



ICLC 2017

The 8th International Conference on Language and Communication
30th November - 1st December 2017 - Bangkok, Thailand

“Reclaiming Language, Communication and Culture for a Sustainable Society”



Organized by

The Graduate School of Language and Communication
National Institute of Development Administration, Thailand

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Letter of Welcome – NIDA President



Letter of Welcome—NIDA President

Professors, scholars, distinguished guests, members of the NIDA community, ladies and gentlemen, it is my privilege as President of the National Institute of Development Administration to welcome you to the 8th International Conference on Language and Communication.

This year we're honored to have Professor Dr. John Flowerdew from Lancaster University, U.K. and Professor Dr. Volker Grabowsky from Asia-Africa Institute, University of Hamburg, Germany as keynotes for our conference. While Dr. Flowerdew's talk will focus on an English language-related topic, Dr. Grabowsky will bring closer to home a consideration of national culture. The juxtaposition of these two eminent strands of knowledge will enrich our understanding of the roles of language, communication and culture in today's increasingly globalized world. In fact, the aim of this conference is to reclaim language, communication and culture to make our society a sustainable one.

On this occasion, I would like to offer my heart-felt thanks to those who've worked behind-the-scenes to organize this conference. I am convinced that this conference will live up to your expectations and provide thought-provoking platforms for a better understanding of the roles of language, communication and culture in the 21st century. It is my great pleasure to declare open the 8th International Conference on Language and Communication.

Associate Professor Dr. Pradit Wanarat

President of the National Institute of Development Administration

Letter of Welcome – Conference Co-Chairs

Dear All,

Reclaiming Language, Communication and Culture for a Sustainable Society, this year's topic, is of utmost importance in the 21st century. Papers accepted to be presented this time around as well as the two special sessions—*Language Research for Business Education* and *ASEAN in ASEAN: Representations of ASEAN/AEC in Cambodian, Lao and Thai Press*—will contribute to a better understanding of the roles of language, communication and culture in our lives. While science, technology, engineering and mathematics (STEM) education is undeniably noteworthy, the academic pursuit of language, communication and culture is equally, if not more, important. This is especially so if we are to make our society a sustainable one. Indeed, this conference attempts to strike a proper balance between science and arts for the betterment of society.

Your contributions to the enrichment of this academic gathering through either paper presentations, a panel discussion or conference attendance will certainly make it all the more significant. This is because language, communication and culture—an arguably encompassing discourse—will be cast in a better light through the ensemble of ideas and constructive dialogues.

On behalf of the organizing committee, we would like to extend our hearty thanks to the School of Language and Communication (GSLC), and the National Institute of Development Administration (NIDA) for providing financial, personnel and other resource supports to make the 8th International Conference on Language and Communication a success.

Assistant Professor Dr. Saksit Saengboon

Assistant Professor Dr. Rujira Rojjanaprayon

Associate Professor Hiroki Goto

Schedule

All events take place in the **Sayam Boromrajkumari Building**.

Thursday, 30th November 2017

8.45 - 9.30 : Registration and morning coffee (2nd Floor Lounge)

9.30 - 9.45 : Opening (2nd Floor, Main Auditorium)

Keynote Speech

"Using the data-driven learning approach to facilitate the research writing of post-graduate students"

Professor Dr. John Flowerdew

11.30 - 13.00 : Lunch (7th Floor, Room 703, 704)

13.00 - 15.00 : Parallel Session 1 (8th Floor)

15.00 - 15.30 : Coffee Break (8th Floor)

15.30 - 17.00 : Parallel Session 2 (8th Floor)

Friday, 1st December 2017

9.00 - 9.45 : Registration and morning coffee (2nd Floor Lounge)

9.45 - 10.45 : Keynote Speech (2nd Floor, Room 202)

"Thai and Lao manuscripts revisited: Insights from newly discovered monastic collections in Luang Prabang"

Professor Dr. Volker Grabowsky

10.45 - 12.00 : ASEAN in ASEAN: Representations of ASEAN/AEC in Cambodian, Lao and Thai press (*Panel Discussion*)

12.00 - 13.15 : Lunch (7th Floor, Room 703, 704)

13.15 - 15.15 : Parallel Session 3 (8th Floor)

Using the data-driven learning approach to facilitate the research writing of post-graduate students

