked in ambivalent relationship with her first love object, the *pre-oedipal* mother: from this perspective Carol represents total rejection of the mother. Linda represents attachment to the mother but has turned to another mother figure when denied the mother-daughter bond. Betty, on the other hand, represents strong attachment to the mother regardless of the differences between them.

Exploitation and Corruption of 'The Innocence' in Women: A Feminist Reading of Rani Manicka's *Touching Earth*

Maghalachimi Govindan [Universiti Putra Malaysia]

This paper seeks to approach literature from a feminist perspective, through a reading of Rani Manicka's novel, *Touching Earth*. Rani Manicka, an emerging feminist writer, tries to expose the harsh realities of heroin addiction, prostitution and innocence loss of women who suffer the miseries of marginalized women in a male-dominated world. She quotes, "In life, across the board, it is so easy to be corrupted. It is harder to be good than to be bad. The temptation is always there". Rani depicts a cross-section of oppressed women from Bali, Sicily, Ireland and London where the feminist movement is very much alive. This paper exposes the exploitation of women and how they undergo corruption, their loss of innocence and injustice done by male counterparts in achieving their ambitious needs. Nutan, Zeenat, Maggie and Elizabeth, each of whom comes from a humble background, become victims of exploitation and corruption, their innocence robbed by one man, Ricky, who lures innocent women into his den in the Spider's Temple. Nutan and Elizabeth escape the clutches of evil, bringing hope to women that they too can rise again after their fall, as well as the hope that there is life for them after their moral decadence. Zeenat and Maggie's sacrifice opens the eyes of these women to the need to uphold their morality and pride. This paper examines issues highlighted and explores how women try to rise again and emerge as new women to lead normal lives.

51. CRITICAL PERSPECTIVES ON A. SAMAD SAID'S WORKS

IVORY 10

Ideology in *Salina* or in Defense of a Marginalized Masterpiece

Abdul Rahman Yusoff [Dewan Bahasa dan Pustaka]

When *Salina* was first published in 1961 it was hailed as a milestone in the development of modern Malaysian Literature. Since then it had been translated into English, Chinese, Tamil, French and Japanese. It was also adapted into a stage play and played to packed houses. Despite its critical acclaim and success, it was shunned in the educational system. Why? Is it because the central character of the novel is a prostitute and the theme is a hot and controversial one that it is given the cold shoulder? The writer attempts an answer through rhetorical analysis and argues that if that is so, a number of works prescribed as texts in the school system are also suspect. He argues further that the time has come for the "moratorium" on *Salina* to be lifted and that the novel be brought to the centre, that is, into the mainstream of the school system.

Islam and Narrative Axis: A Critical Analysis of *Salina* by A. Samad Said

Mohd. Zariat Abdul Rani [Universiti Putra Malaysia]

This paper focuses on the controversy surrounding the literary journey of the novel *Salina* by A. Samad Said, from its first appearance to the panel of judges in the 1958 *Novel Writing Competition*, up to the present day. The controversy generally revolved around the questionable morality the novel was claimed to be promoting, which can be interpreted as 'defending evil'. This continuing controversy has given rise to certain questions due to the fact that before its publication, some changes were made to *Salina* by the novelist in order to 'correct' its morality. Thus, it can be assumed that the changes made had not been on the story's dominant components, which could have improved *Salina*'s morality more effectively. This paper departs from this assumption, and analyses the narrative structure of *Salina* in order to identify the dominant components of the story in the construction of the novel's narrative. For this purpose, the theory of *Persuratan Baru* (established by Mohd. Affandi Hassan) which adopts Islam as its basis for an analytical framework, is chosen. Using *Persuratan Baru*'s basic ideas on the 'story' and its construction, this study analyses the construction of *Salina*'s narrative structure. The analysis revealed that the dominant component in the construction of *Salina*'s narrative is the "narrative axis", and that this component is strengthened by all the strategies used in the narration of the novel. This leads to the conclusion that the controversy surrounding *Salina*'s morality is closely related to its 'narrative axis', which gels the overall narrative structure of the novel.

Religiosity and Futility of the Malay Society in A. Samad Said's War Novels

Nora Mohamed Nor [Universiti Putra Malaysia]

Most of the Malay literary works focus on human experiences of the Malay society which is known for its cultural fundamentals that relate closely to the Islamic worldview. The Islamic essence is deeply couched in the Malay identity that one will never disassociate the Malay self from Islam and vice versa. However, A. Samad Said in his war novels, *The Lazy River* and *Salina*, narrates the turbulence of a society that sidelines religiosity and moves within liberalism involving actions and behaviours that defy the tenets of Islam. In other words, the Malay society has succumbed to immorality. The author in his defence of the portrayal of the war victims states that his war novels are "not about immorality but futility of war". The main issues in discussing this particular topic are firstly the author seems to imply that the incursion of foreigners and war itself has caused the Malay society to shift away from the fundamentals of the Islamic paradigm. Secondly, the war victims should be fully aware that they have their religion to provide the strength and challenge to survive in a rational manner rather than to despair and resort to immorality. Finally, the Malay society should not forget that Islam is about maintaining one's faith to God Almighty at all times, abiding to the stipulated ethical code of conduct, and repenting rather despairing to continual helplessness and immorality.

52. CRITICAL PERSPECTIVES IN LINGUISTIC THEORY

IVORY 12

Culture and Grammar: A Case of Markers of Undesirability in Korean

Seongha Rhee [Hankuk University of Foreign Studies, Korea]

Since language and culture are intertwined and interactive, how cultural aspects affect language and linguistic change is an object of serious research for linguists. This paper investigates five auxiliary verbs that mark the speaker's negative evaluation of the proposition. These markers were developed from previously fully lexical verbs such as *mekta* 'eat', *tayta* 'touch', *pelita* 'throw away', *ancta* 'sit', and *cappacita* 'fall back'. These verbs are gradually gaining the auxiliary verb status losing the original semantic content and gaining the speaker's viewpoint, an excellent exemplar of subjectification in language. More importantly, the development is largely due to the unique Korean culture, albeit some having cross-cultural validity, where eating and touching are best avoided in public, sitting or withdrawal from activity is easily condemned for the lack of productivity, throwing away is regarded as an act causing irretrievability, and falling back is the ultimate disgrace where gentle demeanor is highly prized. This paper shows how culture is mirrored in language, and how grammar is derived from culture.

Non-native Grammars: L2 Representations of English Locational and Directional Prepositions

Wong Bee Eng & Sharon Chong Yee Ling [Universiti Putra Malaysia]

This working paper reports a study on the acquisition of English locational and directional prepositions among L1 Malay and L1 Chinese speakers of L2 English. The framework adopted for this study is the Failed Functional Features Hypothesis (Hawkins and Chan, 1997). This hypothesis claims that post-childhood L2 learners experience syntactic deficits in the L2 if specific parameterised features present in the functional categories of the L2 are not specified in the L1. However, certain L1 features that correspond to L2 settings can enter L2 syntactic derivations. The study is interesting because the surface structure of English is like Chinese but not Malay, and the underlying representation of English is like Malay but not Chinese.¹⁰³ L1 Malay speakers and 104 L1 Chinese speakers of L2 English from a local university participated in the study. The instruments administered were a Grammaticality Judgment Task (GJT), and a Directionality Judgment Task (DJT). The former comprised 16 grammatical stimuli (4 with locational prepositions, 4 with directional prepositions and 8 ambiguous prepositions) and 16 ungrammatical stimuli (4 with locational prepositions, 4 with directional prepositions and 8 with ambiguous prepositions) and 8 distractors. The DJT comprised 6 items with locational prepositions, 6 with directional prepositions and 8 with ambiguous prepositions. The study investigates: a) Whether adult L1 Malay and L1 Chinese speakers of L2 English can acquire the surface structure of locational prepositions directional prepositions and ambiguous prepositions, b) The extent to which L1 Malay and L1 Chinese speakers of L2 English are able to recognize the directional reading of the ambiguous English prepositions that have no overt manifestation in a physical form, and c) Whether L1 Malay and Chinese speakers of L2 English have a different underlying representation from native speakers in terms of the prepositional readings (locational and directional). The results suggest that the majority of the L1 Malay and Chinese L2 learners were able to recognize the grammatical structure of the English locational/ambiguous prepositions from the ungrammatical ones. In addition, the majority of the two groups of learners were also able to recognize the grammatical structure of the English directional/ambiguous prepositions from the ungrammatical ones. An explanation will be provided and implications drawn for the results obtained.

Discrepant Description and Definition of Islamic-based Entries in English Dictionaries: Ignorance or Prejudice?

Abdel Rahman Abdalla Salih [Mazoon University College, Sultanate of Oman]

English language insatiability and the perpetual process of close contact with many languages in the world entail a considerable number of loan words cross to English. The etymology of English has shown that some languages of Muslim nations and Arabic language in particular have contributed considerably to the development of English. Unfortunately, English lexicography is fraught with many instances of discrepancy in defining Islamic-based entries and the related concepts. The primary purpose of this paper is to sketch the discrepancies and misrepresentations of Arabic loan words and Islamic related entries in the English dictionaries. The study addresses questions such as: *Why is English lexicography inaccurate in defining Arabic loan words and Islamic based concepts? Is that an act of ignorance or prejudice? And what is the possible impact of such inaccuracy on language learners and dictionary users?* The study adopts an analytical and descriptive approach in treating the data collected. The study concludes that inaccuracy and discrepancy in dictionaries might distort meaning, provide wrong messages and confuse readers. Some pedagogical implications are drawn.

53. MEDIA STUDIES: VIEWS AND REVIEWS

CLASSICS BALLROOM

Youth Exposure to News Media and Perception of the United States: A Comparative Study of Six Countries

Ezhar Tamam & Manimaran Govindasamy [Universiti Putra Malaysia]

Based on the assumption that most people around the world learn and developed perception towards a foreign country from the news media, the present analysis examined exposure to news in local media and CNN among youth in six countries, and the relationship of exposure to the news media with their perception of the United States. The influence of religion and gender on perception towards the United States was also examined. A total of 1696 university students voluntarily participated in the international survey. Through a self-administered questionnaire, the respondents were asked to indicate how frequently they used local news media and CNN, and how favorable or unfavorable their opinion about the United States. The results showed that, in general, youth in the six countries rely more on local media than the global news media for international news. However, among the six countries studied, Egyptian youths had relatively more exposure to CNN compared to the others, while British youths had the lowest exposure to CNN. It was also observed that more respondents in all the six countries had an unfavorable perception of United States. A Chi-Square test revealed that there was a significant difference between those exposed and not exposed to CNN with regard to their views towards the United States in Malaysia and Indonesia, but not for Great Britain, Spain, Hong Kong, and Egypt. Similarly, no significant differences were observed on perception towards United States between those who are more exposed to news in the local television and dailies with those who are less exposed to local news media, except for Spain. While the analysis revealed no gender difference in perception towards the United States in all the countries survey, significant difference was observed between Muslim and non-Muslim respondents in perception towards the United States. The findings of the study clearly suggest that, generally, youth in Egypt, Malaysia, Great Britain, Spain, Indonesia and Hong Kong still do not rely much on CNN for global news. The findings also seem to refute the assumption that non-American audience exposure to CNN is likely to lead to a favorable view towards the United States. On the contrary, religion seems to be a better general explanation for the variation in perception of United States among non-American youths in the countries studied.

