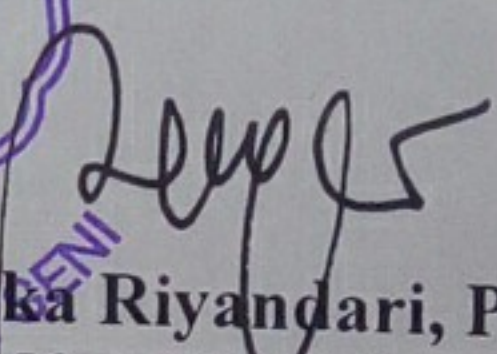



SURAT-TUGAS
Nomor : 126/K.2.3/ST-FBS/VIII/2016

Dekan Fakultas Bahasa dan Seni Universitas Katolik Soegijapranata Semarang dengan ini memberikan tugas kepada :

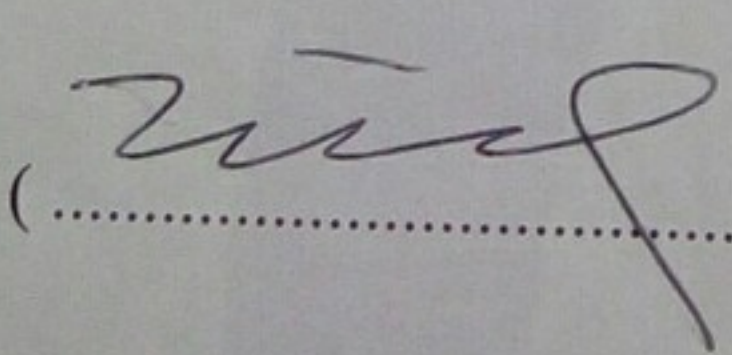
- N a m a** : Dr. Ekawati M.Dukut, M.Hum
- S t a t u s** : Tenaga Edukatif Fakultas Bahasa dan Seni Unika Soegijapranata Semarang
- T u g a s** : Sebagai Presenter di Seminar 9th Malaysia International Conference on Language, Literatures and Cultures dengan judul “ **Applying Transnationality of American Popular Culture (TAPC) for Magazine Advertisement Research** “ di Penang Malaysia.
- W a k t u** : 16 – 18 Agustus 2016
- T e m p a t** : Penang Malaysia.
- Lain-lain** : Harap melaksanakan tugas dengan sebaik-baiknya dan penuh tanggung jawab.

Semarang, 10 Agustus 2016
Dekan,

Angelika Riyandari, Ph.D
NPP. 058.1.1996.201



UNIVERSITAS KATOLIK SOEGIJAPRANATA
FAKULTAS BAHASA DAN SENI

Telah Melaksanakan Tugas,


(.....)
BENDAHARI
MICOLLAC 2016
UNIVERSITI PUTRA MALAYSIA
43400 UPM SERDANG
SELANGOR D.E.
MALAYSIA



Certificate of Attendance

THIS IS TO CERTIFY THAT

Dr. Dr. Ekawati Marhaenny Dukut, M.Hum.

WAS A PRESENTER

at the

**9th Malaysia International Conference on Languages,
Literatures, and Cultures**

16 - 18 AUGUST 2016

RAINBOW PARADISE BEACH RESORT,
TANJUNG BUNGAH, PENANG

A handwritten signature in black ink, appearing to read 'Zalina Mohd Kasim'.

DR ZALINA MOHD KASIM
Chair
MICOLLAC 2016

A handwritten signature in black ink, appearing to read 'Abdul Mua'ti @ Zamri Ahmad'.

PROF. DR. ABDUL MUA'TI @ ZAMRI AHMAD
Dean
Faculty of Modern Languages
and Communication

Applying Transnationality of TAPC for Magazine Adv. Research
Ekamukti Marching Dukut
9th MICOLLAC 18-16 Aug 2016 Rainbow Paradise Beach Resort
Tanjung Bungah, Penang, Malaysia (Fac. of Modern Languages
and Communication, Universiti Putra Malaysia)

Attendance List

NO.	NAME	UNIVERSITY / INSTITUTION	EMAIL	SIGNATURE
1	Listyani	UKSW Salatiga - Indo.	listyani@staff.uksw.edu	
2	Yessy Hermawati	UNPAD - BANDUNG	yessy.hermawati@gmail.com	
3	Lubna Ali	Lincoln University College (LUC)	lubnaali@lincoln.edu.my	
4	Ririn Kurnia	UBD / BRUNEI	trismawati2001@yahoo.com	
5	Grace Saqueton	Univ. of the Philippines	grace.saqueton@gmail.com	
6	Mauliddhea Sakina Rahmi	UNPAD - BANDUNG	dhea.maulid@gmail.com	
7	Elisabeth Christine Y.	Petra Christian Univ. SBY	xine-y@petra.ac.id	
8	Park JongHyun	Hosei University Sth. Korea	pakugen69@gmail.com	
9	Fujimura Mahakiro	UP Rural High School, PH	rpaledo@up.edu.ph	
10	Rayen P. Alebo	Universiti Sains Malaysia (Penang)	parames@usm.my	
11	Dr. Paramaswari	UPM	shzanne@hotmail.com	
12	Seng Hui Zanne	PETRA CHRISTIAN UNIVERSITY.	mayadki@petra.ac.id	
13	MARIA NALA DAMAJANTI	Universiti Sains Malaysia (Penang)	claraling91@gmail.com	
14	Clara Ling Boon Ing	UNIVERSITY OF THE PHILIPPINES - DILIMAN	mrcrodriguez22792@gmail.com	
15	MAXINE C. RODRIGUEZ	Middle East Technical Uni. Ankara - Turkey	bkagitci@metu.edu.tr	
16	Burcin Kagitci Yildiz			





INTRODUCTION



APPLYING TRANSNATIONALITY OF AMERICAN POPULAR CULTURE (T.A.P.C.) FOR MAGAZINE ADVERTISEMENT RESEARCH

Dr. Dra. Ekawati Marhaenny Dukut, M.Hum.
ekawatimd@gmail.com

9th Malaysia International Conference on Languages,
Literatures and Cultures (MICOLLAC)

16 – 18 August 2016

Rainbow Paradise Beach Resort, Tanjung Bungah, Penang, Malaysia



INTRODUCTION



<http://stormtroopernerd.blogspot.co.id/2013/10/pop-culture-and-globlization.html>

Living in a borderless world → blurry identity

- McLuhan prophesized that by way of electricity, namely the internet, cultures of various countries of the world would blend into one another to produce a global village (cited in Vertovec, 1999, p.1).
- Dyer exclaims, “what has changed in the past half century is not just Asian culture (which is more and more American) and not just American culture (which is more and more Asian) but the intertwining of the two; as people and images flash across the globe at laser speed” (1982, p. 93).



American Britney Spears dies her hair black

http://www.chinadaily.com.cn/entertainment/2006-06/23/content_624555.htm



<http://guardianlv.com/2014/11/asian-american-vote-swings-republican/>



Indonesian girl band Cherrybelle with colorful hair

<http://www.profil-artis.com/2014/10/biodata-cherrybelle-lengkap-profil.html>

LITERATURE REVIEW

Transnational American Popular Culture (TAPC)

- Learning the influence and effects of American popular culture products can be done in the U.S. and overseas.
- Trans + national = crossing beyond the nation's borders.

Fishkin (2004):

“the nation is seen from vantage points beyond its borders” (p. 20).

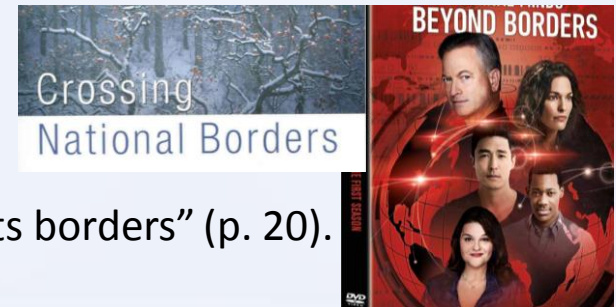
Rowe (2002):

the terminology ‘transnational’ is paralleled to ‘global’ → the word suggest a progressive and cosmopolitan response to globalizaton.

transnationality is not just across physical borders but also across time

Ngai (2005):

transnational approach → a way to revisit U.S. popular culture ptducts with “new insight and nuance” in the “global flow” of culture (p.60).



Magazine Advertisement for Research

➤ **Print magazine vs digitalized e-magazine :**
a reader is in better control & has unlimited time to read.

(1) My goal is to relax with this magazine, (2) When I read this magazine, I lose myself in the pleasure of reading it, (3) It is important to me to get comfortable when I read it, (4) Reading this magazine is my time alone. (Constardine, 2009, p. 13).



➤ **Magazine advertisement = popular culture**

- Nachbar & Lause (1992): Popular culture is (1) about satisfaction, (2) easy to obtain, (3) eager to please, (4) a reflection of society, (5) manipulating

➤ **Magazine advertisement & consumer culture**

- Jefkins (1997, p.5): magazine advertisements are the backbone of US consumer culture

- Marchand (1986, p. 34) : women are the primary purchasers of consumer products
- Hill (2002, p.15): women do 85% of the family's purchasing in goods
- Walker (2000): advertisements in women's magazines are the result of society's needs in consumer culture
- Scanlon (1995): consumer culture promises the feeling of happiness