**Professor Dr. John Flowerdew,
University of Lancaster**



Profile

John Flowerdew was until recently a Professor in the Department of English, City University of Hong Kong and is now a Visiting Professor at the University of Lancaster and a Visiting Research Fellow at Birkbeck College, University of London. During a lengthy career, he has published well over a hundred books, journal articles and book chapters. His books on English for Academic Purposes/Academic Discourse include *Academic Listening: Research Perspectives* (Cambridge), *Research Perspectives in English for Academic Purposes* (with M. Peacock) (Cambridge), *Academic Discourse* (Longman), *Signalling Nouns in Discourse: A corpus-based discourse approach* (with R.W. Forest) (Cambridge), and *Discipline Specific Writing: Theory into practice* (Routledge). He is also interested in Critical Discourse Studies and has just published *The Routledge Handbook of Critical Discourse Studies* (with J. Richardson) (Routledge).

Abstract

Universities around the world now face the growing challenges of remaining competitive in the international research arena. As a result, many doctoral (and even some Masters) students worldwide are now under pressure to publish internationally (e.g. Li, 2002). As users of English as an additional language, novice researchers often face linguistic difficulties or other disadvantages in getting their research published (Belcher, 2007; Curry, & Lillis, 2004; Flowerdew, 1999, 2000, 2001). However, support for research writing is still very often inadequate (Li & Flowerdew, 2009; Kwan, 2010). In this talk, I will focus on using a corpus-based approach to facilitate the research writing of post-graduate students.

I will begin by briefly introducing the concept of corpus-based approaches to writing (referred to as data-driven learning (DDL) (Johns, 1994)), which is an approach in which students use data-bases of language and search software (referred to as concordancers) to identify the most typical ways that expert writers write and then incorporate these findings into their own writing. I will provide an example task to show how this works. I will then review some of the literature on DDL, and highlight some of the key findings, with particular reference to DDL for research writing. I will then describe a project I have been leading

during which half-day workshops have been delivered to over 500 PhD students from a great variety of disciplines across six Hong Kong government funded universities in order to help them improve research writing by using corpora. Hands-on activities and discussion in these workshops were designed to show the participants how they could solve lexical, grammatical, and discourse level problems with their writing using online free corpora such as the British National Corpus and off-line software (AntConc) with the discipline-specific corpora built by one of the project team members. I will show how students were guided step-by-step to start creating a corpus of their own using high-quality research articles in their own research domains. I will conclude by arguing that intensive introductory workshops can be an effective way of teaching post-graduate students to learn to write for publication purposes independently using the data-driven learning approach.

Thai and Lao manuscript cultures revisited: Insights from newly discovered monastic collections in Luang Prabang



Professor Dr. Volker Grabowsky
Asien-Afrika-Institut, Universität Hamburg
(volker.grabowsky@uni-hamburg.de)

Profile

Since 2009, Dr. Volker Grabowsky has been Professor of Thai Studies at the Asia-Africa-Institute, University of Hamburg. From 1996 to 1999, he worked for the German Academic Exchange Service (DAAD) at the Department of Lao Language and Literature, National University of Laos. From 1999 to 2009, he was Professor of Southeast Asian History at the Institute of Ethnology, Westfälische Wilhelms-University of Münster. He is (co-)author of several books on the history and culture of Tai ethnic groups, including the translations and analyses of Tai Lü chronicles, such as *Chronicles of Chiang Khaeng* (2008) and *Chronicles of Sipsòng Panna* (2012). Since 2011 he had directed various projects pertaining to the manuscript cultures of the Tai peoples in the Upper Mekong valley. Together with Hans Georg Berger (and with the collaboration of Dr. Khamvone Boulyaphonh and Bounleuth Sengsoulin) he edited the volume *The Lao Sangha and Modernity: Research at the Buddhist Archives of Luang Prabang 2005–2015* (Luang Prabang: Anantha Publishing, 2015).

Abstract

The Tai peoples form an ethno-linguistic group whose settlement area extends from the Malay Peninsula to southern China, and from northern Vietnam to as far as Assam in India. From their original areas in southeastern China, the Tai expanded between the seventh and thirteenth centuries to their present settlements in various waves of migration, displacing the indigenous Austro-asiatic populations (Mon, Khmer etc.) or assimilating with them. Through close contact with the older cultures of the Mon and Khmer, the Tai developed their own writing system, as did the Thai (Siamese) and the Lao, Tai Yuan (northern Thai) and Shan. Like of most of its Southeast Asian neighbors, it is based on a South Indian form of the Brahmi script called Pallava. Although its authenticity is disputed, the oldest evidence of the Tai script is on a stone inscription from Sukhothai dating to 1292. While the earliest evidence of Tai epigraphy date to the fourteenth century, the oldest surviving Thai palm leaf manuscripts date to the second half of the fifteenth century.