New Media vs Traditional Media: A Closer Look at Streaming Technology. How far Has It Threatened the Traditional Media?

Abdul Lazi Nordin & Musa Abu Hassan [Malaysia Multimedia Universiti; Universiti Putra Malaysia]

The evolution of the Internet has had an impact on traditional media. Streaming technology breaks down geographic boundaries and lowers the barriers for audio/video broadcasting. With the advent of the explosive growth of the Internet, we see a plethora of media delivery platforms such as the Internet Radio. Broadcasting audio over the Internet is becoming popular. Today, there are approximately more than 2300 radio stations worldwide broadcasting live content and about 1500 stations broadcasting pre-recorded music. These numbers are growing at a rapid pace. However, how far has this development give an impact to the traditional media? Would they present a challenge to or complement each other? This paper attempts to examine whether streaming technology will present great competition to traditional media. Various surveys, research papers and scholarly publications in books and journals are examined to ascertain the capabilities and possibilities of streaming technology being a new media that may compete with traditional media.

Regional News Media: Asiavision's Coverage of Asia's Tsunami Disaster

Abdul Muis Shefii & Musa Abu Hassan [Universiti Putra Malaysia]

ASIATION is a news exchange programme involving 13 national broadcasters in Asia under the purview of the Asia Pacific Broadcasting Union (ABU). It aims to be the premier news-providing entity in the region with a fast, comprehensive and competitive news service. As such, ASIATION could be an alternative news provider for broadcasters especially in the region, apart from the global television news broadcasters, such as CNN, BBC World and Reuters. One of ASIATION's main objectives is to ensure that news of events in the region is covered from the regional perspective. Has it achieved this objective? The December 26, 2004 Asia's tsunami disaster is a testing point of the collaboration among Asian broadcasters, particularly ASIATION members in providing a comprehensive coverage of the incident. This paper presents an analysis of the coverage of Asia's tsunami disaster by ASIATION members to look at the patterns of news items being exchanged. The analysis was carried out on the news items exchanged during the first week following the disaster, that is, from December 26, 2004 to January 2, 2005. There exists a trend in the coverage of the disaster with member countries sending news items that concern their countries or their citizens. Member broadcasters in countries devastated by the disaster also sent "ad-hoc" feeds to inform others of the latest development.

How Muslims are Being Portrayed and Attributed with Terrorism in the New York Times: A Critical Discourse Analysis Study on How Ideology can be Embodied through Language

Murad Ali Obaid Abdullah & Abdul Rahman Alkherbash [Universiti Putra Malaysia]

The September 11th, 2001 attack on the World Trade Center towers and the United States pentagon has exposed the whole world to the term "terrorism" in an exceptional and serious way. As that event became the most publicized event in the media history, media agents all over the world have made a remarkable effort in presenting it in an afflicting and sorrowful way. Since that attack the American news media have blamed Muslims for the resultant fatal damages. Consequently, the American media tend to portray Muslims and show them as a threat to their country. This idea is reflected and embodied linguistically through the language that has been used by the American Media. Many media institutions in the United States have deliberately created a bad image of Muslims and represented them as a threat and danger to their nation. At the same time, hedging is used so as not to create anti-Muslim hysteria. This paper critically examines the way Islam, terrorism and fundamentalism were reported in the New York Times newspaper headlines between September 11, 2001, and September 11, 2004, to investigate the manner in which the New York Times portrayed and profiled Muslims and terrorism in the news. A content analysis of these news headlines would show how ideology is embodied through the language being used by the publisher or the institution. The most important reports pertaining to those issues are selected by the researcher based on their importance to the purpose of this study.

54. POSTCOLONIALISM: TEXTS AND CONTEXTS II

IVORY 3

Protest and Affirmation in *The Other Novel*

Adelaida A. Figueras-Lucero [University of the Philippines]

The other novel is a child of the wretched of the Earth's experiences of exploitation, dehumanization, and dislocation, shaped by a cruel milieu - the oppressive triad of geography, culture, and history. The aggregate of experiences from pre-independence colonial rule and abuse to post-independence imperialism, from multifarious exploitations and concomitant struggles to drastic socio-cultural disturbance, economic underdevelopment, political enslavement, and psychological derailment, has awakened socially concerned writers to the recurrent and unabated patterns of injustice, and has impelled the socially aware and morally responsible to use their pens in helping restore the lost humanity of the oppressed and in establishing a new life and history characterized by freedom, justice, and dignity. The committed fictionists harness the potential of the novel to interpret and change reality, then transmute into fiction their resistance to oppression and domination in any form, as well as their affirmation of praiseworthy traditions and native culture, of human dignity, of hope in achieving self-assertion and reconstruction. Thus, in this crusade, the writer artistically renders the people's protest and affirmation in such committed novel - the *other novel*. These two complementary strands of protest and affirmation may be seen as the literary correlative of the dialectic dynamics of decolonization in the *other novel* - a struggle against as well as a struggle for, a destruction entailing reconstruction; a resistance against mutiforms of abuse, and a commitment to freedom and regulation.

55. MALAYSIAN LEADERS' POLITICAL DISCOURSE

IVORY 5

Keynote Address of Abdullah Ahmad Badawi: *Islam Hadhari – The New (?) Agenda**Kamila Ghazali [Universiti Malaya]*

Abdullah Ahmad Badawi has been in public office since 1974, culminating in October 2003 when he succeeded his predecessor of 22 years as Prime Minister of Malaysia. On 21 September 2004, after almost one year of being acting president of UMNO (United Malays National Organisation), the backbone party of the ruling coalition government, he won the post of party president unchallenged. This paper looks at his maiden speech at the UMNO General Assembly as party president, specifically focused on the "Islam" section of the speech. The theoretical framework adopted is a version of critical discourse which focuses on the social effects of discourse as discourse is socially shaped and in turn re-shapes societal formations. Some comparison will also be made with the discourse produced by the previous UMNO president.

Mahathir's Logical Appeals: Rhetorical Analysis of Presidential Speeches in the Umno General Assembly, 1982-2003*Abdul Mua'ti @ Zamri bin Ahmad [Universiti Putra Malaysia]*

This paper discusses a study on the texts of speeches known as 'Presidential Address' delivered annually by the former Malaysian Premier Tun Dr Mahathir bin Mohamad in the UMNO General Assembly throughout his tenure from 1982 to 2003. The analyses were performed in order to see his thoughts that he articulated every year before his audience. Each speech text from the total of 22 speeches was examined extensively based on Aristotle's concept of rhetorical criticisms, emphasizing the nature of the evidence provided in the arguments and the valid supporting materials used to support such evidence. Issues discussed in the speeches were grouped into four categories, namely, politics, economy, socio-culture and international affairs. Each issue was analyzed taking into consideration Aristotle's rhetorical canons: *inventio* and *dispositio*. The study found that Tun Dr Mahathir's most frequently used styles of arrangement were problem-solution, topical, causal and spatial sequences. The study also revealed that he employed mostly serial examples, contras, quantifications, isolated comparisons and definitions as evidence to support his words. Furthermore it was noted from the study that in terms of reasoning techniques, he mainly used cause-and-effect reasoning followed by hypothetical reasoning. In general, from the rhetorical analyses performed on his annual speeches, it can be concluded that Tun Dr Mahathir possessed clear, organized, focused and consistent thought.

56. GENDER STUDIES: LANGUAGE AND POWER

IVORY 7

Kate and *Votre Honneur*: Language and Power in the Act 5 Scene 2 of Henry V*Veronica Lowe [Universiti Malaya]*

While the tragedies and comedies of Shakespeare have been the subject of much linguistic analyses, the histories have not enjoyed similar attention. Yet, such analyses might serve to illuminate much in these plays. This paper analyses the language of the final scene of *Henry V*, the so-called wooing scene. From Samuel Johnson to A C Bradley, many among Shakespeare's audiences and readers have considered Act 5 Scene 2 unsatisfying, finding it incongruous after the violence of the rest of the play. Feminists, certainly, find the position Katharine is forced into untenable: a mere tool in the political manoeuvrings of 2 powerful kings; a woman with no choice but to accept the man who has defeated her father, conquered her country, and made her the "capital demand" in his negotiations. To call the scene the "wooing scene", thus, seems inappropriate. The paper discusses what a pragmatic analysis of the scene might reveal about the power relations between Henry, King of England, and Katharine, princess of France. It will address questions such as: What has everyone always known? That Henry V, the man and the conqueror, is in complete control? That Katharine, the woman and the conquered, accepts her fate submissively? What might address, politeness, conversational implicature, and turn taking reveal about Henry and Katharine?

Gendered Language Styles: Strategic Manipulation of Leadership and Power*Jariah Mohd. Jan [Universiti Malaya]*

This paper aims to examine the manner in which language styles reflect and affect the conception of leadership and power of men and women in leadership roles. The theoretical approach adopted for this study is mainly based on Conversational Analysis (CA) as provided by Sacks, Schegloff and Jefferson (1974) where the mechanisms that determine people's use of language in an extended, open conversational setting are

explored. As such, the ways in which conversation works between men and women leaders can be described. Holmes' (1984) work on 'tentative' language will also be referred to. The findings of this study will raise awareness regarding the gendered language styles prescribed by leaders, and in due process, such consciousness-raising could educate and initiate training processes that advance women's position in particular.

