



## FOREWORD

Dear all,

It is my great pleasure and privilege to present this 1<sup>st</sup> International Language and Communication Postgraduate Seminar, which is held on the 10th of December 2017 in Language Academy, Universiti Teknologi Malaysia with the main theme of “Language and Communication” research.

This seminar, which is an initiative of our faculty's Postgraduate Student Society (PGSS-LA), offers UTM students the opportunity to present their papers and exchange information and experiences on the following topics; cross cultural communication, discourse analysis, health communication, intercultural communication, English for specific purposes, language teaching, language assessment, linguistics, literacy, literature, multimodality, second language acquisition, sociolinguistics and tourism communication.

Finally, on behalf of PGSS- LA, I would like to express my sincere gratitude to UTM, in particular Language Academy, for its continuous support and commitment to the realization of this Seminar. My special thanks go to Dr Hanita Hassan, PGSS- LA advisor, for her great contribution in producing this seminar.

**Waseem Alkelani**

*President*

*Postgraduate Student Society – LA*



## PROGRAMME SCHEDULE

<b>8.30-9.00 AM</b>	Registration
<b>9.00-9.10 AM</b>	Welcoming Speech
<b>9.10-9.30 AM</b>	Paper Presentation 1 <b>Mohammad Ali Moslehifar</b> <i>Trust Construction: an Analysis of Self Presentation on Health Tourism Related Websites in Southeast Asia</i>
<b>9.30-9.50 AM</b>	Paper Presentation 2 <b>Rama Praba Ramdu</b> <i>Ageing: A Critical Discourse Analytic Perspective of the Perceptions of Malaysians</i>
<b>9.50-10.10 AM</b>	Paper Presentation 3 <b>Waseem Al-Kelani</b> <i>Intercultural Communication Competence and Miscommunication between Local and International Students in UTM</i>
<b>10.10-10.30 AM</b>	Coffee Break
<b>10.30-11.30 AM</b>	Keynote Speech <b>Assoc. Prof. Dr. Zaidah binti Zainal</b>
<b>11.30-11.50 AM</b>	Paper Presentation 4 <b>Rohayah Kahar</b> <i>The Use of Business English in Social Media Communication and Its Challenges among Malaysian SME Entrepreneurs</i>
<b>11.50-12.10 PM</b>	Paper Presentation 5 <b>Baizura Hasni</b> <i>Second language Oral Communication Apprehension: A Case Study in One Polytechnic</i>
<b>12.10-12.30 PM</b>	Paper Presentation 6 <b>Nur Liyana Zakaria</b> <i>Language Learning Strategies and Learner Autonomy in Learning Japanese</i>

## PROGRAMME SCHEDULE

<b>12.30-12.50 PM</b>	<p>Paper Presentation 7</p> <p><b>Lin Han</b></p> <p><i>Effectiveness of Online Forum as a Tool to Share Ideas and Thoughts among Students</i></p>
<b>12.50-2.00 PM</b>	Lunch Break
<b>2.00-2.20 PM</b>	<p>Paper Presentation 8</p> <p><b>Nur Dinah Taib</b></p> <p><i>Multimodal Meaning Making in Tourism Promotional Videos</i></p>
<b>2.20-2.40 PM</b>	<p>Paper Presentation 9</p> <p><b>Siti Norashikin Azmi</b></p> <p><i>Experiential Language Functions of Malay Short Stories</i></p>
<b>2.40-3.00 PM</b>	<p>Paper Presentation 10</p> <p><b>Wan Nur Asyura Wan Adnan</b></p> <p><i>Experiential Advice and Information Giving in Malaysian and American Breast Cancer Survivors' Blogs: A Thematic Analysis</i></p>
<b>3.00-3.20 PM</b>	<p>Paper Presentation 11</p> <p><b>Muhamad Elyas Md Nor</b></p> <p><i>Distinguishing the Preferences of ESL Undergraduates and ESL Adult Learners for a Group Discussion</i></p>
<b>3.20-3.40 PM</b>	<p>Paper Presentation 12</p> <p><b>Al-Selman Haider Ibrahim</b></p> <p><i>The Use of Metaphor to Depict the Tragic Pictures in Eugene O'Neill's Plays</i></p>
<b>3.40-4.00 PM</b>	<p>Paper Presentation 13</p> <p><b>Hamid Tarad Laffa</b></p> <p><i>Is CNN Biased?</i></p>
<b>4.00-5.00 PM</b>	Poster Presentation Session
<b>5.00 PM</b>	Closing and Tea