Two different scripts are found in the Siamese (Thai) manuscript culture, which for the most part covered the territory of the Ayutthaya Kingdom (1351–1767). Until the beginning of the twentieth century, the Cambodian Mul script was used for works written in Pali. It was also frequently used for religious texts in the vernacular (i.e. Thai). On the other hand, manuscripts with secular contents were only written in the Thai script. The Siamese manuscript culture thus differs from the manuscript cultures of the Burmese, Mon and Khmer, where Pali texts were always written in the respective script of the country.

Using two scripts also characterizes the manuscript culture of the Tai peoples living in the large valleys of the Southeast Asian highland. The various “secular” scripts of the Tai Yuan, Lao, Tai Khuen, Tai Shan Lu were contrasted with a “religious” script, known as the Dhamma script (*tua aksòn tham*). This script probably originated in the fourteenth century as an offshoot of the Mon script of Hariphunchai. In the course of the political and cultural expansion of the Lan Na Kingdom (North Thailand), which in the second half of the fifteenth century was the centre of Theravada Buddhist learning, it spread to the Shan areas, to Sipsòng Panna (Yunnan), and finally to Lan Sang (Laos, northeast Thailand).

Based on a decade-long research of manuscript holdings in various monastic repositories in the old Lao capital of Luang Prabang, which has been the most important centre of Lao Buddhism for centuries and World Cultural Heritage since 1996, this keynote address seeks to re-evaluate our knowledge on the manuscript cultures of the Thai and Lao. Point of departure was the striking in 2010 of a collection of almost 300 ancient palm-leaf manuscripts and more than 80 leporello manuscripts, made of mulberry (*sa*) paper, in the *kuti* of Phra Khamchan Virachitto (1920–2007) who was an outstanding monk of Laos in the second half of the twentieth century. Phra Khamchan’s personal collection of manuscripts was left undocumented by the Lao National Library’s “Preservation of Lao Manuscripts Programme” in the 1990s, as it did not form part of the monastery’s library (*hò tham*), but remained restricted to the exclusive use of the late abbot himself.

Whereas the manuscripts kept in monastic libraries usually contain Buddhist canonical and non-canonical texts (roughly 90 percent), the Phra Khamchan manuscript collection reflects the abbot’s diverse intellectual interests ranging from history, medicine, astrology and divination to inter-religious dialogue and various aspects of Sangha organisation and policies. This collection alone is of highest significance, since it reflects in a nutshell the organization of traditional knowledge, political involvement of the Sangha, and intellectual and spiritual interests of a religious leader. Further investigation showed that, in addition to the Phra Khamchan collection, at least two further collections of senior monks have survived, namely those of Phra Kham Fan Silasangvaro (Vat Suvannakhili) and Phra Bunchankaeo Photichitto (Vat Xiang Muan Vajiramangalaram). Thanks to a generous grant of the British Library’s “Endangered Archives Programme” (EAP 691) it was possible to make detailed inventory lists, descriptions of the contents, and take digital images of more than 1,000 manuscript fascicles or volumes.

Finally, in March 2016, a team of researchers of the Buddhist Archives in Luang Prabang discovered more than 800 palm-leaf fascicles in a store room at Vat Si Bun Hüang, one of more than two dozens monasteries which still exist in the former royal capital of Laos. In a project supported by the Centre for the Studies of Manuscript Cultures in Hamburg (SFB 950) these manuscripts were inventoried, catalogued, and digitized until spring 2017. The evidence so far suggests that the bulk of this corpus was originally stored at the monastery library (*hò tham*) of Vat Si Mungkhun and at a later date, probable in the late 1970s or early 1980s, in a time of radical political change, transferred to its present site. It seems that two senior monks of Vat Si Mungkhun – Somdet Rattanapanya or Sathu Phò Hung (1859–1945) and his disciple Sathu Phò Un Hüan Rattanapanyo (1869–1955) – played a crucial role in building up the library of Vat Si Mungkhun. They were most respected learned monks who worked on the construction of temple buildings and produced many bundles of palm-leaf manuscripts, notably in the 1920s and 1930s. Their names are recorded in the colophons of manuscripts they sponsored and donated themselves.

