APLX 2013 AT TAIPEI TECH

Applied Linguistics on Global Fronts:
Culture, Pedagogy, Translation, and Communication
全球化應用語言學之多元與創新：文化、教學、翻譯、及溝通

CONFERENCE HANDBOOK

November 14-15, 2013
General Education Building, Taipei Tech

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GUIDELINES FOR MODERATORS AND PRESENTERS

For the APLX 2013 International Conference, the Conference Program Committee approved the following guidelines for speakers and moderators.

1. Each presenter will be briefly introduced and have no more than 30 minutes per presentation.

2. We strongly recommend a reading of about 20-25 minutes (or about 15-20 double spaced pages), leaving 5-10 minutes for discussion.

3. Presenters and moderators should cooperate to ensure that presentations and discussions will fit in the allotted time.

PROGRAM

THURSDAY, NOVEMBER 14, 2013

8:30 – 9:00 **Registration**
9:00 – 9:30 **Opening Ceremony**

9:30 – 10:30 **Keynote Lecture by Prof. Rod Ellis** - Room 715

Corrective Feedback: Pedagogical and Theoretical Perspectives

This talk will first consider corrective feedback from a pedagogical perspective by examining what teacher guides recommend. These have addressed five key questions:

- Should learners' errors be corrected?
- When should learners' errors be corrected?
- Which errors should be corrected?
- How should errors be corrected?
- Who should do the correcting?

The talk will then examine three theoretical perspectives on corrective feedback: UG-based views of corrective feedback, cognitive-interactionist accounts of corrective feedback and sociocultural accounts of corrective feedback. These theoretical perspectives provide the basis for examining some of the key debates in SLA about the role of corrective feedback in L2 acquisition:

- The relative efficacy of recasts and prompts
- The relative efficacy of implicit as opposed to explicit corrective feedback
- The need for 'graduated' feedback

Finally, the talk will return to the key pedagogical questions and propose a number of general principles to guide the practice of corrective feedback in the light of the research findings.

10:30 – 10:50 **Coffee Break**

10:50 – 12:20 **FIRST SESSIONS**

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Modal Verbs and Children's Logical Form
Chin-Ting Jimbo Liu, National Cheng Kung University
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Investigation of pitch patterns of 4-year-old children with Cerebral Palsy
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Picturing English: Participatory photography in a college English classroom
Yi-Ching Lee, National Penghu University of Science and Technology

Analysis on Cohesive Devices Found in Davao City, Philippines Ordinances
Rioliza Molina, University of Southeastern Philippines

12:20 – 13:30 **Lunch**

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Venue: Room 714 | Chair: Chia-Ling Hsieh

A Study on Narrative Models of Taiwan Television News

Chia-Ling Hsieh (謝佳玲), National Taiwan Normal University
Shi-Ping Hong (洪詩萍), National Taiwan Normal University
Xin-Ru Wu (吳欣儒), National Taiwan Normal University

A Study of the Acquisition of the Chinese Theme-Rheme Constructions by Native English Speakers

Wang Li, Nantong University

＜The Annoying Orange＞影片中的社會文化觀

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Bourdieu's "capital" and Latour's actor-network theory as conceptual tools in translation research

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Web Localization: Analysis of Goals and Strategies From The Perspective of Skopos Theory

Chien-Lin Chen, National Taipei University of Technology

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Intertextual Implicatures in Political Discourse: Implications for Translation A Relevance-theoretic View
Mohammad Saleh Sanatifar, Tabaran Institute of Higher Education

The Emblem of Lotus Flower at the Intersection between Different Cultures in Ang Lee's Movie *Life of Pi* (2012)
Ju-ying (Vinia) Huang, National Taipei University of Technology
Xian-ying (Betty) Liu, National Taipei University of Technology

15:30 – 16:00 **Coffee Break**

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Yu-Chi Sun, National Taipei University of Technology

Taiwanese adolescent learners' corrective feedback behaviour in classroom based EFL oral communication tasks
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"Teinei (丁寧)", "limao (礼貌)", and "konson (恭遜)": A Comparison of Corresponding Japanese, Chinese, and Korean Concepts of "politeness" in English
Lin Tao, Kanazawa University
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Translation by non-professional translators: a solution to manage the linguistic diversity

Roxana Taquechel-Chaigneau, Beijing Foreign Studies University

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A closer look at travel guides: From the Taiwanese and foreign tourists' perspectives

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Lemuel R. Fontillas, Bataan Peninsula State University

FRIDAY, NOVEMBER 15, 2013

9:30 – 10:30 **Keynote Lecture by Prof. Sue Starfield** - Room 715

Ethnographic approaches to researching academic writing

Why adopt an ethnographic approach to researching academic writing? If we see academic writing as primarily a "social act" (Candlin & Hyland, 1999, p.2), shaped by the social contexts in which it occurs, and are interested in uncovering the meanings that participants bring to the writing tasks in which they are engaged, then ethnographic approaches may be an appropriate methodology. The use of ethnographic approaches has been encouraged by what has been called the 'social turn' in the study of writing which has led to the desire to develop in-depth understandings of academic writing in the specific (and frequently unequal) social contexts within which it takes place. Through their combination of sustained observation and the collection of diverse forms of data, ethnographic approaches enable understandings of participants' perspectives and meaning-making practices within the complex sociocultural worlds they inhabit that more traditional methodologies may not succeed in capturing. In my talk, I will discuss what ethnographic perspectives can bring to the study of academic writing and explore how they can enrich our understandings of the study of writing in context. I will draw on two major studies that I have participated in that employed ethnographic approaches, one a study of the academic writing of undergraduate students learning to write within a disciplinary context and the other a study of the evolution of the PhD thesis genre in the creative and performing arts.

10:30 – 10:50 **Coffee Break**

10:50 – 12:20 **FOURTH SESSIONS**

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Selim Ben Said, National Institute of Education

Introducing a Regional Language Using Text Searching Software
Radia Hannachi, University of South-Brittany
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Evolution of an academic English course for Science Research Postgraduates (RPGs): a case study at the Hong Kong University of Science and Technology (HKUST)
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Integrating data-driven learning into EFL courses at the senior high school level
施懿珊, 國立臺灣科技大學
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Contrastive Rhetoric in Letters of Complaint to the Editors of Newspapers across Cultures: A Case of the Filipino and American Writers
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Needs analysis: Investigating Needs for Communication in English of Ground Staff
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A comparative analysis of prominal taxonomies in academic writing
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12:20 – 13:30 **Lunch**

13:30 – 15:30 FIFTH SESSIONS

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A Corpus-based, Multi-level Analysis of Prepositions in VP-down in-NP Constructions
李旻倩, 國立政治大學
鍾曉芳, 國立政治大學

Using a Specialized Corpus to Teach Wine Language
Hsiao-I Hou, National Kaohsiung University of Hospitality and Tourism

***Especially, Particularly, Peculiarly*: A Corpus-based Behavioral Profile Study of Near-Synonymous Adverbs**
Yen-Yu Lin, National Chengchi University

Changes of Entering Tones in Mandarin Chinese: a corpus-based approach
Chihkai Lin, University of Hawai'i at Mānoa

p.51 B. EFL

Venue: Room 715 | Chair: Vinia Huang

The Effectiveness of Teaching Vocabulary Using the First Language of Students

Catherine M. Roble, University of Southeastern Philippines
Bernard E. Mendoza, Jr., College League of United English Students
Francis Evan J. Saludar, College League of United English Students

English Reading Attitudes of College Students: A Comparison of Reading Attitudes between High and Low Achievers

I-Jiuan Ting, De Lin Institute of Technology

The effect of working memory on the gap between online production and offline production

Midori Matsubara, Nagoya University

Videotext in listening research: Assessing the three sources of information

Jason Slimon, Ming Chuan University

p.57 C. TRANSLATION STUDIES

Venue: Room 716 | Chair: **陳雅齡**

Framing humour and its translation in TV news reporting

Claire Tsai, National Taipei University of Technology

法庭口譯的視譯：話語分析模式

陳雅齡, 真理大學

An Exploration into Translation between Newspaper News and Broadcast News

Christine Wu, National Taipei University of Technology
Claire Tsai, National Taipei University of Technology

《情遇巴塞隆納》中的翻譯與改寫

李延輝, 桃園創新技術學院

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15:50 – 17:20 **SIXTH SESSIONS**

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An Exploration of High School Students' Perfectionism, English Reading Anxiety and English Reading Proficiency
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Vocational High School Students' Willingness to Communicate in English, English Learning Anxiety, and Classroom Settings
Rong-yu Yu, National Changhua University of Education
Shan-mao Chang, National Changhua University of Education

Anxiety and Performance Differences among Taiwanese EFL college learners
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Emotions, poetic effects, and pragmatic inferencing in advertising language
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A Comparison of Taiwanese EFL University Freshman and Senior Students' Comprehension of Conversational Implicature
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Analyzing Culture-Specific Items in Audiovisual Translation: A Case Study on the Animated American Sitcom "South Park"

Steven Shi, National Taipei University of Technology

Claire Tsai, National Taipei University of Technology

The Acceptability in Cartoon Dubbing from Children's Perspective: A Case Study of *Madagascar 2 Escape Africa*

Li-chin Pan, National Taipei University of Technology

Ya-mei Chen, National Taipei University of Technology

English Translation of Picturesque Idioms in Xizhi Wang's *Preface to the Orchid Pavilion Collection* (353AD)

Ju-ying (Vinia) Huang, National Taipei University of Technology

Nai-yun (Emma) Chang, National Taipei University of Technology

17:20 – 17:50 **Closing Remarks** - Room 715

CHILD LANGUAGE

First Session (10:50 - 12:20, November 14)
Chaired by Li-mei Chen
Room 714

Whole Object Assumption and Mutual Exclusivity Assumption in 3-4-Year-Old Cebuano Preschoolers: A Qualitative Analysis

Daylinda Luz R. Laput, Jose Rizal Memorial State University

Modal Verbs and Children's Logical Form

Chin-Ting Jimbo Liu, National Cheng Kung University
Hsiu-Fen Hélène Lee, National Kaohsiung Normal University

Investigation of pitch patterns of 4-year-old children with Cerebral Palsy

Li-mei Chen
Yung-Chieh Lin
Yu Ching Lin
Fang-Hsin Liao
Shin-Ping Lin
Tzu-Wen Kuo
National Cheng Kung University

Whole Object Assumption and Mutual Exclusivity Assumption in 3-4-Year-Old Cebuano Preschoolers: A Qualitative Analysis

Daylinda Luz R. Laput, Jose Rizal Memorial State University

The whole object assumption (WOA) and mutual exclusivity (ME) assumption are constraints children use in word learning. This psycholinguistic study investigated the function of the two constraints in 14 preschoolers at the age of 3 and 4 in Dipolog City, Philippines. The specific interest was the description of children's use of WOA and ME assumption in deciphering novel parts of drawings using quasi-experimental method. Research findings show that while WOA is still used by the participants it has been overridden by ME assumption. It negates the previous claim that elder participants use ME better than the younger ones. On the other hand, gender seems to play an important role in the participants' performance, for boys did much better than girls in the five experiments. A number of limitations were found in the study; first, since previous studies have not worked out a standard of the materials and procedure used in such experiments, the drawings and the questions used in the study may fail to fully reveal the children's ability and second, the sample of 14 participants is regarded as small-scale. However, the research at least presents Cebuano speaking preschoolers' way of learning new words via WOA and ME assumption.