# ABSTRACTS

## Key Components of Branding in Higher Learning Institutes

Norazmah Suhailah bt Abdul Malek, Noor Aireen Ibrahim and Hanita Hassan  
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**Abstract** – Since education is becoming a commodity that contributes to the wealth and health of a country's economy, higher learning institutes need to develop and maintain a distinct brand to create an advantage in the increasingly competitive global market. The branding of a higher learning institute plays a significant role in promoting it among potential students and other stakeholders. The branding must be noticeable and unique so that potential students or other stakeholders are able to connect with the institution and remain loyal to it. Thus, this paper presents an insight into branding among top higher education institutions around the world. In order to this, the key components of branding in different key areas such as communication, education, marketing and advertising were identified via a systematic review of literature. The key components relevant to higher education were determined via a content analysis of Facebook postings found on 100 world higher learning institutes. This work is significant as a preliminary guide for higher learning institutes to construct branding that is unique and apparent among their potential students and stakeholders. It also adds to the existing pool of knowledge on branding among the academia and the communication practitioners.

## **Intercultural Communication Competence and Miscommunication between Local and International Students in UTM**

Waseem Al-Kelani and Hadina Habil  
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**Abstract** – The current study deals with intercultural communication competence inside Universiti Teknologi Malaysia (UTM). The study zooms in on the issue of intercultural miscommunication among the students in such a multicultural tertiary educational institution. The main aim of the study is to identify the problems and the challenges that students face as they interact with their culturally different counterparts. Moreover, this study, which includes local and international students, seeks to uncover the different factors especially those cultural and linguistic ones that may lead to miscommunication especially between local and international students. In order to achieve the goal of this paper, the study develops a 36-item questionnaire that aims at soliciting the experiences of both international and local students in relation to intercultural communication. The study found out that both international and local student face challenges as they interact with each other. These challenges can be categorized under four main categories: communication behaviours, cultural challenges, message interpretation and face-to-face communication. The study also addresses the possible ways to overcome these challenges from the perspectives of the students.

**Key words:** Intercultural competence, miscommunication, tertiary education.

## Experiential Language Functions of Malay Short Stories

Siti Norashikin Azmi and Hanita Hassan

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**Abstract** – This study is a descriptive-qualitative analysis on literary works of a prominent Malaysian Female Writer, Zurinah Hassan. It proposed an analysis of Experiential Metafunction of Halliday's SFL. (1994). The data analysis consists of Short Stories from "Antologi Meneruskan Perjalanan" by Zurinah Hassan entitled "Catatan di Meja Makan" (Notes at the Dining Table) and "Anita". By using Transitivity Analysis, this study describes the function of language in the meaning making process of Malay Short Stories. The analysis shows that two Malay Short stories have similar function and meaning. It is found that in the stories, 50% of process found was Action process followed by mental process. These two processes happen more frequently to illustrate active actions by characters of the short stories either physically or mentally. Other process like Relational, Experiential and Situation only have 1 to 3 occurrences in both short stories respectively, while Description process was only found in "Catatan di Meja Makan". Not only that, Verbal process also was missing from both short stories.

**Keywords:** Malay Short Stories, Transitivity Analysis, Experiential Metafunction, process type

## **The Implementation of the CEFR in Malaysia: A Review**

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**Abstract** – The development of the Common European Framework of Reference, which is also known as the CEFR, has received positive acceptance among language practitioners alike. The CEFR has been used around the world for various purposes namely for assessment, curriculum development and teaching purposes. Through comprehensive studies on the experiences of other countries who have implemented the CEFR, it is believed that the CEFR could benefit tremendously in reforming the English education system for the better. Thus, Malaysia has currently implemented the CEFR in its English language education in an effort to align its system to the international standard so as to ensure that it is globally competitive. Henceforth, this paper reviews the historical account of the CEFR and studies done on its implementation in the world. The paper will conclude with the review of the CEFR implementation in the Malaysian English language education system together with the rationale of adopting the CEFR.

