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### 亞洲大學 函

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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。

發文日期：中華民國103年9月4日  
發文字號：亞洲外文字第1030010678號

速別：普通件

專員王淑娟

二、文陳閱後存。

教授兼研發長 林佑昇

代為行爲

密等及解密條件或保密期限

副教授兼研發處 施君興

教授兼研發長 林佑昇

附件：(研討會議程表010678.XLS，共1個電子檔案)

主旨：本校外國語文學系謹訂於民國103年10月3~5日(星期五、六、日)三天假本校國際會議廳(A101)舉辦「2014海峽兩岸四地 ESP國際學術研討會」，敬請 惠予公告並鼓勵相關領域師生踴躍報名參加，請 查照。

說明：

一、本次研討會係本校外國語文學系與台灣專業英語文學會(Taiwan ESP Association)、中國ESP學會、香港LSP學會共同舉辦，邀請來自美國、英國、澳洲等國際知名學者專家與兩岸四地(中國、台灣、香港與澳門)ESP學者專家進行專題演講及論文發表，分享ESP教學與研究相關資訊及發展趨勢，預估將有220人國內外學者專家與會。

二、本研討會線上報名網址：

<https://sites.google.com/site/2014asiauniversityflld/xian-shang-bao-ming>，截止報名日期為9月25日(星期四)。

三、本校交通路線說明網址：

[http://www.asia.edu.tw/Main\\_pages/yard/index\\_yard\\_tour\\_traveling\\_map.htm](http://www.asia.edu.tw/Main_pages/yard/index_yard_tour_traveling_map.htm)

四、隨函檢附研討會議程表1份，其他相關事宜請洽本校外國語文學系洪瑩婕小姐，連絡電話:04-23323456轉5701、





5702。

正本：公私立大專校院

副本：本校外國語文學系

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15:40:20

依分層負責規定授權單位主管執行

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2014 Cross-Straits International Conference on English for Specific Purposes (ESP)

Tentative Program

2014海峽兩岸四地ESP國際學術研討會議程(暫定)



Date: October 3-5, 2014 (Friday- Sunday)

Venue: Asia University, Taiwan

Day I

Date	Time	Contents	Location
	08:30-09:00	Registration /Check-in	
	09:00-09:20	Opening Ceremony	Conference Hall A101
	09:20-10:30 Plenary Speech I (70 minutes)	Moderator: 李振清 講座教授 Speaker: Graddol, David (Director, The English Company (UK) Ltd , United Kingdom) Title:	Conference Hall A101
	10:30-10:50	Tea Break	
	10:50-12:00 Plenary Speech II (70 minutes)	Moderator: 莊坤良 院長 Speaker: Westerfield, Kay (University of Oregon, USA) Title: Expanding Cultural Intelligence (CQ) in ESP	Conference Hall A101
		Lunch Break	
	12:00-13:20	Poster Session Speaker(s): (To be announced) Title: Clarity English Session (Andrew Stoke)	
	13:20-14:30 Plenary Speech III (70 minutes)	Moderator: 簡政珍 講座教授 Speaker: Chen, Chao-ming 陳超明 (Shih Chien University, Taiwan 實踐大學) Title:	Conference Hall A101
	14:30-14:50	Break	
Fri, Oct 3	14:50-16:10 Concurrent Paper Presentation Session A (80 minutes)	Moderator: Speaker(s): (To be announced) Title:  <i>Invited Speaker(s)</i>  Moderator: 孫有忠 院長 Speaker(s): Guo, Wanqun 郭萬群 Title: The Flipped-Classroom Teaching Mode and Its Application in ESP Teaching in the Era of Big Data 大資料時代專門用途英語翻譯課堂教學模式研究  Speaker(s): Hu, Jiyue 胡繼嶽 & Gong, Shanshan 鞏珊珊 Title: English Forum on Medical Humanities of SMMU: An Interdisciplinary Innovative Teaching Practice 第二軍醫大學醫學人文英語論壇—一項跨學科創新教學實踐	
		Moderator: Speaker(s): (To be announced) Title:	
		Moderator: Speaker(s): (To be announced) Title:	
	16:10-16:30	Tea Break	
	16:30- 17:50 Concurrent Paper Presentation Session B (80 minutes)	<i>Invited Speaker(s)</i>  Moderator: 邱源貴 主任 Speaker(s): Huang, Ping 黃萍 Title: The Study on the Implementation of "English for International Occupational Purposes" for Chinese Postgraduate Students 高校研究生《國際職場交流英語》課程模式探索  Speaker(s): Kwan, Becky 關小珠 Title: An auto-narrative of developing a course for students of Doctor of Business Administration: Implications for designing instruction in scholarly writing in the disciplines  <i>Invited Speaker(s)</i>  Moderator: Speaker(s): Lam, Phoenix 林慧盈 Title: Branding Hong Kong through a corpus of marketing discourse  Speaker(s): Yang, Ruiying 楊瑞英 & Song, Xiaoshuang Title: Signaling Nouns in Research Articles: A Comparative Study based on Chinese Learners' and the Experts' Corpus	