57. SELF IDENTITY: GLOBALISATION AND OTHERISATION

IVORY 8

Framing the Digital Other: A Critical Discourse Analysis of Bangladeshi Political Party Websites

Mahmud Hasan Khan & Shapla Parveen [International Islamic University Malaysia]

In today's world, also identified as the Age of Information, representation through websites is common, as practiced by many institutions, including political parties. Political websites are an ideological space for representing not only the "self" but also the "other". This paper presents a study of four main political party websites in Bangladesh. The study analyses the construction of self and other through various multi-modal inputs, for example, voice, picture, layout and lettered discourse. On the level of discourse are various registers suitable for particular political parties. The register of democracy and development is common among all political parties. However, there are registers of religion, emancipation, history as nostalgia or invention and others, depending on what the party wants to foreground as 'self' and 'other'. What is common among these websites is that no political website is actually complete without a representation of its 'other'. Through the framework of critical discourse analysis (CDA), this paper searches for possible reasons behind such

21st Century Muslim Identity

Sami Omar [The American University in Cairo, Egypt]

Globalisation as a phenomenon based on the success of transnational corporations and a new economic order has been much discussed. However, what has not been explored is the globalisation of values. It is feared that the disappearance of national borders and the emergence of a new world interconnected by markets will deal a severe blow to regional and national cultures and to the traditions and customs that determine cultural identity. Culture can be used positively to enhance globalization, however. The differences and commonalities can be constructively used if we understand globalisation as being about promoting the common good. The paper analyses how Islam, traditions and modernity are socially negotiated and reconstructed in Egypt under the influence of globalization and new communication technologies. Although these concepts are subjected to 'reification', they are important in the official rhetoric for the legitimization of political power. The paper discusses values and attitudes of Islamic societies as revealed through an analysis of data from the World Values Survey (2002). The findings describe a worldview that seeks modernity but which differs from what is represented in western minds. This paper seeks to address the relative lack of discussion of Islamic resistance against corporate globalisation by presenting the process of fundamentalism [oft labeled as terrorism] as Islamisation. The conclusion is that Islamization is a strategy that incorporates both resistance to and accommodation of modernity, and could be viewed as the culturally accepted form of modernization in Muslim contexts. Islamization serves in Egypt as a third alternative resolving the paradoxes between tradition and modernity as it creates a discourse of coalition between the traditional and modern discourses.

58. DEVELOPMENTS IN INFORMATION AND COMMUNICATION TECHNOLOGY (ICT) II

IVORY 9

'New World Order Era': Internet Use or Misuse Among Students in Higher Education Institutions

Siti Zobidah Omar & Mohd Izwan Osman [Universiti Putra Malaysia]

The Internet is a brilliantly structured worldwide computer network. In the 'new world order era', the global nature of the Internet facilitates communication among people of all nationalities from every country on the planet. In higher education institutions, especially in university campuses, the students use this technology to facilitate their use of and search for information related to their academic work. Thus, the Internet is clearly changing the way students gather, receive and transmit information. The questions raised here are: To what extent do students use the Internet to search for information? What type of information do they always search for? The purpose of this study is to look at the students' patterns of use of the Internet on campus. This includes their purpose for using the internet, type of information usually retrieved and the duration of time spent on surfing for that information. This study collected quantitative data obtained through questionnaires distributed to selected students in Universiti Putra Malaysia, Serdang. Information Seeking theory and Uses and Gratification theory were used as the framework for this study. Preliminary findings show that apart from using the internet to search for information for academic purposes, there are three types of Internet misuse by the students: pornography, cheating and virus spreading.

Imej Korporat UPM Melalui Laman Web UPM

Rosmiza Bidin & Ku Nurfarah Zahirah Ku Abdul Rahman [Universiti Putra Malaysia]

Laman web organisasi merupakan penambahan nilai dalam salah satu strategi perhubungan awam. Nilai atau kelebihan laman web ini kepada sesebuah organisasi adalah ia dapat menggambarkan pesaingan, mengeratkan hubungan dengan pihak media, memperoleh publik baru, membina hubungan yang berkesinambungan dan meningkatkan nilai peribadi perhubungan awam (Newland and White, 2000). Stuart, Esrock dan Leitchy (2000) juga bersependapat bahawa sebuah laman web di dalam bidang komunikasi korporat adalah lebih daripada menjadi satu platform untuk mempromosi sesuatu produk kepada pelanggan. Ini tidak seperti media saluran tradisi yang lama, sebuah laman web boleh ditujukan dan dilayar oleh pelbagai golongan public/audien yang berbeza. Dalam kepesatan pembangunan institusi pendidikan awam dan swasta di Malaysia, semua pihak berusaha untuk memperkenalkan identiti unik setiap institusi dan cuba menarik golongan audiens yang berkepentingan dengan organisasi melalui maklumat dan gambaran yang diberikan melalui laman web. Universiti Putra Malaysia (UPM) adalah tidak berkecuali menyediakan mudah maklumat berteknologi ini. Oleh itu kajian ini telah dijalankan untuk mengenalpasti persepsi pelajar UPM terhadap elemen-elemen penting di dalam laman web UPM yang menyumbang kepada pembentukan imej dan identiti UPM iaitu elemen visual (Luke, 2003), elemen maklumat (Schultz, 2000), dan elemen teknikal (Henriquez, 2000). Hasil kajian menunjukkan bahawa ketiga-tiga elemen visual, maklumat dan teknikal di dalam laman web UPM mampu menjadi penentu imej dan identiti UPM.

59. EQUALITY AND EQUITY: WOMEN IN THE NEW WORLD

IVORY 10

Gender: The Determining Factor of Survival

Jeannie Tang Suet Ling [Universiti Putra Malaysia]

God has intended for both males and females to co-exist harmoniously since the days of the Garden of Eden. Survival largely depended on how well they complemented each other. However, somewhere along the line, a crack began to appear and shatter this harmonious existence. The males began to stake their authority and ultimately became the dominant gender. The females were sidelined and eventually assumed subservient roles. This gave rise to a patriarchal society that has persisted until today. So great is the influence of patriarchy that it has sneaked into every facet of human relationship. Females are treated like second-class citizens and considered the 'Other' even in their own homes. Patriarchy is not limited to certain races or countries but it transcends all nationalities and cultures. In this paper, a comparative study will be undertaken to determine the roles of gender in the Indian immigrants' search for identity in the 'new world'. The immigrants' experiences are unique since being thrown into a totally different environment they have to start anew. They encounter a different set of values and norms, from food to the social practices. Many flounder like ducks out of water and lose their sense of self-worth and in the worst scenario, their identities. A close reading of selected stories in Jhumpa Lahiri's *Interpreter of Maladies* - Mrs Sen's and *The Third and Final Continent* - will spell out how well both male and female deal with these challenges and adapt in the new world.

Whose Side Are You on? A Malaysian Woman's Quandary

Surekah Nair [Universiti Putra Malaysia]

In the society in which we live today, many children prefer to experiment rather than heed good advice. It has always been a struggle to see who is to be blamed when a child gets into a sticky situation: the parent or the child in question. Here in Malaysia, there have been talks lately of women having to quit their careers in order to take care of their home and children. After reading Bernie Tan's novel *Firefly*, many modern liberated women are totally confused. Why are women always being blamed for a child's delinquency? In this paper, I would like to challenge this notion by agreeing to the point made by Ann Oakley, a British sociologist, that working mothers enjoy their children more and are less irritable with them than full-time mothers. In the novel by Bernie Tan, it was quite obvious that the writer, who is also the protagonist, never had a good relationship with her mother, who was a headmistress of a school. As a reader, it would be typical to blame the mother for the life she led. She is only one of thousands who have actually had good relationships with their children. Deep down, I truly believe that it is up to us, the women of Malaysia to show the rest of the world that we can both be an excellent mother and a high-flying career women.

60. LANGUAGE AND DISCRIMINATION

IVORY 12

All Malaysians Are Equal, But Some Malaysians Are More Equal Than Others*Muhammed Shahriar Haque [Universiti Malaya]*

... in light of Napoleon's comment, in George Orwell's renowned allegorical fable *Animal Farm* (1945), some people may be of the opinion that despite the fact that everyone is equal, some are more equal than others, and therefore, reserve the right to practice the notions of exclusion and inclusion to suit their purpose; therein lies the crux of the problem. (Haque, 2004: 355). It is undeniable that at the socio-cultural level there is a tremendous amount of forbearance and unity among the diversified groups and cultures in Malaysia, as is obvious that Malaysia has moved on from its riots of May 1969 and progressed tremendously in achieving vast economic growth. The degree of forbearance and unity that is seen at the socio-cultural level tends to be somewhat less in the work environment, especially in the private organizations or companies. Consequently, equal employment policies, seem to be overlooked by the private sector, leading to 'employment exclusivity'. The notions of this 'exclusivity' can be traced in recruitment advertisements in the form of various socio-cultural factors, which seem to be exclusionary in nature. The significance of the issue necessitates it to generate a certain level of awareness in order to establish a platform for the discussion of the various forms of exclusions practiced (in recruitment advertisements), which if not acknowledged and checked may inhibit the smooth progression of the development of this nation towards achieving *Vision 2020*. From a linguistic perspective, analysing the discourse of recruitment advertisements is also significant in the sense that it reflects an aspect of the social makeup of this society. This seems to pave the way for the concept that there is a relationship between discourse and society, more specifically, linguistics and social structure. In adhering to the perceptions of social practices from a critical discourse analyst's perspective, this paper tries to explore the various relationships of language (discourse), ideology and power as well as some aspects of socio-cultural changes in relation to the (issue of) practice of exclusion in recruitment advertisements in the Malaysian scenario.

Disabling the Disabled: A Study of Malaysian Perceptions of Disability*Lynne Norazit & Su'ad Awab [Universiti Malaya]*

In the field of disability studies, the current approach is to view disability as a social rather than a medical construct. This social model of disability, according to Mairian Corker, 'separates disability from impairment, and then attributes the creation of disability to the dominant socio-cultural environment' (Corker in Shakespeare 2003). Thus disability can now no longer be seen in terms of the WHO definition as a 'restriction or lack...of ability to perform an activity in the manner or within the range considered *normal* (our italics)'. It should instead be seen as the result of the 'environmental and social barriers' created by a particular society. This, of course, also implies that the perception of disability will differ from one society to another. Our objective in this paper is to discuss how disability is perceived in Malaysia by analysing the language used in the media to describe or refer to those with disabilities. We will be using a corpus-based approach and will include analysis at both the lexical and syntactic levels, focusing on choice of lexical items and collocation and the pragmatics underlying the choice of particular syntactic structures.

61. MALAY LANGUAGE AND THOUGHT

IVORY 3

Historical Thought of the Malays: Pre-Historic to the Period of the Islamisation*Hussain Othman & Abdullah Sulaiman [Tun Hussein Onn University College of Technology]*

Malay history is generally divided into certain periods largely representing the periods during which foreign influences and great religions predominated. The periods include the pre-historic or proto-historic period, Hinduism-Buddhism periods (or the period of the Indianization), Islamic period (or the period of the Islamization) and modern times. The fact that these foreign influences and great religions coming from outside dominated the periods of Malay history does not immediately suggest that there is no historical thought of the local Malays during these periods. In contrast, Malay historical thought did indeed develop and flourish during these periods, especially in higher-level society. This paper therefore attempts to describe this point more clearly by tracing the Malay historical thought into prehistoric times, the periods of Indianization and Islamization. Some aspects of Malay historical thought during pre-historic period can be clearly seen from practices of burying the dead and other daily rituals. Likewise, Malay historical thought during the periods of Indianization and Islamization was also most apparent in the classical texts of Malay history. Some suggestions are made for further research.

