## 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)

<table>
<thead>
<tr>
<th>Time</th>
<th>Agenda</th>
</tr>
</thead>
<tbody>
<tr>
<td>08:00 - 08:40</td>
<td>Registration</td>
</tr>
<tr>
<td></td>
<td><strong>Venue:</strong> H116, International Conference Hall</td>
</tr>
<tr>
<td>08:45 - 09:00</td>
<td>Opening Ceremony</td>
</tr>
</tbody>
</table>
|               | YUNG, Jimmy, President, National Kaohsiung University of Hospitality and Tourism  
|               | 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                         |
| 09:00 - 10:20 | Keynote Speech (I)                                                     |
|               | **Topic:** Multimodal Analysis of Hotel Homepages: A Comparison of Hotel Websites across Different Star Categories  
|               | **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 |
| 10:20 - 10:40 | Tea Break                                                               |
| 10:40 - 11:30 | Paper Presentation (I)                                                 |
|               | **Session A:** H507                                                    |
|               | **Moderator:** WU, Miao-Chi                                            |
|               | Department of Applied English, National Kaohsiung University of Hospitality and Tourism |
|               | **Topic:** Assessing Reflection in an ESP Course                       |
|               | **Session B:** H508                                                    |
|               | **Moderator:** CHIAO, Yu-Hui                                           |
|               | Department of Applied English, National Kaohsiung University of Hospitality and Tourism |
|               | **Topic:** A Holistic Course Design for Intercultural Business Communication Based on CLT - A Case Study of a Training Program for Chinese Business Professionals |
|               | **Session C:** H402                                                    |
|               | **Moderator:** LIN, Wen-Chuan                                          |
|               | Department of English, Wenzao Ursuline College of Language             |
|               | **Topic:** The Value of Working Holiday Program: from the perspective of language improvement |
|               | **Session D:** H307                                                    |
|               | **Moderator:** WOLFF, David                                            |
|               | Department of Applied English, National Kaohsiung University of Hospitality and Tourism |
|               | **Topic:** Designing an ESP Course Based on Participation at the Edinburgh Fringe – A Case Study |
| 11:40 - 12:30 | Lunch                                                                  |
|               | **Meeting Room, Professional Building II**                             |