	Moderator: Speaker(s): (To be announced) Title:	
18:30- 20:30	Conference Dinner	

Day II

Date	Time	Contents	Location
	08:30-09:00	Registration /Check-in	
	09:00-10:10 Plenary Speech IV (70 minutes)	Moderator: 劉慶剛 院長 Speaker: Starfield, Sue (The University of New South Wales, Australia) Title: Ethnographic perspectives on ESP research	Conference Hall A101
	10:10-10:30	Tea Break	
	10:30-11:40 Plenary Speech V (70 minutes)	Moderator: 余光雄 講座教授 Speaker: Cai, Jigang 蔡基剛 (Fudan University, China) Title: Where should ESP in tertiary institutions be focused?	Conference Hall A101
	11:40-12:20 Featured Speakers Presentation (40 minutes)	Moderator: 彭輝榮 院長 Speakers: Li, Qinxin 李勤習 & Sun, Youzhong 孫有中 Title: How to Develop an Effective ESP Teacher Team	
Moderator: 陳淑燕 主任 Speaker(s): Naerssen, Margaret van Title: ESP Can Be a Really Sharp Tool!			
Moderator: 廖美玲 主任 Speaker(s): Corbett, John & Lu, Peih-ying Title: Cultural Problem-Based Learning in Medical ESP			
	12:20-13:20	Lunch Break	
		TESPA會員大會	
	13:20-14:30 Plenary Speech VI (70 minutes)	Moderator: 林茂松 教授 Speaker: Cheng, Winnie (Leung, Wai Lin) 鄭榮慧蓮 (The Hong Kong Polytechnic University, Hong Kong) Title: Collaborative projects with key industries: Sharing of Hong Kong experience	Conference Hall A101
	14:30-14:50	Break	
Sat, Oct 4	14:50-16:10	<i>Panel Discussion</i>  Moderator: 周碩貴 院長 Panelists: Tsou, Wenli 鄒文利, Chen, Fay 陳慧琴, Chen, Chiou-Lan 陳秋蘭, Kao, Shin-Mei 高寶玫, Liaw, Meei-Ling 廖美玲, Liu, Ching-Kang 劉慶剛, Tsai, Mei-Ling 蔡美玲, Tsai, Shu-Chiao 蔡叔翹, Wang, Benjamin 王星威  Title: Resources for Teaching English for Specific Purposes 專業英文師資培訓與專業成長	

Concurrent Paper Presentation Session C (80 minutes)	<i>Invited Speaker(s)</i>  Moderator: Speaker(s): Wang, Shu Ting 王書亭 Title: A Socio-cultural Theory Based Study on ESP Teachers' Classroom Discourse  Speaker(s): Cheng, Fei-Wen 鄭奕文 Title: Stating limitations as a strategic tactic in Management RA <b>Discussions</b> Moderator: Speaker(s): (To be announced) Title:	
	16:10-16:30 Tea Break	
16:30- 17:50 Concurrent Paper Presentation Session D (80 minutes)	<i>Panel Discussion</i>  Moderator: 周天 Panelists: Chou, Jason Tien 周天, Wetzel, Matthias 魏馬哲, Chou, Francis Liang-cheng 周亮成 & Chang, Karen C. C. 張中倩 Title: English for Legal Purposes: Teaching Theories & Practices at Universities in Taiwan 法律英文:在台灣的教學理論與大學實踐	
	<i>Invited Speaker(s)</i>  Moderator: Speaker(s): LI, Li 李立 Title: EGAP for EFL Education at Tertiary Level in Mainland China: Curriculum Development and Classroom Practices  Speaker(s): Sykes, Jeremy Title: English Mediated Instruction in Higher Education: Four ESP Implementation Models	
	<i>Panel Discussion</i>  Moderator: 王星威 總經理 Speaker(s): Title: ESP from the Perspective of Industries	