Based on megadata gained from an analysis of the manuscripts collections of Pha Khamchan Virachitto (Vat Saen Sukharam) and of Vat Si Bun Hüang, I will reflect on the production and usage of traditional Lao (and Thai) manuscripts. Though the emphasis will be on palm-leaf manuscripts (*nangsü bailan*), concertina-style paper manuscripts called *phapsa* in Laos and *samut khòì* in Thailand, will also be taken into consideration. Special attention is given to the manuscripts' paratexts, especially colophons, which are notes, mainly written by the scribes, usually appearing at the end of a manuscript. It is these paratexts, which are often overlooked by philologists and historians who are mostly interested in the texts rather than the manuscripts as objects, that record details about scribes, sponsors and donors, but also the date when the manuscript was produced. Thus we get valuable insights about who initiated the making of a manuscript for what reasons and associated with what kind of intentions. Moreover, we get at least glimpses into the usage and transmission of manuscripts, and what we might call "manuscript economy".

Session 1

Thursday, 30th November 2017

Room 801 (13.00-15.00)	
Language, Communication & Culture 1	
Natakorn Satienchayakorn/ Rachel Grant	A case for critical perspectives in English language teaching in Thailand
Juthamas Tangsantikul	Talking about <i>pen sao</i> in the 1950s-60s: An exploration through the discussion on a history of manners
Kretsai Woottipong	The effectiveness of video podcast lesson summaries on language learning and teaching
Patspat Praneenararat	Developing English speaking ability for delivering historical information by lessons based on genre approach for Thai EFL university learners
Cheryl Pondevida-Baldric	The dynamics of developing <i>sinugbuanong binisaya</i> reading materials: A phenomenological study

Session 1

Thursday, 30th November 2017

Room 802 (13.00-15.00)	
Language, Communication & Culture 2	
Nathinee Klamphonplook	Classifying Thai verbs in comparison to Japanese verbs through the TAM perspective
Triporn Kasempremchit	A comparative study of comparative sentences “bubi” and “mai..kwa”
Chidchanok Hongtipparat	How Thai natives learning Japanese language use “Arigato” and “Sumimasen” to express gratitude
Hiroyuki Eto	Synonyms at three levels in English and Japanese: Focusing on the difference in nuance
Tanporn Trakantalerngsak	The introduction of phonetic training to Japanese language teaching
Kyoichi Yokota	What learners of Japanese in a Thai university seek when engaging in a short-term exchange program with students from a university in Japan

Session 1

Thursday, 30th November 2017

Room 803 (13.00-15.00)	
Language, Communication & Culture 3	
Janpha Thadphoothon/ Erik Prather	A discourse analysis of newspaper headlines containing the words 'China' or 'Chinese': A case study of two English language newspapers in Thailand
Yuth Thongcharoen	Cyberbullying: A 'virtual' epidemic
Nathan Thomas	The spread of English as a global language: A critical review of models and classifications
Valentine Tassev	The dichotomy between grammar and context revisited in the process of English language education
Isara Choosri	Authorship attribution of the tale of <i>khun chang khun phaen</i> using lexical richness
Guilbert Nicanor A. Atillo/ Ralph A. Cardeño	e-Government implementation compliance: The case of the local government units of Negros Oriental, The Philippines

Session 1

Thursday, 30th November 2017

Room 804 (13.00-15.00)	
Language Research for Business Education	
Jaruwan Puangmalee	A study of skill development needs for international migration to work cross border in ASEAN Community
Parinun Permpoonsap / Rosukhon Swatevacharkul	Investigating students' perspectives of training peer mediators in DA-SRS instructional process
Chutamas Sudrarajun	Translating songs, is it a joy or agony?
Supakorn Panichkul/ Soisithorn Isarankura	A study of the pronunciation of English consonant clusters by Thai speakers in airline business
Romain Benassaya	Recommendations for integrating the development of 21 st century competencies in business language curriculum

Session 2

Thursday, 30th November 2017

Room 801 (15.30-17.00)	
Language, Communication & Culture 4	
Guilbert Nicanor A. Atillo	Gender differences in the choice of information technology career
Ravinun Sintawarat / Jaray Singhakowinta	Hedging in journalistic political discourse
Wanaree Payonlert	An investigation of students' motivation in English language learning: A case study of graduate school of business students, Assumption University
Pranpreeya Pangngern / Jaray Singhakowinta	Speaking Feminine: Power resistance or power negotiation?