### Paper Presentation (II)

<table>
<thead>
<tr>
<th>Time</th>
<th>Agenda</th>
</tr>
</thead>
<tbody>
<tr>
<td>11:40 - 12:30</td>
<td>Paper Presentation (II)</td>
</tr>
<tr>
<td></td>
<td><strong>Session A:</strong> H507</td>
</tr>
<tr>
<td></td>
<td><strong>Moderator:</strong> WU, Miao-Chi</td>
</tr>
<tr>
<td></td>
<td>Department of Applied English, National Kaohsiung University of Hospitality and Tourism</td>
</tr>
<tr>
<td></td>
<td><strong>Topic:</strong> A Case Study of Foreign Trade Correspondence Curriculum Standards Development under the Guidance of ESP Theories</td>
</tr>
<tr>
<td></td>
<td><strong>Session B:</strong> H508</td>
</tr>
<tr>
<td></td>
<td><strong>Moderator:</strong> CHIAO, Yu-Hui</td>
</tr>
<tr>
<td></td>
<td>Department of Applied English, National Kaohsiung University of Hospitality and Tourism</td>
</tr>
<tr>
<td></td>
<td><strong>Topic:</strong> Enhancing Academic Literacy through Investigating a Social Issue: An English-in-the discipline Course for Social Sciences Students of the University of Hong Kong</td>
</tr>
<tr>
<td></td>
<td><strong>Session C:</strong> H402</td>
</tr>
<tr>
<td></td>
<td><strong>Moderator:</strong> LIN, Wen-Chuan</td>
</tr>
<tr>
<td></td>
<td>Department of English, Wenzao Ursuline College of Language</td>
</tr>
<tr>
<td></td>
<td><strong>Topic:</strong> Counter-colonialistic English Acquisition in Children Education</td>
</tr>
<tr>
<td></td>
<td><strong>Session D:</strong> H307</td>
</tr>
<tr>
<td></td>
<td><strong>Moderator:</strong> WOLFF, David</td>
</tr>
<tr>
<td></td>
<td>Department of Applied English, National Kaohsiung University of Hospitality and Tourism</td>
</tr>
<tr>
<td></td>
<td><strong>Topic:</strong> What Makes a Business English Course Effective: Voices from Chinese Professionals in Hong Kong</td>
</tr>
<tr>
<td>12:30 - 13:30</td>
<td>Lunch</td>
</tr>
<tr>
<td></td>
<td><strong>Meeting Room, Professional Building II</strong></td>
</tr>
<tr>
<td>Time</td>
<td>Agenda</td>
</tr>
<tr>
<td>--------------</td>
<td>------------------------------------------------------------------------</td>
</tr>
<tr>
<td>13:30 - 15:00</td>
<td><strong>Tea Break</strong></td>
</tr>
<tr>
<td>15:00 ~ 15:20</td>
<td><strong>Paper Presentation (III)</strong></td>
</tr>
</tbody>
</table>
| 15:20 - 16:10 | Moderator: CHANG, Mei-Mei  
Department of Modern Languages,  
National Pingtung University of Science and Technology  
LEE, Chang-Chun  
Topic: Using Contextualized Teaching in Business Communication |
| 16:20 - 17:10 | Moderator: CHANG, Chiung-Wen  
Department of Foreign Languages,  
R.O.C. Military Academy  
EMBER, Mei-Chen  
Topic: Recounts of Actions, Events and Outcomes in Design Science and Action Design Research Articles of Information Systems |
|              | Moderator: WU, Ruo-Ji  
Foreign Languages Education Center,  
National Kaohsiung Marine University  
ZHU, Xiao-Shu & GAO, Dianjun  
Topic: Nothing Succeeds like Success - An Analysis of the Causes of Negotiation Success and Failures in China |
|              | Moderator: TSAI, Hsing-Chih  
Department of Applied English,  
National Kaohsiung University of Hospitality and Tourism  
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)**                                           |
| 16:20 - 17:10 | Moderator: CHENG, Ying-Huei  
Center for the Development of Language Teaching and Research,  
Asia University  
CHENG, Winnie & CHING, Tiffany  
Topic: Effective and Feasible Activities for Writing in English across the Curriculum Suggestions of Four Teachers of Different Disciplines |
| 17:10 - 18:00 | Moderator: CHANG, Chiung-Wen  
Department of Foreign Languages,  
R.O.C. Military Academy  
CHENG, Winnie & CHING, Tiffany  
Topic: Effective and Feasible Activities for Writing in English across the Curriculum Suggestions of Four Teachers of Different Disciplines  
CHANG, Karen Chung-Chien  
Topic: Needs and Field Analyses for Court Interpreting  
CHENG, Winnie & CHING, Tiffany  
Topic: Effective and Feasible Activities for Writing in English across the Curriculum Suggestions of Four Teachers of Different Disciplines |
| 18:00 - 19:00 | Moderator: WU, Ruo-Ji  
Foreign Languages Education Center,  
National Kaohsiung Marine University  
PRASELA, Mustika  
Topic: Translating Swearwords(A Case Study of the Translation of Swearwords in an Indonesian Translation of Fifty Shades of Grey)  
TSAI, Yee-Ru & CHANG, Yu-Kon  
Topic: Facilitating Engineering Students’ Reading Comprehension of English for Science and Technology through an Online Cumulative Sentence Analysis (CSA) Instruction |
|              | Moderator: TSAI, Hsing-Chih  
Department of Applied English,  
National Kaohsiung University of Hospitality and Tourism  
CHIH, Apollo, Ping-Sung & HUANG, Mei-Chen  
Topic: Genre Analysis of English Business E-mail Correspondence: The Case of Inquiries and Replies |
<table>
<thead>
<tr>
<th>Time</th>
<th>Agenda</th>
</tr>
</thead>
<tbody>
<tr>
<td>08:30</td>
<td>Registration</td>
</tr>
<tr>
<td>08:45</td>
<td>Keynote Speech (III)</td>
</tr>
</tbody>
</table>
| 09:00  | 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  
Venue: H116, International Conference Hall |
| 09:30  | Tea Break                                                    |
| 10:00  | Paper Presentation (V)                                       |
| 10:40  | Session A: H507                                             |
| 11:00  | Session B: H508                                             |
| 11:30  | Session C: H206                                             |
| 12:00  | Students Session: H407                                       |

**Session A: H507**  
Moderator: HOU, Hsiao-I  
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

**Session B: H508**  
Moderator: GOODMAN, David  
Department of Applied English, National Kaohsiung University of Hospitality and Tourism  
Chien, Chi-Ying & LAN, Yu-Su & DONG, Da-Hui  
Topic: Error Analysis for Academic Nursing Abstracts  
Guo, Xin & LI, Zhi-Wei  
Yan, Emily & LEUNG, Ella & GRUBER, Lindsey  
Topic: From EAP to ESP – a Case with Undergraduate Law Majors

**Session C: H206**  
Moderator: YANG, Wen-Hsien  
Department of Applied English, National Kaohsiung University of Hospitality and Tourism  
Huang, Pi-Chi  
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