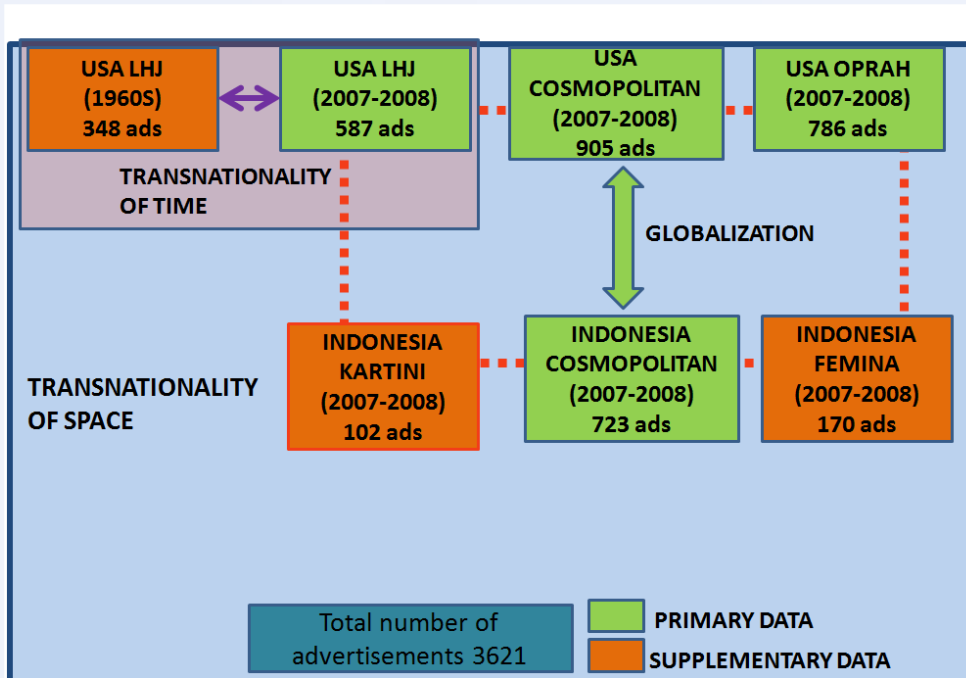


METHOD & MATERIALS

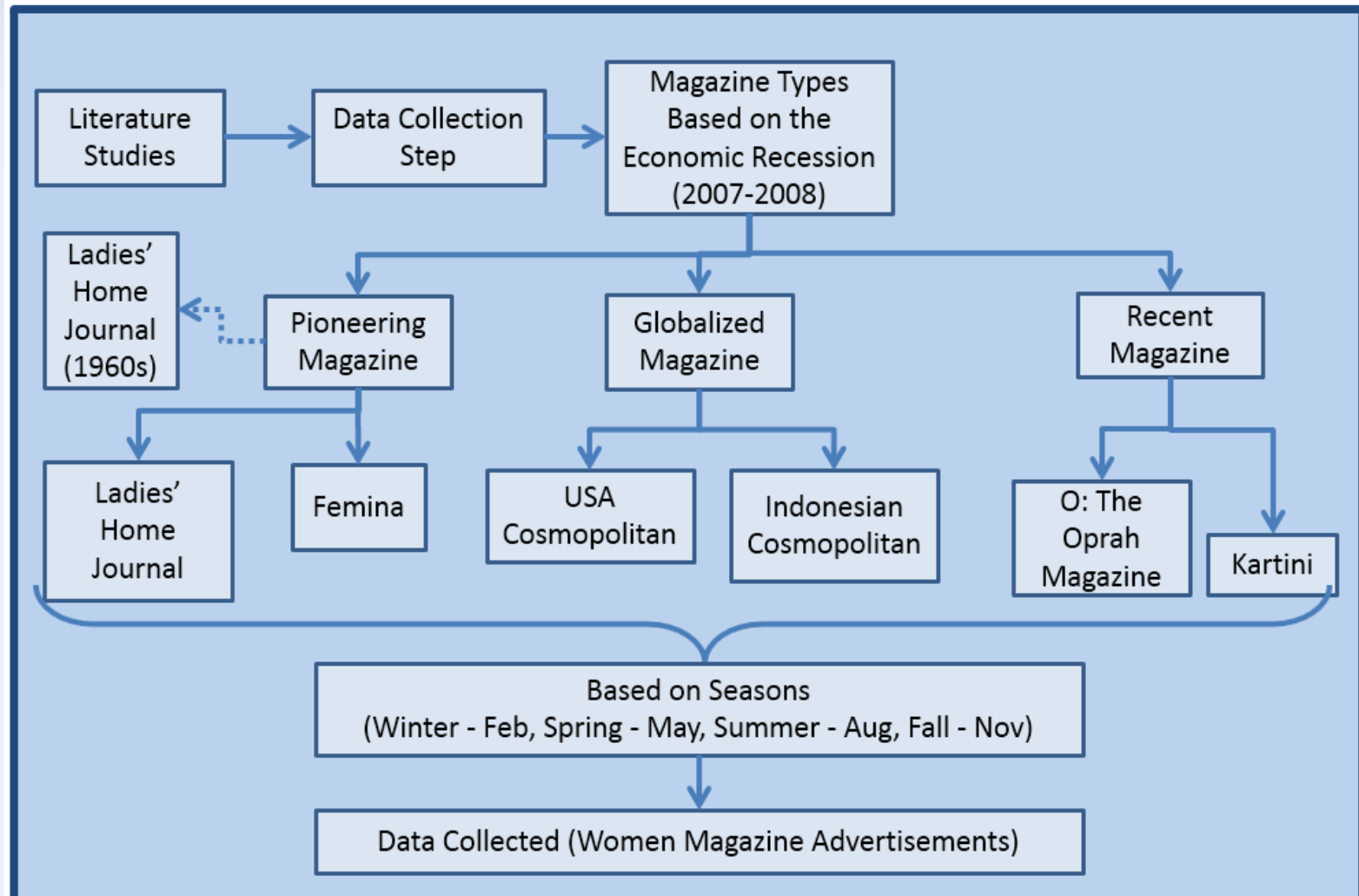
Type : Qualitative

Approach : American studies' transnational popular culture, Roland Barthes' semiotics theory

Data source:



Data Collection Techniques



RESULTS & DISCUSSION

Cosmopolitan

USA: Founded in 1886

Indonesia: started in 1997

Represents popular upbeat style for career women and those who want special relationship with men (Peiss 1998, Wilon 1995)

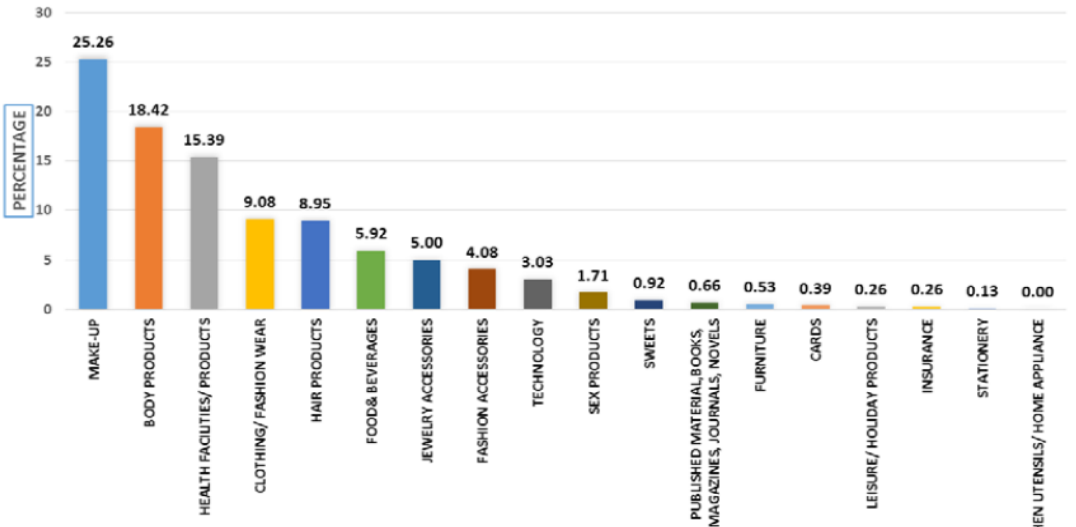
Readers are aged between 18-36 women

Most globalized → has 64 international editions, printed in 35 languages, distributed in 100 countries

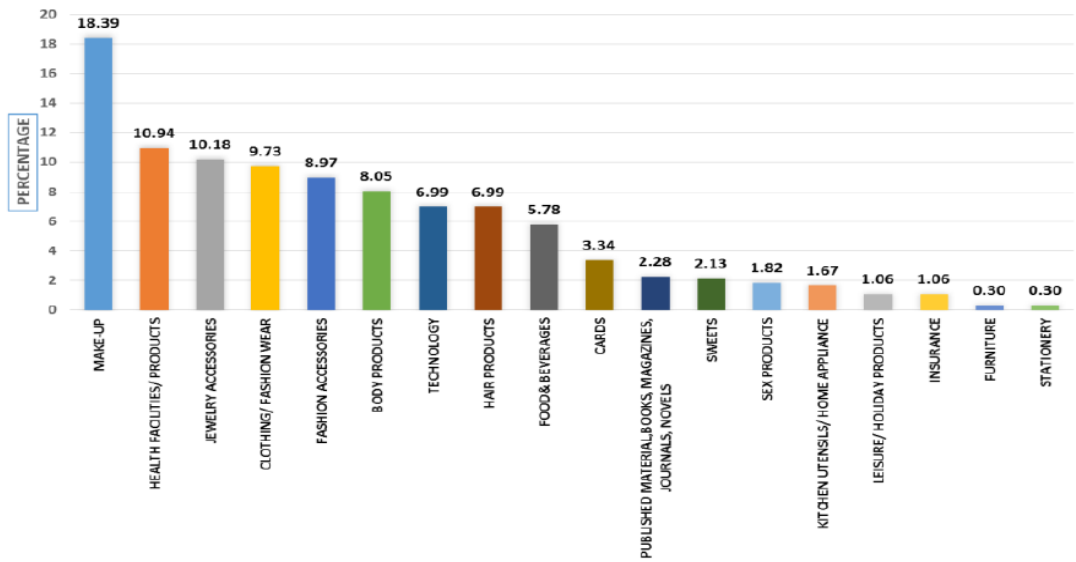
Example: USA *Cosmopolitan* May 2008 has 301 pages with 132 of them on adverts (44%). Indonesian *Cosmopolitan* November 2008 has 307 pages, 82 on adverts (28%).

USA & Indonesia *Cosmopolitan*: contains many magazine advertisements are valid for research data

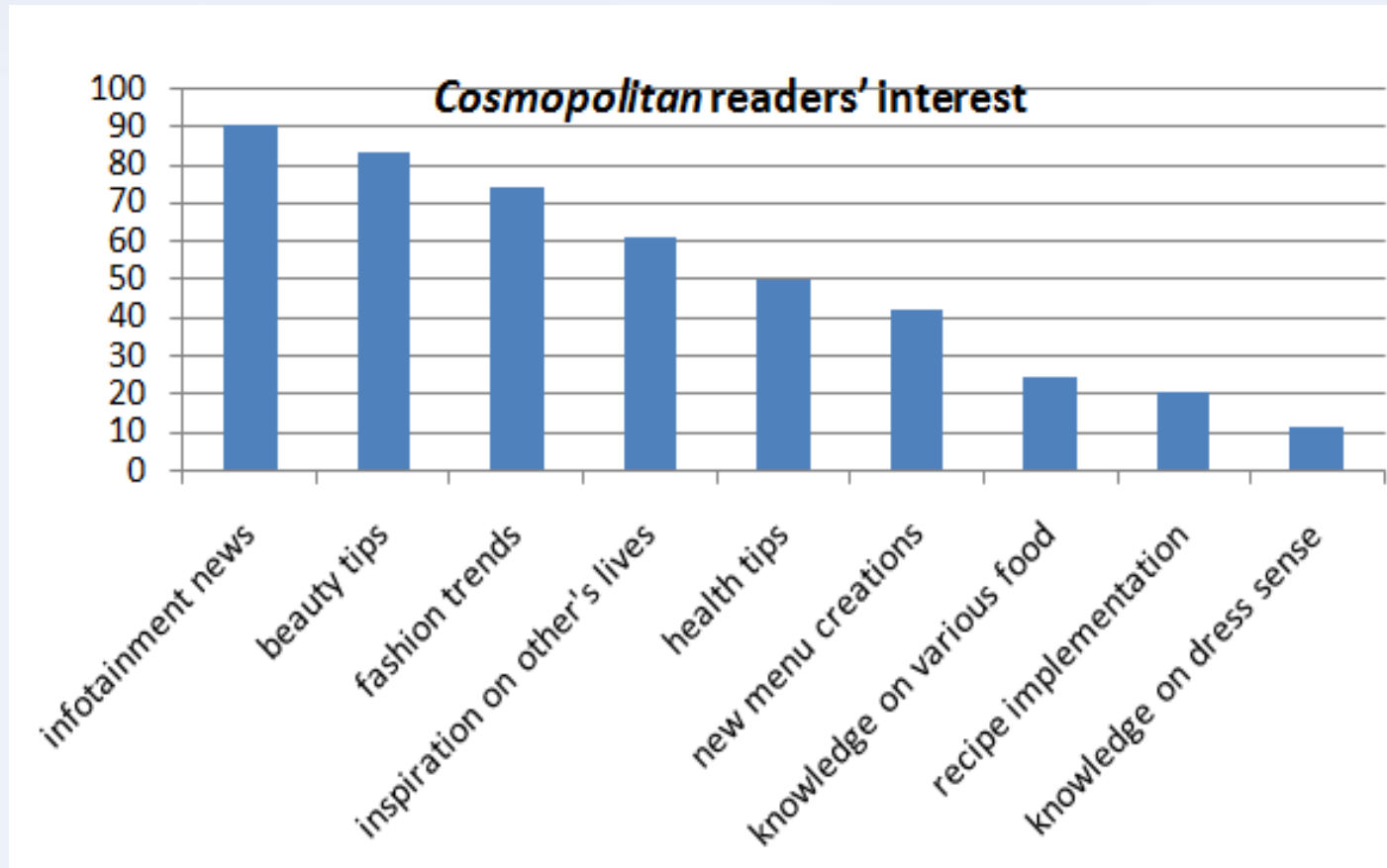
TYPES OF ADVERTISEMENTS - USA - COSMOPOLITAN (2007s -2008s)



TYPE OF ADVERTISEMENT - INDONESIA COSMOPOLITAN (2007s - 2008s)



Note: *Cosmopolitan* readers' interest (Irwansyah, 2011)



O: The Oprah Magazine

Founded in 2000 by Oprah Winfrey:

1st African-American to host a national talk show, 1st woman to own and produce her own program, richest woman in show business and the most visible black public figure (Newcomb & Chatsky, 1993). Her television show has 22 million viewers/ week in USA, is a “top-rated daytime television talk show with three-quarters of the predominantly white audience” being women aged between 18-54 years old (Peck, 1994, p. 90)