Konsep Masa dan Pemikiran Melayu Tradisi dalam Bahasa Melayu Klasik : Satu Kajian Teks Sejarah Melayu
Ernawita Atan [Universiti Putra Malaysia]

Kajian ini mengemukakan satu analisis tentang konsep masa yang terdapat dalam bahasa Melayu klasik dan kaitan dengan pemikiran Melayu tradisi. Analisis yang dijalankan adalah berdasarkan kepada teks Sejarah Melayu. Perkataan dan ungkapan yang menggambarkan konsep masa dikumpul dan dikelompokkan mengikut kategori-kategori tertentu mengikut penyusunan Asmah Haji Omar (1994). Kemudian data tersebut dianalisis dan dikira mengikut peratusan dalam kategori masing-masing. Untuk mengaitkannya dengan konsep masa dan pemikiran Melayu tradisi, kajian ini merujuk kerangka teori Etnografi Komunikasi oleh Hymes (1971a), teori Analisis Wacana oleh Brown and Yule (1983) dan teori Halliday (1978). Seterusnya data akan dianalisis dengan menggunakan kaedah kualitatif dan kuantitatif. Hasil kajian menunjukkan bahawa terdapat perkataan dan ungkapan yang menggambarkan konsep masa dalam bahasa Melayu klasik masih digunakan dalam bahasa Melayu sekarang. Kesimpulannya, kajian ini menunjukkan gambaran perkataan dan ungkapan tertentu mengandungi perkaitan dengan masa.

62. LANGUAGE ACQUISITION: THEORY AND PRACTICE II

IVORY 5

Keperluan Penterjemahan Dalam Pelaksanaan Pengajaran di Universiti
Normah Abdullah & Iza Dura Abdul Manan [Universiti Putra Malaysia]

- Khazanah ilmu dalam dunia pendidikan masih belum diterokai sepenuhnya khususnya bahan-bahan yang diterbitkan di luar negara. Ilmu yang ditulis dalam bahasa asing dengan pantas diterjemahkan ke dalam bahasa setempat di beberapa negara maju tetapi di Malaysia senario tersebut masih belum wujud. Di universiti para pengajar kerap menjalankan usaha penterjemahan atas daya usaha sendiri. Kertas kerja ini bertujuan untuk meninjau sejauhmana para tenaga pengajar di universiti perlu membuat penterjemahan dalam penyediaan bahan pengajaran mereka. Kekerapan mereka menggunakan bahan yang telah diterjemahkan juga akan dikenalpasti. Selain itu responden juga akan diajukan soalan tentang cara mereka mengendalikan penterjemahan yang dibuat serta adakah mereka mempunyai kemahiran asas penterjemahan.

Vision 2020: Generating Space for Future Pathways in English Language Acquisition Among Schoolchildren
Haniharan a/l N. Krishnasamy [Universiti Utara Malaysia]

In 1991, Malaysia launched the Vision 2020 agenda to create a time frame for achieving the status of a developed nation. English is considered an integral part of the Malaysian development process. In this regard, English language teaching and learning is a major national concern. A significant turning point in the medium of instruction is the teaching of Mathematics and Science using English at selected levels beginning in 2003. The present paper focuses on some of the salient points in the English language syllabus for secondary schools (Form Four students), what it hopes to achieve, and the potential challenges this move poses for rural schoolchildren. The paper draws on some documentary evidence, relevant findings from a pilot survey conducted in 2004 in two rural schools in Kedah, and the writer's opinions regarding learning English as a second language in the light of Vision 2020. Finally, the paper argues for a greater need to look beyond the English language classroom for improving the standard of English among rural students, and more generally, among the low-achieving learners of English.

The Influence of English on the Punjabi Language: The Deterioration and the Revival of the Mother Tongue
Paramjit Kaur & Hardev Kaur [Sekolah Menengah Sungai Besi; Universiti Tunku Abdul Rahman]

Punjabis have made Malaysia their home for the past four generations. Although still a minority, they have contributed much towards the socio-economic of this country. Despite being culturally rich, the same cannot be said about the Punjabi language. This is because the influence of the English language has brought about the deterioration of the Punjabi language. Many Punjabis of the present generation either do not speak the language at all or have only a minimal knowledge of the language. The Punjabi language is extremely vast in that it is not only used in daily interaction but is in fact the language used by the Sikh prophets to spread the Sikh religion. It is also the language of the Guru Granth Sahib, the Holy Scripture of the Sikhs. It then becomes essential for every Sikh individual to preserve and ensure that the continuity of the language remains. This paper aims to show how English has caused the deterioration of the Punjabi language and to gauge the intensity of the deterioration. It will also highlight how there seems to be a movement in reviving the Punjabi language to its glory days and how important it is to preserve the mother tongue.

Active Learning in the Language Classroom
Phawani Vijayarajam [INTI College Malaysia]

The workforce today days seek graduates who can communicate effectively, work in a team and possess critical and creative thinking skills. As language teachers, we can create an active learning environment, which could help students develop their higher-order thinking skills (HOTS). HOTS is thinking that takes place in the higher-levels of the hierarchy of cognitive processing. Bloom's Taxonomy is the most widely used hierarchical arrangement in education. This presentation will look at the strategies teachers of Business English courses can employ to promote higher-order thinking in the language classroom, with the view that these strategies will help enhance students' personal, interactive and analytical skills. The samples for this study are marketing and accounting majors from the School of Business and Law, and INTI College, Malaysia, enrolled in the University of Herfordshire, UK 3+0 degree programme. One key finding will be the importance of providing students opportunities for cross-fertilization between language learning and other content-based courses in order to bridge the gap between academic theory and social reality.

63. LITERATURE AND CULTURE

IVORY 7

Literary Culture in Selected 20th Century Cebuano Short Fiction
Carmencita R. Abayan [University of the Philippines]

This study is an attempt to define Cebuano short fiction, a type of Philippine short fiction, through a methodology utilizing both Semiotics and Stylistics referred to in this study as Semio-Stylistics. A Semio-Stylistic reading of Cebuano short fiction leads to three (3) insights: (1) it has been molded by an environ indexed by chaos, dramatic shifting of icons – the affluent foreigners' *vis a vis* the underprivileged natives', and the eventual production of verbal symbols reflective of the Western (Anglo-American and European in English translation) short story and the Filipino *awit/korido*; (2) it has the stylistic devices (i.e. images, symbols, figurative language, collocation, ironic reversal, adept use of plot and point of view) and the individualistic thematic content of the Western short story; although (3) it likewise manifests the elements of the Filipino *awit/korido* — its didactic, lyrical and sentimental style, and its socially conscious theme. This work, therefore, shows that while Cebuano short fiction has the indigenized Western short fiction tradition, it has the same time the style and theme of the folk *awit/korido*. In short, this study demonstrates that Cebuano short fiction reflects the literary culture of the Filipinos. It presents a valuable source of information for scholars who wish to understand the impact, in the twentieth century, of Western Colonial Educational Policy on the Cebuanos, which comprise a considerable portion of the Philippine population.

The Universality of Literature
Eshagh Toghiani [Isfahan University, Iran]

The review of major literary works of the world indicates that they all share a common feature. It can be argued that many literary masterpieces of the world are based on rich and cultivated cultural heritages. In simple words, the term "culture" comprises elements such as physical and geographical environment, historical events, customs, language and religion. Such elements are normally reflected and constructed in major literary works. The paper aims to investigate how cultural elements including religion play a major role in the creation of literary masterpieces in all parts the world. A central argument is that religious wisdom and insights are not restricted to the works whose authors hold a land of religious association, but extends to non- religious authors as well.

64. LANGUAGE AND IDENTITY II

IVORY 8

Linguistic Imperialism, the Ideological Foundations of Modern Linguistic Thought and the Study of Asian Languages
Gerry Knowles [Universiti Kebangsaan Malaysia]

Linguistic imperialism is usually presented as something more or less overt, the best example being global English as the instrument of globalisation and the MacDonalds Culture. This paper will begin by examining historical precedents – and in particular English on the receiving end of linguistic imperialism – in order to attain a balanced view. It will be argued that international languages of power have always played a major role in the transmission of human culture, and that languages are generally perceived to be enriched rather than weakened through their contact with languages of power. The relation between global English, Malaysian English and Malay will be briefly considered in this context. A more covert and perhaps insidious kind of imperialism follows from beliefs, which linguists along with other members of society regard as

matters of 'common sense'. A number of notions generally assumed to be universal – ranging from sentence and word to mother tongue and native speaker – reflect the world in which the modern national languages of Europe came into being. Historical linguistics is permanently marked by the imperial struggle between England and Germany before 1914, while synchronic linguistics still echoes the rejection of philology by structural linguists. What linguists think of as a "theory" still reflects Chomsky's successful attempt in the 1960s to wrest control of the discourse of linguistics from the structural linguists. In recent decades the beliefs of linguists have been computerised in corpus linguistics and in speech and language technology. Problems arise when Western beliefs are imposed on Asian languages, particularly when Asians trained in the West uncritically incorporate Western assumptions in the investigation of their own languages. It will be argued that it is vital to recognise the ideological foundations of conventional linguistic ideas in order to analyse and describe Asian languages more objectively. The paper will conclude by drawing attention to some apparently objective concepts that cannot properly be applied in a Malaysian context (including both Malay and Malaysian English), and to some of the theoretical infelicities that can be brought about by a Procrustean approach to the structure of the language.

Language, Culture, Identity, and the African Writer

Hassan A. El-Nagar [International Islamic University Malaysia]

Nowhere has the impact of colonial European languages been deeper than it has been in Africa, so much so that even the very identity of many African countries is tied up with whether they speak this or that European language. As Ali Mazrui has aptly put it: 'The impact of the languages on Africa has been deeper than it has been anywhere in formerly colonized Asia. Even the very identity of African countries is partly tied up with whether they speak English, French, Portuguese or some other imperial language. We never refer to "English-speaking Asia" of "French-speaking Asia" the way we refer to "Anglophone Africa" and "francophone Africa." So central to the national affairs of African countries have European languages become that the languages constitute a fundamental demarcation line in the politics of the African continent and the alliances and alignments which emerge in inter-state relations. Upon attainment of independence the great majority of African countries south of the Sahara chose their imperial language as the national language. The political conditions that force many sub-Saharan African countries to use colonial languages as national languages still persist. Even within a single country, cultural sub-nationalities are major forces jeopardizing the achievement of national integration. In this conflict, language functions as an efficient weapon of ethnic identification. To the African writer the language choice is specially embarrassing, since he deals with language both as a means of communication and as a carrier of culture. This paper examines this issue, citing the views of some African writers and critics such as Ngugi Wa Thiongo and Emmanuel Ngara. It also addresses crises faced by Maghribian francophone writers, assessing in the process the place of this North African writing in the post-independence era and trying to shed some light on the future prospects of this kind of literature.'

