

**Presentation Schedule for International Conference on Language and Communication 2013**

National Institute of Development Administration, December 12-13, 2013

<b>Session 1 – Thursday, Dec 12 – 13:00 to 15:00</b>			
<b>Pedagogy &amp; Writing</b>	Donald Patterson	Write On: Using Writing Journals as a Means of Increasing EFL Writing Fluency	Kanda University of International Studies, Japan
	Tawan Rattanaprasert, Arissara Sukkhwan & Orawee Pannak	An Investigation of Using Conjunctions in Writing by EFL undergraduate students: Implications for Teaching Writing in the Classroom	Songkhla Rajabhat University, Thailand
	Apinya Hinnon	Error Analysis on the English Paragraph Writing of Khon Kaen University Graduate Students	Khon Kaen University, Thailand
<b>Cross-Cultural Education</b>	Navapol Arnuparb	The Impact of the Video Clip “Amazing Thailand” on Transportation, Place Image and Place Familiarity in Tourism: A Study on International University Students in Bangkok	Assumption University, Thailand
	George MacLean	Our Time in Hawai'i: A Short-Term Study Abroad Case Study	University of the Ryukyus, Japan
	Ekta Srivastava	Communication between Students with Different Cultural Backgrounds: A Case Study of Galgotias University, India	Galgotias University, India
	Yoshifumi Fukada	International Students' Trans-bordering Cultural Capital: A Critical Ethnography	Meisei University, Japan
<b>Minority Languages &amp; Multi-lingualism</b>	Jake Breaux	Multilingual learners' attitudes towards, and expectations of, foreign language instructors	Kanda University of International Studies, Japan
	Laxmisha Rai	Exploring Phonetic and Semantic Similarities between Mandarin Chinese and Kannada Language: A Comparative Study	Shandong University of Science and Technology, China
	Kasma Suwanarak	Language Acquisition and Academic Success of Thai-English Bilingual Children	National Institute of Development Administration, Thailand
	Sunida Siwaphomchai	Reviving Language for Developing Local Wisdom: A Case Study of Thai Bueng Community in Khok Salung, Lopburi	Mahidol University, Thailand
<b>Advertizing</b>	Nur Syuhada Mohd Radzi	Representing gender in advertising language: A feminist stylistic analysis of cosmetic names	Universiti Sains Malaysia
	Wang Yuli	The taming and resistance strategies of TV production team workers under the pressure of product placement marketing projects in Taiwan's discussion-oriented talk shows	Chinese Culture University, Taiwan
	Maria Nina Roazol	Language Convention in Script Writing for Radio Commercial: An Enhancement Material	Southern Luzon State University, Philippines
	Phanitnart Pharakith	The Effect of Retouching in Advertisement on Consumers: Perception, Attitude, and Purchase Intention	Bangkok University, Thailand
<b>Pedagogy</b>	Jason Ropitini	Transforming Learning: iPads for All in a University Environment	Kanda University of International

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<b>&amp; New Media I</b>			Studies, Japan
	Danny Huang Heng-Tsung	Effects of the Video-based Online Discussion Forum on EFL Learning	National Taiwan University
	Chiou-hui Chou & Hung-Hsuan Kao	Synchronous Online English Tutoring: A study of the tutor-tutee interaction	National Hsinchu University of Education & Jin-Wen University of Science and Technology, Taiwan
	Sangvech Srikote	Developing the Text Content as Multimedia Computer Lesson of the Basic English Subject for the First Year Monk Students	Mahachulalongkorn-rajavidyalaya University, Thailand
<b>Translation Studies</b>	Wimonwan Aungsuwan	The Translation Strategies of Cultural Words and Phrases from Thai into English: The Case Study of <i>Anger Management</i>	Thammasat University, Thailand
	Kornwipa Poonpon & Pranpreeya Pang-ngern	An Analysis of Fantasy Word and Phrase Translation Techniques in <i>Harry Potter and the Goblet of Fire</i>	Khon Kaen University, Thailand
	Michael Corozza	The Poetics of “Saling-awit” (Song Translation) and its Potential to Engage Learners of Filipino as a Second Language in a Creative Linguistic Exercise and Performance	Ateneo de Manila University, Philippines
	Thanikarn Siripak	A Comparison of English-Thai Translation Products of a Professional Translator and Novice Translators	King Mongkut's University of Technology Thonburi, Thailand
<b>Media &amp; Politics</b>	Sean Buenaventura	Online Debate on Calls for Independence: a Look at the Nature of Arguments for and Against an Independent Scotland	Bangkok University, Thailand
	Jukka Jouhki	The “We” in “Western Society”: A Discourse Analysis of Occidental Discourse in a Finnish Newspaper	University of Jyväskylä, Finland
	Pupung Arifin	Online News Portal Superiority – Competition Between Seven Online News Portal in Indonesia: A Superiority Analysis	Atma Jaya Yogyakarta University, Indonesia
	Almir John Bagabaldo	Kartel ng mga Epal: Predictability Analysis of Printed Election Campaign Materials in a Municipality	Southern Luzon State University, Philippines