**Students Session: H407**  
Moderator:  
Department of Applied English, National Kaohsiung University of Hospitality and Tourism  
Zhan, Wen-Lian & SHEN, Zhu-Lin  
Topic: An Analysis of Cultivation for Core Competency of Vocational BE Majors  
Hussin, Nora Anniessa  
Topic: Moving the Giants: Transition from Print to Digital Curriculum  
Lei, Ruo-Wan  
Topic: A College Teachers’ Study Group on Teaching (Re)Writing Storytelling

**Session A: H507**  
Moderator: HOU, Hsiao-I  
Department of Applied English, National Kaohsiung University of Hospitality and Tourism  
Chen, Pi-Ching  
Topic: Speech Acts in Hotel Service Encounter  
Zhan, Wen-Lian & SHEN, Zhu-Lin  
Topic: An Analysis of Cultivation for Core Competency of Vocational BE Majors  
Hussin, Nora Anniessa  
Topic: Moving the Giants: Transition from Print to Digital Curriculum  
Lei, Ruo-Wan  
Topic: A College Teachers’ Study Group on Teaching (Re)Writing Storytelling

**Session B: H508**  
Moderator: GOODMAN, David  
Department of Applied English, National Kaohsiung University of Hospitality and Tourism  
Chen, Pi-Ching  
Topic: Speech Acts in Hotel Service Encounter  
Zhan, Wen-Lian & SHEN, Zhu-Lin  
Topic: An Analysis of Cultivation for Core Competency of Vocational BE Majors  
Hussin, Nora Anniessa  
Topic: Moving the Giants: Transition from Print to Digital Curriculum  
Lei, Ruo-Wan  
Topic: A College Teachers’ Study Group on Teaching (Re)Writing Storytelling

**Session C: H206**  
Moderator: YANG, Wen-Hsien  
Department of Applied English, National Kaohsiung University of Hospitality and Tourism  
Chen, Pi-Ching  
Topic: Speech Acts in Hotel Service Encounter  
Zhan, Wen-Lian & SHEN, Zhu-Lin  
Topic: An Analysis of Cultivation for Core Competency of Vocational BE Majors  
Hussin, Nora Anniessa  
Topic: Moving the Giants: Transition from Print to Digital Curriculum  
Lei, Ruo-Wan  
Topic: A College Teachers’ Study Group on Teaching (Re)Writing Storytelling

**Students Session: H407**  
Moderator:  
Department of Applied English, National Kaohsiung University of Hospitality and Tourism  
Zhan, Wen-Lian & SHEN, Zhu-Lin  
Topic: An Analysis of Cultivation for Core Competency of Vocational BE Majors  
Hussin, Nora Anniessa  
Topic: Moving the Giants: Transition from Print to Digital Curriculum  
Lei, Ruo-Wan  
Topic: A College Teachers’ Study Group on Teaching (Re)Writing Storytelling

**Lunch**  
Venue: Meeting Room, Professional Building II
**Keynote Speech (IV)**

**Topic:** Towards an Understanding of Communicative Competence in the Workplace: A Proposed Performance-based Model (Authors: Kenneth Kong, Phoenix Lam, & Winnie Cheng)

**Dr. KONG, Kenneth**
Associate Professor of Department of English Language & Literature, Hong Kong Baptist University, Hong Kong

**Moderator: Prof. SHANG, Hui-Fang**
Chair of Department of Applied English, I-Shou University, Kaohsiung, Taiwan

**Venue: H116, International Conference Hall**

---

**Paper Presentation (VII)**

<table>
<thead>
<tr>
<th>Session A: H507</th>
<th>Session B: H508</th>
<th>Session C: H402</th>
</tr>
</thead>
</table>
| Moderator: GOSLING, Mark  
Department of Applied English, National Kaohsiung University of Hospitality and Tourism |
| Moderator: LIAO, Yuan-der  
Department of Applied English, National Kaohsiung University of Hospitality and Tourism |
| 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

**Paper Presentation (VIII)**

<table>
<thead>
<tr>
<th>Session A: H507</th>
<th>Session B: H508</th>
<th>Session C: H402</th>
</tr>
</thead>
</table>
| Moderator: GOSLING, Mark  
Department of Applied English, National Kaohsiung University of Hospitality and Tourism |
| Moderator: LIAO, Yuan-der  
Department of Applied English, National Kaohsiung University of Hospitality and Tourism |
| 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

**Closing Ceremony**

**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

**Venue: H116, International Conference Hall**

---


**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

Directed by Ministry of Education, Teaching Excellence Project