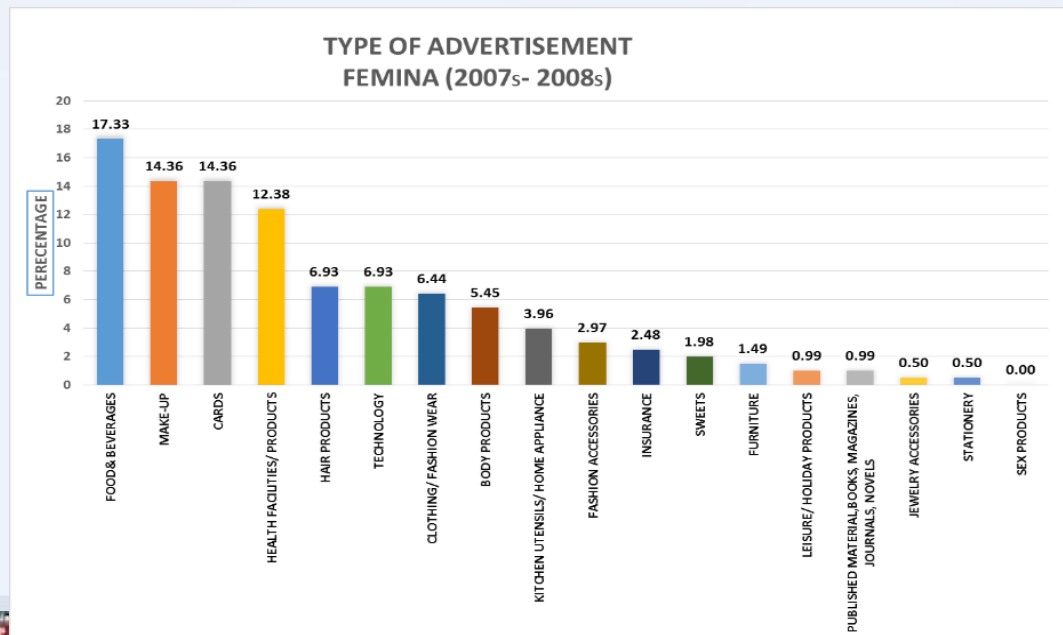
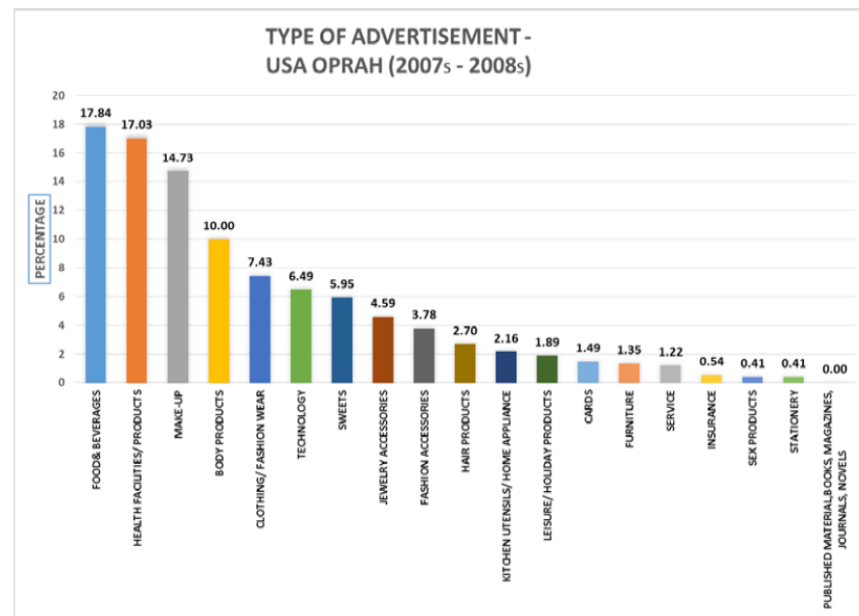
Example: *Oprah's* May 2008 of Oprah → 340 in total number of pages, with 49 (14%) on advertisement.

Femina

Founded in 1970 by PT Gaya Favorit Press, published bi-weekly and weekly by 1980; owned by Sutan Takdir Alisyahbana family (an educated family – politician, professors and novelists)

Example: *Femina* 24-30 May 2007 → 139 pages with 19 pages (1.7%) of advertisements.

Like *Oprah* has recipes, inspirational stories, culinary and places for adventure, celebrities' lifestyle, articles for women such as how to do makeup, and other beauty tips.

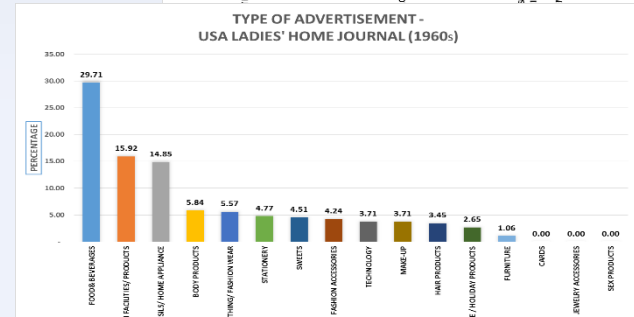
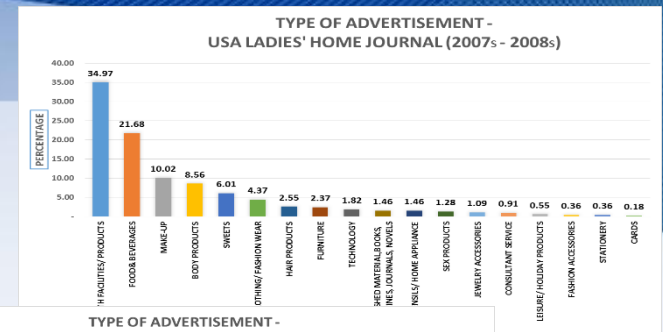


Ladies Home Journal

Founded in 1883 by Cyrus Curtis, “most long-lived” US women magazine (Rodman, 2009, p.144), “most conservative” magazine that “promotes traditional family values” (McCracken, 1993, p.34).

2000s and 1960s contents: Tips for family life, health & nutrition & women’s beauty maintenance

Example: *LHJ* May 2008, 177 pages with 63 pages (35%) on advertisements

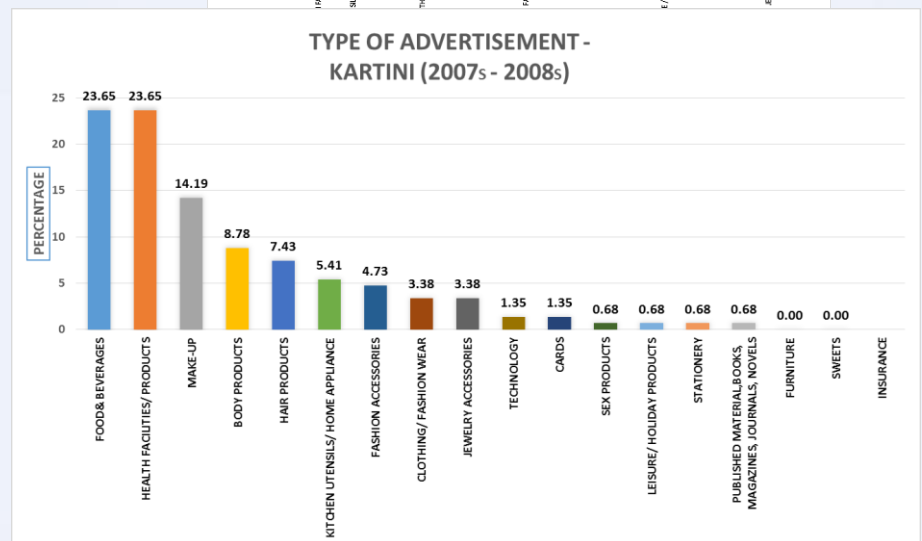


Kartini

Founded in 1973 by Lukman Umar: a reporter and one of Indonesia’s successful businessmen from Minangkabau.

Contents: latest news in town with some educative and moral articles relevant for adult women readers as traditional housewives and child bearer and rearer.

Example: *Kartini's* 25 January-8 February 2007 → only 22 out of the 146 pages (1.5%) are on advertisements



• TOP three types of Advertisements (summary)

USA *Cosmopolitan*:

1. **makeup** (25.26%), 2. body products (18.42%), 3. health products & facilities (15.39%)

Indonesia *Cosmopolitan*:

1. **makeup** (18.39%), 2. health products & facilities (10.94%), 3. jewelry accessories (10.18%)

O: *The Oprah Magazine*:

1. **food & beverage** 17.84%, 2. health products & facilities 17.03%, 3. **makeup** 14.73%

Femina:

1. food & beverages (17.33%), 2. **makeup** (14.36%), 3. cards (14.36%).

Ladies Home Journal:

- 2000s: 1. health facilities & products 34.97%, 2. food & beverages 21.68%, 3. **makeup** 10.02%

- 1960s: 1. **food & beverage** 29.71%, 2. health facilities & products 15.92%, 3. kitchen utensils/ home appliances 14.85%

Kartini:

1. **food & beverage** 23.65%, 1. health product & facilities 23.65%, 2. **makeup** 14.19%, 3. body products 8.78%

Makeup Advertisements



(USA *Cosmopolitan*, May 2008, pp. 210-211)



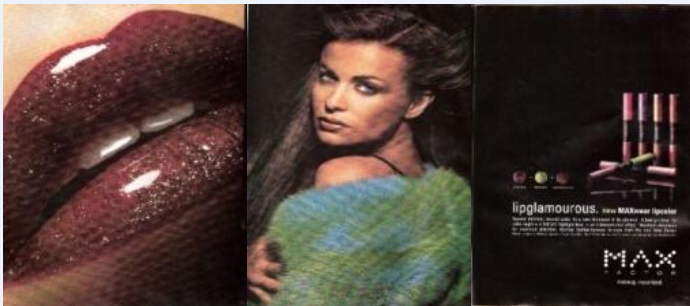
(*Ladies' Home Journal*, August 2007, p.7 & November 2007, p.5; USA *Cosmopolitan*, August 2007, p.13)



REVLON – Indonesia & Australia
Veronica Webb
(Indonesian *Cosmopolitan*, May 2008, p.248; USA *Cosmopolitan*, May 2008, p. 61)



(Indonesian *Cosmopolitan*, November 2008, p. 110-111)



(USA *Cosmopolitan*, Feb 2007, pp. 1a-d)



(*Ladies' Home Journal*, April 1961, p. 15)



(Indonesian *Cosmopolitan*, May 2007, p. 12-13)

Health products & facilities advertisements



Aveeno radiant skin
(*Ladies' Home Journal*, February 2007, p.9)



Mustika Ratu Bengkoang
Whitening Hand and Body
Lotion (*Kartini*, 22 February - 8 March 2007, p. 33)



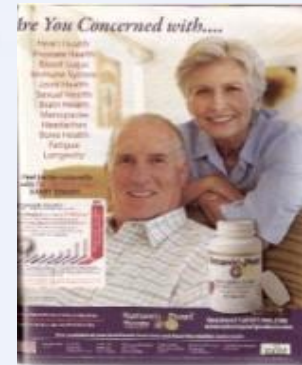
Biotherm
(Indonesian *Cosmopolitan*,
(Indonesian *Cosmopolitan*
May 2008, pp. 5-6)



Topamax migraine (*Ladies' Home Journal*, November 2007 pp.338-339)



Diabetes services (*Ladies' Home Journal*, November 2007 pp.179)



Brain supplement (*Ladies' Home Journal*, November 2007 pp.171)

Food & beverage advertisements



Milna baby food (*Femina* 15-21, February 2007, p. 99)



Coco crunch cereal (*Kartini* 7-21 August 2008, p.139)



Biscuit making (*Ladies' Home Journal* February 2008, p.73)

CONCLUSION

As a research that based heavily on women magazine advertisements as data, this dissertation is grounded in nature.

The interpretation and analysis summed up in this conclusion, therefore, emits the following theories:

- (1) American hegemony is possible by way of the transnationality of popular culture,
- (2) women magazine advertisements is the best media to reach out to women who are the number one target of consumer culture,
- (3) cultural hybridity exists only when there is a negotiation of cultural diversity,
- (4) cultural homogeneity results from a borderless world of popular culture,
- (5) the construction of a pseudo-freedom and egalitarian position for career women is constraint by nature's gender ideology and patriarchy hegemony,
- (6) the representations of women in magazine advertisements is the gender ideology of women as the only true housewife, balanced homemaker, and best provider of families' health; and
- (7) the highest satisfaction in a woman is when she fulfils the myth of the beautiful chattel men are continually competing for.