Modal Verbs and Children's Logical Form

Chin-Ting Jimbo Liu, National Cheng Kung University
Hsiu-Fen Hélène Lee, National Kaohsiung Normal University

This study investigates how five-year-old children construe modal verbs at Logical Form (LF). Previous investigations on children's LF operation have focused on the acquisition of Quantifier Raising (QR) and the results remain inconclusive. Syrett and Lidz (2009) have showed that 4-year-old children have adult-like understanding of sentences with Antecedent Contained Deletion, an operation involving QR. However, studies focusing on the interaction of two quantified elements, like negation and numeral '*two*' have showed that five year olds or younger behave differently from adults (Lidz & Musolino, 2002; Su, 2008).

In this study, we examined children's interpretations of sentences with the ambiguous modal verb *yinggai* 'should,' like '*Xiaohua yinggai shangchuang shuijiao le*', whose meanings depend on the landing sites of *yinggai* at LF. (*Root interpretation*: Xiaohua is obligated to go to bed now. *Epistemic interpretation*: It is the case that Xiaohua has gone to bed.). The results of Truth Value Judgment Task from 15 children (range: 4;8-6;2; mean: 5;4) and 37 adults indicate that children's interpretation is adult-like. Thus, this study supports Syrett and Lidz's view that five year olds have adult-like LF development and their difficulty in interpreting QR may be reduced to extra-grammatical factors.

Investigation of pitch patterns of 4-year-old children with Cerebral Palsy

Li-mei Chen
Yung-Chieh Lin
Yu Ching Lin
Fang-Hsin Liao
Shin-Ping Lin
Tzu-Wen Kuo
National Cheng Kung University

Tone production of two children with cerebral palsy (CP) and two typically developing (TD) children was investigated. Because dysarthric speakers have a hard time controlling their respiratory and the laryngeal mechanisms, it is difficult for them to produce correct tones, which plays an important role in the intelligibility of tonal languages. Ciocca et al. (2004) indicated that Cantonese dysarthric speakers showed errors in fundamental frequency (Fo) and/or Fo contour due to the lack of control of laryngeal mechanism. Furthermore, Bunton, Kent, Kent, & Rosenbek (2000) found that English-speaking dysarthric adults tended to decrease the duration of their tone units, or produce fewer words in a tone unit, and tended to restrict the range of Fo. The goal of the present study is to investigate the differences in the tone characteristics of CP and TD and provide a reference for speech-language intervention. In the study, Fo, mean standard deviation (SD) of Fo, mean tone duration, mean slope (in Hz/ms), and the maximum and minimum values of Fo were measured. The results indicated that CP children's pitch differs from that of TD children in mean duration and in mean standard deviation. It was found that CP children tend to spend more time and make more efforts in speech production due to the disorder of speech-motor control. In addition, the results of SD indicated that pitch production of CP children is more unstable than TD children's, reflecting the lack of speech-motor control. As for the mean slope of each tone, there is no obvious difference between TD and CP children. Further studies with data from more children are needed to verify the findings.

LEARNING STRATEGIES

First Session (10:50 - 12:20, November 14)
Chaired by Rod Ellis
Room 715

Effects of Topic Familiarity on Metacognitive Listening Strategy Use

Jin-an Leo Lee, National Taiwan Normal University

Picturing English: Participatory photography in a college English classroom

Yi-Ching Lee, National Penghu University of Science and Technology

Analysis on Cohesive Devices Found in Davao City, Philippines Ordinances

Rioliza Molina, University of Southeastern Philippines

Effects of Topic Familiarity on Metacognitive Listening Strategy Use

Jin-an Leo Lee, National Taiwan Normal University

The study aims to investigate the effect of topic familiarity on metacognitive listening strategy use. Twelve high-intermediate students from one college in northern Taiwan were recruited for think-aloud protocols of two lectures, one with a familiar topic and the other with an unfamiliar topic. A modified classification scheme, based on Vandergrift (1997), was employed to analyze the subjects' metacognitive listening strategies.

The results showed that the subjects' metacognitive strategy use was influenced by topic familiarity. They employed more metacognitive listening strategies when listening to familiar than unfamiliar topics. Of the six major categories found in the study, Attention and Identification were the strategies most frequently used by the subjects to listen to familiar and unfamiliar topics, respectively. With regard to the subcategories, Double-Check Monitoring, Comprehension Monitoring, and Selective Attention were used more often in listening to familiar topics, while Problem Identification and Direct Attention were used more frequently when the topics were unfamiliar to the subjects. It was found that sufficient background knowledge contributed to the subjects' use of Monitoring strategies. Lack of prior knowledge might result in their failure to use Monitoring strategies when listening.

Picturing English: Participatory photography in a college English classroom

Yi-Ching Lee, National Penghu University of Science and Technology

This study examines the use of a participatory photography project, Photovoice, as a part of curriculum in a highly interactive and communicative college English classroom. The presenter will first introduce the history, evolution and theoretical underpinnings. Photovoice was first developed in the filed of health education and taken up in various other fields such as education as a feminist methodology.

The presenter will also explain the setup and the procedure of conducting this participatory action research project with a group of 37 college non-English majors. Furthermore, the recurring themes in students work will be discussed with evidence and examples of the students' work. Based on the data analysis, such action research took an interactive and communicative approach to language learning and promoted reflective language learning. The participatory project also fostered community building and encouraged learner participation as students must actively engaged in taking photos and explaining their ideas and thoughts to their audience and viewers. Finally, the presenter will also explore the effectives and challenges of using of such action research in a language classroom.

Analysis on Cohesive Devices Found in Davao City, Philippines Ordinances

Rioliza Molina, University of Southeastern Philippines

This study entitled Analysis on Cohesive Devices Found in Davao City, Philippines Ordinances aimed to determine the different cohesive devices used in the discourse of each section of the City Ordinances. These devices are of two types: the grammatical cohesion (reference, substitution, ellipsis, and conjunction) and the lexical cohesion (antonym, synonymy, hyponymy, and repetition). This study employed the descriptive-qualitative research design in analyzing the cohesive devices. The study utilized 30 samples of the ordinances of Davao City. Findings revealed that grammatical devices like reference, conjunction, and substitution are used in the ordinances. The most dominant grammatical device used is reference with a frequency of 271 devices. Likewise, the three types of reference are found, namely: demonstrative, personal, and comparative references. Lexical cohesion is likewise found in the ordinances of Davao City like antonymy, synonymy, synonymy, and repetition. Repetition constitutes the highest number of lexical devices found in the local ordinances. Overall, lexical cohesive devices are dominant in Davao City ordinances. Thus, this study recommends that policy makers should employ various identity references and chains of similarity in the discourse of the ordinances since they contribute coherence and make the text easy to comprehend.

CHINESE LANGUAGE

Second Session (13:30 - 15:30, November 14)
Chaired by Chia-Ling Hsieh
Room 714

A Study on Narrative Models of Taiwan Television News

Chia-Ling Hsieh (謝佳玲), National Taiwan Normal University
Shi-Ping Hong (洪詩萍), National Taiwan Normal University
Xin-Ru Wu (吳欣儒), National Taiwan Normal University

A Study of the Acquisition of the Chinese Theme-Rheme Constructions by Native English Speakers

Wang Li, Nantong University

＜The Annoying Orange＞影片中的社會文化觀

楊惠玲, 金門大學
陳宛利, 金門大學

胡志明漢文詩語言與文化特色及其在華語文教學上之啟示

黃氏玄妝, 中山大學

A Study on Narrative Models of Taiwan Television News

Chia-Ling Hsieh (謝佳玲), National Taiwan Normal University
Shi-Ping Hong (洪詩萍), National Taiwan Normal University
Xin-Ru Wu (吳欣儒), National Taiwan Normal University

Over the past decade, narrative elements and structures of media language have gained considerable scholarly attention. However, research on narrative models based on the linear order in authentic news material is still limited. This study thus aims to propose the narrative models of Taiwan television news and examine how the type of news genre affects the construction of narrative progression. The news genres observed include living news and entertainment news, the two most reported type of news in Taiwan cable TV stations. The results show that four narrative models are manipulated: sequential, flashback, alternate, and simple narrative. Living news prefers alternate narrative, whereas entertainment news uses sequential and flashback narrative more often. These differences are due to genre features. Since reporters explore daily events in living news, the content tends to involve a frequent alternation between the main events and reporters' personal perspectives. Entertainment news reports latest and timely events in the entertainment industry; hence the content focuses more on presenting the detail components of an event in a chorological order. Therefore, news language analysis proves to supplement the news narrative theory and Taiwan media language research. Further work can be done to substantiate the effects of other genre types.

A Study of the Acquisition of the Chinese Theme-Rheme Constructions by Native English Speakers

Wang Li, Nantong University

This study aims to investigate the acquisition of native English speakers who learn Chinese as a foreign language from three aspects in their written discourse: types of themes, thematic structures and thematic progression patterns. The present study adopted a contrastive and quantitative method to compare the Chinese inter-language corpus with the Chinese corpus of native speakers. The results were shown as follows: (1) In terms of types of themes, native Chinese speakers used far more simple themes than the multiple themes and the clause themes, while Chinese learners used more multiple themes than the simple themes and the clause themes; (2) From the functions of multiple themes, both native Chinese speakers and Chinese learners preferred the structure of "textual and topical themes" to "interpersonal and topical themes", and "textual, interpersonal and topical themes"; (3)As to the thematic progression patterns, four patterns, namely the unrelated pattern, the parallel pattern, the continuous pattern, the concentration pattern, took up a higher proportion than the other five patterns.

