

**2015 International Conference on English for Specific Purposes
Conference Program**

Friday, October 23

08:30 - 09:00	Registration (B1 Hallway, Ren-Yan Building)		
09:00 - 09:15	Welcome and Opening Ceremony (Chi Yuan Hall) Speaker: Bing-Jean Lee (President, Feng Chia University) Moderator: Kenneth Chua (Director, FLC, FCU)		
09:15 - 10:35	Keynote Address I: <i>Teaching Interpersonal Meaning in Workplace Communication</i> (Chi Yuan Hall) Speaker: Winnie Cheng (Professor, Hong Kong Polytechnic University, Hong Kong) Moderator: Yuan-guey Chiou (Chair, DFLL, FCU)		
10:35 - 10:50	Tea Break (B1 Hallway, Ren-Yan Building)		
10:50 - 12:10	Parallel Session A		
Venue	4 th International Conference Hall	5 th International Conference Hall	6 th International Conference Hall
Moderator	Pi-li Hsiao (Lecturer, FLC, FCU)	Chialan Sharon Wang (Assistant Prof., FLC, FCU)	Geoffrey Lasley (Lecturer, FLC, FCU)
10:50 - 12:10	<i>Investigating the Lexical Choice and Structural Pattern in the Homepages of Michelin Restaurants</i> Hui-Ling Lang (Assistant Prof., National Taipei University, Taiwan)	<i>ESP and English Education Policy: An Examination of English Curricula in Two Universities in Taiwan</i> Daniel Yueh-Long Yang (National Taiwan Normal University, Taiwan)	<i>ESP/EMI Services & Supports on University-Industry Collaboration</i> Wenli Tsou (Professor, National Cheng Kung University, Taiwan)
	<i>Preparing Future Professionals Through English in the Discipline: Pedagogical Innovation in Hong Kong Higher Education</i> Kevin Yung and Natalie Fong (Lecturer, The University of Hong Kong, Hong Kong)	<i>Providing Shipping Business English Materials by Market Based Approach for the Students of Shipping Business Management of Maritime Education and Training (MET) in Indonesia</i> I Wy. Dirgeyasa (Lecturer, State University of Medan, Indonesia)	<i>Teaching ESP in the Digital Age: Promoting Learners' Willingness to Communicate Through Multimodal Videoconferencing in a Business Communication Course</i> Shao-Ting Hung (Associate Prof., National Taiwan University of Science and Technology, Taiwan)
		<i>World Englishes in ESP – Toward a More Effective Curriculum in Vietnamese Context</i> Tham Duong (Lecturer, Thai Nguyen University, Vietnam)	<i>Move Analysis of English Business Email Correspondence: The Case of Inquiries and Replies in Taiwan</i> Ping-sung Chih (National Changhua University of Education, Taiwan)
12:10 - 13:30	Lunch Break (4 th , 5 th , and 6 th International Conference Halls)		

13:30 - 14:50	Plenary Panel Discussion I: A Dialogue with Industry Leaders ESP in Taiwan: Targeting Industry Needs (Part 1) (Chi Yuan Hall) Speakers: Maosung Lin (President, Taiwan ESP Association) Kuo-Chung Wang (General Manager, Topkey Group) Cheng-Chien Shen (Chair, Dept. of Calligraphy and Painting Arts, Chang Jung University) Yinghui Chen (Dean, College of Humanities and Social Sciences, Asia University) Moderator: Wenli Tsou (Professor, Department of Foreign Languages and Literature, National Cheng Kung University)		
14:55 - 16:15	Parallel Session B		
Venue	4 th International Conference Hall	5 th International Conference Hall	6 th International Conference Hall
Moderator	Wendy Lambert (Lecturer, FLC, FCU)	Wei-Wei Shen (Associate Prof., DFLL, FCU)	Ming-Hsun Lin (Assistant Prof., FLC, FCU)
14:55 - 16:15	<i>The Authorial Stance in Abstracts of Applied Linguistics</i> Shih-ping Wang (Associate Prof., National Taiwan University of Science and Technology, Taiwan)	<i>Aligning Evaluation with Curriculum in Higher Education: Constructing English Proficiency Tests for Specific Academic Purposes</i> Shin-Mei Kao (Associate Prof., National Cheng Kung University, Taiwan)	<i>Use of Authentic Materials in Teaching of ESP</i> Shu-wen Lan (Assistant Prof., National Pingtung University of Science and Technology, Taiwan)
	<i>From Radiotelephonic Communications to Plain English: Understanding the Specific Discourse in Aviation English</i> Wen-ling Tsai (Professor, Shih Chien University, Taiwan)	<i>The GAP Between Global Needs and Supply</i> Simon Wu (Chief Operating Officer, ETS Taiwan)	<i>A Preliminary Evaluation of a Self-developed ESP Textbook from Students' Perspectives: English for Meetings, Incentive Travel, Conventions and Exhibitions (MICE)</i> Mei-jung Wang (Professor) and Wenhsien Yang (Assistant Prof.) (National Kaohsiung University of Hospitality and Tourism, Taiwan)
	<i>Toward MA Degrees in Applied Linguistics: Citation Use in Thesis Writing Process</i> Guan-Hui Lin, Hsien-Chin Liou (Professor, Feng Chia University, Taiwan)	<i>Assessment for Future Career</i> Johanna Wu (Marketing Manager, Pearson Taiwan)	<i>Teaching English for Marketing: What, How, and for Whom?</i> Pichi Huang (Assistant Prof., Ta Hwa University of Science and Technology, Taiwan)
16:15 - 16:35	Tea Break (B1 Hallway, Ren-Yan Building)		
16:35 - 17:55	Keynote Address II: Effective Language Learning for the 21st Century Based on ESP Concepts (Chi Yuan Hall) Speaker: Judy Noguchi (Professor, Kobe Gakuin University, Japan) Moderator: Yuan-guey Chiou (Chair, DFLL, FCU)		