**Keywords:** Common European Framework of Reference (CEFR), educational reform, English language education.

## **Effectiveness of Online Forum as a Tool to Share Ideas and Thoughts among Students**

Lin Han and Masdinah Alauyah Bt Md Yusof  
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**Abstract** – A study was carried out to investigate whether the use of online forum can help students to share ideas and thoughts effectively. The study had utilized the qualitative research method where the data were obtained from the respondents' postings in an online forum. Total 27 students

involved in the online forum were required to post based on given topics. The research aimed to learn if the respondents had fulfilled the given task with their ideas and thoughts. If the students fail to fulfill the task, they would be considered as failing to share their ideas and thoughts effectively. It was found that out of 54 postings been posted, 37 of the postings failed to fulfill the given task. The results of content analysis showed that majority of the respondents' postings were off topic due to the phenomena of referring to other respondents' ideas and thoughts when writing their own postings.

## **Second Language Oral Communication Apprehension: A Case Study in One Polytechnic**

Baizura Hasni, Fauziah Ismail and Tina Abdullah  
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**Abstract** – Oral communication skill in the English language is very important to every student to excel in academics and to prepare themselves for the working world. It is acceptable for anyone to apprehensive to communicate verbally especially not in their native language. With the interference of apprehension, even good communicators would face difficulties in conveying their message comprehensively. This paper investigates communication apprehension (CA) among Semester One (1) students of one polytechnic in Johor. It is intended to find out in which communication context between interpersonal conversation, small group discussion, meetings and dyads, that most students experience communication apprehension. The study involved 98 students of different diploma programs and mixed level of language proficiency. In this study, PRCA-24 was utilised as the instrument of data collection and revealed that majority of the students were in the moderate level of apprehension and public speaking was the most apprehensive communication setting for them, followed by dyad, meetings and group discussion. Therefore, the study hopes to highlight the matter and existence of CA to the students and language teachers so as they would address it in their ESL lessons rather than disregard its occurrences in oral communication.

## **The Use of Metaphor to Depict the Tragic Pictures in Eugene O'Neill's Plays**

Al-Selman Haider Ibrahim and Zaidah Zainal

**Abstract** – The purpose of this paper is to high light the clear picture about the metaphor and the tragic picture of Eugene O'Neill selected plays. the researcher wants to provide the evidence about the use of metaphor and tragic images in different play like desire under Elms , The emperor jones , the Hairy ape and the ice man cometh and how the playwright has combined these the metaphor and tragic in his plays and showing the metaphoric categories and tragic categories in the literary works. It also refers to the types of metaphor in different concepts and different tragic concepts in American plays and culture.

## **Managing English-Medium Instruction in Biology Classroom at Pre-Tertiary Level in Malaysia**

Misslina binti Jelani and Nor Liza Ali  
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**Abstract** – Studies indicate that students and content-area teachers may have insufficient English proficiency in managing English-medium instruction. The difficulties in expressing the understanding of what they have learned obviously shown on the Biology STPM exam paper and the decreasing of biology candidates and their performance are being issued in the Malaysian Examination Council (MEC) report. By using Language Management Theory (LMT) as a theoretical framework and a case study methodology, this study aims to examine the nature of difficulties faced in managing English-medium instruction in Biology classroom at pre-tertiary level. Data collection will consist of biology teachers and students interviews, classroom observations and field-notes. A Biology organizer will be developed to contribute to English-medium instruction program and strengthen STEM education in Malaysia.

**Keywords:** English-medium instruction (EMI), Language Management Theory (LMT), Biology, pre-tertiary level

## **The Use of Business English in Social Media Communication and Its Challenges among Malaysian SME Entrepreneurs**

Rohayah Kahar and Hadina Habil  
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**Abstract** – The emergence of social media application in today's business environment has put Business English (BE) in a new limelight. This paper describes and reports the findings of a pilot study. The study aimed to find out the utilisation of BE by Malaysian SME entrepreneurs in their social media communication and determine the challenges faced by the SME entrepreneurs while using Business English (BE). The study gathered its data by using questionnaires. Through descriptive analysis, it showed that BE was used for various purposes which include posting advertisements, making new sales and purchasing products, to name a few. The main challenges identified comprised the inability of the SME entrepreneurs to understand messages conveyed, requiring further clarification in communication and the needs to send pictures. Having identified the use and challenges, the study proposes several recommendations to make BE more relevant for SME entrepreneurs in their business.