＜The Annoying Orange＞影片中的社會文化觀

楊惠玲, 金門大學
陳宛利, 金門大學

本研究旨在探究＜The Annoying Orange＞影片中所呈現的社會文化現象。我們將分析影片中的語言產出，包含了哪些社會現象及文化之介入、透露何種社會文化訊息。其中語言使用（如文字遊戲 word play）的模式，涉及西方文化（Western reference）、雙關語（puns）、委婉語（euphemism）等；社會文化面則包含美國人對異文化的刻板印象（stereotypes）以及自我定位的議題（self-positioning）。本研究希冀透過以英語為媒介語的材料所觀察到的社會文化現象之討論，豐富語言學習者對文化議題的認知。

胡志明漢文詩語言與文化特色及其在華語文教學上之啟示

黃氏玄妝, 中山大學

本研究旨在探討越南國父兼代表作家—胡志明，其著名漢文詩集—《獄中日記》之語言風格與文化內涵，進而提出對於越南華語文教學中，推動語言與文化之多元學習以及本土化教學之啟示。

本研究採內容分析法，首先以語言風格學、模糊語言學為理論基礎，藉由音韻、詞彙，句法風格、模糊語義及語法，分析胡志明漢文詩之語言特色，接著，根據比較文學的文類學理論，探討胡志明漢文詩思想內容接受中華古典詩歌之精華及其獨特之處。

本研究發現：音韻、詞彙與句法風格皆反應作者運用華語文學之精煉與獨特性；創作思想與詩歌題材蘊含中華文化內涵；詩歌類型與內容則反映越南文化特色。在重視多元化與本土化的華語教學背景下，《獄中日記》是不可忽略的教學材料。

TRANSLATION STUDIES

Second Session (13:30 - 15:30, November 14)
Chaired by Ya-Mei Chen
Room 715

Bourdieu's "capital" and Latour's actor-network theory as conceptual tools in translation research
Szu-Wen Kung, The University of Auckland

Web Localization: Analysis of Goals and Strategies From The Perspective of Skopos Theory
Chien-Lin Chen, National Taipei University of Technology

Intertextual Implicatures in Political Discourse: Implications for Translation A Relevance-theoretic View
Mohammad Saleh Sanatifar, Tabaran Institute of Higher Education

The Emblem of Lotus Flower at the Intersection between Different Cultures in Ang Lee's Movie *Life of Pi* (2012)
Ju-ying (Vinia) Huang, National Taipei University of Technology
Xian-ying (Betty) Liu, National Taipei University of Technology

Bourdieu's "capital" and Latour's actor-network theory as conceptual tools in translation research

Szu-Wen Kung, The University of Auckland

Recently, sociological approaches have been applied directly in studying translation as a meaningful social action conducted by professionals. This paper aims to demonstrate how Bourdieu's analyses and Latour's actor-network theory can be used as a conceptual framework in translation studies to explore not only the influence of the individual translation agent, but also the impact of these agents working together as a network in translation production. While Bourdieu's concept of habitus, field and capital has been broadly appropriated to explore the translation agent's role, power and social action, especially that of the translator (Gouvanic 2005; Inghilleri 2005), some doubts are cast on its lack of strength in studying the participation of multiple translation agents in the translation production process (Buzelin 2005). It is argued that Latour's actor-network theory, stressing the production process of an artefact involving a network of actors, can be complementary to Bourdieu's theory to examine the individual influence of the agents on the network formation, and the impact of the cooperative agency on the translation production. This study hopes to shed new light on the possibility and the value of synthesizing Bourdieu and Latour together. It is proposed that the combination can complement their respective theoretical shortcomings. To answer the question, the translation series *Modern Chinese Literature from Taiwan* published in the USA and its agents involved, identified as *subvention network*, is studied.

Web Localization: Analysis of Goals and Strategies From The Perspective of Skopos Theory

Chien-Lin Chen, National Taipei University of Technology

Web localization is one of the most essential features in e-commerce (O'Hagan & Ashworth, 2002). The localized site which was translated from a given site can be accessed by the users to navigate in their own language. Most studies were focused on the features in web localization. However, few studies have specifically explored the goals of the web localization and strategies used during the web localization process. Therefore, the purpose of the study aimed to: (1) investigate the goals and strategies in the web localization process, and (2) analyze the results based on Vermeer's Skopos theory. The analysis was focused on the texts, visual aids, and the whole package of the original and localized website to better understand the web localization process in the international bicycle firm - SPECIALIZED BICYCLE COMPONENTS. The study demonstrates that (1) the localized Taiwan version website was more commercial oriented, and (2) Web localization is closely related to Vermeer's Skopos theory in that the strategies used were purpose-driven.

Key words: Web localization, Goals and Strategies, Skopos Theory, Package.

Intertextual Implicatures in Political Discourse: Implications for Translation A Relevance-theoretic View

Mohammad Saleh Sanatifar, Tabaran Institute of Higher Education

One of the most controversial aspects of translation in general and political discourse translation in particular is intertextuality. Intertextuality is the shaping of a text meaning alluded by borrowing, quoting or translating from another text; it is especially appealed to as a discursive rhetorical tool by politicians. As with the other features of textuality, intentionality serves as the basic element in semiotic description of intertextuality. This article consists of two parts: the first part is an attempt to show that intentionality, as a pragmatic concept, may equate with the pragmatic implicature, and that any intertextual reference is based on some kind of implicature. The second part offers implications for translation. As intertextual references often carry culture-bound implicatures, direct translation of them may not convey the underlying implicature, thus the target readers who normally are from a different culture may not find the translation relevant. Drawing on the basic principles of Relevance Theory, the article makes a theoretical effort to discuss what translation strategies may affect the relevance of such intertextual references to the target readers.

Key words: political discourse translation, intertextuality, implicature, intentionality, Relevance Theory

The Emblem of Lotus Flower at the Intersection between Different Cultures in Ang Lee's Movie *Life of Pi* (2012)

Ju-ying (Vinia) Huang, National Taipei University of Technology
Xian-ying (Betty) Liu, National Taipei University of Technology

In Ang Lee's movie adaptation (2012) of Yann Martel's *Life of Pi*, the emblem of lotus flower is endowed with multiple meanings from a variety of different cultures and yet each of these symbolic meanings serves Pi's journey and his psychological transformation well. When Pi still lives in India, the image of lotus flower represented by his mother's sand painting and his girlfriend's dance comes to mean "passionate love." When Pi is drifting on the ocean, he sees the image of lotus flower appearing in the depth of sea and, at this juncture, the emblem signifies "purity"—a quality embodied in his drive to rise above the temptation of animals' instinctive brutality and to remain human. When Pi reaches the cannibal floating island, a lotus flower with a human tooth enclosed inside presents itself in Pi' palm to awake him from the dream of staying there for good. This scene reminds the audience of Odysseus' experience at the Lotus Island, where it is a dream land of idleness and the Lotus Eaters linger there without the slightest idea of going home. At his point, the image of the lotus flower serves as a warning to Pi. However, in light of the cultural background of the director Ang Lee himself, the emblem of lotus flower acquires another layer of meaning, i.e., to devote every part of the plant's body for other creatures' consumption—the lotus seeds and roots for human food, while the decaying stems and leaves for fertilizers. The material aspect of lotus flower echoes with one of the underlying themes of Pi's story, i.e., all creatures on Earth form a food chain and engage in a relationship of co-dependence and mutual implication.

Key words: Ang Lee, *Life of Pi*, emblems, emblematic readings, mutual implication, lotus flower

ENGLISH PEDAGOGY

Third Session (16:00 - 17:30, November 14)
Chaired by Yu-Chi Sun
Room 714

Achieving the Ownership of Learning and Knowing: Taiwanese English Major Students' Perspectives
Yu-Chi Sun, National Taipei University of Technology

Taiwanese adolescent learners' corrective feedback behaviour in classroom based EFL oral communication tasks
Rong Xuan Chu, Mouseion London

"Teinei (丁寧)", "limao (礼貌)", and "konson (恭遜)": A Comparison of Corresponding Japanese, Chinese, and Korean Concepts of "politeness" in English
Lin Tao, Kanazawa University
Sumi Yoon, Kanazawa University
Yoshinori Nishijima, Kanazawa University

Achieving the Ownership of Learning and Knowing: Taiwanese English Major Students' Perspectives

Yu-Chi Sun, National Taipei University of Technology

This study was motivated by a concern to improve the classroom learning of my undergraduate students in the English department at a Taiwanese university through dialogic pedagogical practices. These students have been working with me to develop their English conversation skills by examining a variety of issues related to their real-life situations. Having been taught culturally to be passive recipients of knowledge from classroom teachers, some of them remain silent when they are supposed to participate in and contribute to class activities and discourse. With a strong belief in learners' responsibility and autonomy, I value my students' claiming their own voice in class participation, which is fundamental to achieving their ownership of learning and knowing.

Seventeen English major students participated in this study. The data collected were their written responses to open-ended questions regarding their learning experiences in my classroom, their writing pieces for course assignments, and my observation notes on their participation in group discussions and whole class discussions. Critical educational theories were applied to form the analytical framework. The significance of this study lies in the students' voices that reveal how they perceive the ownership of learning and knowing in class participation.

Taiwanese adolescent learners' corrective feedback behaviour in classroom based EFL oral communication tasks

Rong Xuan Chu, Mouseion London

This study explores types of peer corrective feedback used by adolescent learners in two secondary level classrooms studying English as a foreign language in Taiwan. Types of teacher-led feedback have consistently been the focus of the relevant literature but fewer studies have investigated learners' peer feedback techniques. The research is based on the premise that investigation of the process of peer-led corrective feedback will enhance our understanding of learners' classroom communicative interaction.

105 recorded peer-peer dialogues, taken from 12 English language speaking practice lessons were analysed using content analysis to classify types of peer corrective feedback provided by the learners. Follow-up interviews were conducted to explore factors that might have affected these feedback behaviours. The findings revealed seven types of peer corrective feedback offered by the learners, among which feedback types 'explicit correction' and 'translation' occurred most frequently. 'Rush' personality and the characteristics of specific feedback techniques, according to the learners, were key factors influencing their adoption. The findings allow us to gain some insight into the nature of peer interaction in communicative speaking activities as well as learners' motives behind their corrective feedback behaviours. This, hopefully, can contribute to tackling mismatch between teachers' intentions and learners' expectations of corrective feedback in the EFL classrooms.