Day III

Date	Time	Contents	Location
	08:40-09:10	Registration /Check-in	
	09:10-10:20 Plenary Speech VII (70 minutes)	Moderator: 蔣曉玲 院長 Speaker: Samraj, Betty (San Diego State University, USA) Title: Occluded academic genres: Implications for genre theory and EAP teaching	Conference Hall A101
	10:20-10:40	Tea Break	
	10:40-12:00 Panel Discussion (80 minutes)	Moderator: 陳奕厚 院長 Panelists: Graddol, David Westerfield, Kay Cai, Jigang 蔡基剛 Starfield, Sue Cheng, Winnie Samraj, Betty Title: Uniqueness and Diversity in ESP Research and Pedagogy	
Sun, Oct 5	10:40-12:00 Concurrent Paper Presentation Session E (80 minutes)	<i>Invited Speaker(s)</i>  Moderator: Speaker(s): Wang, Guanfu 王國富 Title: Reflections on the Teaching of Business Subjects in BE Programs  Speaker(s): Title:	
		Workshop  Moderator: Speaker(s): Tsai, Mei-Ling 蔡美玲 Title: Preparing ESP learners for Overseas Internships through self-directed learning	
		Moderator: Speaker(s): (To be announced) Title:	
	12:00-13:20	Lunch Break	
	13:20-14:40 Concurrent Paper Presentation Session E (80 minutes)	<i>Invited Speaker(s)</i>  Moderator: Speaker(s): Wang, Guanfu 王國富 Title: Reflections on the Teaching of Business Subjects in BE Programs  Speaker(s): Title:	
Workshop  Moderator: Speaker(s): Tsai, Mei-Ling 蔡美玲 Title: Preparing ESP learners for Overseas Internships through self-directed learning			



## 2013 ESP International Conference Program

### Day I

Date	Time	Contents
	08:30-09:00	Registration /Check-in
	09:00-09:20	Opening Ceremony
	09:20-10:20 Keynote Speech I (60 minutes)	<p><b>Moderator:</b> Chen, Chao-ming 陳超明 (Chair Professor, Shih Chien University 實踐大學)</p> <p><b>Speaker:</b> Graddol, David (Ph.D, Applied Linguistics / Director, The English Company (UK) Ltd , United Kingdom)</p> <p><b>Title:</b> The future of ESP</p>
	10:20-10:40	Tea Break
	10:40- 12:00 Concurrent Paper Presentation Session A (80 minutes)	<p><b>Moderator:</b> Chen, Su-chiao 陳淑嬌 (Professor, National Taiwan University of Science and Technology 國立臺灣科技大學)</p> <p>Liu, Ching Kang (劉慶剛), <i>et al</i></p>
		<p>Wang, Yan (王豔), Construction of ESP Teachers' Professional Identity: the Perspective of Pedagogical Content Knowledge</p>
		<p><b>Moderator:</b> Tsou, Wenli 鄒文莉 (Professor, National Cheng Kung University 國立成功大學)</p> <p>Chang, Karen Chung-chien (張中倩), Analysis for Linguistic Challenges in Legal Interpreting</p> <p>SAUNDERS, Paul, TSAI, KUAN ET &amp; TSAI, MEI-LING (蔡美玲), Empowerment of students in ESP practice improves global competency</p>
		<p><b>Moderator:</b> Chiang, Jane 蔣筱珍 (Professor, Hungkuang University)</p> <p>Sykes, Jeremy, Teaching English as an International Language For ESP Purposes</p> <p>Wang, Fengmin 王鳳敏, The Development of English in Maritime Context: A General English Instructor's Journey to the World of ESP</p>
	12:00-13:20	Lunch Break (TESPA會員大會)
	13:20-14:20 Keynote Speech II (60 minutes)	<p><b>Moderator:</b> Chien, Cheng-Chen 簡政珍 (Chair Professor, Asia University 亞洲大學)</p> <p><b>Speaker:</b> Bhatia, Vijay (President, Asia-Pacific LSP and Professional Communication Association / Professor, City University of Hong Kong, Hong Kong)</p> <p><b>Title:</b> Discursive Performance in ESP</p>
	14:20- 14:30	Break
		<p><b>Moderator:</b> Liaw, Meei-Ling 廖美玲 (Professor, National Taichung University of Education 台中教育大學)</p> <p>Chou, Jason Tien Chou (周天), Learning, Teaching and Testing of Legal English in Taiwan</p> <p>北京第二外國語大學</p>