## **Investigating Rater Reliability of PT3 Spoken Interaction Task**

Shiknesvary a/p Karuppaiah and Abdul Halim Abdul Raof

**Abstract** – Speaking skill assessment is gaining great interest in the field of assessment nowadays. Literature has highlighted reliability of raters in rating a speaking performance as one of the challenges due to human's subjective nature. Hence, this study has attempted to explore the influence

of rater training and interpretation of scoring rubric in the assessment of PT3 spoken interaction task. Mixed methods research design was used and two instruments, semi - structured interview and questionnaire were employed to obtain data for this study. A total of 53 PT3 teachers participated in the study. Data were analyzed using thematic content analysis and SPSS. The results show that appropriate rater training is needed to aid raters in interpreting scoring rubric and to rate reliably. Suggestions to improve training were proposed by the participants to further improve rater training to ensure reliable rating in the assessment of speaking skill.

## **Developing Writing Skill through Process Writing Approach**

Tariq Khan and Zaidah Zainal  
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**Abstract** – This study investigated students' writing competency in by involving them in different writing activities independently and in groups. Participants N= 62, ages 22 to 24, from Government Post Graduate College Jahan Zeb. This study used quasi-experimental study design; participants were assigned to control group and experimental group non-randomly. Control group was taught through lecture based teaching whereas Experimental group used process writing approach. The data instruments include: pre-test and post-test, An adapted analytical scoring rubrics was used for measuring the scores made on the pre-test and post-test, was also utilized as an instruction guide for students in writing activities during the treatment period of two and half months. Independent t test and Paired T test were used to analyse the data gathered from pre-test and post-test. The findings of this study revealed that Experimental group outperformed the comparison group. The findings of this study may help teachers and educationists to initiate reforms in teaching strategies and techniques and also change the teaching of writing skills from product writing approach (rote learning) to process writing approach where students are responsible for their learning.

**Keywords:** Process writing approach and product writing approach

## Is CNN Bias?

Hamid Tarad Lafta and Hanita Hassan

**Abstract** – Social media is the collective of online communications channels dedicated to community-based input, interaction, content-sharing and collaboration. Events in these years are limited to natural disasters, wars and terrorism. Social media plays a distinct role in making people from all countries at the heart of the scene. This research paper investigates the bias in the Western press, especially the CNN, when covering terrorist incidents occurring inside or outside America. Media bias is the perception that the media is reporting the news in a partial or prejudiced manner. Media bias occurs when the media seems to push a specific viewpoint, rather than reporting the news objectively. The study is based on discourse analysis to find out the discourse CNN used to refer to the latest terrorist incidents performed by Americans or Muslims. The study showed that the CNN press relies on media coverage of domestic affairs using certain text's characteristics to refer to criminal offenders within the United States in a bias way.

**Keywords:** Social media, natural disasters, terrorism, Bias, discourse analysis, CNN

## Use of Facebook Wall (FBW) Among FELDA Primary School Students to Develop Written English Language Communication (ELC)

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**Abstract** – In rural Malaysia, technology is gradually infused into contemporary lesson. Social networking sites (SNS) such as Facebook (FB) are concurrently highly used by educators as one of the main approaches because it has the potential to become a valuable platform to support the students' educational communications of English Language

(EL). At the same time, FB has led to the contention among communicationists and educationists when it comes to how far it may possibly impact the children's communication skills and language learning (LL), especially in the context of English as Second Language (ESL) writing. This research aims to investigate the extent of written ELC by FELDA primary school students through their interaction (posts and comments) on Facebook Wall (FBW), followed by how far the communication is developed. Data for the study will be obtained from upper primary level students between 10 and 12 years in a FELDA school area in Kota Tinggi, Johor. The reason for choosing students within these age groups is due to researcher's prior knowledge of the students' FB interaction which will be convenient for data collection purpose. Data analysed in this paper will be derived from the students' FBW pages, interview, and semi-structured questionnaires. The findings of the current study will definitely enrich the corpus of work conducted on the influence of social networking sites (SNSs) toward present children's EL development and encourage further detailed research in this area.

### **Distinguishing the Preferences of ESL Undergraduates and ESL Adult Learners for a Group Discussion**

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**Abstract** – With assessment being an integral part and continuing to grow in the world of language learning, ensuring high validity and reliability of a test or even an activity is highly demanded by stakeholders. Studies have been carried out to ensure that language educators and learners alike are heading in the same and right direction to achieve their respective goals and objectives. This study forms a small part of a wider research where the main objective is to investigate interactive patterns and preferences of ESL learners for a group discussion. ESL undergraduates and ESL adult learners are asked on their preferences related to three aspects for a group discussion activity. It is hoped that the results from this study would lead to

a better understanding of managing group discussion activities and its participants.

