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密等及解密條件或保密期限：

附件：2013ICAFLSConference

教授兼研發處 林佑昇

Program0509.pdf (2013ICAFLSCONFERENCE%20PROGRAM0509.PDF，共1個電子檔案)

主旨：本校應用英語系訂於102年5月23、24日舉辦「2013年應用外語國際學術研討會-迎接ESP的新紀元：實施、創新、視野」，敬請惠允公告，並鼓勵所屬師生踴躍報名參加，請查照。

說明：

- 一、研討會時間：102年5月23、24日(星期四、五)。
- 二、研討會地點：國立高雄餐旅大學第三教學大樓國際會議廳(H116)。
- 三、研討會議程請參閱附件，或可逕於本系網站最新消息下載，<http://ae.nkuht.edu.tw/main.php>。
- 四、報名方式：請於5月20日前上網報名，網址為<http://enews.kh.edu.tw/esp/register.asp>。
- 五、研討會相關事宜，請洽本系葉靜怡助理，e-mail：ae@stu.nkuht.edu.tw，連絡電話：07-8060505轉2851。

正本：公私立大專校院

副本：本校應用英語系

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決行

教授兼
研發處 林佑昇

研究發展處





Greeting the New Age of ESP: Practice, Innovation, and Vision

2013 International Conference on Applied Foreign Languages (2013-ICAFLs)

Date: 23 – 24 May 2013 (Thu. – Fri.).

Venue: H116, International Conference Hall, National Kaohsiung University of Hospitality and Tourism, Kaohsiung, Taiwan

Day 1 23 May (Thursday)

Time	Agenda			
08 : 20 ?	Registration			
08 : 40	Venue: H116, International Conference Hall			
	Opening Ceremony			
08 : 45 ?	YUNG, Jimmy, President, National Kaohsiung University of Hospitality and Tourism			
09 : 00	CHANG, Janet, Dean of International College, National Kaohsiung University of Hospitality and Tourism			
	WANG, Sebrina, Chair of Department of Applied English, National Kaohsiung University of Hospitality and Tourism			
	CHENG, Winnie, Director of Research Centre for Professional Communication in English, The Hong Kong Polytechnic University			
	Venue: H116, International Conference Hall			
	Keynote Speech (I)			
09 : 00 ?	Topic: Multimodal Analysis of Hotel Homepages: A Comparison of Hotel Websites across Different Star Categories			
10 : 20	Prof. CHENG, Winnie			
	Associate Dean of Faculty of Humanities, Director of Research Centre for Professional Communication in English, The Hong Kong Polytechnic University, Hong Kong			
	Moderator: Dr. DARASAWANG, Pornapit			
	Dean of School of Liberal Arts, King Mongkut's University of Technology Thonburi, Thailand			
	Venue: H116, International Conference Hall			
10 : 20 ?	Tea Break			
10 : 40	Paper Presentation (I)			
	Session A: H507	Session B: H508	Session C: H402	Session D: H307
	Moderator: WU, Miao-Chi Department of Applied English, National Kaohsiung University of Hospitality and Tourism	Moderator: CHIAO, Yu-Hui Department of Applied English, National Kaohsiung University of Hospitality and Tourism	Moderator: LIN, Wen-Chuan Department of English, Wenzao Ursuline College of Language	Moderator: WOLFF, David Department of Applied English, National Kaohsiung University of Hospitality and Tourism
10 : 40 ?	LAU, Ken Topic: Assessing Reflection in an ESP Course	HUANG, Yi-Cheng & CHUNG, I-Fang Topic: An Exploration of High School Students' Motivational Orientations and English Learning Approach at Cram School	WU, Ching-Fen & OU, Chin-Cheng Topic: Needs Analysis: Developing a Business English Curriculum For Tertiary Level Students	WAN, Jenny Topic: Expected and Discretionary Responses in Complex Call Centre Conversations
11 : 30	HUANG, Zhi-Hua Topic: A Holistic Course Design for Intercultural Business Communication Based on CLT ----A Case Study of a Training Program for Chinese Business Professionals	TSAI, Yi-Hua & HSIEH, Chung-Neng Topic: The Value of Working Holiday Program: from the perspective of language improvement	BLEWCHAMP, Paul Topic: Designing an ESP Course Based on Participation at the Edinburgh Fringe – A Case Study	WANG, Li-Fei & LI, Lin Topic: Analyzing the Ten-Year Developments of Business English Research on Mainland China (2002-2011)
	Paper Presentation (II)			
	Session A: H507	Session B: H508	Session C: H402	Session D: H307
	Moderator: WU, Miao-Chi Department of Applied English, National Kaohsiung University of Hospitality and Tourism	Moderator: CHIAO, Yu-Hui Department of Applied English, National Kaohsiung University of Hospitality and Tourism	Moderator: LIN, Wen-Chuan Department of English, Wenzao Ursuline College of Language	Moderator: WOLFF, David Department of Applied English, National Kaohsiung University of Hospitality and Tourism
11 : 40 ?	WANG, Zhao-Hui & JIA, Li-Ping Topic: A Case Study of Foreign Trade Correspondence Curriculum Standards Development under the Guidance of ESP Theories	LEE, Joanna Topic: Enhancing Academic Literacy through Investigating a Social Issue: An English-in-the discipline Course for Social Sciences Students of the University of Hong Kong	HERY, Ipung Sri Purwanti Topic: Counter-colonialistic English Acquisition in Children Education	LITON, Hussain Topic: ESP Learners Needs Related Learning for the Workplace: A Pragmatic Study for the Students of Department of Business Administration (DBA)
12 : 30	WAN, Jiang-Bo Topic: Integrating Academic Speaking into the English Public Speaking Course	LU, Pi-Hsia Topic: Speech Acts Used in University Academic Offices	WU, Greg Chung-Hisen Topic: Needs Analysis in a Content-based EAP Course: A Narrative Inquiry of Three Ph.D. Students in Religious Studies	CHAN, Mable Topic: What Makes a Business English Course Effective: Voices from Chinese Professionals in Hong Kong
12 : 30 ?	Lunch			
13 : 30 ?	Meeting Room, Professional Building II			