"Teinei (丁寧)", "limao (礼貌)", and "kongson (恭遜)": A Comparison of Corresponding Japanese, Chinese, and Korean Concepts of "politeness" in English

Lin Tao, Kanazawa University
Sumi Yoon, Kanazawa University
Yoshinori Nishijima, Kanazawa University

In this era of Globalization, there is more and more contact among Japanese, Chinese, and Korean native speakers in East Asia. Despite their similar appearance, they often behave differently due to different norms and values in communication. In order to avoid unnecessary conflict in communication, it is important to know the differences in how Japanese, Chinese, and Korean native speakers communicate. Norms and values in communication of each language are often lexicalized as its ordinary concepts. In general, the elementary concepts in Japanese, Chinese, and Korean are "teinei (**丁寧**)", "limao (**礼貌**)", and "kongson (**恭遜**)", respectively. They are regarded as synonymous because they are translated into English as "politeness". However, "teinei (**丁寧**)", "limao (**礼貌**)", and "kongson (**恭遜**)" are fundamentally different. The aim of this paper is to reveal the differences in their meanings based on lexical explanations of contemporary dictionaries and a questionnaire survey to native speakers of each language. The results of this paper could be applied not only to smooth intercultural communication, but also to foreign language teaching and improve its efficiency.

TRANSLATION STUDIES

Third Session (16:00 - 17:30, November 14)
Chaired by Sheng-Yen Yu
Room 715

Fansubbing: From Japanese Anime to Taiwanese Local Dramas

張宗竣, National Taipei University of Technology
Ya-mei Chen, National Taipei University of Technology

Translation by non-professional translators: a solution to manage the linguistic diversity

Roxana Taquechel-Chaigneau, Beijing Foreign Studies University

商辛譯本《梅岡城故事》之翻譯問題研究

Sheng-Yen Yu, National Taipei University of Technology

Fansubbing: From Japanese Anime to Taiwanese Local Dramas

張宗竣, National Taipei University of Technology
Ya-mei Chen, National Taipei University of Technology

Fansubbing, initially used as a method to popularize Japanese anime, is amateur subtitling carried out by voluntary fan translators on the Internet. Most of the existent studies on funsubbing mainly focus on the differences between Japanese anime fansubbing and mainstream subtitling. In other words, contrast to the mainstream norms, a fan-produced version tends to stay close to the original subtitle, preserve cultural idiosyncrasies and contain the translator's notes and glosses. However, nowadays, fansubbing groups have also mushroomed in other fields such as local dramas, TV series and amateur videos/clips. Accordingly, it is worth investigating whether fansubbing in these fields is different from that of Japanese anime. Using a case study on a Taiwanese local drama entitled "Material Queen", this paper aims to compare the translation strategies and subtitling conventions used in Japanese anime and Taiwanese local drama fansubbing. The result indicates that the fansubbing of Taiwanese local dramas locates in a metaphorical middle position between anime fansubbing and mainstream subtitling, with traits coming from both of them. It is suggested that "the purpose of translation" and "the target audience's need" are two important factors contributing to the divergences in fansubbing practices between Japanese anime and Taiwanese local dramas.

Key words: fansubbing, Japanese anime, Taiwanese local dramas, mainstream subtitling

Translation by non-professional translators: a solution to manage the linguistic diversity

Roxana Taquechel-Chaigneau, Beijing Foreign Studies University

Sometimes the vision of multilingualism is connected to understanding problems that can usually slow down the progress of the professional activity in international workplaces. But when and how the participants need to cope with the diversity in their workplace? How they organize the talk in interaction and the participation? Difficulties do not exist outside of the talk in interaction, but arise directly from the talk itself. To make visible the multilingual issues the participants use different interactional resources such as spontaneous practices of translation to accomplish the interactional activity. Drawing on Conversational Analysis background, I will examine how the members of a Sino-French company in Beijing use the spontaneous translation practices as a method to resolve the linguistic asymmetries present in a multicultural professional context. Through analysis of several naturally occurring professional conversations, I will examine the methods and resources used by the non-professional translators to take the floor and to develop the English and Chinese translations. This research will also allow us to understand that the difficulties in relation to multilingualism are something produced and made visible in situ.

Key words: multilingual interaction, professional settings, translation practices, improvised translation, multimodality, Conversational Analysis.

商辛譯本《梅岡城故事》之翻譯問題研究

Sheng-Yen Yu, National Taipei University of Technology

生於 1926 年 4 月 28 日的哈波 • 李（Nelle Harper Lee）是當今美國十分獨特的作家之一，其畢生撰寫之唯一小說 *To Kill a Mockingbird* 於 1960 年出版之後，旋即成為膾炙人口的暢銷書。該小說自 1961 年榮獲美國普立茲獎以來，在全球已有超過四十種語言以上的譯本，並且不論英文原著或其他語言譯本的刊印，均歷久不衰，堪稱美國文學全球化的代表作之一。商辛中譯本《梅岡城故事》迄 2011 年 3 月 1 日，已經進入三版四刷，就該小說在臺灣（甚至整個華人社會）廣受歡迎的情形看來，早已在華人讀者圈之中確立了經典作品的地位。這原本應該是可喜的現象，因為《梅岡城故事》所處理的美國 1960 年代以前的社會、種族歧視、及法律問題，最終回歸到做人、做事、良心、及尊嚴基礎等重要議題之上，對於讀者具備了深刻啟發的教育價值，並且可能在無形中產生深遠的影響。唯商辛譯本雖大致流暢可讀，其譯文亦不乏可圈可點之處，然而對照英文原著，仍可發現其中存在許多誤譯及漏譯等翻譯問題。考量《梅岡城故事》原著的人文教養價值、商辛譯本之普及性和影響力，及上述問題仍未獲學術界適當的重視和討論，筆者擬藉本論文的撰寫及發表，從語言與文化的角度，陳述、討論、分析商辛譯本之諸多問題及問題成因，以饗一般讀者，並供翻譯工作者及學生參考。

關鍵字：哈波 • 李、《梅岡城故事》、美國文學、商辛、翻譯

APPLIED LINGUISTICS

Third Session (16:00 - 17:30, November 14)
Chaired by Shawn Chang
Room 716

Cross-Linguistics Influence on Foreign Language Learning: A Contrastive Analysis of Chinese and Japanese Kanji
Ting-Yi Chen, National Taipei University of Technology

A closer look at travel guides: From the Taiwanese and foreign tourists' perspectives
Yi-Ting Wu, National Taipei University of Technology

Speech Acts in a Tagalog Conversation as used by a bus driver and a conductor
Lemuel R. Fontillas, Bataan Peninsula State University

Cross-Linguistics Influence on Foreign Language Learning: A Contrastive Analysis of Chinese and Japanese Kanji

Ting-Yi Chen, National Taipei University of Technology

Cross-linguistics influence (CLI) recognizes the significance of interference across languages, and such interference can explain difficulty instead of implying the prediction of certain degree of difficulty (Brown, 2007). Studies related to CLI contrastive analysis placed less emphasis on the similarities and differences of Chinese and Japanese kanji lexical form and semantics in relation to Japanese kanji learning. Therefore, the study aims to explore learners' perceptions on the contrast of similarities and differences of Chinese and Japanese kanji lexical form and semantics, and its impact on Japanese kanji learning. 5 Japanese beginning learners from Department of Applied Japanese in Min Chuan University will be given a quiz regarding Japanese kanji from common recognized material "**みんなの日本語**" (Everybody's Japanese) as assistance for the subjects of the study to recognize the scope of Chinese and Japanese kanji. Learners will then fill out open-ended questions survey categorized in 2 sections to better understand their perspectives on CLI of Chinese and Japanese kanji lexical form and semantics—the impact of CLI on foreign language learning, and CLI of kanji lexical form and semantics regardless of simplified or traditional Chinese on Japanese kanji learning.

A closer look at travel guides: From the Taiwanese and foreign tourists' perspectives

Yi-Ting Wu, National Taipei University of Technology

Tourism has become more prevalent in recent years. People nowadays are willing to travel to relax and release pressure. According to the statistics of Taiwan's Tourism Bureau (2013), the number of tourists was estimated to increase to seven million, and income from tourism to rise to 636 billion in 2012. With globalization and internationalization, intercultural relationships are getting closer, and people are willing to pay more attention to enjoying various sightseeing activities. Before people travel to other countries, they need to prepare and collect related information, such as reading travel guide books, browsing information provided by bloggers, or consulting friends.

This study aims to examine the information structure and culture differences reflected in travel guides. The materials used for this study are "Lonely Planet Taiwan (Travel Guide)" (8th edition, March 2011) and "RoRu travels in Taiwan" (2012), both of which were ranked within the top ten in the best-sellers charts in 2012. These will be analyzed from the perspectives of the foreign and local Taiwanese tourists. The Taipei section in the guidebooks will be the main section to study. Paragraph level and information structure will be examined to compare the section arrangement and further investigate the specific section base on the cultural differences. Culture implications will also be discussed in this study.

The results of the study are expected to shed light on different perspectives resulting in section arrangement and importance emphasis in the travel guides. For example, preliminary observation shows a "Gay Friendly Section" being emphasized in "Lonely Planet Taiwan (Travel Guide)". On this aspect, the conservative society in Taiwan would opt to preserve traditional moral values, so sensitive issues such as this won't be mentioned in a tourist guidebook. Therefore, different cultures and social values result in the kind of information provided in travel guides.

Key words: travel guide, tourism, culture difference, information structure

Speech Acts in a Tagalog Conversation as used by a bus driver and a conductor

Lemuel R. Fontillas, Bataan Peninsula State University

This paper looks at the pragmatic meanings of the conversation of a bus driver and conductor by identifying the illocutionary force of the answers to the questions uttered by an interlocutor. These answers were identified as a performative or constative in nature, it is then classified using Searle's (1975) Indirect speech act theory. This theory has three facets, the locutionary act, illocutionary act and the perlocutionary act. It is then that the answers were categorized into such. The semantic analysis of directive verbs draws on Leech's framework for illocutionary verbs analysis (Leech 1983: 218), which uses a technique similar to componential analysis. Since the aim of this research is to compare the meaning of individual directive and expressive verbs rather than to distinguish between different types of speech-act verbs, Bach and Harnish's analysis of directives (Bach & Harnish 1979: 47-49, 51-55) and Searle's analysis of illocutionary acts (Searle 1969: 66-67, 1975: 344-350) were also taken in consideration. The research questions are: 1) What are the types of speech acts occurring in the transcript based on the answers from the questions? (2) What are the illocutionary forces created by utterance to give the semantic and pragmatic meaning of the utterance?

