

2011 International Conference & Workshop on English for Specific Purposes

2011 專業英語文國際學術研討會暨工作坊

Conference Theme: ESP in Taiwan University Settings: Teacher and Learner Competencies

【會議主題】大學專業英語文教學——教師與學生之知能

主辦單位(Organizer)：弘光科技大學應用英語系(Department of Applied English, HungKuang University)

合辦單位(Co-organizer)：台灣專業英語文學會(Taiwan ESP Association)

協辦單位(Joint organizers)：弘光科技大學人文社會學院、弘光科技大學老人福利與事業系、弘光科技大學文化事業發展系、弘光科技大學運動休閒系

日期(Date)：100年10月27-29日(October 27-29, 2011)

會場(Venue)：弘光科技大學生活應用大樓國際會議廳(International Conference Hall, HungKuang University)

大會議程表 Conference Program

October 27 th (Thursday)			
Time	Events	Speakers & Topics	Moderators
09:30 – 10:00	Registration		
10:00 – 12:00	工作坊講座 (1) Pre-conference Workshop LB207	President Yinghui Chen (TESPA) 陳英輝理事長 (台灣專業英語文學會) The Institutional Turn--A Theoretical Base for ESP Pedagogy in Taiwan	Professor Maosung Lin 林茂松教授 Department of English Language and Literature, Soochow University 東吳大學英文系
12:00 – 13:30	Lunch / LB203-3、LB203-4		

13:30 – 15:00	工作坊講座 (2) Pre-conference Workshop LB207	Professor Vijay Bhatia City University of Hong Kong, Hong Kong Analysing Interdiscursivity in Professional Genres	Dean David S. D. Tseng 曾守得院長 College of Foreign Languages and Literature, Providence University 靜宜大學外語學院
15:00 – 15:15	Tea Break / Entrance Lobby		
15:15 – 16:45	工作坊講座 (3) Pre-conference Workshop LB207	Professor Laurence Anthony Waseda University, Japan An Introduction to Corpus Linguistics for ESP Practitioners	Vice President Grover K. H. Yu 余光雄副校長 Overseas Chinese University 僑光科技大學
16:45 – 17:25	工作坊座談(1) Panel Discussion (1) LB207	ESP Curriculum for College Students in Taiwan Maosung Lin 林茂松, Grover K. H. Yu 余光雄, Yinghui Chen 陳英輝	

October 28th (Friday)

Time	Events	Speakers & Topics	Moderators
08:30 – 09:00	Registration		
09:00 – 9:20	Opening Ceremony LB2 International Conference Hall	President Guor-Cheng Fang, HungKuang University 方國權校長 (弘光科技大學) President Yinghui Chen (TESPA) 陳英輝理事長 (台灣專業英語文學會) Chair Shih-mei Yang (Department of Applied English) 楊式美主任 (應用英語系)	

9:20 – 10:30	特約講座(1) Plenary Speech (1) LB2 International Conference Hall	Professor Vijay Bhatia City University of Hong Kong, Hong Kong Critical Genre Perspective in ESP: Bridging the Gap between the Classroom and the Workplace	Professor Chen-ching Li 李振清教授 Department of English, Shih Hsin University 世新大學英語學系
10:30 – 10:50	Tea Break / Entrance Lobby		
10:50 – 12:00	Paper Presentation (1) LB203-1 LB203-2 LB207	Session A (LB203-1) Chin-Cheng Huang (黃金誠) Implementation of an EOP Course for Nursing Students Shou-Hua Lin (林壽華) Curriculum and Instruction for ESP: Issues and Alternatives Winnie Tang & Genevieve Leung Learner's Perceptions of General Education EAP in a Hong Kong University Setting	Session A Executive Director Tien-en Kao 高天恩主任 The Language Training and Testing Center, LTTC 語言訓練與測驗中心
		Session B (LB203-2) Fei-Wen Cheng (鄭斐文) Addressing Niches: The Uses of Appraisal Resources in Marketing Journals Gholam-Reza Abbasian Evaluation of Iranian ESP Textbooks: Consumers vs. Disciplines Ping-Hsun Chen (陳秉訓) A Methodology of Analyzing American Patent Law Cases for Non-American-trained Lawyers	Session B Professor Shih-guey Joe 周碩貴教授 Chang Gung University of Science and Technology 長庚科技大學(嘉義分部)通識教育組
		Session C (LB207) 畹禾有限公司 Syou-Rung Tsau (曹秀蓉) Customized Online Materials Using "Author Plus": Design Your Multimedia and Online Activities	Session C Associate Professor Sharon Tsau 曹秀蓉副教授 Department of English, Da-Yeh University 大葉大學英美語文學系