Time		Agenda			
		Keynote Speech (II)			
13 : 30 15 : 00		Topic: The Future of ESP in Taiwan: Challenges and Opportunities			
		Prof. CHEN, Yinghuei Director of Center for the Development of Language Teaching and Research, Asia University, Taichung, Taiwan. Chief Director of Taiwan ESP Association Moderator: Dr. KONG, Kenneth Associate Professor of Department of English Language & Literature, Hong Kong Baptist University, Hong Kong Venue: H116, International Conference Hall			
15 : 00 15 : 20		Tea Break			
		Paper Presentation (III)			
		Session A: H507	Session B: H508	Session C: H402	Session D: H206
15 : 20 16 : 10		Moderator: CHANG, Mei-Mei Department of Modern Languages, National Pingtung University of Science and Technology	Moderator: CHANG, Chiung-Wen Department of Foreign Languages, R.O.C. Military Academy	Moderator: WU, Ruo-Ji Foreign Languages Education Center, National Kaohsiung Marine University	Moderator: TSAI, Hsing-Chih Department of Applied English, National Kaohsiung University of Hospitality and Tourism
		WANG, Yueh-Chiu Topic: Using Contextualized Teaching in Business Communication	LEE, Chang-Chun Topic: The Conflict Between Mandarin and English Consonants	LIN, Betty Hsing-I Topic: How Taiwanese Graduate Students Perceive Their Academic Writing	TU, Pin-Ning & WANG, Ship-Ping Topic: A Corpus-based Study of Research Article Abstracts in Relation to Lexical Item, Formulaic Language and Rhetorical Structure
		KWAN, Becky S.C. Topic: Recounts of Actions, Events and Outcomes in Design Science and Action Design Research Articles of Information Systems	HOU, Hsiao-I & GOODMAN, David Topic: Error Analysis in Academic Writing of EFL Learners in Taiwan – A Corpus-based Approach	ZHU, Xiao-Shu & GAO, Dianjun Topic: Nothing Succeeds like Success - An Analysis of the Causes of Negotiation Success and Failures in China	CHIH, Apollo, Ping-Sung & HUANG, Mei-Chen Topic: Genre Analysis of English Business E-mail Correspondence: The Case of Inquiries and Replies
		Paper Presentation (IV)			
		Session A: H507	Session B: H508	Session C: H402	Session D: H206
16 : 20 17 : 10		Moderator: CHEN, Ying-Huei Center for the Development of Language Teaching and Research, Asia University	Moderator: CHANG, Chiung-Wen Department of Foreign Languages, R.O.C. Military Academy	Moderator: WU, Ruo-Ji Foreign Languages Education Center, National Kaohsiung Marine University	Moderator: TSAI, Hsing-Chih Department of Applied English, National Kaohsiung University of Hospitality and Tourism
		KING, Vistor Simon Leslie & FUNG, Maria Topic: Using Assessment as an Incentive to Increase Learner Participation and Engagement in Lectures for English for Academic Purposes	CHANG, Karen Chung-Chien Topic: Needs and Field Analyses for Court Interpreting	PRASELA, Mustika Topic: Translating Swearwords(A Case Study of the Translation of Swearwords in an Indonesian Translation of Fifty Shades of Grey)	HOUSTON, Hall Topic: Task-Based Live Listening: Improving Listening Comprehension Through Dynamic Low-Tech Lessons
		CHENG, Winnie & CHING, Tiffany Topic: Effective and Feasible Activities for Writing in English across the Curriculum Suggestions of Four Teachers of Different Disciplines	KAO, Ray Jui-Yu Topic: An English Basketball Vocabulary Item List Based on NBA Game News	LAI, Cheng-Ji & CHANG, Li-You Topic: The Working Applications of Cross-textual Analyses on Orphan of Asia for Translators-to-be	TSAI, Yea-Ru & CHANG, Yu-Kon Topic: Facilitating Engineering Students' Reading Comprehension of English for Science and Technology through an Online Cumulative Sentence Analysis (CSA) Instruction