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<b>Session 2 – Thursday, Dec 12 – 15:30 to 17:30</b>			
<b>Pedagogy &amp; Reading</b>	Ryo Kirimura	An Effective Way to Utilize Graded Readers in the EFL Classroom: Reading Graded Readers Comparatively with their Original Literary Works	Ritsumeikan University, Japan
	Chiou-hui Chou	Teaching English Reading Comprehension through Novel Reading: A study of senior high school students	National Hsinchu University of Education, Taiwan
	Tomohito Hiromori, Yasunori Nishina & Masahiro Yoshimura	An Effective Way to Utilize Graded Readers in the EFL Classroom: Reading Graded Readers Comparatively with their Original Literary Works	Meiji University, Meiji Gakuin University & Setsunan University, Japan
	Apisak Sukying	Utilizing Graded Readers in the EFL Classroom: Undergraduate Students' Reading Speed and Comprehension	Maharakham University, Thailand
<b>General Pedagogy I</b>	Danny Huang Heng-Tsung & Alan Hung Shao-Ting	Exploring the washback effects of standardized proficiency tests on English learning	National Taiwan University & National Taiwan University of Science and Technology
	Mochtar Marhum	Emerging Language Education in Indonesia in the Era of Educational Decentralization	Prosper Logistics Integrated Limited, Indonesia
	Ednel Matula	ICT Knowledge and Utilization among Public School Teachers in Dumaguete City: Basis for a Strategic Development Plan	Saint Paul University Dumaguete, Philippines
	Timothy Brooke Cornwall	Researching affinity-seeking measures employed by educators worldwide	Chulalongkorn University, Thailand
<b>Socio-linguistics I</b>	Compol Swangboonsatic	'Seamsee': Telling Fortune, Telling Health	National Institute of Development Administration, Thailand
	Banpot Khathaisong	Lingual Wisdom of Buddhadasa Bhikkhu: Human Language, Dharma Language	Mahachulalongkorn-rajabidyalaya University, Thailand
	Takahiro Teranishi	Metaphorical understanding and bodily senses: "Break somebody's heart"	Doshisha University, Japan
	Vichian Puncreobutr	The Development of Health Promotion Center to be a New Tourism Product to Support ASEAN Economic Community - A case study of Health Promotion Center in Saraburi	St Theresa International College, Thailand
	Maria Rosario Florendo	Street Sign Language	University of the Philippines
<b>Performance &amp; Cinema</b>	Sukanya Sompiboon	Intraculturality of Asian Performances	Chulalongkorn University, Thailand
	Syaida Fauziatul Hana Yahya & Mohd Amir Bin Mat Omar	The Development of the Malaysian Animation: The Journey from <i>Hikayat Sang Kancil</i> to <i>Bola Kampung: The Movie</i>	International University of Malaya-Wales, Malaysia

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	Cristina Signo	Cinema and Family Life: The Representations of Filipino Familism in Award Winning Films	Cavite State University, Philippines
	Szidonia Haragos	“Desert Rose”: Dance and Cross-Cultural Communication in Dubai, United Arab Emirates	American University in Dubai, UAE
	Ariel Diccion	Ang Kuwenta ng Kuwento (The Significance of Stories): Potency of Narratives from Doing Improvisational Theater	Ateneo de Manila University, Philippines
<b>New Media &amp; Language I</b>	Mohammad AlAfnan	Moves and Communicative Purposes Analysis of Email Exchanges in a Malaysian Educational Institute	University Utara Malaysia
	Daphne-Tatiana P. Tolentino-Canlas	Bridging Everyday Stories: Enthymematic Transitions as Spaces for Rhetorical Invention	Clemson University, USA
	Chang Hui-Jung	Online conversations: Using a semantic network analysis to assess cultural differences in conversations of the McDonald corporate Facebook sites	Fu-Jen Catholic University, Taiwan
<b>Cultural Studies</b>	Neena Thakkar	Influence of Abusive Words of Hindi Films on Youth	Maharaja Sayajirao University of Baroda, India
	Nisa Kurnia Illahiati	Veiled *Girlband*: Reinventing Islam through Pop Culture in Contemporary Indonesia	Airlangga University, Indonesia
	Wanida Wadecharoen	The Significant Role of Conflict Resolution and Culture Sensitivity behind the scene of Relational Exchange Theory: An Empirical Study of Thai-Japanese International Joint Venture in Thailand	Thonburi University, Thailand
	David Lucas	Guardians at the Gate: Tracing Thai Traditions	Ohio University, USA
	Daniel Pawley	Rescuing 'Fannish Religiosity' from its seclusion within fandom studies	Azusa Pacific University, USA
<b>Literature &amp; Theater</b>	Jerry Varsava	'For your own good': Stability Discourse and 'Rising China' in Chan Koonchung's <i>The Fat Years</i>	University of Alberta, Canada
	Madhumita Purkayastha	Communicating the Unspeakable – Sisterhood, Lesbianism and Queer Love in Toni Morrison's <i>Sula</i> , Alice Walker's <i>The Color Purple</i> and Gloria Naylor's <i>The Women of Brewster Place</i>	D.H.S.K. College, India
	Smita R Nagori (Lakhotiya)	Mother-Daughter Relationships in the Plays of Mahesh Dattani	Maharashtra Udayagiri Mahavidyalaya, India
	Adisorn Vinitwatanakhun	Interpreting a Thai Classical Play: Analysis of Speech Act	Assumption University, Thailand
	Mildred Crisostomo	The Concept of Stewardship in the Epic Agyu: A Reflection of Fair Play	Don Honorio Ventura Technological State University, Philippines