		Poster Session (Entrance Lobby) I-Chun Lai (賴怡君) & Pi-Ching Chen (陳璧清) An Exploratory Study of Lecturer-student Interactions in English-mediated ESP Classes Hung, Kit Man (洪潔雯) Integrating Professional English into Traditional English Teaching in Hong Kong Ali S. Alghonaim EFL In-Service Hospital Employees' Beliefs and Attitudes about an Intermediate Medical English Course: Focusing on Strategies and Difficulties	
12:00 – 13:30	Lunch / LB203-3、LB203-4		
13:30 – 14:40	特約講座(2) Plenary Speech(2) LB2 International Conference Hall	Professor Martin Hewings University of Birmingham, UK Using Corpora in Research, Teaching, and Materials Design for ESP: An Evaluation	President Francis K. H. So 蘇其康校長 Wenzao Ursuline College of Languages 文藻外語學院
14:40 – 15:50	Paper Presentation (2) LB203-1 LB203-2 LB207	Session A (LB203-1) Ching- Kang Liu (劉慶剛) A Useful Framework for ESP Classes: A Case Study of Project-based Language Learning Program Mei-Jung Wang (王美蓉) & Miao-Fei Wang (王妙妃) Establishing English Proficiency Standards for Hospitality Students	Session A Chair H. Samuel Wang 王旭主任 Department of Foreign Language and Applied Linguistics, Yuan Ze University 元智大學應用外語系
		Session B (LB203-2) Wen-Li Tsou (鄒文莉) The Effects of ESP Instruction on EFL Learning --Evaluation Shih-Jen Huang (黃士人), Lan-Hsin Chang (張蘭心) & Yu-Chun Wang (王昱鈞) A Pilot Study of Technical University Students' Attitude toward Project Courses and Its Influencing Factors Shu-Yin Cheng (鄭舒尹) On the Course Design and Implementation of a University Level English for Tourism Course	Session B Professor Chin-Cheng Huang 黃金誠教授 Department of Foreign Languages, Fooyin University 輔英科技大學應用外語系

		Session C (LB207) Joe Shih-ping Wang (王世平) 英語密集學程規畫的成功原則-以國立台灣科技大學為例	Session C President Benjamin Wang 王星威總經理 ETS Taiwan Distributor, Chun Shin Limited ETS 台灣區代表 忠欣股份有限公司
		Poster Session (Entrance Lobby) Ju-Lin Kuo Perceptions of Achievement Goals, Social Goals, and Interest among Elementary English Learners John Lan (藍恩明) A Study on the Attitude of English-Majored Students toward Computer-Assisted Pronunciation Learning at a Technological University	
15:50 – 16:10	Tea Break (Welcome Party) / Entrance Lobby		
16:10 – 17:00	大會座談(1) Panel Discussion (1) LB2 International Conference Hall	Challenges of ESP Pedagogy in Taiwan Yinghui Chen 陳英輝, Su-Chiao Chen 陳淑嬌, Wen-Li Tsou 鄒文莉, Benjamin Wang 王星威	

October 29th (Saturday)

Time	Events	Speakers & Topics	Moderators
8:40 – 9:20	Registration		
9:20 – 10:30	特約講座(3) Plenary Speech (3) LB2 International Conference Hall	Professor Thomas Upton Indiana University Purdue University Indianapolis, U.S.A. Current Issues in ESP Materials	Dean Wu-Chang Chang 張武昌院長 College of Foreign Languages, Chinese Culture University 文化大學外語學院