65. LANGUAGE IN THE MEDIA

IVORY 9

Language Use in Edisi Siasat : Changing Hues in Malaysian Media Presentation?

Kamisah Hj Ariffin & Misyana Susanti Husin [Universiti Teknologi MARA]

When *Edisi Siasat* was first aired on NTV7, the approach of presenting the issues through the presenter's outrageous use of language does not go unnoticed by the public. It is claimed by some as 'a breath of fresh air on Malaysian tv' that 'rather than approach sensitive Malaysian issues in the usual preachers' fashion so beloved by the Malaysian mainstream media', *Edisi Siasat* 'expresses the outrage the way one would while having an impassioned chat over *teh tarik* at the local *mamak* stall' <http://ziadrazak.net/archives/000018.html>. However, there are also viewers who regard such approach as being insensitive towards Malaysian way of communicating. This paper looks at the show's approach from the aspect of language use and the public's perception towards such use in the media.

Hedging in Journalistic English Newspaper Discourse in the Arabic World

Loubna Tawfiq & Murad Ali Obaid Abdullah [Universiti Putra Malaysia]

Hedges are seen as mental representations of writer's attitudes. Writers employ hedging to show how much they are committed to the truth value and they adopt such a phenomenon with the intention of mitigating their tone to cover their attitudes or opinions, or even to shield themselves from being attacked or criticised. Even more so, writers employ hedging in order not to be disproved later by people of their discourse community. This study investigates hedging in newspaper discourse to see whether writers are hedging in the same way with the same intention, or not. The results of the study suggest that writers hedge in newspapers but with various intentions. The most frequent intention is to hide their attitudes or even to offer possibilities for text manipulation so that the reader is left in the dark as to who is responsible for the truth

value of what is being expressed. The results of the study also show that all kinds of hedging devices are employed by writers, but the most important one were the readers-oriented hedges and the writer-oriental hedges. Newspaper columns in the dailies, the Yemen Times, the Yemen Observer and the English Jordanian Times, were analysed. The analysis focuses on fine main dimension of direct relevance to hedging in newspaper discourse. For that purpose, the study adopts taxonomy of English hedges and draws on the relationship between politeness and hedging in English newspapers.

Focus on Media Discourse and Coverage of America-led war on Iraq: Arab Media Reaction

Abdel rahman Abdalla Salih [Mazoon University College, Oman]

Words play an effective role in determining impact of media on peoples' attitudes and reactions to events. And it is known that media plays a positive or a negative role in peoples' life, and the trends of any media are governed by the goals and strategies of those who use it and direct. This has occurred clearly in the consequences of the great events of September 11th and the vital role media played in that. After the attack on America, a new discourse emerged in the media and that associated the war on Afghanistan and the aftermath of the Taliban defeat. America's invasion and occupation of Iraq has significant importance for the deep impact and results it made in the world in general and in the region in particular. Most importantly, this war has affected historical and civilizational heritage of Iraq. Since, these events have affected the region, their impact have reached the media as well. Then it is of great importance to see how the media in the region particularly responds to the daily events and developments in Iraq. This paper reports and an analysis of the discourse used by the media in dealing with Iraq issue. The discussion focuses primarily on issues pertaining to the general trends of the Arab media in its coverage of the events and the specific words used for this purpose as well as the degree of independence and depth in the coverage. The study is an attempt to raise issues of media discourse analysis and the impact of that on the public view toward the events.

66. EXPLORING RESEARCH METHODOLOGIES

IVORY 10

Conducting Qualitative Research: Employing Critical Research Methodologies

Lee Su Kim [Universiti Kebangsaan Malaysia]

This paper will present the critical research methodologies employed in a qualitative research study which set out to investigate the impact of English language acquisition on the identity constructions of ESL speakers. The research instruments used were qualitative interviews, questionnaires and personal narratives. This paper will share techniques in developing Interview Protocols based on Carspecken's (1996) critical qualitative research techniques. The presenter will share techniques on how to respond to interviewees in qualitative research interviews. Interviewer responses based on Carspecken's typology (1996) such as active listening, bland encouragement, low inference paraphrasing, non-leading leads and the occasional medium and high inference paraphrasing will be discussed. Validity issues in qualitative research will be highlighted and techniques to ensure validity and reliability introduced.

Applicability of Grounded Theory Approach in Understanding Interview Data: A Malaysian ESL Experience

Melior Md Yunus & Sabariah Md Rashid [Universiti Kebangsaan Malaysia; Universiti Putra Malaysia]

The Grounded Theory approach is a research methodological approach whereby a theory is constructed inductively from a corpus of data. The theory has been used with complex data to uncover previously unknown issues in the social science discipline. This paper reports on an exploratory study that employed the Grounded Theory approach to examine the use of Information Communication Technology (ICT) in English as a Second Language (ESL) instruction, as well as the motivating factors and obstacles faced by the ESL instructors in its use. The paper discusses the intellectual, political, ethical and value principles of the approach, with a focus on how semi-structured interviews (an integral part of qualitative educational research) were conducted to collect data pertaining to the study. Challenges and problems involved in the utilisation of the Grounded Theory approach as well as the analysis and interpretation of transcribed interview data are elaborated upon.

An Introduction to Weblogs as a New Source for Linguistic Research

Majidah Hashim [Universiti Putra Malaysia]

In this paper, I will be introducing the properties of weblogs. I will also be addressing issues pertaining to the weblogging phenomena as well as particular Malaysian blogosphere issues emerging from this fad. Finally, I will be discussing possible linguistic dimensions as well as research

opportunities using weblogs as a primary source of data. According to Technorati, the number of blogs currently in existence exceeds 4.8 million worldwide. Analysis by Technorati suggests that the number of blogs has doubled every five and a half months for the past 18 months. According to Pew Internet & American Life, a blog is created every 5.6 seconds (BBC, 2004). The main Malaysian blog community, the Petaling Street Project, was launched in June 2003. Today, close to a hundred blogs are updated in the community on a daily basis and the community continues to grow steadily. Other Malaysian blog communities have also begun to emerge such as the Great Malaysian Blog List (GML), BolehBlogs and Geng Journal, each listing close to a hundred of Malaysian blog references in Malay, English, Chinese and a host of regional linguistic variations. Blogs are an exciting new dimension for not only discourse analysis, but also critical discourse analysis, sociolinguistic, psycholinguistic, narrative and language planning analyses. What is uniquely interesting about blogs is its very nature as a web journal. There has been little research documenting language use as well as its contextual dimensions in Malaysian journals due to lack of data in the area. Blogs now allow for this type of research. There is also lack of documented analysis done to profile journal language and its stylistic properties. Blogs also open doors to discourse analysis because of their inherent (undocumented) conversational style. Opportunities for utilizing blogs as research sources range from studies on thought processes to studies on discourse influences.

67. CRITICAL VIEWS ON LITERATURE AND CULTURE

IVORY 12

How Stylistic Analysis Reveals the Relevance of Local Literature: The Case of One Poem

Benedict Lin [Nagoya University of Commerce and Business]

The goals of literature study have often been dominated by ostensibly humanistic and aesthetic agendas, while denying more social and cultural, as well as linguistic, agendas. This has sometimes led to the denial of the worth of local literatures in English, in witting or unwitting deference to the traditional Anglo-American canon. This paper demonstrates how stylistic analysis, using a socially oriented theory of linguistics (Systemic-Functional Grammar), can reveal the concurrent worth of one poem to the competing agendas afore-mentioned. In so doing, it argues for not only a return to a more socially relevant focus for the study of the subject, but also due recognition for the potential aesthetic worth of local literatures in English.

Boosting the Malay Cultural Heritage: Moving Towards Digital Empowerment In ATMA's Portal on Malay World Studies

Ding Choo Ming [Universiti Kebangsaan Malaysia]

As a burning issue of the modern era, national identity is currently subjected to two main contradictory forces: globalization processes from the West and localization forces from developing countries, including Malaysia. These two are simultaneously integrating and fragmenting national identities. The current hegemonic globalization of markets and cultures is creating a worldwide identity crisis that has led to a number of different strategies of cultural resistance and identity formation. As a result, the onslaught of cultural imperialism by international media networks, including Internet and satellites, from the West has renewed the charges of cultural re-awakening from the developing countries. This paper examines how a rethinking of cultural imperialism has contributed to strategies that are proactive and cultural empowering. ATMA, is leading the charge in asserting a Malay-centered perspective in breaking the silence, and made Malay voices heard in the cyberspace through its portal on Malay World studies.

Viewing War Through Children's Eyes: A Critical Analysis of Adeline Yen Mah's *Chinese Cinderella And The Secret Dragon Society*

Ezrin Ashikin Zakaria [Universiti Putra Malaysia]

This paper is inspired by Adeline Yen Mah's *Chinese Cinderella And The Secret Dragon Society*. The above-mentioned novel is full of excitement and adventure which focuses on children. Thus this paper is intended to view war through children's eyes; something that is often overlooked as far as war is concerned. This paper will also explore the impact of war on children and how decision-making has become their daily routines. David, Sam, Marat and CC mature ahead of time and are capable of handling problems wisely. The paper seeks to explain their interaction, so as to see how far messages are conveyed among themselves and how adults' involvement influences them. In short, instead of looking at children as war victims, this paper hopes to portray children as warriors. The paper is based on library research, substantiated by material from books, journals, articles, encyclopaedias, and the Internet. Overall, one should be ready to view war through children's eyes and to determine how hardship and obstacles have taught them to be tough and smart at the same time.

68. EXISTENTIALISM: THEORY AND PRACTICE

IVORY 3

Life, Death and Absurdity: Studying Gopal Baratham's *Sayang* in Light of Existentialism

Salinah Jamaludin [Universiti Putra Malaysia]

The question of how we should live in the world has been a topic of interest for many people for generations. Theorists, philosophers and scientists see the human self from various perspectives. This paper examines the subject of human 'self', connecting it with the existential themes in the novel by Gopal Baratham, *Sayang*. Existentialism is always seen in a negative light, associated with the portrayal of the pessimistic

side of human life. Thus this study attempts to highlight some of the positive instances of portrayal of human life promoted by existentialists, as seen through the eyes of both religious and secular existentialists. Since religion plays important roles in our daily life in South East Asia, when we are examining the literature writings from this region, the elements of God, spirituality, as well as before- and after-life cannot be neglected because these elements are presented although they might not be the major theme(s). The focus of this paper is on the similarities and differences among these themes as viewed through the eyes of religious and secular existentialists.