Fri,  
Nov 1



14:30- 15:50 Concurrent Paper Presentation Session B (80 minutes)	Moderator: Lin, Mao-Sung 林茂松 (Professor, Soochow University 東吳大學) Cai, Jigang (蔡基剛), A Return to the Nature of EFL Teaching at Tertiary Level Tsai, Maggie Wen-ling (蔡玟玲), Professional Development for Language Teachers of Aviation English
	Moderator: Chang, Shan-mao 張善賢 (Professor, National Changhua University of Education) Di Giusto, Bruno & Di Giusto, Yvonne, Infographic Poster: a Transitional Tool to Facilitate Research Paper Writing Huang, Ju Chuan, Teaching Writing for Publication in English: An Exploratory Study (初探英文論文寫作之教學) 施懿珊 & 王世平, Needs Analysis of a Teacher Education Program of English as a Foreign Language: Perspectives from Both In-service and Pre-service Teachers (英語教師培訓課程之需求分析：在職老師及職前老師之觀點)
	15:50-16:10 Tea Break
16:10- 17:30 Concurrent Paper Presentation Session C (80 minutes)	Moderator: Perng, Hui-zung 彭輝榮 (Professor, Changhua University of Education 彰化師範大學) Liaw, Meei-Ling (廖美鈴), Examining the Current and Emerging Trends in English for Specific Purposes Research Zhang, Qingzong (張慶宗) & Wu, Xi yan (吳喜鸞), The Dilemma and Developmental Alternatives of Business English Programs at University Level Moderator: Tsai, Mei-Ling 蔡美玲 (Associate Professor, National Cheng Kung University, 國立成功大學) Chen, Shu-Chuan (陳淑娟), Huang, Stephanie Wei Ling 黃偉齡 & Liu, Hsiu-Ying 劉秀瑩, Using ESP Approach in Reshuffling Translation Curriculum Design Lii, Pi- Hsia (呂碧霞), Use of Address Forms in Academic Offices of Higher Educational Settings (高等教育環境學術辦公室之稱謂使用) Robert Good, Three Recent Trends in Higher Education in the Field of EFL in Taiwan
	Moderator: Chou, Jason Tien Chou 周天 (Associate Professor, National Kaohsiung First University of Science and Technology 國立高雄第一科技大學) Chwo, Gloria Shu-Mei (卓淑美) & Wu, Wen-chi Vivian (吳文琪), Developing Medical English Training Course Learning Materials for Frontline Hospital Staff- a Third Year Project Report Yang, Shih-mei (楊式美) & Ho, I-ping (賀一平), A Study of the Efficacy of a Medical English Course for Front-line Staff of a Hospital in Taiwan Guo, How-Ran (郭浩然) & Tseng, Yen-Cheng (曾妍娟), Construction of an English-Chinese technical term table for epidemiology (流行病學專業名辭中英文對照表之建立)
	18:30- 20:30 Conference Dinner