Day 2 24 May (Friday)

08 : 30 ?	Agenda			
09 : 00	Registration			
	Venue : H116, International Conference Hall			
09 : 00 ?	Keynote Speech (III)			
10 : 20	Topic: Educational Ideologies and their Implications for the Practice of ESP			
	Dr. DARASAWANG, Pornapit			
	Dean of School of Liberal Arts, King Mongkut's University of Technology Thonburi, Thailand			
	Moderator: HUANG, Shih-Jen			
	Chairman of Department of Applied Foreign Languages, National Kaohsiung University of Applied Sciences, Kaohsiung, Taiwan			
10 : 20 ?	Venue: H116, International Conference Hall			
10 : 40	Tea Break			
	Paper Presentation (V)			
	Session A: H507	Session B: H508	Session C: H206	Students Session: H407
	Moderator: HOU, Hsiao-I Department of Applied English, National Kaohsiung University of Hospitality and Tourism	Moderator: GOODMAN, David Department of Applied English, National Kaohsiung University of Hospitality and Tourism	Moderator: YANG, Wen-Hsien Department of Applied English, National Kaohsiung University of Hospitality and Tourism	Moderator: Department of Applied English, National Kaohsiung University of Hospitality and Tourism
	HUANG, Chia-Chi & SHIH, Chung-Ling Topic: Pre-MT Editing for Effective MT Application: Taiwan's Oracle Poems as Samples	GUO, Xin & LI, Zhi-Wei Topic: Localization of Arthur Waley's Version of The Analects Through Annotation - With special reference to Book One	WU, E-Chou Topic: Using Chopsticks to Read Knife-Fork English: Teaching American Literature in Taiwan	Topic: Effects of E-Menus (I-Pad Menus) on Customers' Satisfaction: Perspectives from College Students in Taiwan Topic: A Preliminary Study of Bilingual APP of Taiwanese Delicacies Topic: The Case of the Relationship between Consumers' Motivation and Service Environment
10 : 40 ?				
11 : 30	CHIEN, Chi-Ying & LAN, Yu-Su & DONG, Da-Hui Topic: Error Analysis for Academic Nursing Abstracts	HUANG, Pi-Chi Topic: Impact of Using Performance-referenced Business English Tests in an EFL Context: A Case Study	YAN, Emily & LEUNG, Ella & GRUBER, Lindsey Topic: From EAP to ESP - a Case with Undergraduate Law Majors	Topic: The motive of why National Kaohsiung University of Hospitality and Tourism Students Visit Taiwanese Night Market Topic: A Study of the Influence of eWOM on the Purchase Intention of Travel Website Visitors Topic: Vacancies V.S. Candidates: An Investigation into Hotel Front Office Staffing
	Paper Presentation (VI)			
	Session A: H507	Session B: H508	Session C: H206	Students Session: H407
	Moderator: HOU, Hsiao-I Department of Applied English, National Kaohsiung University of Hospitality and Tourism	Moderator: GOODMAN, David Department of Applied English, National Kaohsiung University of Hospitality and Tourism	Moderator: YANG, Wen-Hsien Department of Applied English, National Kaohsiung University of Hospitality and Tourism	Moderator: Department of Applied English, National Kaohsiung University of Hospitality and Tourism
	SETO, Andy Topic: Speech Acts in Hotel Service Encounter	CHEN, Pi-Ching Topic: 3C-blended and Task-based English Materials for Business and Management Purposes	ROO, Anna-Karin Topic: Un-mystifying the Science Report: How to Help Students Write Science Reports	Topic: The Effect of Sophomore ESP Courses for NKUHT Students on Internship in the Hospitality Industry Topic: Foreign Users' Satisfaction with Kaohsiung Rapid Transit
11 : 40 ?				
12 : 30	ZHAN, Wen-Lian & SHEN, Zhu-Lin Topic: An Analysis of Cultivation for Core Competency of Vocational BE Majors	HUSSIN, Nora Anniesha Topic: Moving the Giants: Transition from Print to Digital Curriculum	LEI, Ruo-Wan Topic: A College Teachers' Study Group on Teaching (Re)Writing Storytelling	Topic: NKUHT Students' Purchase Behavior and Factors for Customer Satisfaction Topic: Electronic-Tablet-based Menu in a Full Service Restaurant and Customer Satisfaction-A Structural Equation Model
12 : 30	Lunch			