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Session 3 – Friday, Dec 13 – 13:00 to 15:00			
<b>Course Design</b>	Sutida Ngonkum	Bringing Sociocultural Theory into L2 Classroom: The Application of Human Mediations in the Thai Classroom Context	Khon Kaen University, Thailand
	Rachanee Sukgum	English Needs Analysis and Syllabus Design for Thai Massage Therapist	King Mongkut's University of Technology Thonburi, Thailand
	Kanda Teekawanich	English Needs Analysis for Thai Cuisine Chef and a Sample of Syllabus Design	King Mongkut's University of Technology Ladkrabang, Thailand
	Stuart J Birkby	Foreign-Language Vocabulary Building: A Self-Comparison Study between Traditional Pedagogy and the ALG Method	Assumption University, Thailand
<b>General Pedagogy II</b>	Joseph Selwyn Te Rito	Using recordings of native speakers conversing on radio to teach conversational Māori language	University of Auckland, New Zealand
	Chona Quitevis & Gina Bonior	Use of Code-switching in Teacher Talk in Tertiary Content Courses: Teachers,' Students,' and Administrators' Attitude Towards It	Negros Oriental State University & Silliman University, Philippines
	Chi Yi-Chun & Yu Jyu-fang	The Effect of Personalized Sentence Completion on Vocabulary Learning and Retention	Tunghai University, Taiwan
<b>Socio-linguistics II</b>	Afroza Tina	Attitude towards Language Variation in Bangladesh	IBAIS University, Bangladesh
	Swatantra	The role of nonverbal cues in leadership communication	IIM Indore, India
	Keatkhamjorn Meekanon	The Role of Language in Qualitative IB Research: The Overlooked Issues for IB and Linguistic Scholars	Silpakorn University, Thailand
	Emrah Aydemir	The Relationship Between Social Responsibility and Trust in the Process Of Corporate Reputation	Firat University, Turkey
<b>Communication &amp; Challenge</b>	Jeffrey Dawala Wilang	Strategies in scaffolding mutual understanding among non-native speakers	King Mongkut's University of Technology Thonburi, Thailand
	Ginny Russell	The association of language and communication difficulties in early childhood with the development of developmental dyslexia	University of Exeter, UK
	Mohd Amir Bin Mat Omar & Sharifah Nur Anthasha Syed Ahmad	Job satisfaction and effective communication challenges among the deaf in Malaysian organizations	International University of Malaya-Wales, Malaysia
	Patchara Vanichvasin	Application of set of creative activities and idea sharing through communication with social media program to promote creativity	Kasetsart University, Thailand
<b>New Media &amp; Language II</b>	Mohd Syuhaidi Abu Bakar	Technology Acceptance Towards Movie Mobile Branding in Malaysia	Universiti Teknologi MARA, Malaysia
	Shirin Abbas	New media as a tool to create HIV AIDS awareness in media with reference to Red	Shri Ramswaroop Memorial