ENGLISH TEACHING

Fourth Session (10:50 - 12:20, November 15)
Chaired by Claudia Wong
Room 714

Superposing Multilingualism: Chameleonic Uses of English in Tunisia
Selim Ben Said, National Institute of Education

Introducing a Regional Language Using Text Searching Software
Radia Hannachi, University of South-Brittany
Régis Kawecki, University of South-Brittany

Evolution of an academic English course for Science Research Postgraduates (RPGs): a case study at the Hong Kong University of Science and Technology (HKUST)
Wei-Wah Claudia Wong, Hong Kong University of Science and Technology

Superposing Multilingualism: Chameleonic Uses of English in Tunisia

Selim Ben Said, National Institute of Education

This paper examines present trends in the diffusion of English in Tunisia and discusses critical aspects of the incorporation of this language as part of the local linguistic ecology. The growing influence of English in Tunisia is first assessed against the historical, cultural, and political backdrop of the omnipresence of French and its colonial legacy. Subsequently, the popularity of English is examined through two indexes of linguistic growth, namely its representation on street signs and its legitimation in people's attitudes. Samples of images representing the visual and linguistic landscape (Gorter & Shohamy, 2009; Jaworski & Thurlow, 2010; Shohamy et al., 2010) were collected in the streets of selected urban centers of Tunisia, and language attitudes where elicited from Tunisian participants via written questionnaires and oral interview sessions. The results of this investigation reveal that the use of English in Tunisia is 'chameleonic' appearing rarely but still adapting well to the linguistic ecology of the country. In addition, while it does not evocate similar colonial undertones as the French language, English is nonetheless 'camouflaging' an embedded strong economic value as it is instrumentally (Wee, 2003) manipulated by advertisers for purposes of commodification (Tan & Rubdy, 2008).

Introducing a Regional Language Using Text Searching Software

Radia Hannachi, University of South-Brittany
Régis Kawecki, University of South-Brittany

In this paper, we will report on a pedagogical experiment conducted at the University of South-Brittany in Lorient (France) with a group of foreign students currently studying French and other subjects. This project had a dual purpose. On the one hand, we wanted to develop our learners' understanding of the ways in which the regional Breton language works. Although still very prevalent in this part of France, this language of Celtic origin remains mostly unknown to our foreign students. On the other hand, we also meant to introduce our learners to Corpus Linguistics and to the text searching tools this particular field uses, in the hope that this new knowledge might become useful to them in their own area of interest. We thought that combining two objectives in one single project would make the experiment doubly rewarding for our students.

This in-class project was conducted using an ad hoc corpus made of articles from the monthly Breton magazine Bremañ. These texts were searched using the Xaira software created at the University of Oxford. After a brief presentation of our theoretical framework, we will detail our experiment, and report on the students' views. We came out of this project further convinced of the benefits Corpus Linguistics can bring to introducing new languages in the classroom but also to teaching in general and we stand by Sinclair (2004) who thought that "corpora are now part of the resources that more and more teachers expect to have access to."

Key words: language study, corpora, corpus linguistics, teaching, text searching

Evolution of an academic English course for Science Research Postgraduates (RPGs): a case study at the Hong Kong University of Science and Technology (HKUST)

Wei-Wah Claudia Wong, Hong Kong University of Science and Technology

The demand for communication skills training for Science RPGs has been increasing over the years. Many potential scientists and researchers in the industry are under enormous pressure to getting published (Cargill, O'Connor and Li 2012) and attending conferences and seminars. In light of the aforementioned needs, all first-year HKUST Science RPGs enrolled after September 2012 are required to take a discipline-specific academic English course entitled "Postgraduate English for Science Studies". It aims at providing Science RPGs with academic writing and oral presentation training. This paper presents the evolution of this Science ESP course, including the design of class activities, assessments and students' feedback on the course. Data were collected over two academic terms and will be compared accordingly. Pedagogical implications, including the role of language instructors on developing and teaching discipline-specific courses, the type of language support that Science RPGs need, and the delivery of course materials at postgraduate level will be discussed. The potentials of the language teaching unit to collaborate with the faculty members will also be explored.

Key words: Science ESP course; academic writing; academic presentation; Research Postgraduates (RPGs)

GRAMMAR INSTRUCTION

Fourth Session (10:50 - 12:20, November 15)
Chaired by Sue Starfield
Room 715

类型学视野下英语母语者汉语被动句教学研究

曹春静, 浙江越秀外国语学院

Integrating data-driven learning into EFL courses at the senior high school level

施懿珊, 國立臺灣科技大學
王世平, 國立臺灣科技大學

Assessing the trial course in Mandarin as a foreign language: Basis in Conceptualizing effective measurements of students' learning outcome

Charmagne Balantac, Mariano Marcos State University

类型学视野下英语母语者汉语被动句教学研究

曹春静，浙江越秀外国语学院

从类型学角度看，汉语是主题突出型语言，其主题化常在功能上与英语的被动化一致，因而无标记被动句更普遍，如“晚饭已经准备好了”。英语是主语突出型语言，形态丰富，被动概念通过动词形态变化来表现，因而都是有标记的被动句，如“The homework is done”。汉语有标记被动句并不与英语有标记被动句一一对应，汉语有标记被动句常是某种语义表达的需求，“被”引出施事，或强调“遭受”义，句首名词有时是受事，有时作为主题，是整个事件的遭受者或关涉者，如“他被偷了自行车”。在此基础上，分析汉语作为第二语言教学中由于忽视语言类型差别片面强调语法结构对应所产生的问题，以及由此引发的英语母语者的使用偏误，并对被动句语法项目的编排和教学提出建议。

Integrating data-driven learning into EFL courses at the senior high school level

施懿珊, 國立臺灣科技大學
王世平, 國立臺灣科技大學

Vocabulary learning has been monotonous for, especially for learners in vocational high schools. For example, it is a challenging task to find an appropriate wordlist with vocabulary size as the reference for both instructors and students. Therefore, the aim of this study intends to explore (1) the essential wordlist to have a clear picture about what vocabulary and its coverage should be taught and learned, and (2) the attitude towards Data-Driven Learning (DDL) in language learning. This study uses the WordSmith Tools 5.0 and Micorsoft Excel to sort out the most frequently overlapping words extracted from three test banks based on the Entrance Exam of Technological and Vocational Education Joint College during the past decade. DDL has been integrated into the vocabulary teaching to motivate learners to explore the rules on their own. It is expected to enhance their motivation to learn vocabulary. The current results indicate that the learners have positive attitudes towards DDL. Students recognized that it is helpful if a corpus is introduced in classes, revealing that the corpus is more useful than traditional dictionaries. The findings strongly suggest that DDL is effective in language teaching.

Key words: Data-Driven Learning, vocabulary learning, wordlist

Assessing the trial course in Mandarin as a foreign language: Basis in Conceptualizing effective measurements of students' learning outcome

Charmagne Balantac, Mariano Marcos State University

Speaking Mandarin is an undeniable advantage that will open up golden opportunities in the next few years for those who prepare for it. In the Philippines, the booming business process outsourcing industry alone could be incentive enough to learn Chinese. The hiring departments are always on the lookout for Spanish and Chinese speakers as those are big markets for the BPO industry. Given the structure of the Philippine economy, there's no doubt where our national interest lies.

This paper will report major issues in learning Mandarin as a foreign language among Iloko learners and assess FL requirements, motivation and interest, approach in teaching the goals and benefits of learning mandarin language using ethnocentrism scale,Mandarin attitude scale, cultural allegiance scale, orientation index,desire to learn mandarin scale, motivation intensity scale, parental attitude scale to conceptualize a course program that suits Iloko learners who have zero knowledge on the mandarin language and its implications in measuring learning outcomes of foreign language learners. The demographic profile of the respondents such as gender, time schedule, English GPA for the two previous semesters were considered to correlate with learning outcomes.

The research is finalized with the conclusion that the course in Mandarin as a foreign language needs a lot of revisions to optimize learning.

ESP

Fourth Session (10:50 - 12:20, November 15)
Chaired by I-Chien Chen
Room 716

Contrastive Rhetoric in Letters of Complaint to the Editors of Newspapers across Cultures: A Case of the Filipino and American Writers

Rey John Castro Villanueva, De La Salle University

Needs analysis: Investigating Needs for Communication in English of Ground Staff

Chun-Lun Yen, National Taipei University of Technology

A comparative analysis of prominal taxonomies in academic writing

Monica Chavez, Hong Kong Polytechnic University

Contrastive Rhetoric in Letters of Complaint to the Editors of Newspapers across Cultures: A Case of the Filipino and American Writers

Rey John Castro Villanueva, De La Salle University

This study examined the organizational moves present in letters of complaint to the editors of newspapers. It investigated the politeness strategies and identified the significant difference in terms of the degree of politeness reflected in the two corpora. The corpus of the body consisted of letters of complaint to the editors from the *Philippine Daily Inquirer* and from *The New York Times*. Findings showed that both Philippine and American samples employed almost the same number of moves: *introduction*, *background*, *complaint*, *request for redress*, *suggestion*, *justification for suggestion* and *conclusion*. The two cultures also regarded appeal to the editor move as an optional step. Perhaps, the Filipino and the American writers of letters to the editors are thinking that they have to be direct and straightforward in disclosing for their *Complaint*, since their main objective in writing letters to the editors is to directly find or suggest solutions to a certain problem.

Furthermore, the Filipino writers are considered as more polite than the Americans because the former use more politeness strategies like modals and directness in writing their letters. This might simply because of the fact that each culture has a distinct set of experiences and conceptions unique only to it.