MICOLLAC 2016 PROGRAMME

MONDAY, 15 AUGUST 2016

TIME	PROGRAMME	ROOM
1500- 1900	PRE-REGISTRATION	Laguna 1

Day 1: TUESDAY, 16 AUGUST 2016

E-PRESENTATIONS	<p>E-PRESENTATIONS CAN BE VIEWED AT THE MICOLLAC 2016 WEBSITE THROUGHOUT THE CONFERENCE PERIOD:</p> <p>www.micollac.upm.edu.my</p>
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TIME	PROGRAMME	ROOM
0730-0830	REGISTRATION	Laguna 1
0830-0930	Plenary 1 ASSOC. PROF. DR. YAP NGEE THAI	Ballroom
0930-1030	Keynote Address PROF. ADAM JAWORSKI	Ballroom
1030-1100	COFFEE BREAK	
1100-1200	Plenary 2 TAN SRI JOHAN JAAFFAR	Ballroom
	Parallel Session 1	
1200- 1300	1.1.1 DECONSTRUCTING THE ENGLISH LANGUAGE SPEAKER: THE ELF PERSPECTIVE Paramjit Kaur, Azlina Murad Sani	Laguna 2
	1.1.2 E-MULPA: A MULTILITERACIES ENABLER OF “TRANSFORMED PRACTICE” IN UNIVERSITY EDUCATION Fariza Puteh-Behak, Ramiaida Darmi, Suraini Mohd Ali, Haliza Harun, Normazla Ahmad Mahir, Norhaili Massari, Suzanah Selamat, Yurni Emilia Abd Hamid, Shahirah Sulaiman	Laguna 2

1.1.3 AN EMPIRICAL INVESTIGATION OF FACTORS AFFECTING THE CAREER SUCCESS OF FOREIGN LANGUAGE GRADUATES FROM JAPANESE UNIVERSITIES Raimond Selke, Tomoki Sekiguchi, Ashlyn Moehle, Abdel Elsharqawy	Laguna 2
1.2.1 PRAGMATIC FUNCTIONS OF SWEARWORDS IN THE AMATEUR SUBTITLING OF ENGLISH MOVIES INTO ARABIC Abed Shahooth Khalaf, Sabariah Md Rashid	Laguna 3
1.2.2 EXPLICIT INSTRUCTION IN GRAMMATICAL METAPHOR ON ACADEMIC WRITING Perez Miller Reyes	Laguna 3
1.2.3 APOLOGY AND NON-APOLOGY STRATEGIES IN EFL CONTEXT: A CASE OF IRANIAN AZERBAIJANI PRE-UNIVERSITY STUDENT Haleh Parsa, Jariah Mohd Jan	Laguna 3
1.3.1 AN EFFECTIVE WAY OF TEACHING PREPOSITIONS TO JAPANESE EFL LEARNERS: A CASE STUDY Miki Hanazaki, Kazuo Hanazaki	Pulau 1
1.3.2 A STUDY FOR BETTER WAYS TO TEACH ENGLISH: A CASE STUDY ON PROGRESSIVE Katsuaki Sano	Pulau 1
1.3.3 AN ANALYSIS OF PARTICIPIAL CONSTRUCTION AND ITS APPLICATION TO ENGLISH EDUCATION Hayato Ito	Pulau 1
1.4.1 ENCOURAGING STUDENT AUTONOMY THROUGH PROJECT-BASED LEARNING IN AN EAP WRITING COURSE Sean Grant	Pulau 2
1.4.2 REGIONALISTIC VIEWS HINDERING THE DEVELOPMENT OF ENGLISH LANGUAGE – A STUDY BASED ON THE GENERAL EDUCATION SYSTEM OF KERALA, INDIA Manoj Chandrasenan	Pulau 2
1.4.3 CONSIDERING LEARNERS' LINGUISTIC BACKGROUND IN TEACHING ENGLISH AS A FOREIGN LANGUAGE IN A MULTILINGUAL COMMUNITY Regina	Pulau 2
1.5.1 PROTOCOL BASED EXPRESSION IN ISLAMIC LITERATURE Zeynep Dinçer Berdibek	Tanjung 1

	1.5.2 INTERGENERATIONAL AND INTERNATIONAL TRANSACTIONS AMONG THREE GENERATIONS OF KOREAN AMERICAN WOMEN Aiko Miyatake, Jonghyun Park	Tanjung 1
	1.5.3 AUTOBIOGRAPHY, THE METAPHYSICS OF IDENTITY AND THE D/ELISION OF THE NATIVE AFRICAN IN GANDHI'S <i>MY EXPERIMENTS WITH TRUTH</i> Mustapha Bala Ruma	Tanjung 1
	1.6.1 A SETBACK INTO THE BODY: A STUDY OF WOMAN IDENTITY AND NATIONAL IDENTITY IN AHLAM MOSTEGHANEMI'S <i>MEMORY IN THE FLESH (THAKIRAT AL-JASAD)</i> Eman Fathi, Huda Baheer	Tanjung 2
	1.6.2 THE IMAGE OF "WELL BEING" IN ARTHUR GOLDEN'S <i>MEMOIRS OF A GEISHA</i> AND AHMAD THOHARI'S <i>RONGGENG DUKUH PARUH</i> Sajjatul Hidzqy Bismillah	Tanjung 2
	1.6.3 EXPLORING THE THEME OF NATIONHOOD IN MALAYSIAN UPPER SECONDARY ENGLISH LITERATURE COMPONENTS Raphael Thoo Yi Xian, Foong Soon Seng, Pong Kok Shiong	Tanjung 2
	1.7.1 COMMODIFICATION OF SUNDANESE ETHNIC ON TELEVISION PROGRAM 'INDONESIA BAGUS' Yessy Hermawati, Ridzky Firmansyah Fahmi	Boardroom 1
	1.7.2 FACILITATION ACROSS CULTURES IN A BLENDED LEARNING ENVIRONMENT: A PRELIMINARY STUDY OF CULTURAL AND LINGUISTIC COMPETENCY Jasmine Selvarani Emmanuel, Chng Lay Kee	Boardroom 1
	1.7.3 CULTURAL BIASES IN TEACHING INTERCULTURAL COMMUNICATION WITH "CHINESE PEOPLE" THROUGH YOUTUBE Hui Zanne Seng, Regis Machart	Boardroom 1
1300- 1400	Lunch	
	Parallel Session 2	
1400-1500	2.1.2 A STUDY ON PRESENT PERFECT: ANALYZING THE DIFFERENCES BETWEEN 'JUST NOW' USED WITH PAST TENSE AND 'JUST' USED WITH PRESENT PERFECT TENSE Sho Fujisawa	Laguna 2

	<p>2.1.3 AN IGNORANT ATTITUDE IN EMPLOYMENT INTERVIEWS AMONG FRESH GRADUATES Isai Amutan Krishnan, Siti Zaidah Binti Zainuddin, Selvajothi Ramalingam, Hee Sio Ching</p>	Laguna 2
	<p>2.2.1 PERCEPTIONS OF STATUS AND SOLIDARITY VALUE OF ENGLISH AND BAHASA MALAYSIA Azlina Murad Sani, Paramjit Kaur</p>	Laguna 3
	<p>2.2.2 "I BIT YOU OR I BEAT YOU?" ACOUSTIC ANALYSIS OF VOWEL CONTRAST PRODUCED BY MALAY SPEAKERS Wan Aslynn W. A., Stefanie Pillai</p>	Laguna 3
	<p>2.2.3 IMPROVING SPEAKING SKILL THROUGH PROBLEM-BASED LEARNING AND ENVIRONMENTAL EDUCATION FOR MIDDLE SCHOOL Militansina Usman Kidim</p>	Laguna 3
	<p>2.3.1 THE SEMANTICS OF AN AUXILIARY VERB SHOULD: A COMPARISON OF BRITISH AND AMERICAN ENGLISH Mayumi Fujimori</p>	Pulau 1
	<p>2.3.2 WORD FORMATION AS CONNEKTOR IN THE TEXT CONSTRUCTION Miho Isobe</p>	Pulau 1
	<p>2.3.3 THE STUDENTS' PERCEPTION ON PEER REVIEW ACTIVITIES IN ACADEMIC WRITING CLASS Emilia Ninik Aydawati</p>	Pulau 1
	<p>2.4.1 USE AND LINGUISTIC REALISATIONS OF METADISOURSE FEATURES IN BUSINESS NEWS Hooi Chee Mei, Yong Mei Fung</p>	Pulau 2
	<p>2.4.2 PERCEPTIONS OF STAKEHOLDERS ON THE LINGUISTIC LANDSCAPE IN KUALA LUMPUR Aini Andria Shirin Anuarudin, Ain Nadzimah Abdullah, Zalina Mohd Kasim</p>	Pulau 2
	<p>2.4.3 RHETORICAL MOVES IN INTRODUCTORY PARAGRAPHS OF MALAYSIAN UNIVERSITY ENGLISH TEST (MUET) ARGUMENTATIVE ESSAYS Anita a/p Kanestion, Manvender Kaur Sarjit Singh</p>	Pulau 2
	<p>2.5.1 MUSING TRANSGENDER IN INDIA THROUGH <i>I AM VIDYA: A TRANSGENDER'S JOURNEY</i> K. Subapriya</p>	Tanjung 1

	2.5.2 IS THE SILENT 'NATIVE' MALAY?: SOMERSET MAUGHAM'S NARRATIVE OF "ABAS" IN "THE OUTSTATION" Ida Baizura Bahar	Tanjung 1
	2.5.3 OBJECTIFICATION, REJECTION, SUPPRESSION AND FEMININE RESISTANCE IN AFRICAN NOVEL Abu Bakar Mohammed Sani, Manimangai Mani, Hardev Kaur Jujar Singh	Tanjung 1
	2.6.1 A FOUCAULDIAN PERSPECTIVE ON THE RELIGIOUS-POLITICAL POWER RELATIONS IN THE AMERICAN DRAMATIST ARTHUR MILLER'S "CRUCIBLE", AND THE EGYPTIAN DRAMATIST TAWFIQ AL-HAKIM SULTAN'S "DILEMMA" Maysoon Taher Muhi	Tanjung 2
	2.6.2 CONFRONTATION OF GENDER AND CULTURE IN RAMA MEHTA'S "INSIDE THE HAVELI" R. Gomathi	Tanjung 2
	2.6.3 RECONCEPTUALISING THE SELF: ANALYSIS OF THE CYBORG PARADIGM IN WILLIAM GIBSON'S <i>SPRAWL TRILOGY</i> G. Kalvikkarasi	Tanjung 2
	2.7.1 THE BACKGROUND OF THE POPULARITY OF THE KOREAN POP CULTURE, KOREAN WAVE IN ASIA Jonghyun Park, Masahiko Fujimura	Boardroom 1
	2.7.2 THE QUEST OF IDENTITY: THE FEMALE GAZE IN CONTEMPORARY WOMEN ART Clara Ling Boon Ing, Sarena Abdullah	Boardroom 1
	2.7.3 APPLYING TRANSNATIONALITY OF AMERICAN POPULAR CULTURE (T.A.P.C.) FOR MAGAZINE ADVERTISEMENT RESEARCH Ekawati Marhaenny Dukat	Boardroom 1
	Parallel Session 3	
1500- 1600	3.1.1 BALINESE AND SOCIAL PREDICATES: UNDERSTANDING NATIVE SPEAKERS' STRATIFICATION Iketut Warta	Laguna 2
	3.1.2 THE EFFECT OF POETRY-BASED-METHOD IN TEACHING GRAMMAR FOR UNIVERSITY STUDENTS Yulnetri Syahril	Laguna 2
	3.1.3 A PROJECT-BASED APPROACH FOR LITERACY PRACTICES IN ESL CLASSROOMS Zuhana Mohd Zin	Laguna 2

3.2.1 FOSTERING STUDENTS' COOPERATION AND CREATIVITY IN USING ENGLISH GRAMMAR THROUGH <i>POETRY-BASED METHOD</i> Suswati Hendriani	Laguna 3
3.2.2 REGISTERIAL CARTOGRAPHY OF POLITICAL DISCOURSE Andy Fung, Eden S. H. Li, Percy Lui, John Li	Laguna 3
3.2.3 WHO ARE 'WE': A CASE STUDY OF THE USE OF PERSONAL REFERENCE 'WE' IN HONG KONG POLITICAL DISCOURSE Eden S. H. Li, Percy Lui, Andy Fung, John Li, Tiffany Ching	Laguna 3
3.3.1 THE PRACTICE OF MODERATION FOR GROUP ORAL ASSESSMENT: A CASE STUDY Chue Siu Kuan, Teoh Mei Lin, Tam Shu Sim	Pulau 1
3.3.2 TEXTING LANKAN STYLE: CODE-MIXING AND CODE-SWITCHING AMONGST USERS OF SRI LANKAN ENGLISH IN ONLINE TEXT MESSAGES D. D. Lakshani Willarachchi	Pulau 1
3.3.3 IMPACT OF PROSODIC TYPICALITY ON AUDITORY LEXICAL PROCESSING OF EFL LEARNERS IN A NORMAL LISTENING CONDITION Shuichi Amano	Pulau 1
3.4.1 AN ANALYSIS OF ONLINE NEWS REPORTS ON THE HAZE ISSUE IN MALAYSIA—A COMPARISON BETWEEN NEW STRAITS TIMES AND MALAYSIKINI Khairunisa Shaharuddin, Afida Mohamad Ali, Zalina Mohd Kasim	Pulau 2
3.4.2 USING POETRY TO RAISE AWARENESS OF THE PROSODIC FEATURES OF ENGLISH Neil Conway	Pulau 2
3.4.3 FACILITATING DIRECTED MOTIVATIONAL CURRENTS WITH LANGUAGE LEARNING PROJECTS Scott Aubrey, Jon Watkins	Pulau 2
3.5.1 INDONESIAN WOMEN'S PERSONAL NARRATIVES ON HOLIDAY Angelika Riyandari	Tanjung 1
3.5.2 THEATRICAL REPRESENTATION OF GOTHIC ELEMENTS IN MERVYN PEAKE'S GORMENGHAST TRILOGY Ong Kear Yee, Arbaayah Ali Termizi	Tanjung 1
3.5.3 THE WOMAN AND THE ANIMAL IN ANITA DESAI'S CRY, THE PEACOCK Gurpreet Kaur	Tanjung 1