Room 802 (15.30-17.00)	
Language, Communication & Culture 5	
Chanakant Boonkaew/ Kornsiri Boonyapakob	College EFL Thai students' perception of an autonomous learning model to help improve English language pronunciation
Hohsung Choe	Korean educational migration to Southeast Asia for English language learning
Pannapat Krarundetch	A study of language learning strategies used by international junior high school students in Thailand
Rachan Nillawanapha	The type of alphabet, language and content in ancient manuscript (Khoi book) from Mahachai ancient manuscript library, Mahachai Temple, Tumbol Talat, Mueng District, Maha Sarakham

Session 2

Thursday, 30th November 2017

Room 803 (15.30-17.00)	
Language, Communication & Culture 6	
Krittat Sukma / Ratchaporn Pattanaphumma	Attitudinal study of EFL accents: Perceptions of English and non-English teachers at an international university in Bangkok
Sirinan Nuypukiaw	A case study of first-year students' language anxiety at Phranakhon Si Ayutthaya Rajabhat University
Supakarn Pathong	Cultural mediation in the translation of Thai food names
Wei Dai/ Pacharaporn Kesaprakorn	The relationships among customers' social engagement in facebook, brand equity, customer satisfaction, and their intention to purchase Tiffany jewelry

Room 804 (15.30-17.00)	
Language Research for Business Education	
Sarit Siribud	'I think I did well': A preliminary corpus-based study on students' authorial identities in written self-reflection
Nida Boonma/ Rosukhon Swatevacharkul	Developing autonomous learning process for public speaking in English class: A conceptual framework
Nussara Wadsorn / Sarit Siribud	The e-fluential roles of electronic word-of-mouth in academic settings
Weeraya Donsomsakulkij	When we meet again: Environmental ethics, posthumanism and remembrance in Hayao Miyazaki's <i>Sprited Away</i>

Session 3

Friday, 1st December 2017

Room 801 (13.15 -15.15)

Language, Communication & Culture 7

Chayada Tanavisuth	Exploring professional development needs in ELT: A case from Thai primary school teachers in SamutPrakarn primary educational service area office 2
Korakote Natiladdanon	International student voices: Researching peer feedback in writing
Sirirat Pholmoo	The power of language of ecocentrism in children's literature: Empathy in Roald Dahl's <i>The magic finger</i>
Ma Sau Wan / Rosukhon Swetevacharkul	An investigation of Kachin institutes teachers' beliefs about learner autonomy

Session 3

Friday, 1st December 2017

Room 802 (13.15 -15.15)

Language, Communication & Culture 8

Ralph A.Cardeño	Mitigating in political persuasion: The state-of-the-Nation Addresses of a Philippine President
Rachavadee Suksuchorn / Rujira Rojjanaprapayon	Discrediting and self-defending between an accuser and a defender in a Thai soap “MueanKon La Faak Fa”
Wacharaporn Duangklang / Rujira Rojjanaprapayon	Communication and conflict management between a customer and a restaurant server in the movie “Five Easy Pieces”
Titiporn Duangthong / Rujira Rojjanaprapayon	“The customer is always right” became not right in interactions between service providers and a customer in the movie “Falling Down”

Session 3

Friday, 1st December 2017

Room 803 (13.15 -15.15)	
Language, Communication & Culture 9	
Joey Andrew Lucido Santos/Airah Joy Francisco Ibardolaza	On impoliteness and flaming: The Philippine President's press conference on territorial dispute against China
Supatranut Singhanuwananon	Problematic English pronunciation areas among Thai EFL engineering students and their perception on self-confidence
Chayaphon Baicharoen	Documentary research on authentic video materials in English language listening classrooms
Ralph A. Cardeño / Lino L. Mondido	Communicative language teaching (CLT) in Thailand

Room 804 (13.15 -15.15)	
Language, Communication & Culture 10	
Kuldeep Nagi	Traditional media, new social media and impact of fake news on society and governance
Ployprapa Wungmuang / Rujira Rojjanaprapayon	“Buang-Hong” and sexual harassment in interactions between Thai service providers and a non-Thai customer
Chanapol Pimsen / Rujira Rojjanaprapayon	Miscommunication and communication failure between the immigration staff and a foreigner in the movie “The Terminal”
Supatra Permpoonchokekana/ Pacharaporn Kesaprakorn	The relationship among social engagement in LINE application of channel 3, brand equity, organization—public relationship, and TV viewing behavior of Thai residents in Bangkok Metropolitan




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