**Keywords:** Language Testing, Gender, Language Proficiency, Acquaintanceship, Group Discussion

## **An Overview of Motivation in Second Language Learning**

Teh Zanariah Mohd Raus and Azizah Rajab  
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**Abstract** – Motivation is one of the most important factors in second language learning. Therefore, the role of motivation is undeniable as it provides the primary momentum in second language learning process that determines the success or failure of a language learner in acquiring a second language. This paper aims to explain the definitions of motivation, types of motivation and roles of motivation in second language learning context. In addition, this paper also introduces the theories of motivation involved in second language. The review of literature indicates that by understanding the basic knowledge of second language motivation, it promotes interest in learning and improves self-confidence among the learners.

**Keywords:** Motivation, second language learning, motivation theories, second language motivation

## **Trust Construction: An Analysis of Self-Presentation on Health Tourism Related Websites in Southeast Asia**

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**Abstract** – The combination of tourism with health is known as health tourism, which has been growing sharply; particularly in Southeast Asia.

The internet is one of the main sources to provide health information, which the trustworthiness of information plays a crucial role in the decision-making of tourist patients. To show the trustworthiness of information, self-presentation technique is essential to persuade tourist patients. However, studies into trust construction through self-presentation in the health tourism context are still at its infancy stage. Taking on a discourse analytic approach, this paper examined the linguistic features of self-presentation on the four selected health tourism websites of hospitals in Malaysia, Singapore, and Thailand. Multi-layered analyses of the discourse revealed the technique of self-presentation on medical and non-medical services covered by some topics, which provided services and facilities, publications, social media, accessibility and contact information, and patient safety awareness considered as the mutual topics in all four websites. Hence, the findings showed politeness tone, variety of noun-phrases, infinitive phrases, and declarative sentences as the mutual syntactic features of self-presentation found across the websites. This study has significant implications for website developers and health tourism researchers as well as provides key insights on the discursive construction of trust.

**Keywords:** Health tourism, trust construction, self-presentation, discourse, health websites

### **Ageing: A Critical Discourse Analytic Perspective of the Perceptions of Malaysians**

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**Abstract** – By 2020, Malaysia will become an ageing society with 9.5 percent of its population being 60 and above. This can be a challenge to the Malaysian government to incur costs in planning and preparing programs for its older adults to achieve a better quality of life. Malaysia has recently integrated the concept of active ageing in its 11th Malaysian Plan (2016 -2020), thus the idea itself is still at its infancy. In line with the plan, this paper reports on the preliminary findings of the perceptions of different

groups of Malaysians about the contingent concepts of ageing. The investigation uses Critical Discourse Analysis as its analytic framework to unveil the various discourses evoked by the participants. The study shows that such views draw upon ageist ideology, older adults as a burden to the country and hopes to create guidelines for the practices, programs, and policies targeting older adults in Malaysia.

**Keywords:** Ageing, Discourse Analytic perspective

## **The Representation of Malaysian Identity in YouTube comments from the Language Perspective**

Liew Tze Siew and Hanita Hassan

**Abstract** – Social media has become a part and parcel of many online users' everyday life as it allows the users to share their ideas and comments. One example of this is YouTube. YouTube provides a platform for users to upload video clips, viewable by anyone, and the users can also write comments. Even though Internet users can remain anonymous in the boundless cyberspace many traces of identity of a particular community can still be recognised through the use of language online. Thus, a vast amount of language and computer-mediated discourse can be gathered from social media such as YouTube to aid in the understanding of a particular community's identity. This current study is interested to investigate how the Malaysian identity is being represented in YouTube comments through its users. The responses and phrases used to comment on Malaysia related YouTube videos will be looked into to see whether they yield any interesting linguistic data.

## **Multimodal Meaning Making in Tourism Promotional Videos**

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**Abstract** – Tourism promotion is a way to persuade people into visiting a tourist destination with its beauty and attractiveness. The portrayal of a destination's beauty and attractiveness in a tourism promotional material has to be persuasive. This can be achieved through language and images in the construction of tourism promotional materials. Thus, this study focuses on the construction of tourism promotional videos via language and visual images. A total of five tourism videos were analyzed. The videos were transcribed for transitivity analysis (Halliday, 1985), while the visual images were screen captured for multimodal analysis (Kress and van Leeuwen, 1996). The findings show relational, material and behavioural processes as the most prominent processes in tourism videos, followed by existential, mental and verbal. In addition, tourism videos were found to use visual images that are conceptual in nature. The corresponding results in the processes of transitivity and multimodal analyses suggest that tourism videos focus on the attributes and characteristics of tourist destinations in order to favourably promote them.