Saturday, October 24

08:40 - 09:10	Registration (B1 Hallway, Ren-Yan Building)		
09:10 - 10:30	Keynote Address III: <i>Engineering Research Article Discourse: A Channel of Knowledge Transfer Between Researchers and Industry</i> (Chi Yuan Hall) Speaker: Budsaba Kanoksilapatham (Professor, Silpakorn University, Thailand) Moderator: Kenneth Chua (Director, FLC, FCU)		
10:30 - 10:50	Tea Break (B1 Hallway, Ren-Yan Building)		
10:50 - 12:10	Parallel Session C		
Venue	4 th International Conference Hall	5 th International Conference Hall	6 th International Conference Hall
Moderator	Beate Luo (Associate Prof., DFLL, FCU)	Yi Ren Tsai (Assistant Prof., DFLL, FCU)	Geoffrey Lasley (Lecturer, FLC, FCU)
10:50 - 12:10	<i>An Investigation on the Importance of Domain-Specific Knowledge for Content Area Reading</i> Yi-hsuan Lin and Chiou-Lan Chern (Professor) (National Taiwan Normal University, Taiwan)	<i>Addressing Professional Values Through Medical English</i> Peih-ying Lu (Professor, Kaohsiung Medical University, Taiwan)	<i>ASEAN and the Future of International English in Asia</i> Charles Jeremy Sykes (Associate Prof., National Taiwan University of Science and Technology, Taiwan)
	<i>EMI Courses in an English Medium College: Students' Perceptions</i> Chiou-Lan Chern (Professor) and Mei-lan Lo (Associate Prof.) (National Taiwan Normal University, Taiwan)	<i>Enhancing ESP in GE Classroom at Tertiary Level: Reasons and Implications</i> Kieu Van Thi Le (Assistant Prof.) and Diem Phuong Thi Nguyen (Lecturer) (Ho Chi Minh City University of Education, Vietnam)	<i>Glocalization - Implications on Teaching World Englishes in Taiwan's Higher Education</i> Kuan-chen Jenny Lai (Fu Jen Catholic University, Taiwan)
	<i>A Study of Complaint Strategies in Business Letters by EFL University Learners</i> Chia-chia Lee (National Taiwan Normal University, Taiwan)	<i>Combining Industry Knowledge and Teaching Skills for the English Education of Japanese Veterinarians</i> Henry Smith (Visiting Prof., Kagoshima University, Japan)	<i>Placement as a Site of Re-contextualization: Implications for ESP Teaching and Learning</i> Ken Lau (Assistant Prof., The University of Hong Kong, Hong Kong)
12:10 - 13:30	Lunch Break (4 th , 5 th , and 6 th International Conference Halls)		
	ESP Workshop: Coffee for Connoisseurs (EZ Café, FLC) Regina Lien (Cantata Kahve)		

13:30 - 14:50	Parallel Session D		
Venue	4 th International Conference Hall	5 th International Conference Hall	6 th International Conference Hall
Moderator	Shane Donald (Lecturer, FLC, FCU)	Sharon Wang (Assistant Prof., FLC, FCU)	Beate Luo (Associate Prof., DFLL, FCU)
13:30 - 14:50	<i>Teaching Reviews as a Genre in an EFL Writing Class</i> Shi-Jen Huang (Associate Prof., National Kaohsiung University of Applied Sciences, Taiwan)	<i>The Adaptive Design and Planning of ESP Course-based on the Academic Industrial Project of a University Affiliated Hospital</i> Shu Mei Chwo (Associate Prof., Hung Kuang University, Taiwan) and Wen Chi Wu (Professor, Providence University, Taiwan)	<i>Understanding the Development of ESP in Taiwan Through the Lenses of Critical Perspectives</i> Meei-Ling Liaw (Professor, National Taichung University of Education, Taiwan)
	<i>Genre Analysis for ESP Teaching and Teacher Development: Academic Writing of Mechanical Engineering</i> Wen-Feng Chen and Hsien-Chin Liou (Professor) (Feng Chia University, Taiwan)	<i>ESP and 'Business' Students</i> Kyle Mullaney (Oxford University Press)	<i>A Comparative Study of English Language Acquisition Policies in Asian and European Countries</i> Nate Myers (Associate Prof., Ashland University, USA)
			<i>Propose and Suggest: A Corpus-based Study of Two Near-synonymous Reporting Verbs in Academic Writing</i> Yen-Yu Lin and Siaw-Fong Chung (National Chengchi University, Taiwan)
14:55 - 16:15	Keynote Address IV: What Kind of English Should Be Taught at University? A Higher Education Language Policy Maker's Perspective (Chi Yuan Hall) Speaker: Amy Tsui (Professor, The University of Hong Kong, Hong Kong) Moderator: Kun-Liang Chuang (Dean, COHSS, FCU)		
16:15 - 16:35	Tea Break (B1 Hallway, Ren-Yan Building)		
16:35 - 17:55	Plenary Panel Discussion II: A Dialogue with Industry Leaders <i>ESP in Taiwan: Targeting Industry Needs (Part 2)</i> (Chi Yuan Hall) Speakers: Jason Hu (Vice Chairman, Want Want Group (Media & Food Industry) Hsien-Chin Liou (Professor, DFLL, FCU) Chao-ming Chen (Chair Professor, Dept. of Applied Foreign Languages, Shih Chien University) Moderator: Kun-Liang Chuang (Dean, COHSS, FCU)		
17:55 - 18:10	Closing Ceremony (Chi Yuan Hall)		