

檔 號：R170206
保存年限：5

國立高雄餐旅大學 函

地址：81271 高雄市小港區松和路1號

傳 真：07-8061473

聯絡人：葉靜怡 (07)806-0505 #2851

電子郵件：ginayeh12@mail.nkuht.edu.tw

代
行
爲

擬辦：

受文者：國立暨南國際大學

一、將來文上傳本校公文系統，

公告週知。

教授兼
研發長 林佑昇

發文日期：中華民國103年5月12日

發文字號：高餐大應英字第1037000059號 二、文陳閱後存。

速別：速件

專員王淑娟

副教授兼研發處
學術及學務發展組組長 施君興

教授兼
研發長 林佑昇

密等及解密條件或保密期限：

附件：2014ICAFLS研討會議程-暫訂版.docx (2014ICAFLS研討會議程-暫訂版.DOCX，
共1個電子檔案)

主旨：本校應用英語系訂於103年5月23日舉辦「2014年應用外語
國際學術研討會-ESP之實務、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：103年5月23日(星期五)。
- 二、研討會地點：國立高雄餐旅大學國際大樓國際會議廳
(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://scholar.nkuht.edu.tw/Meeting/meeting_signup.aspx?mectno=4003。
- 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

103/05/12
14:52:58





ESP Practice, Innovation, and Vision

2014 International Conference on Applied Foreign Languages (2014-ICAFLs)

Date: 23 May 2014 (Fri). From 8:30 a.m. to 5:10 p.m.

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

Time	Agenda			
08 : 30 ~ 09 : 00	Registration Venue: H116, International Conference Hall			
09 : 00 ~ 09 : 10	Opening Ceremony 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 Venue: H116, International Conference Hall			
09 : 10 ~ 10 : 20	Keynote Speech (I) Topic: Developing specific purposes courses Dr. BASTURKMEN, Helen Applied Language Studies and Linguistics, The University of Auckland, New Zealand Moderator: Prof. SHANG, Hui-Fang Department of Applied English, I-Shou University, Kaohsiung, Taiwan Venue: H116, International Conference Hall			
10 : 20 ~ 10 : 40	Tea Break			
10 : 40 ~ 11 : 30	Paper Presentation (I)			
	Session A: H202	Session B: H203	Session C: H206	Students Session : H207
	Moderator: 洪紹挺 國立臺灣科技大學應用外語系	Moderator: 黃士人 國立高雄應用科技大學應用外語系	Moderator: 張蘭心 國立高雄應用科技大學應用外語系	Moderator:
	LI, Yanjun Topic: A Study in Chunks of Original Film Dialogues -- A Positivism Research Based on the Self-build English Screenplay Corpus	WU, Rouh-jii Topic: A Study on Need Analysis of English for Maritime Purpose	WANG, Yu-Chun Topic: Students' Perceptions of Applying App in Business English Learning: A Study of Technology Acceptance Model	Topic: A Study of the Factors Stimulating Marketing Strategy of Chatime: Is Chatime Entering the International Market with Standardization and Customization?
	ZHAN, Hai Topic: Facilitating ESP Learning by Using Online Lexicological Tools in ESP	Wu, Qing Topic: Evaluating a Postgraduate Writing Course for Medical Purposes: Student Voices	CHEN, Yi-Jeng Topic: Exploration of the Effectiveness of Using Peer Feedback in Undergraduate Second Language Argumentative Essay Writing	Topic: How Gender and Lifestyle Factors Affect College Students' Behaviors in Afternoon Tea Consumption
				Topic: Individual Tour or Package Tour Selected by Different Majors of University Students Topic: Cultural Tourism Development of Military Villages in Taiwan –Tainan Fuxing Veteran Cultural Park Case Study Topic: An Empirical Study of Taiwanese University Students' Behaviors and Intentions toward Online Food Shopping
11 : 40 ~ 12 : 30	Paper Presentation (II)			
	Session A: H202	Session B: H203	Session C: H206	Students Session : H207
	Moderator: 洪紹挺 國立臺灣科技大學應用外語系	Moderator: 吳若已 國立高雄海洋科技大學外語教育中心	Moderator: 張蘭心 國立高雄應用科技大學應用外語系	Moderator:
	FAN, Yen-Chi Topic: Developing Learner Autonomy through a Collaborative Approach to Reading Comprehension for Engineering Students	XU, Xiaoyan Topic: The Lexical Features and Its Translation Strategies of Business English	SU, Hsiu-Hui Topic: Needs analysis-based short-term ESP course: A case study of Indonesian students' Ph.D. bridging program	Topic: Factors Influencing College Students' Willingness to Go on a Working Holiday in Australia- Perspectives from NKUHT Students Topic: A Study on Different Group of Customers' Satisfaction toward the Environment, Meals, and Service after McDonald's Transition

Time	Agenda			
				Topic: The Effect of Tourism Marketing Strategies: A Case Study of Kaohsiung City
		WENG, Culver Topic: A Comparison between Corporate Profile Contexts of Low-Cost Airlines and Full Service Airlines	WANG, Shih-ping Topic: Stance, personal pronouns and rhetorical moves in abstracts of Applied Linguistics	Topic: The Influence of Sales Promotion on Purchase Intention- A Study on City Café Topic: The Preliminary Study of Taiwan College Students' Perspective of Ecotourism in New Zealand- As Senior of NKUHT an example
12 : 30 ~ 13 : 30	Lunch			
	Keynote Speech (II)			
13 : 30 ~ 14 : 40	Topic: Strategies for effective journal article reading: Hospitality and Tourism Management 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. CHEN, Rebecca Department of Linguistics and Modern Language Studies, The Hong Kong Institute of Education (HKIEd), Hong Kong Venue: H116, International Conference Hall			
14 : 40 ~ 15 : 00	Tea Break			
	Paper Presentation (III)			
	Session A: H202	Session B: H203	Session C: H206	Session D: H207
	Moderator:	Moderator:	Moderator:	Moderator:
	阮惠婷 Topic: An Analysis of Business Letters from the Perspective of Systemic Functional Linguistics --- Inquiry, Sales and Complaint EBL	Irene Topic: A CORPUS-BASED STUDY OF BOOSTERS AND HEDGES IN CONCLUSION SECTION WRITTEN BY DIFFERENT GENDER	YANG, Pi-Lan Topic: Does Processing Instruction Significantly Mitigate the Greater Difficulty	Topic:
15 : 00 ~ 16 : 15	HICKEN, Gregory Topic: Taiwanese University Student's Fears of Speaking in English with Foreign Students	CHENG, Han-Yin Topic: A Study on Using SCMC Tools for Self-Regulated English Learning: A Case Study of JoinNet	WENG, Jui-Yang Topic: Sojourn experience, language learning beliefs shift: A case study from a NNS of Taiwanese learner of English	Topic:
	WANG, Shih-Ping Topic: A Corpus-based Research of Investigation on Financial Crisis in Mass Media	ZHANG, Jin Topic: An Experimental Research on Formulaic Language Teaching in ESP Vocabulary Acquisition-A Case Study of Shandong Youth University of Political Science	HAN, Ji-ying Topic: Teacher motivation: a neglected issue of ESP teacher development	Topic:
16 : 20	Closing Ceremony Venue: H116, International Conference Hall			

Book Fair : Caves Books ; Cosmos Culture Ltd. ; Crane Publishing Co. ; Hwa Tai Publishing Co. ; LiveABC ; Tung Hua Book ;