Needs analysis: Investigating Needs for Communication in English of Ground Staff

Chun-Lun Yen, National Taipei University of Technology

In the past decades, the global market has witnessed a growing need for employees with specialized domain expertise and English communicative competence. To grapple with such a growing demand, airlines in Taiwan and other Asian countries are recruiting more employees by screening potential staff of their EGP (English for general purposes) before offering pre-service training. However, the pre-service training sheds more light on aviation professional skills than on English communication skills that help deal with frustrating customers. Thus, this study aims to investigate the English communication needs of aviation ground staff by conducting needs analysis to locate which English communication skills are needed. Qualitative inquiry will be utilized to interview six in-service ground staff to understand the issue at hand. The results of the study could provide useful insights on better preparing pre-service employees for their job and thus enhance the work performance

Key words: needs analysis, communication, aviation ground staff, pre-service training

A comparative analysis of prominal taxonomies in academic writing

Monica Chavez, Hong Kong Polytechnic University

In this comparative analysis, my main aim is to find a point of similarity and difference between the several taxonomies of pronominal signals that have been proposed in the last years in academic writing. One of my goals is to find out how language analysts have created these taxonomies from academic texts, and created labels for each category based on particular research aims, data selection and research methodology. In particular, the contribution of Tang and John's (1999) taxonomy is emphasised as a pivotal contribution to the field of pronominal signals in academic writing, along with further developments made by Starfield & Ravelli (2006) and Sheldon (2009). In order to contextualise the study of these signals in academic writing, Ivanic's (1998) three aspects of writer identity will be outlined. Next, an analysis of the most recent taxonomies and categories of pronominal signals in the field will be presented. To conclude this paper, I offer some suggestions for the analysis these items in academic texts in terms of the aim of one's study, academic genres and disciplines.

CORPUS LINGUISTICS

Fifth Session (13:30 - 15:30, November 15)
Chaired by **鍾曉芳**
Room 714

A Corpus-based, Multi-level Analysis of Prepositions in VP-down in-NP Constructions

李旻倩, 國立政治大學
鍾曉芳, 國立政治大學

Using a Specialized Corpus to Teach Wine Language

Hsiao-I Hou, National Kaohsiung University of Hospitality and Tourism

Especially, Particularly, Peculiarly: A Corpus-based Behavioral Profile Study of Near-Synonymous Adverbs

Yen-Yu Lin, National Chengchi University

Changes of Entering Tones in Mandarin Chinese: a corpus-based approach

Chihkai Lin, University of Hawai'i at Mānoa

A Corpus-based, Multi-level Analysis of Prepositions in VP-down in-NP Constructions

李旻倩, 國立政治大學
鍾曉芳, 國立政治大學

Prepositions have been extensively explored in terms of their semantic meanings (Boers, 1996; Lindstromberg, 2010). Unlike most of these studies which focus on individual prepositions, we examine two prepositions in one sentence (i.e., VP-P P-NP). Grammar books such as Celce-Murcia and Larsen-Freeman (1999), and Quirk, et al. (1985) have provided some functions of VP-P (e.g., 'continuative' for *read through*) and P-NP (e.g., 'time' for *at 10 o'clock*) respectively but not when two prepositions occur in sequence (i.e., VP-P P-NP).

Our study analyzes the VP-*down in*-NP constructions (e.g., *laid down in legislation*). Our multi-level investigation includes: (a) the literalness of each of the two prepositions, and (b) the semantic meanings of VP-*down* and *in*-NP, respectively. We extracted data from the British National Corpus. Among 664 instances, we found that 55% of *down* are metaphorical (e.g., *broke down*), while nearly 50% of *in* are literal (e.g., *in lakes*); 42% of VP-*down* express a 'completive' meaning (e.g., *closed down in September 1980*), and 24% of the *in*-NP indicates a 'space' (e.g., *settled down in London*). Our study provides a semantic analysis of two co-occurring prepositions. Such approach is valuable for showing how a corpus study could supplement what previous research might leave out.

Using a Specialized Corpus to Teach Wine Language

Hsiao-I Hou, National Kaohsiung, University of Hospitality and Tourism

Hospitality education's most popular destinations have been in major English-speaking countries including US, UK, Canada, and Australia. This type of programs has drawn a huge number of international students because of a wide range of job opportunities in the global markets. Wine appreciation is a core course in most hospitality curriculum. Because of the language barrier, non-native speakers of English feel challenges while learning the language of wine (Chen, 2011). The present study will demonstrate how to integrate a specialized-corpus consisted of 248 wine tasting reviews from the Liquor Control Board of Ontario in Canada (LCBO) to teach wine knowledge. Surface linguistic features of the wine review genre including the move analyses, analyses of communicative purposes in texts, and investigation the vocabulary and typical lexico-grammatical realizations of these moves will be summarized. In addition, the keyword list, lexical chunks and functional words generated from the corpus to describe the characteristics of wines will be discussed. The presentation will demonstrate how ESP teachers can gain from a teacher-made specialized-corpus and the process of corpus linguistics offer a powerful methodological tool in ESP teaching.

Especially, Particularly, Peculiarly: A Corpus-based Behavioral Profile Study of Near-Synonymous Adverbs

Yen-Yu Lin, National Chengchi University

In light of the lack of precise information in current vocabulary teaching materials concerning the three near-synonymous adverbs, *especially*, *particularly*, and *peculiarly*, this study applies a corpus-based behavioral profile analysis approach to explore the semantic and syntactic differences among them. The current study is based on a dataset consisting of 600 instances randomly selected from 400+ million-word Corpus of Contemporary American English (COCA). To ascertain whether there are significant differences among the three adverbs in the three categories mentioned above, a multifactorial test, called the hierarchical configural frequency analysis (HCFA), is employed. The results show that *peculiarly* behaves very differently from the other two adverbs while the behaviors of *especially* and *particularly* are essentially identical. Specifically, *peculiarly* is used primarily as an intensifier or degree modifier of the adjectives it modifies in the medial adjunct position (e.g. *Her racial hybridity is signified by her **peculiarly dark** skin tone at birth*). *Especially* and *particularly*, however, show a strong tendency to carry the sense of "specifically distinguished from others' as modifiers of nouns and prepositional phrases occur in sentence medial preceded by a comma (e.g. *Adolescents, **especially girls**, begin to lose interest in science.*). Through the analysis, this paper offers a systematic description of complex semantic and syntactic variability of the synonym set.

Changes of Entering Tones in Mandarin Chinese: a corpus-based approach

Chihkai Lin, University of Hawai'i at Mānoa

This study investigates the changes of entering tones from Middle Chinese to Mandarin Chinese from a corpus-based approach. The dispersion of entering tones from Middle Chinese to Mandarin Chinese has no clear motivation. In this study I will argue that the changes of entering tones from Middle Chinese to Mandarin Chinese are not randomly dispersed into other tones, but the change is phonetically-motivated by the types of onsets. In this study I will use the corpus from Lin (2008), including 571 Chinese characters.

It has been argued that voicing of onsets affects tonal value. Voiced obstrunents lead to a low tone and voiceless obstruents give rise to a high tone. The results in this study suggest that voiced obstruents lower the tonal value in the process from Middle Chinese to Mandarin Chinese, and voiceless aspirated obstruents raise the tonal value. Voiceless unaspirated obstruents, nevertheless, do not show any tendency in the changes of entering tones. The factors that determine the changes of entering tones from Middle Chinese to Mandarin Chinese are phonation and aspiration of obstruent onsets, while sonorant onsets behave differently from obstruents that sonorant onsets mostly lead to a falling tone.

EFL

Fifth Session (13:30 - 15:30, November 15)
Chaired by Vinia Huang
Room 715

The Effectiveness of Teaching Vocabulary Using the First Language of Students

Catherine M. Roble, University of Southeastern Philippines
Bernard E. Mendoza, Jr., College League of United English Students
Francis Evan J. Saludar, College League of United English Students

English Reading Attitudes of College Students: A Comparison of Reading Attitudes between High and Low Achievers

I-Jiuan Ting, De Lin Institute of Technology

The effect of working memory on the gap between online production and offline production

Midori Matsubara, Nagoya University

Videotext in listening research: Assessing the three sources of information

Jason Slimon, Ming Chuan University

The Effectiveness of Teaching Vocabulary Using the First Language of Students

Catherine M. Roble, University of Southeastern Philippines
Bernard E. Mendoza, Jr., College League of United English Students
Francis Evan J. Saludar, College League of United English Students

The Effectiveness of Teaching Vocabulary Using the First language of students aimed to find out the effect of teaching vocabulary using the first language (L1) of Freshmen.

This study employed experimental design called the Pretest-Post-test Non-equivalent Group Design. The two groups are two sections of College freshmen to whom Cebuano (L1) and English (L2) were used in teaching vocabulary for five weeks.

Findings revealed that the vocabulary level of students in the experimental group in the pretest obtained a mean score of 28.75 which means average level. Likewise, the control group obtained a mean score of 29.04 which also means average level.

In the post-test, the vocabulary level of students in the experimental group obtained a mean score of 46.02 which means high. On the other hand, the control group obtained a mean score of 33.57 which means above average. There is a significant difference between the vocabulary levels of the students from the experimental and control groups. Using the statistical treatment t-test, it revealed a significant result with p-value equal to 0.000 which is less than 0.05.

Teaching vocabulary using the first language of the students was effective in developing the vocabulary level of the students.

English Reading Attitudes of College Students: A Comparison of Reading Attitudes between High and Low Achievers

I-Jiuan Ting, De Lin Institute of Technology

Many researchers agree that reading attitude consists of three components: cognitive, affective, and conative. All these components are influenced by students' past reading experience and may lead to different attitudes toward reading. It has been identified that positive attitudes toward reading are associated with more frequent reading and higher reading achievement. This study employed five separate constructs to investigate 73 college students' attitudes toward English reading. Presented in a five-point Likert scale, this study was designed to survey students' reading attitudes in terms of practical value, intellectual value, linguistic value, comfort, and anxiety. Moreover, it also compared the differences of reading attitudes between English high and low achievers. The result indicates that the two groups of students share the same viewpoints on factors of practical value and anxiety, but have different opinions about factors of intellectual value, linguistic value, and comfort. By conducting the reading attitude survey, students' attitudes toward English reading can be identified, and more positive attitudes can be encouraged.

The effect of working memory on the gap between online production and offline production

Midori Matsubara, Nagoya University

The present study examines the effect of working memory capacity on the gap between the spoken and written production of Japanese EFL learners. A total of 35 participants of two different proficiency levels completed a reading span test in their L1 to measure their working memory capacity, and monologue tasks designed to measure the gap between online and off-line production performance. On the basis of the results of their reading span test, the participants were divided into two groups for the analysis: one consisting of participants with different proficiency levels and the same working memory capacity, and the other of those with the same proficiency level but different working memory capacity. In production tasks, participants were asked to 1) state their opinion in English, 2) describe in Japanese what they intended to say, and lastly 3) write in English what they meant to say. The gap between their online and off-line production data was analyzed in terms of accuracy of the meaning conveyed. No significant correlation was found between working memory capacity and production performance. The results suggested that learners' English proficiency played a more crucial role in production performance than working memory capacity.