## **Experiential Advice and Information Giving in Malaysian and American Breast Cancer Survivors' Blogs: A Thematic Analysis**

Wan Nur Asyura Wan Adnan and Noor Aireen Ibrahim  
Language Academy, Universiti Teknologi Malaysia

**Abstract** – Advice and information giving in health involves both healthcare practitioners and patients. The conventional practice of advice and information giving in healthcare usually refers to professional's advice. Notwithstanding, it is identified that lay people with experiential knowledge also provide advice and health related information to the public especially through internet medium such as blogs and social media. Breast cancer patient blogs are one of the growing sources of information and advice

which people currently sought. This study seeks to explore the themes of advice and information giving between bloggers and their readers found in Malaysian and American breast cancer blogs. Data was collected from three Malaysian and three American blogs with a total of 600 postings. Based on data analysis, it is assumed that breast cancer diagnosis and treatment related information and treatment related advice are among the predominant discourse in breast cancer patient blogs. Interestingly, lay advice and information giving in the case of breast cancer patients in Malaysia and America are not meant to challenge professional knowledge or assume roles as an expert, but it serves as an avenue to share experience and knowledge and to raise awareness related to breast cancer. The findings of this study provide an indication of the potential role of blogs as an alternative platform to disseminate important health information and advice.

**Keyword:** Advice and information giving, breast cancer patient blogs, breast cancer discourse

### **Students View on Incorporating Web 2.0 in e-listening Class**

Andi Muhammad Yauri and Abdul Rahim Bin Haji Salam

**Abstract –** This study aimed at exploring students experience after getting interaction with their peers by using web 2.0 tools of Nicenet and Podcast in e-listening activity among pre-service teacher training students of the State College for Islamic Studies Watampone, Indonesia. The instructions of e-listening activities were made online in Nicenet and online listening practices were accessed in Podcast. The written data taken from interviewed of 9 students' samples then analyzed by using thematic analysis. It was found that incorporating Nicenet and Podcast in e-listening activity greatly support learning which assisted to learn English listening, expanded the knowledge, and improved listening skills.

## Language Learning Strategies and Learner Autonomy in Learning Japanese

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**Abstract** – The Japanese language is very popular among many language learners even though it is often perceived as a difficult choice. Language learning strategies and learner autonomy are two key dimensions in learning Japanese as a foreign language. This study aims to identify language learning strategies used and the extent of learner autonomy among tertiary students learning Japanese language in Universiti Teknologi Malaysia (UTM). It also attempts to find the relationship between language learning strategies and learner autonomy in the context of learning Japanese in Malaysia. The results of the quantitative method show that the students are medium users of language learning strategies and possess learner autonomy extent at an average level. In addition, it is found that there is a high significant correlation between language learning strategies and learner autonomy in learning Japanese. It is hoped that this study could contribute towards more efficient and effective language learning process of Japanese language specifically and other foreign languages in general.

**Keywords:** Language learning strategies, Learner autonomy, Japanese language learning.

## **Language Learning Motivation in the Global Context: Integrative to the Ideal L2 Self**

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**Abstract** – For decades, the socio-educational model proposed by Robert Gardner and his associates has dominated the L2 motivation research. The core principle of this integrative concept refers to the desire of L2 learners to integrate themselves into a target language community and culture. However, throughout the years the emergence of English as lingua franca creates the situations where there were no clear target language group into which L2 learners could assimilate, especially for the English for Foreign Language learners (EFL). This paper will criticize the concept of ‘integrative motivation’ in L2 motivation exploration by taking into considerations the effects of globalization and make an attempt to re-conceptualize this concept by associating and linking to Dörnyei’s L2 Motivational Self System. L2 Motivational Self System alleged that language learners are supposed to be stimulated if they have a clear future image of their ‘ideal L2 self’ and desire to exert efforts to reduce the discrepancy between their current and ideal L2 self-images. The paper will also provide some pedagogical implications related not only to English teaching but also English learning.

**Keywords:** Language learning motivation; globalization; integrative, L2 Motivational Self System