	3.6.1 THE EVOLUTION AND POPULARITY OF SCIENCE PLAYS Khalid Ahmad Yas, Arbaayah A. Termizi, Rosli Talif, Hardev Kaur Jujar Singh	Tanjung 2
	3.6.2 DE-'MOOR'TIFYING SHAKESPEARE'S OTHELLO AND A SEVENTEENTH-CENTURY VERSION OF ISLAMOPHOBIA Hanita Hanim Ismail	Tanjung 2
	3.6.3 JOHN DONNE: THE POEM AS A CARNIVAL Refaat Alareer, Noritah Omar, Hardev Kaur Jujar Singh	Tanjung 2
	3.7.1 COMMUNICATING WITH SOCIAL IMAGINARY: CULTURAL IDENTITIES, POPULAR TV FICTION, AND AUDIENCE RESPONSES Mohd Muzhafar Idrus, Ruzy Suliza Hashim, Raihanah Mohd Mydin	Boardroom 1
	3.7.2 THE ROLES OF SURABAYA'S CELEBGRAMS AS FASHION PRODUCT ENDORSER ON INSTAGRAM Elisabeth Christine Yuwono, Cindy Muljosumarto, Cons. Tri Handoko	Boardroom 1
	3.7.3 SOCIO-CULTURAL INFLUENCES ON THE LEARNING, USE, AND ACQUISITION OF COMMUNICATION STRATEGIES AMONG JAPANESE EFL LEARNERS Christian Burrows	Boardroom 1
1600-1630	COFFEE BREAK	
	Parallel Session 4	
1630-1730	4.1.1 ENGLISH LANGUAGE NEEDS FOR POSTGRADUATE STUDENTS IN MUAMALAH PROGRAMMES AT HIGHER LEARNING INSTITUTIONS IN THE KLANG VALLEY, MALAYSIA: PERSPECTIVES FROM SUPERVISORS AND INSTRUCTORS Effendi Abdullah, Mahanum Mahdun, Rabiathul Adhabiyyah Sayed Abudhahir	Laguna 2
	4.1.2 INDONESIAN HIGH SCHOOL STUDENTS' BELIEFS ABOUT THE USE OF INFORMATION AND COMMUNICATION TECHNOLOGY FOR LANGUAGE LEARNING Antonius Suratno, Cecilia T. Murniati, Emilia N. Aydawati	Laguna 2
	4.1.3 IRANIAN POSTGRADUATE STUDENTS' PERCEPTIONS TOWARD CONTENT AND ORGANIZATION OF THE PROBLEM STATEMENT Zahra Tarvirdizadeh, Vahid Nimehchisalem	Laguna 2
	4.2.1 THE ROLE OF ONLINE DIALOGUE JOURNAL WRITING (ODJW) IN HELPING LOW PROFICIENCY ESL UNDERGRADUATES COPE WITH WRITING ANXIETY Anne Rowena David, Siew Ming Thang, Hazita Azman	Laguna 3

4.2.3	THE EFFECTS ON LANGUAGE LEARNING IN USING DIGITAL STORYTELLING FACILITATED BY TABLET COMPUTERS AMONG THE ESL LEARNERS: A CASE STUDY Amelia Leong Chiew Har, Mohammad Jafre bin Zainol Abidin	Laguna 3
4.3.1	“I’M A GOOD MOTHER, NO! I’M A BAD MOTHER!” A PRELIMINARY STUDY ON THE DISCURSIVE CONSTRUCTION OF MOTHERHOOD IDENTITIES AMONG MALAYSIAN NEW MOTHERS Norazrin Zamri, Stephanie Schnurr, Tan Bee Hoon	Pulau 1
4.3.2	EVASION IN INTERVIEWS: CHALLENGING ISSUES ON EDUCATING FOSTER CHILDREN Cherish How, Jariah Mohd Jan	Pulau 1
4.3.3	STUDENT AND SUPERVISOR PERSPECTIVES ON POSTGRADUATE STUDENTS’ ACADEMIC WRITING SKILLS Linda Lin	Pulau 1
4.4.1	A PHONOSEMANTIC STUDY OF ENGLISH AND HAUSA LANGUAGE Hassan Isyaku, Tenku Mazuwana binti T. Mansor	Pulau 2
4.4.2	MOVE ANALYSIS OF RESULT AND DISCUSSION CHAPTER IN MALAYSIAN ESL FINAL YEAR PROJECT Nur Izyan Syamimi binti Mat Hussin , Vahid Nimehchisalem	Pulau 2
4.4.3	A MORPHOLOGICAL ANALYSIS OF COMPLEX NOUNS IN THE MALAYSIAN UNIVERSITY ENGLISH TEST (MUET) READING COMPREHENSION TEXTS Leong Mi-Chelle	Pulau 2
4.5.1	ECO-HERO, ECO-VILLAIN, AND ECO-DESTRUCTION: AN ARCHETYPAL ANALYSIS OF YANG-MAY OOI’S <i>THE FLAME TREE</i> Atiqah Syafawati Mohamed Ariff, Zainor Izat Zainal	Tanjung 1
4.5.2	RECLAIMING IDENTITY THROUGH FORGIVENESS IN K.S MANIAM’S <i>THE RETURN</i> Mohammad Ewan bin Awang, Noritah Haji Omar	Tanjung 1
4.5.3	JOHN DONNE: REFORMING POETRY THROUGH PARODY Refaat Alareer, Noritah Omar, Mohd. Zariat Abdul Rani	Tanjung 1
4.6.1	READING ALBERT BANDURA’S SELF-EFFICACY IN JACQUELINE WILSON’S <i>LOLA ROSE</i> Florence Toh Haw Ching	Tanjung 2
4.6.2	THE GROTESQUE OF NATURE HEALING IN MARGARET ATWOOD’S <i>THE YEAR OF THE FLOOD</i> Ong Li Yuan, Arbaayah Ali Termizi, Rosli Talif	Tanjung 2

	<p>4.6.3 EXPLORING MADNESS IN ITS PLACE: AN ECOFEMINIST READING OF JANET FRAME'S <i>FACES IN THE WATER</i> AND SYLVIA PLATH'S <i>THE BELL JAR</i> Foong Soon Seng, Gheeta Chandran</p>	<p>Tanjung 2</p>
	<p>4.7.1 THE EQUIVALENCE OF BALINESE CULTURE TERMS IN <i>MANDI API</i> NOVEL TRANSLATED INTO ENGLISH I Gusti Agung Istri Aryani, Sri Widiastutik</p>	<p>Boardroom 1</p>
	<p>4.7.2 SON: ABUNDANCE OF JOY OR SECURITY? Norhaniza bt Md Ismail, Swagata Sinha Roy</p>	<p>Boardroom 1</p>
	<p>4.7.3 LIFE IN A COCOON: A STUDY OF OVER-SURVEILLANCE AND OVER-DOCUMENTATION IN A PANOPTICAL WORLD Mehnaz Tabassum</p>	<p>Boardroom 1</p>

Day 2: WEDNESDAY, 17 AUGUST 2016

TIME	PROGRAMME	ROOM
0815-0915	Parallel Session 5	
	5.1.1 STRATEGIES OF TRANSLATING ENGLISH IDIOMS IN HAMLET INTO ARABIC Hawraa Adel, Sabariah Md Rashid	Laguna 2
	5.1.2 INTERNATIONAL TERTIARY EDUCATION HUB MYTH: SEMIOTICS AND ONLINE CONSTRUCTION OF INSTITUTIONAL IDENTITY Lee Ling Khai, Mardziah Hayati Abdullah	Laguna 2
	5.1.3 NURSING STUDENTS' REFLECTIVE AND COLLABORATIVE PRACTICES THROUGH RECORDED ROLE PLAYS Yoseph Edmundus Budiayana	Laguna 2
	5.2.1 BARACK OBAMA'S SPEECH ON THE DEATH OF TAYVON MARTIN SEEN FROM CDA VIEW POINTS: AN EXAMPLE OF AUTHENTIC ACADEMIC WRITING MATERIAL Listyani, M. Hum	Laguna 3
	5.2.2 THE CARROT OR THE STICK: HOW EVALUATION CAN AFFECT STUDENTS IN EXTENSIVE READING PROGRAMS Kelly Quin	Laguna 3
	5.2.3 ASSESING THE COMMUNICATIVE COMPETENCE OF TEACHERS AT PRIMARY BILINGUAL SCHOOLS IN INDON ESIA Heny Hartono	Laguna 3
	5.3.1 OVERCOMING REGIONAL, LINGUISTIC AND ACADEMIC BARRIERS VIA ELECTRONIC CHAT Mark R. Freiermuth	Pulau 1
	5.3.2 PRAGMATIC FAILURE IN IRAQI EFL LEARNERS' E-MAIL REQUESTS TO FACULTY Shurooq Abboodi Ali, Ambigapathy Pandian	Pulau 1
	5.3.3 CULTURAL VIDEO PROJECT ASSIGNMENT (VPA) THROUGH THE EYES OF YOUNG ESL LEARNERS: A MULTI-MODAL VOCABULARY LEARNING APPROACH Norina Jabar, Afiza Mohamad Ali	Pulau 1
5.4.1 ENGLISH LANGUAGE CHALLENGES FACED BY NURSES IN MEDICAL TOURISM IN MALAYSIA Aditya Karuthan	Pulau 2	

	5.4.2 SPEECH ACTS AND STRATEGIES IN OBAMA'S APOLOGY Susanna Bithiah Varma, Shamala Paramasivam, Vahid Nimehchisalem	Pulau 2
	5.4.3 TEACHERS' COLLABORATION: CO-TEACHING IN PRACTICAL LESSON TO TEACH SPEAKING FOR YEAR TWELVE STUDENTS AT VOCATIONAL HIGH SCHOOL (SMK) SMTI PONTIANAK Marwandi	Pulau 2
	5.5.1 HERMIONE'S MONOMYTHICAL JOURNEY IN SELECTED NOVELS OF JK ROWLING'S HARRY POTTER SERIES Farah Lydia binti Mokhtar, Ida Baizura Bahar, Arbaayah Ali Termizi, Hardev Kaur Jujar Singh	Tanjung 1
	5.5.2 RESISTANCE OF SEXUALITY AND PROFESSION GENDER STEREOTYPED PERFORMANCE IN SELECTED SHORT STORIES BY MALAYSIAN WRITERS Nurul Soleha bt. Mohd Noor	Tanjung 1
	5.5.3 AFROCENTRIC REPRESENTATION OF LOGIC IN SOME SELECTED AFRICAN PROVERBS Abdulrahman Abdulwaheed Idris, Rosli Talif, Arbaayah binti Ali, Hardev Kaur Jujar Singh	Tanjung 1
	5.6.1 COLONIAL LEGACIES IN <i>SINGAPORE NOIR</i> AND <i>KUALA LUMPUR NOIR</i> Ririn Kurnia Trisnawati	Tanjung 2
	5.6.2 TOTALITARIANISM AND DYSTOPIA IN E.S. SHANKAR'S <i>TIGER ISLE: A GOVERNMENT OF THIEVES</i> Shalini Namasivayam, Rohimmi Noor	Tanjung 2
	5.6.3 ALIENATION, MEMORY, AND SELF-REFLECTION: THE TRAUMA NARRATIVE IN RIDING LESSONS AND FLYING CHANGES Wan Mei	Tanjung 2
	5.7.1 TEACHING CULTURE THROUGH LINGO-CULTURAL PHRASEMES IN A GERMAN-AS-A-FOREIGN-LANGUAGE COURSE Siti Waltraud Brigitte Mayr, Paramaswari Jaganathan	Boardroom 1
	5.7.2 ENGAGING THREADS OF HIGHER ORDER THINKING SKILLS FOR 21ST CENTURY LANGUAGE TEACHING Paramaswari Jaganathan, Ilangko Subramaniam	Boardroom 1
	5.7.3 USAGE OF MOBILE PHONES AMONG VICTIMS DURING THE 2014 FLOOD IN MALAYSIA Aini Maznina A. Manaf, Tengku Siti Aisha Tengku Azzman, Saodah Wok, Rizalawati Ismail	Boardroom 1
0915-1015	Parallel Session 6	