Day II

Date	Time	Contents
	08:40-09:10	Registration /Check-in



Sat,  
Nov 2

09:10-10:10 Keynote Speech III (60 minutes)	Moderator: Li, Chen-Ching 李振清 (Chair Professor, Shih Hsin University 世新大學) Speaker: Paltridge, Brian (Professor, TESOL Faculty of Education and Social Work, The University of Sydney, Sydney) Title: Genre and second language academic writing: Influences and developments
10:10-10:30	Tea Break
10:30- 11:50 Concurrent Paper Presentation Session D (80 minutes)	Moderator: Chuang, Kunliang 莊坤良 (Professor, Feng Chia University 逢甲大學) Song, Hongbo (宋紅波) & Geng, Dianlei (耿殿磊), ESP Research in the Past Decade and its Trend in Mainland Shen, Tien-cheng (沈添鈺), Guo, Yi Ren 郭以人, Hsieh, Li-Hsueh (謝麗雪) & Leou, Yea-mei (柳雅梅), The Global Education Content of Elementary and Junior High School English Textbooks: A Cross-Strait Comparison
	Moderator: Wang, Benjamin 王星威 (President, ETS Representative in Taiwan, Chun Shin Limited ETS台灣區代表忠欣公司) Chen, Yinghuei (陳英輝) & Lo, Fang-ying (羅方吟), Faculty Voices on Using English as a Medium of Instruction in an EFL Setting Zhu, Mingju (朱明炬) & Qian, Guirong, Teaching ESP in the Chinese Context: A Case Study
	Moderator: Shen, Victor T.C. 沈添鈺 (Professor, Southern Taiwan University) Chen, Shu-Chuan (陳淑娟) & Lin, Meng-Wei (林孟煒), In Searching for the Awareness of the Needs
	陳家幸, The Business English Course for the Industry-Academy Cooperation: A Case Study 商用英文產學課程個案研究 Chen, Jhy yi (陳智怡) & Chian, Yuehtzu, Pre-service EOP curriculum development: a case study of CTCHM ECP Lessons
11:50-13:20/ 12:20- 13:20	Lunch Break/ English for Hotel Staff Session
13:20-14:20 Keynote Speech IV (60 minutes)	Moderator: Yu, Kuang Hsiung 余光雄 (Vice President, Overseas Chinese University 僑光大學) Speaker: Janjua, Najma (Professor, Graduate School of Research, Kagawa Prefectural University of Health Sciences, Takamatsu, Japan) Title: ESP Evolution in Japan seen through the Eyes of EMP
14:20- 14:30	Break
14:30- 15:30 Panel Discussion (80 minutes)	Moderator: Chen, Tingruo 陳英輝 (Professor, Asia University) Panelists: David Graddol, Brian Paltridge, Vijay Bhatia, Najma Janjua, Jigang Cai & Ching-Kang Liu
15:50-16:10	Tea Break
	Moderator: Su, Hsiu-Hui 蘇琇惠 (Associate Professor, Chaoyang University of Technology 朝陽科技大學) Shuang, Wenting (雙文庭), An Exploration of the Strategies for the Use of Nominalizations in English Academic Writing Cheng, Feiwen (鄭斐文), Writer's Strategic Positioning in RA Discussions: SFL Perspective

<p>16:10- 17:30 Concurrent Paper Presentation Session E (80 minutes)</p>	<p>16:10- 17:30 Concurrent Paper Presentation Session E (80 minutes)</p>	<p>Moderator: Ku, Chi-Ling 古綺玲 (Associate Professor, Asia University 亞洲大學) Hu, Hui-Ling (胡蕙玲), Develop General Science and Technology Literacy from Work Situations for EST Teaching Chen, Ai-Hwa (陳愛華), Exploring Students' Conception of Creating Situational English on the Workplace Huang, Pichi (黃碧琦), Beyond ESP--An Uncharted Route to the Food and Beverage Workplace</p>
	<p>17:30- 17:40</p>	<p>Moderator: Tsai, Shu-Chiao 蔡叔翹 (Associate Professor, National Kaohsiung University of Applied Sciences 高雄應用科技大學) Wu, Ching-Fen (吳靜芬) &amp; Ou, Chin-Cheng (歐晉成), Needs Analysis of a Teacher Education Program of English as a Foreign Language: Perspectives from Both In-service and Pre-service Teachers 英語教師培訓課程之需求分析：在職老師及職前老師之觀點 Li, Meng-Ying (李孟螢), Miller, Nathan &amp; Wu, Yu-Nong (吳雨濃), From Needs Analysis to Course Design: Business, Science and Technology, and Social Work ESP Courses Tsai, Shun-Ning &amp; Lin, Yu-Jen (林培仁), Is the CLIL clear? - a case study for lecturers of engineering departments at ISU</p>
	<p>17:30- 17:40</p>	<p>Closing Ceremony</p>

**Note:**

Keynote speakers: 4 人

Invited papers: 14 篇 (6 from China + 8 from Taiwan)

Paper Presentation: 22 篇

Panelists: 5 人

Moderators: 20 人

Invited paper: 1 場 2 篇



Location
Conference Hall A101
Conference Hall A101
A115 (Invited Speaker Session)
A116 (Invited Speaker Session)
TBA
Conference Hall A101
A115 (Invited Speaker Session)



A116  
(Invited Speaker Session)

TBA

A115  
(Invited Speaker Session)

A116

TBA

Location



Conference Hall A101

A115  
(Invited Speaker Session)

A116  
(Invited Speaker Session)

TBA

Conference Hall A101

Conference Hall A101

A115  
(Invited Speaker Session)



A116

TBA

Conference Hall A101