Videotext in listening research: Assessing the three sources of information

Jason Slimon, Ming Chuan University

The last decade has seen a remarkable increase in the number of video listening materials (i.e. videotext) available to English language learners (ELLs) due to developments in broadcast and multimedia technology. Researchers agree on the critical nature of listening skills, which many have placed at the heart of second language acquisition (Rost, 2002; Vandergrift, 2007; Wolvin & Coakley, 2000). For videotext, Gruba (2004) concluded that visual elements function in ways that supersede a supporting role to verbal elements. However, relatively little is known about how ELLs attempt to comprehend videotext. While researchers have widely used written free recall of idea units to assess both audio-only and videotext listening comprehension, its use with videotext has exclusively focused on dividing the audio channel (i.e. the script) into idea units. However, there are actually three distinct sources of information in videotext: audio-only, image-only, and a combination of audio-and-image information. Thus, for the first time, the research described here separates the idea units of a videotext into the above three idea unit types to gain a clearer view of the information sources learners depend on in their comprehension efforts and to provide researchers with a reliable and valid method for evaluating videotext comprehension.

TRANSLATION STUDIES

Fifth Session (13:30 - 15:30, November 15)
Chaired by **陳雅齡**
Room 716

Framing humour and its translation in TV news reporting

Claire Tsai, National Taipei University of Technology

法庭口譯的視譯：話語分析模式

陳雅齡, 真理大學

An Exploration into Translation between Newspaper News and Broadcast News

Christine Wu, National Taipei University of Technology
Claire Tsai, National Taipei University of Technology

《情遇巴塞隆納》中的翻譯與改寫

李延輝, 桃園創新技術學院

Framing humour and its translation in TV news reporting

Claire Tsai, National Taipei University of Technology

There is an increasing entertainment-oriented tendency and news engages audiences' emotions more readily. This paper explores how different varieties of humour in the TV newsroom are mediated by TV news translators. The issue of humour in TV news, particularly in relation to its 'translation', and the translators' mediation have hardly been addressed in the literature to date. Practically no systematic empirical research on this topic has been carried out.

This paper aims to look at TV news translation beyond translation and shift the trajectory of research of news translation into a path that is more acceptable. This paper makes a critical inquiry into lines of argument that the author deems central and relevant to discussions of TV news translation and adopts the news frame theory to examine the mediating role of TV news translators in dealing with humourous elements. The author seeks to investigate the implication of different forms of humour on TV news translation strategies and to optimise translation and communication effectiveness. This research draws on authentic news reports by CNN's national correspondent Jeanne Moos, who has a penchant for quirky, off-beat reporting and is known for her light and often humor-tinged perspectives on a variety of topics. By analysing the news reports and their translated versions, this paper unveils how news frames interact with translation of humour and how such interaction produces new meanings.

法庭口譯的視譯：話語分析模式

陳雅齡, 真理大學

法庭口譯屬於對話性口譯的一種，它是最近的一個新興領域，其中包括不少跨領域的視野與耕耘。有關法庭口譯的討論，儘管法庭文件的重要性，視譯部分並未特別受到重視。針對這一現象，本研究先整理 Hatim & Mason (1997) 所提出話語分析（discourse analysis）理論，法庭口譯的特點及目前視譯研究的發展。研究方法先是針對法庭通譯作一項調查，瞭解他們在視譯上的實際困難，然後針對這些困難，選擇法庭視譯的實例包括法官諭知當事人的米蘭達權利、對當事人的起訴書、判決書及法律合同契約書等，根據 Hatim & Mason 的話語分析主張，從語境（situationality）三要素即語場（field）、語境（mode）及語式（tenor）等，探討口譯員應如何克服視譯上的困難。先前對視譯的研究集中在會譯口譯的情境，主要針對文章內文字句構的特點，或進行眼動儀的實驗瞭解視譯者的眼動行為，本篇論文以這樣新的角度進行研究，希望提高法庭傳譯員對法庭視譯的認識，同樣的考量可應用於其它對話式口譯如醫療口譯，或對整體口譯領域有所貢獻。

關鍵字：話語分析、對話口譯、法庭口譯、視譯

An Exploration into Translation between Newspaper News and Broadcast News

Christine Wu, National Taipei University of Technology
Claire Tsai, National Taipei University of Technology

News on newspapers concerns principally the written texts whereas news on TV is presented through both the verbal and the audiovisual channel, weaving together texts and moving pictures. In the growing body of literature on news translation, most attention is placed on research into translation of the print media while broadcast news translation appears to be a negligible area. This paper aims to explore the complexity of translation in both newspaper news and broadcast news and address how and why different translation strategies as well as transformation occur in the two types of media. In this paper, Mats Ekström's framework of the three analytically distinct modes of communication involving information, story-telling and attraction is adopted to conceptualize the specific characteristics of translating for the two news media platforms. Despite its primary application to the study of broadcast news, Ekström's analytical framework can also be used effectively to study the print media. Given its interdisciplinary nature, this paper draws on the journalistic perspective and examines the relevance of concepts frequently addressed in Translation Studies, such as the notions of localization and the functionalist approach. Authentic international news reports and their translated versions from local newspapers and commercial TV stations are collected for close analysis at the verbal and audiovisual level. This study has implications for future research into translation of news in different types of media.

《情遇巴塞隆納》中的翻譯與改寫

李延輝, 桃園創新技術學院

多年來，伍迪艾倫（Woody Allen）一直是以紐約為主題的電影作者，誠如雅克布遜（Roman Jakobson）所言，翻譯不僅涉及到語言間的轉換，也與符號間的跨越有關。2008 年，艾倫創作出以巴塞隆納為本的《情遇巴塞隆納》，但仍延續了其紐約精神。本文擬從勒菲佛爾（André Lefevere）文本操弄的角度，探討《午夜巴黎》此一文本的成形過程。此外，本文亦擬從角色、主題及電影形式等方面，探討艾倫如何在各種因素的拔河之間，翻譯紐約，改寫自己的作品。

關鍵字：伍迪艾倫、翻譯、改寫

ANXIETY

Sixth Session (15:50 - 17:20, November 15)
Chaired by Su-hsun Chang
Room 714

An Exploration of High School Students' Perfectionism, English Reading Anxiety and English Reading Proficiency

Yung-nan Chiang, National Taipei University of Technology

Vocational High School Students' Willingness to Communicate in English, English Learning Anxiety, and Classroom Settings

Rong-yu Yu, National Changhua University of Education
Shan-mao Chang, National Changhua University of Education

Anxiety and Performance Differences among Taiwanese EFL college learners

Hsin-Yu Hsu, National Taipei University of Technology

An Exploration of High School Students' Perfectionism, English Reading Anxiety and English Reading Proficiency

Yung-nan Chiang, National Taipei University of Technology

Although personality factors are a major shaping force in human learning in general and second language learning in particular, there has been little research on the relationships between personality factors and other SLA individual differences variables (Dornyei, 2005; 2009). In order to expand our knowledge in this area, this study investigates the role of a hitherto unexplored personality variable in foreign language reading research: perfectionism. Specfically, this study examines the relationships among multidimensional perfectionism, English reading anxiety, and English reading proficiency among a group of senior high school students. The participants' perfectionism was assessed by Frost et al.'s (1990) Multidimensional Perfectionism Scale, while their English reading anxiety was measured by Saito et al.'s (1999) Foreign Language Reading Anxiety Scale. The results showed that (1) overall perfectionism and all of its five dimensions had significant positive associations with English reading anxiety, (2) English reading anxiety had significant negative associations with English reading proficiency, and (3) contrary to prediction, overall perfectionism was not related to English reading proficiency, though one of its dimensions was negatively related to English reading proficiency. Based on the results, directions for future research and implications for English reading instruction are offered.

Vocational High School Students' Willingness to Communicate in English, English Learning Anxiety, and Classroom Settings

Rong-yu Yu, National Changhua University of Education
Shan-mao Chang, National Changhua University of Education

The present study aims to examine vocational high school EFL students' Willingness to communicate (WTC) in English, English learning anxiety and their perception of classroom environmental factors inside English classrooms. This study also intends to ascertain the relationship among these three variables, and to investigate how well WTC can be predicted by the other two variables.

A total of 453 vocational high school EFL students from one public vocational high school in central Taiwan participated in the study. A battery of seventy-three-item questionnaire from three scales, WTC in English, English learning anxiety, and classroom environmental factors, was employed. Reliability and content validity of the questionnaire were examined. Data were analyzed by descriptive statistics, Pearson correlation, and stepwise multiple regression.

Statistical results revealed that vocational high school EFL students displayed slightly high WTC in English, moderately low English learning anxiety, and high perception of the English classroom environment. Significantly negative correlation was found between English learning anxiety and WTC in English, but classroom environmental factors positively correlated with WTC in English. Lending support to the previous studies, involvement is the strongest predictor of WTC in English, followed by communication apprehension and student cohesiveness. The findings of this study yield some pedagogical implications for instructors to encourage students' participate in class activities, and construct a less anxiety-provoking English classroom by paying attention to the joint effect of classroom environmental factors that in turn increase students' tendency to engage in communication in the target language.

Key words: willingness to communicate in English, English learning anxiety, classroom environment, vocational high school, EFL students

Anxiety and Performance Differences among Taiwanese EFL College Learners

Hsin-Yu Hsu, National Taipei University of Technology

Recent studies have frequently discussed the elements that affect students' learning. These studies indicate that the level of foreign language anxiety, which may be different due to students' FL proficiency levels, is an important factor influencing students' performance. Although researchers have been investigating the relationship between FL anxiety and performance among various subjects, little attention has been paid on differences between FL anxiety and performance among Taiwanese EFL college learners. Therefore, the purpose of this study is to investigate the differences in foreign language anxiety and performance among students in low-, intermediate-, and high-level English classes from National Taipei University of Technology, 114 non-English majors in total. Each subject was required to fill in a questionnaire regarding the distributed effect of students' English proficiency, learners' personality, teachers' characteristics, and test types on the levels of anxiety.