6.1.1 TEXT-FILLING CONTENT FOR CREATION E-LEARNING Masashi Kawashima, Daisuke Uetakeis	Laguna 2
6.1.2 THINKING OF i-THINK IN THE ENGLISH CLASSROOM: SECONDARY SCHOOL TEACHERS' PERSPECTIVE Rohaiza Jupri, Wan Intan Adlina Wan Abdullah	Laguna 2
6.1.3 TEACHING WRITING TO BEGINNING-LEVEL L2 (SL,FL) LEARNERS Charles Edward Jannuzi	Laguna 2
6.2.1 EXPLORING LANGUAGE ANXIETY IN A DISTANCE LEARNING PROGRAMME Noor Hashima Abd. Aziz	Laguna 3
6.2.2 COLLABORATIVE WRITING IN EFL WRITING: STUDENTS' REFLECTION Galuh Nur Rohmah	Laguna 3
6.2.3 THE EFFECT OF INDIRECT CODED CORRECTIVE FEEDBACK AND WRITTEN COMMENTS ON WRITING PERFORMANCE, LEARNING UPTAKE AND PERCEIVED MOTIVATION Jojo Chia Chieh Tang	Laguna 3
6.3.1 METACOGNITIVE AWARENESS OF STANCE-SUPPORT STRATEGIES IN ARGUMENTATIVE WRITING Lee Geok Imm, Wong Bee Eng, Mardziah Hayati Abdullah	Pulau 1
6.3.2 BEYOND BOUNDARIES: CULTURE-SPECIFIC LEXICONS IN MALAYSIAN WRITINGS IN ENGLISH Rita Abdul Rahman Ramakrishna	Pulau 1
6.3.3 TRACING THE CHANGES OF PREVENT AND STOP COMPLEMENTATION CLAUSES IN 19 TH , 20 TH AND 21 ST CENTURY AMERICAN ENGLISH Teresa Ong	Pulau 1
6.4.1 CONCEPTUAL METAPHORIC PATTERNS ONLEARNING IN MALAY AND ENGLISH Nur Sabrina Zafiran bt Mohd Jamil, Sabariah Md Rashid	Pulau 2
6.4.2 THE URGENCY OF DEVELOPING MIDWIFERY READING MATERIALS USING FLASH APPLICATION Nur Rahmiani	Pulau 2
6.4.3 RANKING LEVEL OF RESETTING THE PARAMETRIC STRATEGIES OF WORD STRESS PRODUCTION AND PERCEPTION OF IRAQI EFL LEARNERS: A METRICAL-BASED ANALYSIS Zainab A. Ali, Alias Abd. Ghani	Pulau 2

	6.5.1 MADNESS IN TAN TWAN ENG'S <i>THE GIFT OF RAIN</i> Iszarlily Ahmad Zaini, Rosli Talif, Manimangai Mani, Arbaayah Ali Termizi	Tanjung 1
	6.5.2 TOPOPHILIA: THE EXISTENTIAL JOURNEY IN IN SHIH LI-KOW'S <i>THE SUM OF OUR FOLLIES</i> Azalea bt. Ahmad Kushairi	Tanjung 1
	6.5.3 ACQUISITION OF WEALTH AS A DEMONSTRATION OF BELONGINGNESS IN K.S.MANIAM'S SELECTED WORKS Manimangai Mani	Tanjung 1
	6.6.1 DECOLONIZATION AND THE POST-INDEPENDENCE INDIAN THEATRE: AN ANALYSIS OF TWO RECENT PRODUCTIONS Samipendra Banerjee	Tanjung 2
	6.6.2 SYMPATHY AND EMPATHY ≠ EMPOWERMENT: THE FILIPINO MALE HOMOSEXUALS AS PORTRAYED IN POPULAR GAY-THEMED SONGS Grace M. Saqueton	Tanjung 2
	6.6.3 TRANS-CENDING GENDER BINARY: NEGOTIATING SUBJECTIVITY IN KATHLEEN WINTER'S <i>ANNABEL</i> Tay Lai Kit, Rohimmi Noor	Tanjung 2
	6.7.1 TARPAULIN, THE FOLK FACEBOOK: ITS IMPACT IN THE LEARNING SOCIETY Bai Salam M. Ibrahim	Boardroom 1
	6.7.2 CREATIVE ARTS STUDENTS AND THE CREATIVE INDUSTRIES: A PERSPECTIVE OF CREATIVE PRACTITIONERS ON THE USE OF SOCIAL MEDIA AMONG CREATIVE ARTS STUDENTS Shanthi Balraj Baboo, Lim Jing Yi	Boardroom 1
	6.7.3 EDUCATING TRANSLATORS: INCREASING CULTURAL TRAINING FOR PROFESSIONAL PURPOSES Maha Aldhahi, Lloyd Davies, Maria Fernandez-Parra	Boardroom 1
1015-1045	COFFEE BREAK	
1045-1200	OPENING CEREMONY	Ballroom
1200-1300	Plenary 3 PROF. CATHY CARUTH	Ballroom
1300-1400	LUNCH	

Parallel Session 7		
1400-1500	7.1.1 QUESTIONS AND FUNCTIONS OF QUESTIONS IN THE PROMOTION OF LIFE INSURANCE PRODUCTS Wan Irham Ishak, Shameem Rafik-Galea, Ain Nadzimah Abdullah, Mei Yuit Chan	Laguna 2
	7.1.2 CONTEXTUAL INFLUENCE IN DISCURSIVE DYNAMISM IN GENERIC TRAINING COURSES FOR GOVERNMENT SECTORS Shamsoul Azhar Ismail, Saiful Amin Jalun, Aini Andria Shirin Anuarudin	Laguna 2
	7.1.3 ANALYSING THE ENGLISH COMMUNICATION NEEDS OF SERVICE TECHNICIANS IN THE PEST CONTROL INDUSTRY Hee Sio Ching, Azlin Zainal	Laguna 2
	7.2.1 THE EFFECT OF PARENTAL INFLUENCE ON ENGLISH PROFICIENCY AMONG PRIMARY SCHOOL STUDENTS IN KEDAH Ahmad Mahreez Abdul Ghani, Nurhafa binti Mohd Akhir	Laguna 3
	7.2.2 CHALLENGES IN THE IMPLEMENTATION OF COMMUNICATIVE LANGUAGE TEACHING APPROACH (CLT) AT SELECTED TECHNICAL COLLEGES Siti Martini Mustapha, Ros Aizan Yahaya	Laguna 3
	7.2.3 THREADING GLOBAL AND LOCAL LEARNING CONTEXTS TO ENHANCE THAI STUDENTS' ENGLISH LANGUAGE LEARNING Kornwipa Poonpon, Bhirawit Sathamnuwong, Banchakarn Sameephet	Laguna 3
	7.3.1 IN TRANSITION: THE STUDENTS' ATTITUDE TOWARD THE INSTITUTIONAL POLICY REGARDING THE USE OF INTERNET ENABLED DEVICES IN THE CLASSROOMS Selamat Tumpal Manurung	Pulau 1
	7.3.2 STUDENTS-CENTERED APPROACH: THE GUIDED DISCOVERY LEARNING METHOD EFFECTS ON THE STUDENTS' READING ASPECTS Firmansyah	Pulau 1
	7.3.3 FACEBOOK FOR LEARNING ENGLISH PARAGRAPH WRITING AMONG MALAYSIAN SECONDARY SCHOOL LEARNERS Yong Fuk Fui	Pulau 1
	7.4.1 THE USE OF GOOGLE SPEECH RECOGNITION TO MEASURE THE ACCURACY OF SECONDARY SCHOOL STUDENTS' PRONUNCIATION Dudy Effendy	Pulau 2

7.4.2 GEN Z'S USAGE OF VOCABULARY IN MUET ARGUMENTATIVE ESSAYS IN MALAYSIA: A COMPARISON OF ONLINE AND OFFLINE TEACHING STRATEGIES Vimala Darvmanathan, Siti Jamilah Bidin	Pulau 2
7.4.3 A STYLISTIC ANALYSIS OF THE USE OF MODALITY IN IDENTIFYING POINT OF VIEW IN A DYSTOPIAN NOVEL Jeyanthi Evelyn Jayaraj, Zalina Mohd Kasim, Afida Mohd Ali, Arbaayah Ali Termizi	Pulau 2
7.5.1 NATIONALISM AS A 21 ST CENTURY SKILL: AN EXPLORATORY STUDY ON HOW "PRIDE IN BEING A FILIPINO" IS PORTRAYED IN EXPLORING LIFE THROUGH WORLD LITERATURE, USING CONTENT ANALYSIS Maxine Rafaella C. Rodriguez	Tanjung 1
7.5.2 UNDOING GENDER IN NAWAL SAA'DAWI'S SELECTED LITERARY WORKS Azhar Jasim Ali Al-Zubeidi	Tanjung 1
7.5.3 GENDER AND REPRESENTATION: MEN AS THE 'OTHER' IN NGUGI WA THIONGO'S <i>PETALS OF BLOOD</i> Nasiru Umar Muhammad, Rosli Talif, Hardev Kaur Jujar Singh, Ida Baizura Bahar	Tanjung 1
7.6.1 PERSONAL TRAUMA AND SELF-RECOVERY IN TAN TWAN ENG'S <i>THE GARDEN OF EVENING MIST</i> Khairul Akiff Mansor, Ida Baizura Bahar, Rohimmi Noor	Tanjung 2
7.6.2 ACTING-OUT, DENIAL AND SUBLIMATION IN CHUAH GUAT ENG'S <i>DREAM STUFF</i> Diren Ashok Khandhar, Rosli Talif	Tanjung 2
7.6.3 MAGICAL REALISM AND SUPERNATURAL BELIEFS AND PRACTICES AMONG MUSLIM MALAY COMMUNITY IN DINA ZAMAN'S <i>KING OF THE SEA</i> Nor Kamal Nor Hashim, Ida Baizura Bahar, Rohimmi Noor	Tanjung 2
7.7.1 GLOBALIZING BANYUMASAN BEGALAN: TRANSPOSING LOCAL CULTURE THROUGH TRANSLATION STRATEGIES Asrofin Nur Kholifah	Boardroom 1
7.7.2 INDONESIA'S FOREIGN POLICY UNDER PRESIDENT JOKOWI: DOMESTIC-ORIENTED WITH FUNCTIONAL INTERNATIONAL ROLE Vinsensio Dugis	Boardroom 1

	7.7.3 COLONIZATION OF CRAFTS AND OCCUPATIONS IN NORTHERN NIGERIA (WANZANCI A VICTIM OF COLONIAL HOODWINK) Bashir Aliyu Sallau	Boardroom 1
1500- 1600	Parallel Session 8	
	8.1.1 SECOND LANGUAGE WRITING ANXIETY AMONG THIRD SEMESTER UNDERGRADUATES IN UNIVERSITI TEKNOLOGI MARA Siti Nur Dina bt Hj Mohd Ali, Mohd Hafizul bin Ismail	Laguna 2
	8.1.2 INTEGRATING DATA-DRIVEN APPROACH TO TEACH ACADEMIC VOCABULARY IN WRITING Ain Nadzimah Abdullah, Seyed Ali Rezvani Kalajahi, Sharon Sharmini	Laguna 2
	8.1.3 LINGUISTIC DEVICES REFLECTING WOMAN'S INFERIORITY IN TOHARI'S <i>RONGGENG DUKUH PARUK</i> Chusni Hadiati	Laguna 2
	8.2.1 REFORMING NATIONAL LANGUAGE ASSESMENT – DO TEACHERS HAVE SUFFICIENT KNOWLEDGE TO MANAGE THE CHANGES? Ahmad Affendi Shabdin, Siti Jamilah Bidin	Laguna 3
	8.2.2 LEARNER CORPUS CREATION AND INTERLANGUAGE ANALYSIS IN A CHILEAN TEACHER TRAINING PROGRAM Maritza F. Ortega	Laguna 3
	8.2.3 LANGUAGE CHOICE AMONG THE SEMANG KINTAQ COMMUNITY OF KAMPONG BUKIT ASU, GERIK, PERAK, MALAYSIA. Azrul Shahimy Mohd Yusof, Wan Irham Ishak	Laguna 3
	8.3.1 METAPHORS ON GST IN NEWS DISCOURSE Nurafazeera binti Yunus, Zalina Mohd Kasim, Afida Mohamad Ali	Pulau 1
	8.3.2 THE RELATIONSHIP BETWEEN MALAYSIAN TESL TRAINEE TEACHERS' PERSONALITY TRAITS AND THEIR VERBAL COMMUNICATION SKILLS Abdul Rashid, Ain Nadzimah Abdullah	Pulau 1
	8.3.3 THE RELATIONSHIP BETWEEN TEST TAKERS' CRITICAL THINKING ABILITY AND THEIR PERFORMANCE ON THE READING SECTION OF MALAYSIAN UNIVERSITY ENGLISH TEST (MUET) Farah Azizah binti Omar, Nurhafizah binti Shahrudin, Norhafiza binti Abdul Ghani, Norhasimah binti Alias	Pulau 1
	8.4.1 UTILISING SILL TO FACILITATE STUDENTS' UNDERSTANDING OF THEIR ESL LEARNING STRATEGIES Francis Xavier A. S. Rajoo, Wan Zulkipli Wan Salleh	Pulau 2