Agenda			
13 : 30	Keynote Speech (IV)		
13 : 30 14 : 50	<p>Topic: Towards an Understanding of Communicative Competence in the Workplace: A Proposed Performance-based Model (Authors: Kenneth Kong, Phoenix Lam, & Winnie Cheng)</p> <p>Dr. KONG, Kenneth Associate Professor of Department of English Language & Literature, Hong Kong Baptist University, Hong Kong</p> <p>Moderator: Prof. SHANG, Hui-Fang Chair of Department of Applied English, I-Shou University, Kaohsiung, Taiwan</p> <p>Venue: H116, International Conference Hall</p>		
14 : 50 15 : 00	Break		
Paper Presentation (VII)			
15 : 00 15 : 50	Session A: H507 Moderator: GOSLING, Mark Department of Applied English, National Kaohsiung University of Hospitality and Tourism	Session B: H508 Moderator: LIAO, Yuan-der Department of Applied English, National Kaohsiung University of Hospitality and Tourism	Session C: H402 Moderator: LIN, Hisao-Ying Department of Applied English, National Kaohsiung University of Hospitality and Tourism
	WANG, Yan & MAO, Ye-Hua Topic: Investigation of Translation of Modal Verbs in Students' Legal Assignments	FARAJ, Basim Topic: Designing a Website for Medical Students in EFL Context "English for Medical Students"	HUNG, Yu-ju & GOOD, Robert L. Topic: English Textbook Use in Discipline Specific Courses at a Comprehensive University in Taiwan
	WANG, Warren Topic: Tourism English Signage Translation of Modal Verbs in Students' Legal Assignments	REDDAD, Mo Topic: Using a Performative Approach to Teaching English for Tourism and Hospitality in Taiwan Tertiary Education	GUEST, Michael Topic: A Pathology, Diagnosis, and Treatment: Japanese Doctors' English Performance at International Conferences
Paper Presentation (VIII)			
16 : 00 16 : 50	Session A: H507 Moderator: GOSLING, Mark Department of Applied English, National Kaohsiung University of Hospitality and Tourism	Session B: H508 Moderator: LIAO, Yuan-der Department of Applied English, National Kaohsiung University of Hospitality and Tourism	Session C: H402 Moderator: LIN, Hisao-Ying Department of Applied English, National Kaohsiung University of Hospitality and Tourism
	HSU, Hui-Tzu Topic: The Effect of Vodcasts on EFL Culinary Students' Motivation in Professional English Listening Learning	LIAO, Hui-Chuan & HUANG, Ssu-Wei Topic: Rhetorical Moves in Prefaces of Business Leader Biographies: A Comparison of English and Chinese Texts	FAN, Yen-Chi Topic: The Role of the First Language in Collective Meaning Construction of English Texts
	HO, Victor Topic: Managing Rapport while Evaluating: The Use of Evaluative Language in Justification for Requests Made via E-mail	ALINSUNOD, Jennifer Topic: Exploring the Writing Difficulties of ESL Learners in the Tertiary Level	YANG, Hung-Chun & CHEN, Pi-Ching Topic: Chasing the Future: Analysis with the International English Newspaper
17:00	<p>Closing Ceremony</p> <p>WANG, Sebrina, Chair of Department of Applied English, National Kaohsiung University of Hospitality and Tourism CHENG, Winnie, Director of Research Centre for Professional Communication in English, Department of English, The Hong Kong Polytechnic University</p> <p>Venue: H116, International Conference Hall</p>		

Book Fair: Bookman Books, Caves Books, Cosmos Culture Ltd., Crane Publishing Co., Hi Language Learning Co., LTD., Hwa Tai Publishing Co., LiveABC, Tung Hua Book

Co-organizers:
 Department of Applied English, National Kaohsiung University of Hospitality and Tourism, Taiwan.
 Research Centre for Professional Communication in English (RCPCE), Department of English, The Hong Kong Polytechnic University, Hong Kong

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