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		Ribbon Express 2010-12	University, India
	Thiensiri Theveenugul	A study on customer satisfaction towards the service quality of Online Travel Agents: A case study of foreign users in Bangkok, Thailand	Mahidol University, Thailand
<b>Power, Discourse &amp; Politics</b>	Alvaro Malaina	Language and Symbolic Power in Pierre Bourdieu: Potential and Limits as Sociolinguistic Paradigm	University of California Berkeley, USA
	Ralph Cardeño	Political Rhetoric of President Aquino III's Fourth State of The Nation Address	Negros Oriental State University, Philippines
	Anna Christie Villarba Torres	Food for Thought: Power, Identities and the 'Nourishment' of a National Language	University of the Philippines
	Lanchukorn Sriwimon	Representing Social Actor in Political Discourse: The case of Thailand first female Prime Minister	King Mongkut's University of Technology Thonburi, Thailand
<b>EFL Studies</b>	Supitchaya Wongkumsai	The relationship between vocabulary learning strategies and English proficiency of Thai graduate students	Naresuan University, Thailand
	Anongnad Petchprasert	Impact of Parent's Backgrounds, Beliefs about English Learning and a Dialogic Reading Program on Thai Kindergarteners' English Lexical Development	University of Phayao, Thailand
	Robert Long	Comparing EFL Learners and Native Speaker Fluency	Kyushu Institute of Technology, Japan
	Yoko Asari	The Impact of Recasts on EFL Learners' Developmental Sequence for Question Formation	Waseda University, Japan

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Session 4 – Friday, Dec 13 – 15:30 to 17:30			
<b>Pedagogy &amp; Assessment</b>	Chung Tzemin	Adaptive Placement Test for Assessing Reading Comprehension Levels of Students Studying Chinese as a Second Language in Singapore	CommonTown Pte Ltd, Singapore
	Jureeporn Malelohit	Assessing Reading Strategy Training Using E- Learning Lessons for EFL Students	Thaksin University, Thailand
	Yan Ye	Chinese Language Assessment in International Schools in Thailand: Types, Approaches, Problems, and Strategies for Improvement	Assumption University, Thailand
	Pawinee Ruammai	Developing Scoring Instruments To Assess Critical Thinking In Academic Writing	Buriram Rajabhat University, Thailand
<b>General Pedagogy III</b>	Kiyan Pishkar	Effects of teaching of Modern American Drama As a method for Speaking Accuracy and proficiency	Islamic Azad University, Iran
	Thassanee Thasrabiab	Experience of Dealing with Plagiarism	Walailak University, Thailand
	Lovella Velasco	Understanding Anxiety in Literature Classes	Nueva Vizcaya State University, Philippines
	Duangnapa Sukham	Relationships Between Motivation and Attitude on English Achievement of Vocational Students in Phayao Province	King's Mongkut Institute of Technology Ladkrabang, Thailand
<b>Politeness &amp; Voice</b>	Merlyn Lee	The Writer, the Text, and the Voice: Stance and Engagement in Research Articles	De La Salle University, Philippines
	Liu Xiangdong	Im/politeness in Japanese Twitter	Western Sydney, Australia
	Varasiri Sagaravasi	Politeness in an online argument: Perceptions of strategies used from emic perspectives	National Institute of Development Administration, Thailand
	Kanyarat Getkham	Politeness strategies in discussion sections of Thai student research papers	National Institute of Development Administration, Thailand
<b>Media Studies</b>	Polly Tse	Gender Representations in English Magazine Advertisements in Hong Kong	University of Hong Kong
	Randy Din	Teleserye as a Tool of Filipino Language Development	Colegio de San Juan De Letran, Philippines
	Bruce Avasadanond	Data Journalism in Thailand	Thammasat University, Thailand
	Pradip Peter Dey	New Media as an Emerging Paradigm in Language and Communication	National University, USA
<b>Pedagogy &amp; New Media II</b>	Florita Diana Sari & Ima Kusmayanti	Designing and Producing Multimedia Learning Prototype to Enhance EFL University Student's English Presentation Skills	Telkom University, Bandung, Indonesia
	Thomas Mach	Attitudes about Technology among English Educators in Japan: Enthusiasm and	Konan University, Kobe, Japan

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		Blind Spots	
	Xenia R. Emperador	Exploring the University of Baguio English Language Academy Network: Teaching Practices for Spoken English	University of Baguio, Philippines
	Meennapa Rukhiran	The performance evaluation of students' readiness for tablet use via teachers and parents of Chanthaburi Primary Educational Service Area Office 1	Rangsit University, Thailand
<b>Education &amp; Gender</b>	Yasser Aminifard	Speech Act of Suggestion across Language Proficiency and Gender in Iranian Context	Islamic Azad University, Iran
	Maria Fatima Caballes	Gender Representation towards Gender-Fair Language: a Study of Male and Female Aeronautical Students	De La Salle University, Philippines
	Jonathan Spangler	Overcoming Inaction: Critical Pedagogy as Postmodern Feminist Action	National Chengchi University, Taiwan
	Rawia Hayik	Gender issues in the EFL classroom	Sakhnin Academic College for Teacher Education, Israel