It Is Not A Suicide: A Comparative Approach to Existentialist and Islamic Perspectives

Mas Rynna Wati Ahmad [Universiti Putra Malaysia]

Most Malaysian playwrights produce social dramas that reflect their main concerns over the social advancement of the nation. However, less frequently, the playwrights deal with individual existential dilemmas. Dinsman's *It Is Not A Suicide* stands out as a play that consciously delves into social issues through an individual psyche. His play reflects the strong influence of existentialism and was thus misunderstood by many theatre critics. In contrast, Dinsman's work is predominantly socially oriented. This paper highlights the existential tendencies in Dinsman's *It Is Not A Suicide*. The play illustrates Dinsman's experimentation with the philosophy and his keen interest in the techniques of absurd theatre. *It Is Not A Suicide* reflects the dilemma faced by an individual who seeks the meaning of life in the bustling modern society. The confusion and dilemma experienced by his imaginary characters relates the actual tumult faced by individuals searching for his roots and identity in the new, restructured society. Dinsman juxtaposes religion and existentialism to become part of his integral framework of his absurd play. The play depicts Dinsman's creativity and intellectuality in the two distinct philosophies. The paper presents personal insights into finding the meaning of an authentic existence especially in a society that ignores the self in its efforts at social cohesion and religious discipline.

69. ENGLISH FOR TEACHING MATHEMATICS AND SCIENCE: CRITICAL PERSPECTIVES

IVORY 5

Teachers' Readiness Towards Implementing English for Teaching Mathematics and Science (ETeMS)

Nor Azilah Husin, Kamariah Abu Bakar & Samsilah Roslan [Universiti Putra Malaysia]

This research was an attempt to study the readiness of secondary school teachers in Selangor in implementing English Teachings for Mathematics and Science (ETeMS). The main objectives of the study were to determine the level of teachers' readiness and validate the Confirmatory Factor Analysis (CFA) model for the four constructs measuring teachers' readiness. There were nine research questions posed in order to achieve the objectives. The data for this descriptive research were collected using questionnaires. The study followed a survey method, which used a multi-stage sampling technique to select 210 Form One and Two Mathematics and Science teachers. Both descriptive and inferential statistics were used to analyze the data of the study. The results of this study have thrown light on teachers' readiness in implementing the new educational reform, ETeMS. It appeared all of the respondents perceived a moderate to high level of overall teachers' readiness. A majority of them had a high perception level in attitude, and content knowledge. A majority of them had a moderate perception level in Information and Communication Technology (ICT) skills and English Language skills. None of the respondents were at low perception level except for the (ICT) skills construct. This result presents the scenario that though the respondents seemed to have perceived the right attitude, sufficient English Language proficiency, and high content knowledge for implementing ETeMS, they were still lacking in ICT skills, especially in the web-based activities and the utilization of software.

The Use of English Is a Threat to the Regality of Bahasa Melayu: Myth or Reality?

Chong Seng Tong, Gwynedd Nora Owen, Norhakimah Khaissa Ahmad & Nur Adeela Othman [Universiti Kebangsaan Malaysia]

The announcement by the former prime minister, Tun Dr. Mahathir Mohamed, about the change of the medium of instruction for Science and Mathematics in schools from Bahasa Melayu to English starting from 2003 caused an uproar among Malaysians, as reported through the print media. The major concern brought up by those against this move was the fear that Bahasa Melayu will lose its regal status as the national language, threatened by the hegemony of English - the language now proclaimed as the language of knowledge. This study unearths the true sentiments of students from Universiti Kebangsaan Malaysia on this issue. UKM is a university that was formed with a mission to ennoble Bahasa Melayu as the language of knowledge. The sample consists of 20 students (undergraduates and postgraduates) each from the Faculty of Science & Technology and Faculty of Social Sciences & Humanities. The findings provide evidence that the students do not feel that the use of English will erode national identity and loyalty, but will help Malaysia as a nation to compete on the international platform.

70. POSTCOLONIAL LITERATURE: NATIVE AND NON-NATIVE WRITINGS

IVORY 7

Gerakan Persuratan Peribumi dalam Pascakolonialisme

Awang Azman Awang Pawi [Universiti Malaysia Sarawak]

Gerakan Persuratan Peribumi Dalam Pascakolonialisme merupakan usaha awal menggalurkan perkembangan gerakan menentang kolonial semasa secara langsung atau sebaliknya. Beberapa pengarang awal dipilih dan dianalisis, di samping mewawancara pengarang dalam gerakan ASAS 50 yang masih

hidup. Kertas kerja ini akan membincangkan bahawa meskipun istilah pascakolonialisme belum ada lagi, akan tetapi gerakan tersebut sudah bermula sejak sebelum perang dunia kedua lagi, malah sejak zaman tradisional. Gerakan semakin bertambah kuat selepas perang dunia kedua.

Indonesian Pre-war Chinese *Peranakan* Writings: Post-colonial Texts?

Sim Chee Cheang [Universiti Malaysia Sabah]

Amidst the frenzy of post-colonial theorists in critiquing the periodication and the methodologies employed by both colonialists and the *other* or colonial subjects, Gayatri Spivak's remonstrance about the silence of the subaltern may have been the impetus for the focus of this paper. Admittedly, Spivak's provocative claim has engendered a number of vehement denials where the woman subaltern is concerned despite the language and cultural barriers of tradition being at least a thousand years old. However, Spivak's observation has contributed to the post-colonial turn, in shifting the focus of critical analysis from literature published after colonialism to an awareness of literature by the natives during and before colonialism albeit in another language. Since arguments about post-colonialism happening at the moment of encounter between the colonial and subject have been fettered agreeably between post-colonial critics, the existence of just such a literary feat by Chinese Indonesian writers, more correctly called "Tionghoa Peranakans", before, during and after Dutch imperialism, raises some pertinent claims to the possibilities of there being "post-colonial" texts coming before the rise of national consciousness rather than after a period of independence which Homi K. Bhabha has referred to as a period of mimicry. The issue of ambivalent periodication in post-colonial theory is raised in the analysis of a small number of the 3,000-over copies of novels and novelettes written by Tionghoa *peranakans* in pre- World War 2 Indonesia, as a means to locate these works in reference to the Indonesian literary scene.

71. CONTEMPORARY WORLD LITERATURE IN ENGLISH

IVORY 8

Misconceptions of Religion in Yan Martel's *Life of Pi*

Mustafa B. Akbarally [Universiti Putra Malaysia]

Yan Martel's *Life of Pi* is an extension of the Emperor Akbar's existentialist belief. The Great Moghul Emperor Akbar was a keen student of the various religions of India. Sufism flourished and the Bhakti cult as well as the Jain and Sikh followers of Guru Nanak fascinated Akbar. In his mind he formed an amalgam of various religions like Islam, Hinduism, Jainism and Sikhism; he even had Portuguese padres from Goa visit his court to give him a sermon on Christianity. He then sought a religion that encompassed the best elements of the various religions and proposed a new one called *Din Illahi* or the Divine Faith. However he did not vigorously promulgate his new religion and it never gained in popularity, as the tenets were not clearly spelled out. How is Yan Martel's 16-year-old protagonist's belief similar to Emperor Akbar's *Din Illahi*? Is Piscine Molitor Patel's action blasphemous and a threat to Islam? Are the best elements of the various religions similar? And can Yan Martel's existentialist belief, freedom and choice for religions be accepted universally? These are some of the questions this paper will mull over to crystallize misconceptions of religion.

Yann Martel's *Life of Pi*: A Character Analysis of Pi Patel

Syamsina Zahurin Shamsuddin [Universiti Putra Malaysia]

Yann Martel's *Life of Pi* tells about an amazing boy called Pi Patel who survived 227 days at sea on a lifeboat with a 450 – pound Royal Bengal tiger. He was on his way to Canada to start a new life with his family when the ship they boarded, *Tsimtsum*, sank. His parents and his brother, Ravi, perished, leaving him alone in this world. While he was on the life boat, Pi Patel, the sole survivor of the wreck, went through a series of adventures. It takes great enacity, and mental and physical strength of character for a boy to survive alone at sea. Pi Patel endured a very excruciating and life-threatening experience. Nevertheless he took all of them in his stride and tried to make do with what he had on the lifeboat to live. This paper will focus on the character of Pi or Piscine Molitor Patel. It will explore his strength and qualities as he survived the ship wreck and lived on the small, uncomfortable life boat on his own with the tiger. It is remarkable how a sixteen-year-old boy could control a dangerous, man-eating tiger, let alone develop a close bond with the animal so that he felt sad and lost when they parted.

72. ISSUES IN CHILDREN'S LITERATURE

IVORY 9

Children's Literature and the Portfolio: Seeking an Alternative Form of Assessment

Mohamed Abu Bakar [Ministry of Education Malaysia]

The Children's literature programme is an intensive reading programme implemented nationwide for primary school pupils based on 3 prescribed texts per year. This programme ties in well with the learning outcomes of the reading skills which require pupils to read and enjoy simple stories and poems and respond to them by talking about the people, animals and moral values in the story and relating the story to one's

life. In this respect, teachers have been encouraged to use portfolio as a form of assessment because it helps pupils improve and develop, and demonstrate progress over time. Portfolio assessment is continuous and ongoing and it provides opportunity for monitoring pupils' progress towards achieving the essential outcomes. Moreover, it caters for pupils in a mixed class with different learning styles and abilities.

The Treatment of Gender in Children's Literature

Jacquelyn Soo & Carolyn Soo [Universiti Putra Malaysia]

This paper analyses the role of children's literature not only as an important resource for developing language skills, but also as a transmitter of society's culture to children. Gender roles are an important part of this culture and regardless of how subtle this may seem to some of us, how gender is portrayed in children's literature contributes to the image that children develop of their own role and that of their gender in society. As suggested by Fox (1993), sexism in literature can be so subtle that it quietly conditions boys and girls to accept the way they see and read the world. This conditioning predisposes children not to question existing social relationships, which in turn, can limit the freedom of boys and girls to express themselves (Fox, 1993; Rudman, 1995), and pressure them to behave in gender appropriate ways rather than in ways that best suit their personality. Following this, the main objective of this study is to reveal embedded gender-stereotypical messages in children's literature, as well as to find out how these texts can affect the image of our children's roles and that of gender in our society in terms of linguistic meaning. Five key tools for linguistic analysis used to achieve this objective are framing, metaphor, collocation, presences and absences and structure.