10:30 – 10:50	Entrance Lobby	Tea Break	
10:50 – 12:00	Paper Presentation (3) LB203-1 LB203-2 LB207	Session A (LB203-1) Benjamin Wang (王星威) Language Management: The Key to Effectiveness in Today's Knowledge Society Amin Rahman Teaching English in a Special Way to a Special Group for a Special Purpose Shu-Chiao Tsai (蔡叔翹) 通訊科技英文教育軟體研發及其融入教學之研究	Session A Professor Ye-ling Chang 張玉玲教授 Department of English, National Kaohsiung Normal University 國立高雄師範大學英語學系
		Session B (LB203-2) 弘光科技大學英文實驗教學工作團隊: Shih-mei Yang (楊式美) Mei-Ling Chen (陳美伶) Yu-Wei Chu (朱玉妮) Tsun-Lih Yang (楊存莉) 大一英文教學研究 Shao-Jyuan Sun (孫紹娟) & Shih-ping Wang (王世平) 專業英語(ESP)的三方調查與分析	Session B Director Ching Kang Liu 劉慶剛主任 Language Center, National Taipei University 國立臺北大學語言中心
		Session C (LB207) 空中美語文教事業股份有限公司 Tanya Lin (林佩樺) ESP Material Introduction: English for Business & Management and English for Tourism	Session C Chief Editor Tanya Lin 林佩樺主編 AMC (American Magazine Ctr.) 空中美語文教事業股份有限公司

		Poster Session (Entrance Lobby) 弘光科技大學應英系 ESP Café 工作團隊 Frances Feng-Mei Choi (卓鳳美) Yu-Wei Chu (朱玉媿) Chih-Shin Tsai (蔡智欣) Jing-Mei Cheng (鄭景媚)	
12:00 – 13:30	Lunch (TESPA ESP Meeting at M306) / LB203-3、LB203-4		
13:30 – 14:40	特約講座(4) Plenary Speech (4) LB2 International Conference Hall	Professor Laurence Anthony (Waseda University, Japan) Why ESP Practitioners Do not Need to be Subject Specialists	Professor Feng-Fu Tsao 曹逢甫教授 Linguistics Graduate Institute, National Tsing Hua University 國立清華大學語言學研究所
14:40 – 15:50	Paper Presentation (4) LB203-1 LB203-2 LB207	Session A (LB203-1) Chao-Ming Chen (陳超明) & Yinghui Chen (陳英輝) Situated Learning: EIL and ESP Gloria S. Chwo (卓淑美) Navigating Medical English Training Course for Frontline Hospital Staff Ping-Sung Chih (池秉松) Genre Analysis of Inquiry/Reply Letters by MSA Pattern in Taiwan	Session A President Show-ying Chen 陳秀櫻校長 LanYang Institute of Technology 蘭陽技術學院

		<p>Session B (LB203-2) Yu-Feng Huang (黃玉鳳) A Corpus Analysis of Academic Vocabulary in Linguistics Journals Yu-ju Chen (陳右儒) The Localization of Loanwords Mei-Fan Sue (蘇美芬) The Realization of Appraisal System in the Three Narrative Texts of O’Henry</p>	<p>Session B Professor Su-Chiao Chen 陳淑嬌教授 Department of Applied Foreign Languages, National Taiwan University of Science and Technology 國立臺灣科技大學應用外語系</p>
		<p>Session C (LB207) 文鶴出版有限公司 盧俊吉 Motivating our English Learners with ‘Real People, Real Places, Real Language’ (English for International Language)</p>	<p>Session C Assistant Sales Manager Jay Wang 王淳樟副理 Crane Publishing Co., Ltd. 文鶴出版有限公司</p>
		<p>Poster Session (Entrance Lobby) Feng Mei Chao (趙鳳玫) Misspelledwords: Clues from a Listening Exercise of a Song Hai-Ling Chung (鍾海玲) The Study of Effectiveness of Applying Reader’s Theater Integrates in Memorization Teaching Elevates in English Listening Comprehension- to Take the Third Grade Elementary School As an Example</p>	
15:50 – 16:10	Tea Break / Entrance Lobby		
16:10 – 17:00	大會論壇(1) Forum (1) LB2 International Conference Hall	EIL and ESP at Taiwan's Universities of Science and Technology Chao-Ming Chen 陳超明, Da-Fu Huang 黃大夫, Yun-Hua Yang 楊韻華, Jessie Huang 黃惠玲	

17:00 – 17:10	Closing Ceremony LB2 International Conference Hall	President Guor-Cheng Fang, HungKuang University 方國權校長 (弘光科技大學) President Yinghui Chen (TESPA) 陳英輝理事長 (台灣專業英語文學會) Chair Shih-mei Yang (Department of Applied English) 楊式美主任 (應用英語系)	
17:30	Banquet Dinner / LB1 Restaurant		