	8.4.2 A CRITIQUE OF “A COMPUTER-ASSISTED CORPUS ANALYSIS (CACA): MAPPING STRUCTURAL LINGUISTIC PATTERNS IN GENRE-SPECIFIC CORPUS Gurmit Singh Pertap Singh, AnasSa’idu Muhammad, Manvender Kaur Sarjit Singh	Pulau 2
	8.4.3 DEVELOPING SUPPLEMENTARY MATERIAL TO TEACH BASIC ENGLISH DIALOGUE FOR EFL LEARNERS WITH VALUE-BASED CURRICULUM BY UTILIZING WEB-PAGE MAKER Isti Arbaniah	Pulau 2
	8.5.1 THE ROLE OF SECURE BASE AND SAFE HAVEN: A MEANS OF RE-CONSTRUCTING THE BROKEN IDENTITY Shamaila Dodhy, Hardev Kaur Jujar Singh, Wan Roselezam Wan Yahya, Ida Baizura Bahar	Tanjung 1
	8.5.2 BETWIXT AND BETWEEN: OF WESTERNISED LIFESTYLE AND ISLAMIC PRACTICES IN BURGESS’ <i>THE ENEMY IN THE BLANKET</i> Farahana Abd Razak, Ida Baizura Bahar, Rosli Talif	Tanjung 1
	8.5.3 THE VOICE OF THE SILENCED IN SALMAN RUSHDIE’S <i>SHAME</i> , CARYL PHILLIPS’S <i>FOREIGNERS: THREE ENGLISH LIVES</i> , AND COLUM MCCANN’S <i>TRANSATLANTIC</i> Intisar Mohammed Wagaa, Manimangai Mani, Rosli Talif, Hardev Kaur Jujar Singh	Tanjung 1
	8.6.1 INDONESIAN FOLKTALES: FEMINISM AND THE QUERY OF FEMALENESS? Sulasih Nurhayati	Tanjung 2
	8.6.2 POWER CONTESTATION IN THE FILM MY HEART Widya Nirmalawati	Tanjung 2
	8.6.3 TRAUMA, RESILIENCE AND NATURE AS HEALING: A THERAPEUTIC JOURNEY IN <i>ARCHIPELAGO</i> Muhamad Lothfi bin Zamri	Tanjung 2
	8.7.1 THE DUAL IDENTITY OF WOMEN SUICIDE BOMBERS AS LIFE GIVERS AND LIFE TAKERS Amalia Qistina Abdullah, Rosli Talif	Boardroom 1
	8.7.2 POSITIVE NARCISSISM: A STUDY OF 21ST CENTURY SOCIAL MEDIA USERS’ ATTITUDES TOWARDS A NEW FORM OF SELF-EXPRESSION Rayven P. Aledo	Boardroom 1
	8.7.3 LISTENING TO THE VOICES OF THE NON-VEILED Farhana Abdul Fatah	Boardroom 1
1600-1630	COFFEE BREAK	

1630-1730	Plenary 4 ASSOC. PROF. DR. GUANGWEI HU	Ballroom
1730-1830	Parallel Session 9	
	9.1.1 CONSTRUCTING A READING COMPREHENSION TEST FOR GENERAL EDUCATION ESL COURSES IN PHILIPPINE UNIVERSITIES: LESSONS LEARNED, INSIGHTS GAINED Lalaine F. Yanilla Aquino	Laguna 2
	9.1.2 Q AND A: A PRAGMATIC ANALYSIS OF CHILDREN'S RESPONSES TO QUESTIONS Maria Corazon Saturnina A. Castro	Laguna 2
	9.1.3 A DISCOURSE DESCRIPTION OF FOUR FUND-RAISING TEXTS: PRACTITIONERS MEET LINGUISTS Lee Chi Wai	Laguna 2
	9.2.1 DOES IT MAKE A DIFFERENCE?: USING INSTRUCTIONAL PRONUNCIATION VIDEO (IPV) TO IMPROVE PRONUNCIATION Chang Siew Lee, Priscilla Shak Yee Ping, Natalie Ann Gregory	Laguna 3
	9.2.2 LEARNING DIGITAL TYPOGRAPHY WITH FONTSTRUCT Maria Nala Damajanti, Aristarchus Pranayama Kuntjara	Laguna 3
	9.2.3 AN INVESTIGATION INTO THE CULTURE STUDY OF THE SECOND YEAR STUDENTS AT THE DEPARTMENT OF ENGLISH, DONG A UNIVERSITY Tran Thi Thu Huong	Laguna 3
	9.3.1 AUTHENTIC LOCAL BASED-ENGLISH LANGUAGE TEACHING (ELT) MATERIALS DEVELOPMENT FOR RURAL-ISOLATED SECONDARY STUDENTS Yohanes Gatot Sutapa Yuliana	Pulau 1
	9.3.2 MORE THAN ONE LANGUAGE, MORE THAN ONE MIND Luzinete de Lima Nagatani	Pulau 1
	9.3.3 CODE MIXING AND CODE SWITCHING BETWEEN JAVANESE PEOPLE IN SOCIAL-MEDIA COMMUNICATION Titik Wahyuningsih	Pulau 1
	9.4.1 THE USE OF HEDGES IN THESIS ABSTRACTS WRITTEN BY POST-GRADUATE STUDENTS Nurul Nadia Abdul Rahman	Pulau 2

9.4.2 PROMOTING EFL LEARNERS' PRAGMATIC COMPETENCE THROUGH TEACHING LINGUISTIC POLITENESS Rita Erlinda	Pulau 2
9.4.3 STUDENTS' VIEW ON THE USE OF HUMOUR IN ESL CLASSROOM Siti Yuhaida Aniiqah binti Mohd Yusof	Pulau 2
9.5.1 POLITENESS STRATEGIES EMPLOYED BY AWARD RECIPIENTS IN THEIR AWARDS ACCEPTANCE SPEECH Savithiammal d/o David, Siti Rohana binti Mohd Thani	Tanjung 1
9.5.2 AN ERROR ANALYSIS OF OVERGENERALIZATION, SIMPLIFICATION, AND INTERLINGUAL INTERFERENCE BY EFL YOUNG LEARNERS IN SPEAKING COMPREHENSION Tri Mulyaningsih	Tanjung 1
9.5.3 LOVE MARRIAGE: GIVING VOICE TO A VOICELESS COMMUNITY Hoshini S. Vickneswaran	Tanjung 1
9.6.1 A CONVERSATIONAL ANALYSIS OF HISTORY TAKING IN VETERINARIAN-CLIENT-PATIENT TALK DURING ILLNESS CONSULTATION Noorjan Hussein Jamal, Shameem Rafik-Galea, Mei Yuit Chan, Gurmeet Kaur Dhaliwal	Tanjung 2
9.6.2 LANGUAGE EDUCATION IN THE ERA OF SOUTHEAST ASIAN NATION INTEGRATION Mochtar Marhum	Tanjung 2
9.6.3 TALK IN THE ESL CLASSROOM: THE USE OF L1 AND L2 IN TEACHER-STUDENT INTERACTIONS Mei Horng Teoh, Mei Yuit Chan, Ngee Thai Yap	Tanjung 2
9.7.1 THE INTEGRATION OF TELEVISION COMMERCIALS IN HIGHER LEARNING INSTITUTION ESL CLASSROOMS Nur Aqilah binti Norwahi, Azura binti Sirri	Boardroom 1
9.7.2 SEMIOTIC ANALYSIS: BALINESE CLOTHES TRADITIONAL WOVEN FOR YOUTH GENERATION Sri Widiastutik, Gusti Agung Istri Aryani	Boardroom 1
9.7.3 WOMAN BODY AND CULTURAL IDENTITY IN SANG PENARI (THE DANCER) MOVIE Aidatul Chusna	Boardroom 1

1945	<p style="text-align: center;">CONFERENCE BARBECUE DINNER</p> <p style="text-align: center;">Please make your reservations and cash payment (RM60) to the Secretariat by 2 pm, 16 August 2016 if you wish to attend.</p>	Beachside
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Day 3: THURSDAY, 18 AUGUST 2016

TIME	PROGRAMME	ROOM
0815-0915	Parallel Session 10	
	10.1.1 A COMPARATIVE STUDY OF REFUSAL STRATEGIES USED BY MALAY ESL STUDENTS AND ENGLISH NATIVE SPEAKERS Norma Saad, Siti Jamilah Bidin, Ahmad Affendi Shabdin	Laguna 2
	10.1.2 CONCEPTUALIZATION OF CONTAINER IMAGE SCHEMAS IN PERSIAN IDIOMS VS. THEIR ENGLISH COUNTERPARTS Maryam Bordbar, Hayat Ameri	Laguna 2
	10.1.3 ENCULTURING FAIRY TALES IN ENGLISH LANGUAGE PROFICIENCY Aishah binti Adnan, Nooreiny Maarof	Laguna 2
	10.2.1 A STUDY OF CONTRIBUTING FACTORS IN LEARNING KOREAN AS A FOREIGN LANGUAGE AMONG UNIVERSITI KUALA LUMPUR STUDENTS Mohd Hafizul bin Ismail, Siti Nur Dina bt Hj Mohd Ali, Nurashikin bt Saaluddin	Laguna 3
	10.2.2 MOTIVATIONAL CURRENTS AMONG L2 LEARNERS IN JAPAN Angela Karsten	Laguna 3
	10.2.3 IMPROVING VOCABULARY THROUGH V-A-K LEARNING MODEL FOR JUNIOR HIGH SCHOOL STUDENTS Umairah Tiffany Saaluddin	Laguna 3
	10.3.1 STUDENTS' PERCEPTIONS TOWARDS THE USE OF MOBILE PHONES IN SECOND LANGUAGE ACQUISITION Nor Aida Sapuan	Pulau 1
	10.3.2 STUDENTS' ATTITUDES TOWARD LEARNING ENGLISH FROM THE INTERNET AT THE PRINCE OF SONGKLA UNIVERSITY, HAT YAI CAMPUS Gregory David Olivier	Pulau 1
	10.3.3 ASSESSING EXTENSIVE READING THROUGH COMPREHENSION TESTS Burcin Kagitci Yildiz	Pulau 1