73. FRAMING ISLAM IN LITERATURE AND CULTURE

IVORY 10

Representations of Islam in Shirley Lim's *Joss and Gold*

Teh Chee Seng [Universiti Tunku Abdul Rahman]

Islam plays a pivotal role in the navigation of social life in Malaysia, since about 60% of the country's population professes the religion. Although the Malaysian government has been projecting Islam as a religion of peace and modernity, a task greatly challenged in the aftermath of Sept 11, its position as the official religion in Malaysia is sometimes strained by the occasional enquiry from non-Muslims and Muslims alike, pertaining to practices such as the wearing of the veil, and more recently the muezzin's call to prayer. How are these and other images of Islam (and Muslims) represented in literature? I aim to answer this question by discussing their emergence in *Joss and Gold*, a novel by Shirley Lim. I will conclude the discussion that a non-Muslim's perception of the religion as represented in the novel undulates between positive and negative images. How this ambivalence is negotiated in the lives of non-Muslims in Malaysia so as to preserve inter-religious harmony is a matter of further investigation.

My Feudal Lord: Writing Autobiography Against Culture

Nor Faridah Abdul Manaf [Universiti Islam Antarabangsa Malaysia]

This paper aims to examine whether autobiography as a genre sits nicely within an Islamic culture and tradition. It explores the pros and cons of an autobiography by a Pakistani Muslim woman writer Tehmina Durrani whose work *My Feudal Lord* (1994) became a best seller for many years, especially in Europe. Was Paul de Man right in dismissing autobiography as "disreputable" and "self-indulgent" (1979) in comparison to other genres like the novel, poetry and drama? What is the Islamic position on autobiography as a genre? What are the common perceptions and views of Pakistani intellectuals and religious scholars? This paper will highlight findings from interviews done with alternative groups of scholars in its attempt to understand Pakistani culture and its perceptions of 'autobiography'.

74. CRITICAL ISSUES IN LANGUAGE AND LINGUISTICS

IVORY 12

Linguistic Representation of Intra-Muslim Conflicts: A Preliminary Investigation

Ahmad Shehu Abdussalam [International Islamic University Malaysia]

The larger Muslim community is multi-racial, multi-lingual and multi-cultural, and religious groups emerged due to effect of historical circumstances, political allegiance, interpretation of texts, cultural influence and varied theological denominations. Rivalry between Muslim groups leads in some instances to intra-group conflict resulting in violence, social conflict, speech wars, and verbal abuse. This paper is a preliminary investigation into trends of language usage in the representation of intra-Muslim conflicts; the social, psychological and religious factors beyond it; classification of common terms, and implication of certain vocabularies, structures and discourse styles that represent positions of opposing groups in a conflict; and perception of self and others. It attempts a pragmatic analysis of cultural and religious connotation in a

sample of common terms employed in certain conflicts. Specific attention will be given to Arabic terms in this paper, with samples drawn from different languages adopted by different Muslim conflicting groups.

Language Choice in Criminal Court Matters

Ain Nadzimah Abdullah [Universiti Putra Malaysia]

This paper examines language choice and use among legal professionals in two criminal matter court proceedings. Language choice in court is a result of contact between Bahasa Malaysia (BM) and English. The paper explores the multi-faceted need to use English in relation to the need to use BM in court. Observations of language choice and use in court were carried out and these provided the context for situating the findings of the study.

75. CRITICAL PERSPECTIVES ON ISLAM IN TEXTS

IVORY 12

Through Western Eyes: Covering Islam after September 9/11

Shakila Abdul Manan [Universiti Sains Malaysia]

Many scholars have argued that the mainstream media in the West play a paramount role in fuelling misconceptions about Islam (and Muslims) by perpetuating anti-Islamic discourses, those that tend to demonize and vilify Islam through their simplistic equation of Islam with terrorism, violence, fundamentalism, oppression, primitiveness, atavism and religious hysteria, particularly after the September 9/11 tragedy. Such discriminatory discourses which are produced and reproduced discursively do not only endorse a decontextualised way of viewing Islam, they also legitimise military campaigns and acts of aggression against Islamic countries and Muslims in general, apart from maintaining US hegemony globally. This rhetoric of Othering has also resulted in Islam being represented in a homogenous and monolithic way with little attempts being made to distinguish its diverse followers and their beliefs and cultures. Deconstructing these xenophobic discourses is crucial as they could further exacerbate the current global tension and conflict between Islam and the West which in turn could threaten the larger project of establishing a 'new world order', one that is premised on the principles of peace and justice. Given this background, using tools derived from the discipline of critical discourse analysis, this paper aims to examine two American magazines, namely, Newsweek and Times and their narratives of 9/11, to demonstrate how such discriminatory and exclusionary practices and religious xenophobia are linguistically and discursively constructed in their texts.

Cultural and Linguistic Imperialism in Malaysian Literature?

Washima Che Dan [Universiti Putra Malaysia]

This paper compares the construction of sex and sexuality by two Malaysian writers, A. Samad Said and Dina Zaman. It investigates whether cultural imperialism can be found in A.Samad Said's writing through the representation of the protagonist and the theme of the work, and whether cultural and linguistic imperialism can be found in Dina Zaman's work through the theme and also in her language use. The explicitness of Dina Zaman's language is in contrast to A.Samad Said's subtlety, and can be attributed to the different languages they use to write in, English by Dina Zaman and Malay by A.Samad Said. The paper concludes with a re-examination of what is literature within Malay Muslim contexts.

The Notion of "Art for Art's Sake" in Malay Muslim Writings: A Textual Violation?

Norizah Omar [Universiti Putra Malaysia]

Malaysia may be seen as a nation which tries to balance aspects of tradition and modernity in which Islam as a religion becomes a part of tradition. In so doing, many Malay Muslims believe that tradition (equated with Islam) should not be considered as a hindrance to the development of a modern Islamic society. In keeping up with modernity and coming out of parochial mentality, Malay writers now openly expose their progressiveness through their treatment of sex and sexuality in their creative works. Within the context of the narrative discourse in modern times, expressions of sex and sexuality are considered to be acceptable within the Western framework of 'art for art's sake'. This paper explores the following questions: Is there such expression of 'art for art's sake' in Islam? What is art from an Islamic point of view? Should the writer take responsibility in their works of art? Should Malay writers be made aware of the cultural-religious space they live in? This paper examines the contestation of literature as a mode of imagination within contemporary social reality and Islamic morality. It also explains how violation of Islamic principles can be studied through texts by discussing issues related to the Muslim writer's responsibility, intention and narrative style.