PRAGMATICS

Sixth Session (15:50 - 17:20, November 15)
Chaired by Caroline Hwang
Room 715

Effective Disaster Prevention Communication: A Pragmatic Perspective

Kyoko Arai, Toyo University

Emotions, poetic effects, and pragmatic inferencing in advertising language

Vincent Tao-Hsun Chang, National Chengchi University

A Comparison of Taiwanese EFL University Freshman and Senior Students' Comprehension of Conversational Implicature

Wayne T. Schames, National Pingtung University of Education

Effective Disaster Prevention Communication: A Pragmatic Perspective

Kyoko Arai, Toyo University

When the disastrous tsunamis hit East Japan on March 11, 2011, the hi-tech information transmission system that is the pride of Japan was unable to send out the Tsunami Warnings effectively and many lives were lost as a result. Subsequently, the Japan Meteorological Agency (JMA) set up a committee of experts to improve the overall system. Last year as a result of their meetings "The Improvement of the Information Text for the Tsunami Warnings" was announced. The changes are, however, problematic from the linguistics perspective as the committee did not include any experts in the field.

This study examines a range of recordings of the Tsunami Warnings and the Evacuation Instructions given for the East Japan tsunami disaster from the perspective of linguistics, especially pragmatics, whose main objective is to reveal the utterance interpretation mechanism. The aim of this paper is to propose further improvement to the transmission system of the Tsunami Warnings and Evacuation Instructions. This study also emphasizes the necessity and importance of re-examining the overall disaster information transmission problems in Japan, from the linguistics perspective.

Emotions, poetic effects, and pragmatic inferencing in advertising language

Vincent Tao-Hsun Chang, National Chengchi University

If a sentence like *Colourless green ideas sleep furiously* is seen as semantic anomaly (Chomsky, 1957) or syntactic deviance solely from linguistic structural viewpoint, the discussions within the scope of semantics would fail to catch the panorama of linguistic facts and shall be unable to engage in multifaceted communication of various contexts. This is not merely inappropriate for the explanatory power concerning form and function in language use, but epistemologically unconvincing for elaborating implicit meanings in discourse. Figurative speech in this regard plays an indispensable role in human cognition and communication, and the ramifications of verbal arts are quite prominent in advertising and media discourse in their own right.

This paper thus explores the audience's inferential processes and pragmatic interpretation concerning emotions and poeticity in media communication under relevance-theoretic account (Sperber & Wilson, 1986/1995; Noveck & Sperber, 2004) by looking into contemporary Chinese print ads. The rhetorical strategies of syntactic parallelism and repetition of name, metaphor, metonymy and pun are artfully manipulated through literary styles within the ads to attract the audience's attention, to initiate cognitive poetic effects (Sperber & Wilson, 1995: 222; Pilkington, 1991, 1992: 38; Blakemore, 1992: 157) and advertising literariness, and to perform diverse communicative functions. Placing little emphasis on target commodity, they invite/encourage an imaginative audience to actively consume the texts and spell out a variety of weak implicatures involving feelings, attitudes, emotions and impressions along the textual lines. They too invisibly persuade her to recognise the significant inter-/cultural values and shape the corporate image as a landmark of cultural empowerment.

People often mean more than they say. Grammar on its own is typically insufficient for determining the full meaning of an utterance, the assumption that the discourse is coherent or 'makes sense' has a vital role to play in meaning construction as well (Asher & Lascarides, 2005). Just as syntactic surface structures display complexity of underlying structures, we can well appreciate the implicit meanings constructed,

conveyed and enriched by poetic use of lexical items and syntactic-semantic-pragmatic interplay in media discourse, as shown in this study. The dialogic relations between form and function in advertising language reflect the social cohesion/interaction and cognitive dynamics of communicator and audience, thus maintaining the dialectical relationship between social structures and social practice (Fairclough, 1995).

Key words: advertising language, discourse coherence, emotions, implicature, poetic effects, pragmatic inferencing, relevance, social cognition, verbal art

A Comparison of Taiwanese EFL University Freshman and Senior Students' Comprehension of Conversational Implicature

Wayne T. Schames, National Pingtung University of Education

Conversational implicature, which refers to an inferential process whereby meaning of an utterance is understood in the context in which it occurs, has been one of the main pillars in pragmatics research studies ever since Grice (1975) first coined the term. The theoretical underpinning of conversational implicature is Grice's Cooperative Principle, which postulates that interlocutors expect each other to adhere to a set of "conversational maxims" or rules of speaking including the Maxims of Quantity, Quality, Relevance and Manner. Conversational implicature comes into play when one or more of Grice's conversational maxims are violated or flouted in various ways. The present study addresses the following research questions: 1) Are Taiwanese English majors able to naturally improve in their ability to interpret conversational implicature between their freshman and senior years?; and 2) Which types of implicature are more difficult for Taiwanese English majors to correctly interpret? The results showed weak but positive support in regard to the first question. As for the second research question, implicature involving the Maxim of Quality proved to be the most difficult for both seniors and freshmen to interpret. The paper concludes with a discussion of the findings, pedagogical implications, limitations, and suggestions for future research.

Key words: Conversational implicature, Cooperative Principle, Relevance Theory

TRANSLATION STUDIES

Sixth Session (15:50 - 17:20, November 15)
Chaired by Claire Tsai
Room 716

Analyzing Culture-Specific Items in Audiovisual Translation: A Case Study on the Animated American Sitcom "South Park"
Steven Shi, National Taipei University of Technology
Claire Tsai, National Taipei University of Technology

The Acceptability in Cartoon Dubbing from Children's Perspective: A Case Study of *Madagascar 2 Escape Africa*
Li-chin Pan, National Taipei University of Technology
Ya-mei Chen, National Taipei University of Technology

English Translation of Picturesque Idioms in Xizhi Wang's *Preface to the Orchid Pavilion Collection* (353AD)
Ju-ying (Vinia) Huang, National Taipei University of Technology
Nai-yun (Emma) Chang, National Taipei University of Technology

Analyzing Culture-Specific Items in Audiovisual Translation: A Case Study on the Animated American Sitcom "South Park"

Steven Shi, National Taipei University of Technology
Claire Tsai, National Taipei University of Technology

This paper aims to analyze the translation of culture-specific items in audiovisual texts. Special emphasis is placed on the role and degree of domestication and its effects on target viewers. The data for this paper is primarily collected from the American animated situation comedy South Park. The sitcom is noted for its many parodied elements, sarcastic jokes and accompanying cultural connotations. In subtitling South Park, culture-related items are generally considered one of the most difficult and challenging tasks for translators. Source language viewers enjoy the parodied plot because of their recollection of culturally-familiar or shared-memory entities which come to their mind as they watch the audiovisual production. However, when it comes to target viewers, the lack of background cultural knowledge makes comprehension even harder, not to speak of enjoying the sitcom. To explore more about this discrepancy, the authors examine the translation strategies adopted in the Chinese version of South Park by applying Jan Pedersen's concept of Extralinguistic Culture-bound References (ECRs). The authors make a clear classification on ECRs and illustrate how different categories of ECRs are dealt with in the process of subtitling South Park. There have been many exciting research outputs in audiovisual translation in recent years, but limited work is carried out in analyzing translation of animated sitcoms on TV. This paper looks closely at the animated sitcom and seeks to reveal whether a domesticated version suffices to transmit the intended meaning of the source text and what translators do to facilitate viewer understanding of the audiovisual rendition.

The Acceptability in Cartoon Dubbing from Children's Perspective: A Case Study of *Madagascar 2 Escape Africa*

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Dubbing, which is usually regarded as a domesticating process, involves considerable adaptation and tends to be greatly different from the original subtitling. Previous studies on the acceptability in dubbing translation mostly focus how dubbed films cater to the interest and demand of target adult audience. However, comparatively little research has been carried out to investigate the acceptability of dubbed cartoons to target child viewers. Although cartoon viewers may include both adults and children, most cartoons, especially those broadcast on children's TV channels, are primarily designed for children. Hence, it is worth examining whether current cartoon dubbing is acceptable to children. Accordingly, using a case study on the Chinese dubbed version of *Madagascar 2 Escape Africa*, this paper aims to explore how children receive the challenges caused by cartoon dubbing (such as language use and localized expressions), and to what extent such dubbing may impact young viewers. By analyzing the systematic differences between English original subtitle and its Chinese dubbed version, it is found that various adaptation strategies used in the dubbed version were mainly employed to suit the target adult viewers' taste. In this case, from the cartoon dubbing at issue indeed leads to children's misunderstandings, and then consequently results in their misuses of language.

Key words: cartoon dubbing, subtitling, acceptability, adaptation, children's perspective

English Translation of Picturesque Idioms in Xizhi Wang's *Preface to the Orchid Pavilion Collection* (353AD)

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In 353AD, the master of Chinese calligraphy Wang Xizhi (**王羲之**) wrote down his draft, with semi-cursive script (**行書**), for the preface to the collection of 37 poems written by the 26 literati present at the Orchid Pavilion gathering during that year's Spring Purification Festival. Ever since then, this work has become not only a calligraphic marvel, a literary masterpiece, but also a source for several Chinese idioms characterized with the depiction of nature's beauty and human's inner peace in contact with nature. To name just a couple of these idioms, they include "**天朗氣清**" (tian lang qi qing, bright sky and fresh air) and "**惠風和暢**" (hui feg he chang, pleasant breeze blowing smoothly). With regards to the vivid depictions of various aspects of nature via human senses, we tentatively called these expressions "picturesque idioms."

It becomes the goal of this research project to investigate, first, the ways in which Wang Xi-zhi's literary, cultual and calligraphic sentiments embedded in these picturesque idioms have been "carried over" from classical Chinese into modern English by native English speakers and native Chinese speakers respectively. Secondly, this study endeavors to demonstrate that with the deployment of a series of research strategies the translation of these picturesque idioms can be rendered with better accuracy in conveying the literary imagination and cultural cultivation possessed by and specific to the literati living in that specific temporal/spatial context.

These steps begin with the exploration of the multi-media materials related to the cultural event of the Orchid Pavilion gathering in 353AD--verbal and pictorial, ancient and contemporary, on the Internet or on the book shelves. Next, the original (cultural and geographical) context hosting the Orchid Pavilion gathering in question can be re-constructed (or re-generated) from the aforementioned multi-media materials. Finally, with the acquisition of the contextualized background knowledge of the Orchid Pavilion gathering, the translator can then identify him/

herself with the narrator Xizhi Wang and recount the contents of the *Preface* with the simulated sentiments closer to that of the narrator's in the target language.

It is expected that with the adoption of these research steps the English translation of these picturesque idioms can carry better accuracy in conveying Xizhi Wang's literary imagination and specified cultural inclination permeated in the *Preface to the Orchid Pavilion Collection*.

Key words: Wang Xizhi (**王羲之**), *Preface to the Orchid Pavilion Collection* (**蘭亭集序**), pictorial descriptions, picturesque idioms, English translation of Chinese literary masterpieces

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