10.4.1 THE ENGLISH PASSIVE: A REVIEW OF CROSS-LINGUISTIC STUDIES Mahanum Mahdun, Wong Bee Eng	Pulau 2
10.4.2 THE RELATIONSHIP BETWEEN PERCEIVED TEACHER SELF-DISCLOSURE, WRITING PERFORMANCE AND GENDER OF MALAYSIAN ESL UNDERGRADUATES Paul Gnanaselvam	Pulau 2
10.4.3 INCORPORATING CRITICAL THINKING: TEACHING STRATEGIES IN ENGLISH LANGUAGE PROGRAMME Muhammad Harriz Zaini, Norzie Diana Baharum, Ahmad Firdaos Shauqi, Ahmad Sidiki	Pulau 2
10.5.1 VERNACULAR SCHOOLS....WHERE IS THE DESTINY? A CASE STUDY Mohd Nazri Latiff Azmi, Nurazan Mohamad Rouyan, Mohd Fauzi Abd Hamid	Tanjung 1
10.5.2 INVESTIGATING THE USE OF CONVERSATIONAL SILENCE BY NIGERIAN AND MALAYSIAN SCIENCE AND NON-SCIENCE GRADUATE STUDENTS IN ACADEMIC DISCOURSE: SOME METHODOLOGICAL ISSUES Bashir Ibrahim, Ain Nadzimah Abdullah, Shameem Rafik-Galea, Zalina Mohd Kasim	Tanjung 1
10.5.3 LEXICO-GRAMMATICAL STRUCTURE OF THE RHETORICAL MOVES IN HARD AND SOFT SCIENCE POSTGRADUATE THESIS ABSTRACTS Dariush Saberi, Helen Tan, Ain Nadzimah Abdullah, Syamsiah Mashohor	Tanjung 1
10.6.1 "I'M SO SORRY FOR THIS...": APOLOGY STRATEGIES IN SUICIDE NOTES Shamsul Harbi, Jariah Mohd Jan	Tanjung 2
10.6.2 THE FALLIBLE MANGA WOMEN: STEREOTYPES AND OBJECTIFICATION IN MIKI AIHARA'S <i>HOT GIMMICK</i> Nurus Syahidah Tahreb, Norzie Diana Baharum, Ahmad Firdaos Shauqi, Ahmad Sidiki	Tanjung 2
10.6.3 SELF-PERCEIVED BODY IMAGE AND COMMUNICATION APPREHENSION AMONG UNDERGRADUATES Fatin Athirah binti Fadzillah	Tanjung 2
10.7.1 SPEAKING ANXIETY AMONG MDAB STUDENTS OF UITM PAHANG Suzaini Harmiruslin binti Supian, Azlini Razali, Mohd Ikhsan Md Raus	Boardroom 1
10.7.2 CHOICE OF SUFFIXES FOR ADJECTIVES IN MALAYSIAN ONLINE ENGLISH NEWSPAPER Christina Ong Sook Beng, Chai Jian Mei	Boardroom 1

	10.7.3 THE YEMENI EST READING CURRICULUM AT SECONDARY SCHOOL LEVEL: A LEVEL OF COGNITIVE DEMANDS Lubna Ali Mohammed, Sidek H. M., Murad Abdu Saeed	Boardroom 1
0915-1015	Parallel Session 11	
	11.1.1 STUDENTS' ACCEPTANCE ON THE IMPLEMENTATION OF COMPUTER-BASED LISTENING TEST (CBLT) Nursyaidatul Kamar Md Shah, Suriyati Ujang, Muhamad Zaidi Zakaria	Laguna 2
	11.1.2 THE USEFULNESS AND EFFECTIVENESS OF ARGUMENTATIVE WRITING SELF-ASSESSMENT CHECKLIST IN UNDERGRADUATE WRITING CLASSROOMS Kayatri Vasu, Vahid Nimehchisalem, Sabariah Md Rashid, Yong Mei Fung	Laguna 2
	11.1.3 TOWARDS A NEW MODEL OF TEACHING CREATIVITY THROUGH METAPHORS Charbati Youssef	Laguna 2
	11.2.1 A MODEL IN MANAGING AND ACCOUNTING LEARNING OUTCOMES David Yoong Soon Chye	Laguna 3
	11.2.2 POPULARIZING PROFANITY: A CRITICAL DISCOURSE ANALYSIS OF PROFANE LANGUAGE IN POP SONGS Jacqueline Bee-Peng Chuah	Laguna 3
	11.2.3 PROPAGANDA IN MOHAMMAD AL-AREFE'S MANIPULATIVE DISCOURSE: THE PRESENTATION OF IN-GROUP AND OUT-GROUP Maryam Enjavinezhad, Shamala Paramasivam	Laguna 3
	11.3.1 POSTCOLONIAL SUBTERFUGE: NARRATIVES OF PARADOXES Noritah Omar	Pulau 1
	11.3.2 MELANCHOLIC EUNUCH MAGDALENA IN <i>BY THE LIGHT OF MY FATHER'S SMILE</i> Kamelia Talebian Sedehi, Rosli Talif, Wan Roselezam Wan Yahya, Hardev Kaur Jujar Singh	Pulau 1
	11.3.3 THE MEASURE OF A MAN: EXPLORING MALAYSIAN MALES' PERCEPTION AND EXPERIENCE IN CONSTRUCTIONS OF NEW MASCULINE IDENTITIES Nur Syuhada bt Mohd Radzi	Pulau 1
	11.4.1 THE EFFICACY OF COOPERATIVE LEARNING IN THE TEACHING OF LITERATURE AMONG AVERAGE ESL LEARNERS Zanurin Mohamad Safar	Pulau 2

	11.4.2 THE USE OF SELF EVALUATION CHECKLIST AND EVALUATOR'S CHECKLIST IN A WRITING CLASSROOM: VIEWS FROM STUDENTS AND TEACHERS Azura binti Sirri, Nur Aqilah binti Norwahi	Pulau 2
	11.4.3 ISLAMIC ENGLISH: IS THERE A NEED? Khairiah Othman, Faridah Abdul Malik, Anis Izzati bt. Ismail	Pulau 2
	11.5.1 THE EFFECT OF COLLABORATIVE LEARNING ON ESL LEARNERS' SPEAKING ANXIETY AND ORAL PERFORMANCE Zetty Harisha Harun, Robekah Harun	Tanjung 1
	11.5.2 MALAYSIAN UNIVERSITY STUDENTS' ATTITUDES TOWARDS ACCENTED SPEECH VARIETIES OF ENGLISH AND THE AFFECTING SOCIAL VARIABLES Zainab Thamer Ahmed, Ain Nadzimah Abdullah, Chan Swee Heng	Tanjung 1
	11.5.3 HIGH BAND SCHOOL STUDENTS' ACADEMIC SPEAKING PROFICIENCY UPON THE IMPLEMENTATION OF ENGLISH TEACHING ASSISTANT PROGRAM Siti Maftuhah Damio	Tanjung 1
	11.6.1 A STUDY ON THE FUNCTIONAL SHIFT AND LEXICO-SEMANTIC VARIATION OF THE INTERJECTION 'HERE' IN SRI LANKAN ENGLISH LINGUISTIC REPERTOIRE Upeksha Jayasuriya	Tanjung 2
	11.6.2 THE CONCEPT OF "NATION AS FAMILY" IN THE 2015 BUDGET SPEECH Zurina Mohamed Nil, Zalina Mohd Kasim	Tanjung 2
	11.6.3 TEACHERS' CONCEPTION OF CLASSROOM PRACTICES IN THE TEACHING OF LISTENING AND SPEAKING SKILLS IN ESL Syakirah Mohammed, Nurazila Abd. Aziz, Noor' Aina Abd Razak	Tanjung 2
	11.7.1 THE DYNAMICS OF CONTEMPORARY ADAPTATION BETWEEN A STUDY IN SCARLET AND ITS BBC'S SHERLOCK COUNTERPART EPISODE A STUDY IN PINK Edria Sandika	Boardroom 1
	11.7.2 JOURNALISM IN MALAYSIA: JOURNALISTS' ROLE CONCEPTION THROUGH NEWS PRODUCTION Moniza Waheed	Boardroom 1
	11.7.3 IDENTIFICATION PROCESS IN COSTUME PLAYING (COSPLAYING) Eriko Yamato	Boardroom 1
1015-1045	COFFEE BREAK	

		Parallel Session 12	
1045-1145	12.3.1 MOTHER TONGUE INTERFERENCE ON STUDENTS' ESSAY WRITING: AN ANALYSIS Khalipah Mastura Khalid		Pulau 1
	12.3.2 THE EFFECTS OF E-PORTFOLIO ASSESSMENT IN ENHANCING COMMUNICATION SKILLS Sharina Saad, Nur Syazwanie Mansor		Pulau 1
	12.3.3 RHETORICAL MOVES AND METADISOURSE FEATURES OF ENGLISH LANGUAGE POLITICAL SCIENCE RESEARCH ARTICLE ABSTRACTS Sara Seyed Paydari, Shamala Paramasivam		Pulau 1
	12.4.1 REALM OF PERSUASION AND POLITICAL IDEOLOGIES IN MANDELA'S DISCOURSE Ali Abdulhameed Faris, Afida Mohd Ali, ShamalaParamasivam		Pulau 2
	12.4.2 AN EXPLORATORY STUDY ON HIGHER ORDER THINKING SKILLS (HOTS) AMONG ESL STUDENTS IN WRITING Ajuntha Kuppan, Sherline Ann Andrew, Ambigapathy Pandian		Pulau 2
	12.4.3 THE EMERGENCE OF HOMOMORPHS IN LONG TERAWAN BERAWAN Jürgen M. Burkhardt		Pulau 2
	12.5.1 TRANSLATING JAVANESE CULTURAL PIECES IN RONGGENG DHUKUH PARUK NOVEL Khristianto		Tanjung 1
	12.5.2 AN ANALYSIS OF LEECH'S POLITENESS PRINCIPLES IN THE MOVIE NOTTING HILL Fitri Rakhmawati		Tanjung 1
	12.6.1 TEACHING GERMAN HISTORY IN MALAYSIA: A HISTORICAL FEATURE FILM PROJECT AT UNIVERSITY PUTRA MALAYSIA Torsten Schaar, Chang Shi Wen		Tanjung 2
	12.6.2 DEVELOPING HISTORICAL LITERACY USING HISTORICAL FEATURE FILM IN THE BA GERMAN PROGRAM Chang Shi Wen		Tanjung 2
	12.7.1 TYPES OF ETHNIC AFFILIATION IN M. G. VASSANJI'S <i>NO NEW LAND</i> M. A. Hussein Ali Abbas, Manimangai Mani, Hardev Kaur Jujar Singh		Boardroom 1

	12.7.2 THE WOMEN'S POSITION IN DUONG THU HUONG'S <i>NOVEL WITHOUT A NAME</i> AND PRAMOEDYA ANANTA TOER'S <i>THE GIRL FROM THE COAST</i> Mohd Eddren bin Fadzilah	Boardroom 1
	12.7.3 DISCLOSING TRAUMA: ACTING OUT AND WORKING THROUGH IN ATIQ RAHIMI'S <i>THE PATIENCE STONE</i> Fatin Atirah Ibrahim, Hardev Kaur Jujar Singh	Boardroom 1
1145-1245	Plenary 5 ASSOC. PROF. DR. ISMAIL TALIB	Ballroom
1245-1300	CLOSING	Ballroom
1300	LUNCH	



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RAINBOW PARADISE BEACH RESORT

TANJUNG BUNGAH PENANG

MALAYSIA



PROGRAMME AND ABSTRACTS

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2.7.2 THE QUEST OF IDENTITY: THE FEMALE GAZE IN CONTEMPORARY WOMEN ARTISTS

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Today, the role of a "woman" is often defined and governed by an individual perception of a subject. In the art industry, any female artist, trained or untrained, amateur or professional, is always exposed to revealing the hidden secrets within herself as well as her emotions, thoughts and feelings about her own personal life as a woman. This paper aims to investigate the terminology relating to irony, manifestation of the struggle within herself as well as her emotions, thoughts and feelings about her own personal life as a woman. This paper aims to investigate the terminology relating to "woman" in the 21st century, focusing on the inner thoughts of a 21st century contemporary artist. Her artworks depict a major component of the grapple between conforming to the traditional culture with the new generational thought and idea in which this study will look into to explore the degree of the postmodern way of life, thinking and contemporary culture in urbanized Malaysia. In her recent exhibition entitled "WUDU" curated by Minut Inis, Sophia Kamal exposes the 21st century dilemma faced by many modern women especially among the Muslims. Through extensive, fine pieces of colourful and impressive artwork, the artist explores the subject of identity, religion, and the definition of beauty in forms of abstract portraits of women. Sophia Kamal's artworks contribute to the development of local artworks produced by contemporary women artists in Malaysia by looking into the perception of identity in terms of the female gaze and consciousness from a feminist perspective.

2.7.3 APPLYING TRANSNATIONALITY OF AMERICAN POPULAR CULTURE (T.A.P.C.) FOR MAGAZINE ADVERTISEMENT RESEARCH

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Easy access, likewise, easy intrusion of digital media on the web has influenced the crisscrossing phenomena of cultures. With its speed of reaching great distances, people all over the world are bombarded with popular cultures from renowned countries within a click of a personal computer's mouse. In this condition, it becomes difficult to judge where the original culture of the popular culture is from. In the field of American Studies, researching the aforementioned phenomena becomes the focus of a study, which is known as Transnational American Popular Culture (TAPC). Formerly, American Studies research involves data and researchers who reside in the United States. However, in its development, the transnational characteristic of American Studies allow researchers living in different countries, who have interest in making use of American popular culture products as the main data of the research are embraced as TAPC scholars. This paper wants to share the result of a dissertation research, which relies on the cross bordering or transnational characteristic as a method in analyzing and interpreting a selection of various countries magazine advertisements. One of the findings of the research is, not only do American franchised magazines take on TAPC products, but some local cultures have somewhat influenced the decision of the products chosen as magazine advertisements.