BIODATA OF PRESENTERS

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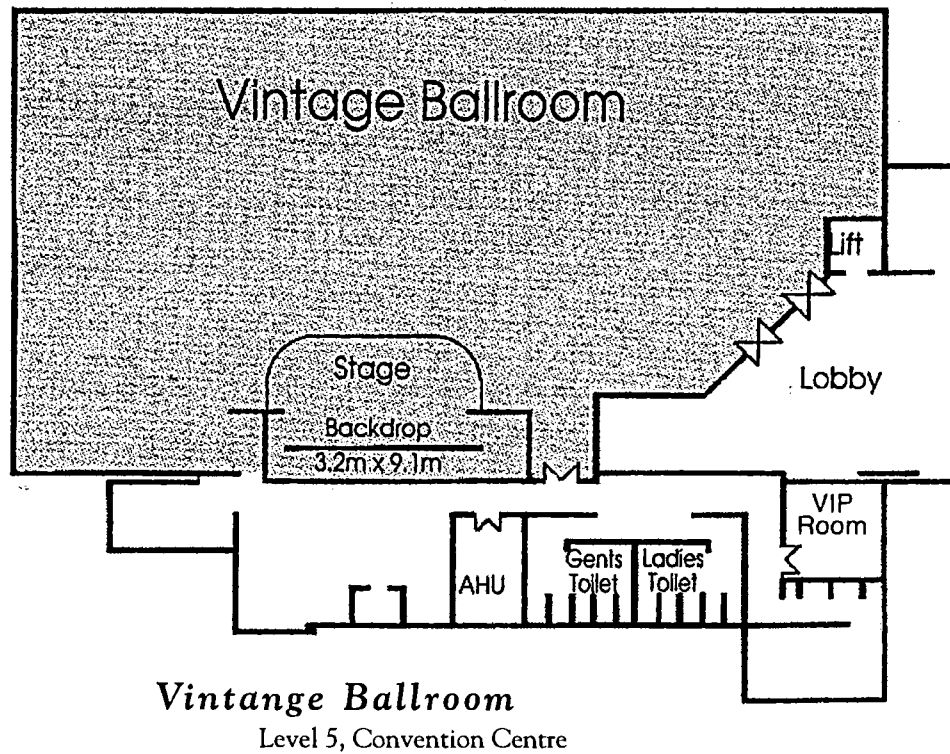
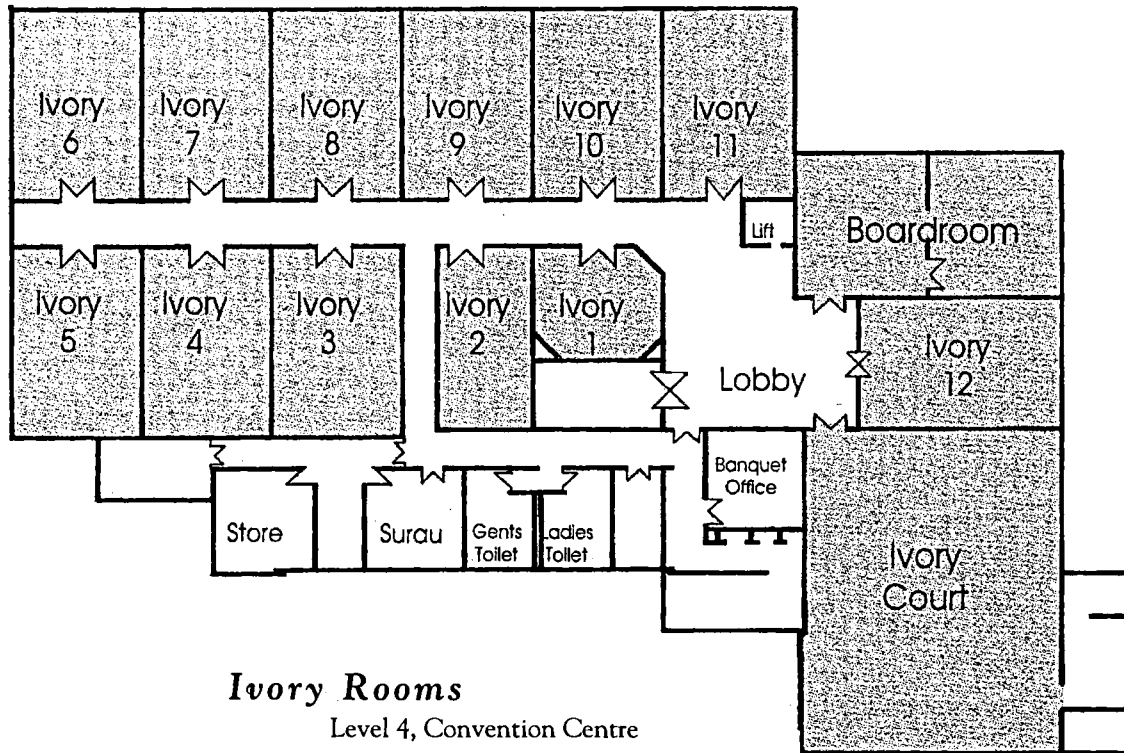
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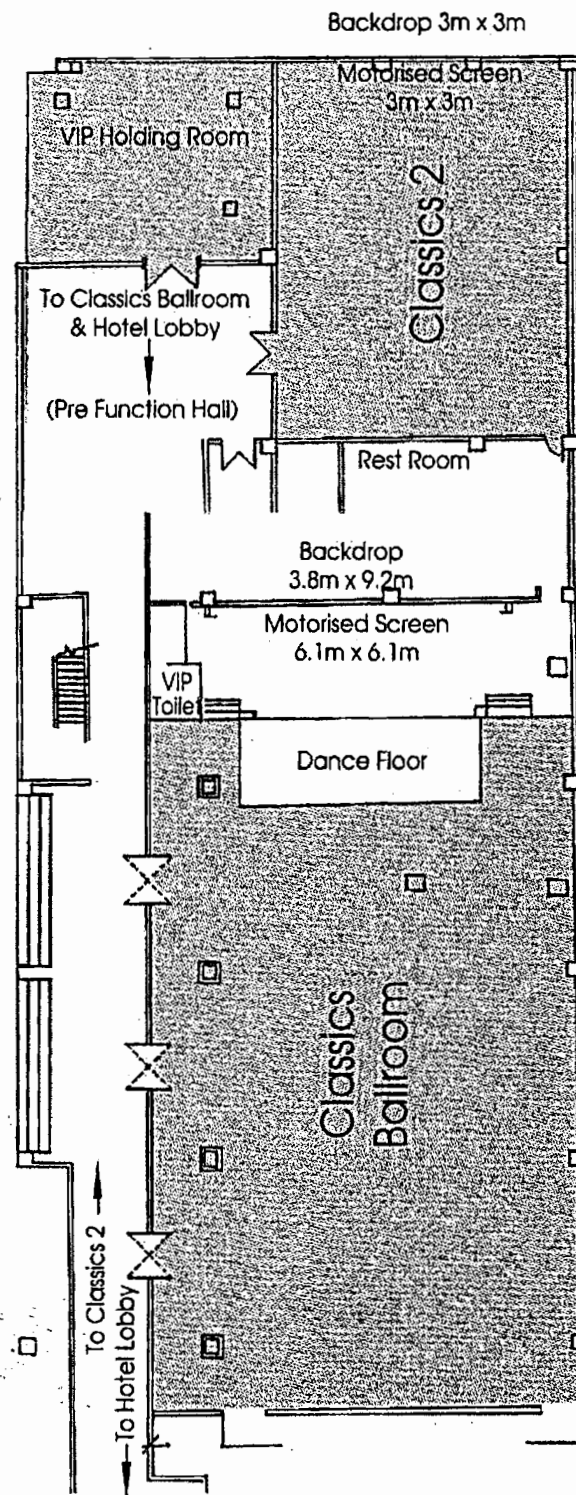
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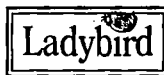
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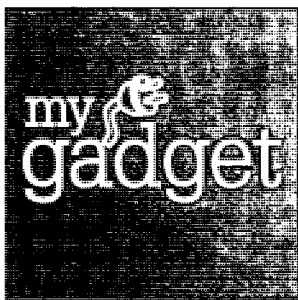
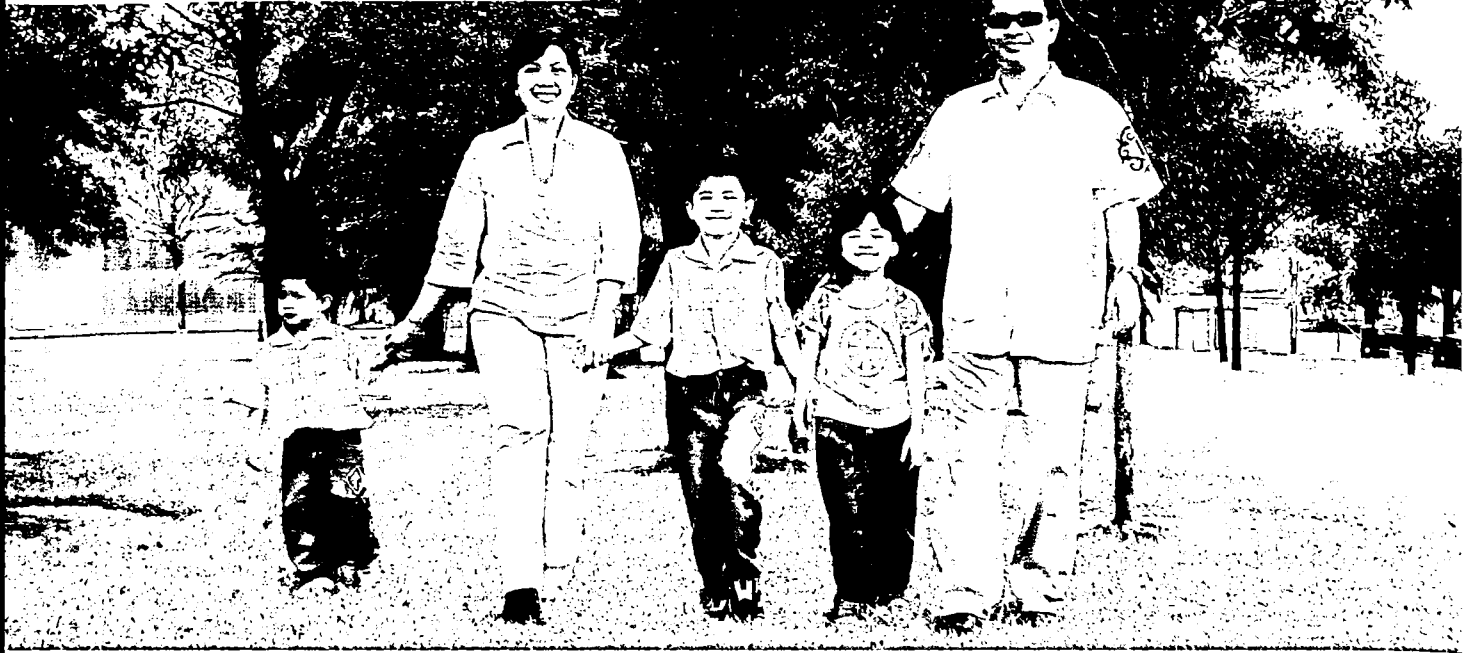


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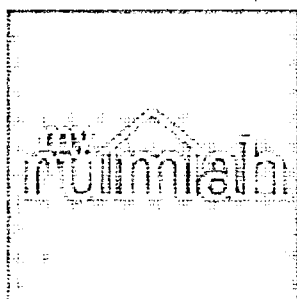
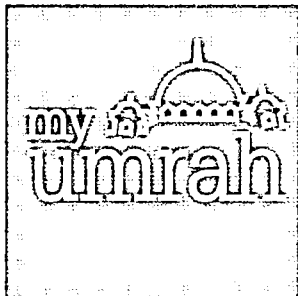
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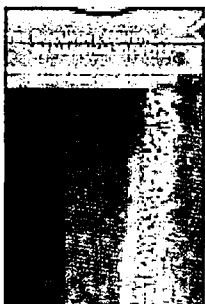
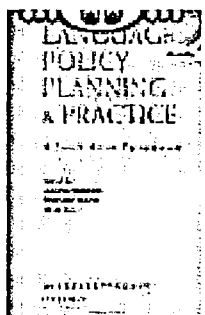
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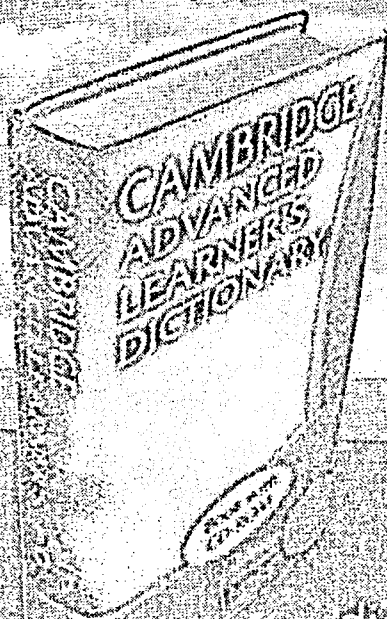
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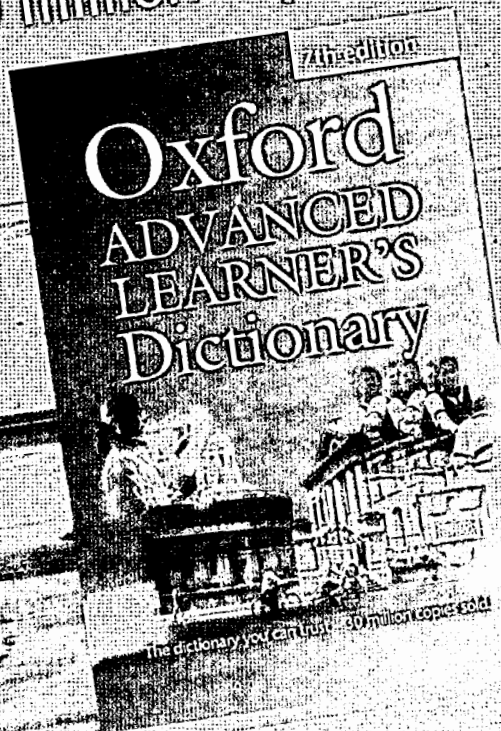
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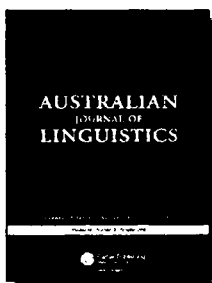
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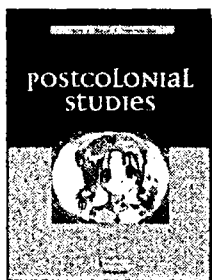
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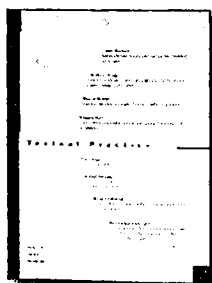
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