

2014 Cross-Straits International Conference on English for Specific Purposes (ESP)

Tentative Program

2014海峽兩岸四地ESP國際學術研討會議程(暫定)

Date: October 3-5, 2014 (Friday- Sunday)

Venue: Asia University, Taiwan

Day I

Date	Time	Contents	Location
	08:30-09:00	Registration /Check-in	
	09:00-09:20	Opening Ceremony	Conference Hall A101
	09:20-10:30 Plenary Speech I (70 minutes)	Moderator: 李振清 講座教授 Speaker: Graddol, David (Director, The English Company (UK) Ltd , United Kingdom) Title:	Conference Hall A101
	10:30-10:50	Tea Break	
	10:50-12:00 Plenary Speech II (70 minutes)	Moderator: 莊坤良 院長 Speaker: Westerfield, Kay (University of Oregon, USA) Title: Expanding Cultural Intelligence (CQ) in ESP	Conference Hall A101
		Lunch Break	
	12:00-13:20	Poster Session Speaker(s): (To be announced) Title: Clarity English Session (Andrew Stoke)	
	13:20-14:30 Plenary Speech III (70 minutes)	Moderator: 簡政珍 講座教授 Speaker: Chen, Chao-ming 陳超明 (Shih Chien University, Taiwan 實踐大學) Title:	Conference Hall A101
	14:30-14:50	Break	
	14:50-16:10 Concurrent Paper Presentation Session A (80 minutes)	Moderator: Speaker(s): (To be announced) Title: Invited Speaker(s) Moderator: 孫有忠 院長 Speaker(s): Guo, Wanqun 郭萬群 Title: The Flipped-Classroom Teaching Mode and Its Application in ESP Teaching in the Era of Big Data 大資料時代專門用途英語翻轉課堂教學模式研究 Speaker(s): Hu, Jiyue 胡繼嶽 & Gong, Shanshan 章珊珊 Title: English Forum on Medical Humanities of SMMU: An Interdisciplinary Innovative Teaching Practice 第二軍醫大學醫學人文英語論壇—一項跨學科創新教學實踐 Moderator: Speaker(s): (To be announced) Title:	
	16:10-16:30	Tea Break	
	16:30- 17:50 Concurrent Paper Presentation Session B (80 minutes)	Invited Speaker(s) Moderator: 邱源貴 主任 Speaker(s): Huang, Ping 黃萍 Title: The Study on the Implementation of "English for International Occupational Purposes" for Chinese Postgraduate Students 高校研究生《國際職場交流英語》課程模式探索 Speaker(s): Kwan, Becky 關小珠 Title: An auto-narrative of developing a course for students of Doctor of Business Administration: Implications for designing instruction in scholarly writing in the disciplines Invited Speaker(s) Moderator: Speaker(s): Lam, Phoenix 林慧盈 Title: Branding Hong Kong through a corpus of marketing discourse Speaker(s): Yang, Ruiying 楊瑞英 & Song, Xiaoshuang Title: Signaling Nouns in Research Articles: A Comparative Study based on Chinese Learners' and the Experts' Corpus	

Fri,
Oct 3

		Moderator: Speaker(s): (To be announced) Title:	
	18:30- 20:30	Conference Dinner	

Day II

Date	Time	Contents	Location
	08:30-09:00	Registration /Check-in	
	09:00-10:10 Plenary Speech IV (70 minutes)	Moderator: 劉慶剛 院長 Speaker: Starfield, Sue (The University of New South Wales, Australia) Title: Ethnographic perspectives on ESP research	Conference Hall A101
	10:10-10:30	Tea Break	
	10:30-11:40 Plenary Speech V (70 minutes)	Moderator: 余光雄 講座教授 Speaker: Cai, Jigang 蔡基剛 (Fudan University, China) Title: Where should ESP in tertiary institutions be focused?	Conference Hall A101
	11:40-12:20 Featured Speakers Presentation (40 minutes)	Moderator: 彭輝樂 院長 Speakers: Li, Qinxu 李勤習 & Sun, Youzhong 孫有中 Title: How to Develop an Effective ESP Teacher Team	
Moderator: 陳淑嫻 主任 Speaker(s): Naerssen, Margaret van Title: ESP Can Be a Really Sharp Tool			
Moderator: 廖美玲 主任 Speaker(s): Corbett, John & Lu, Peih-ying Title: Cultural Problem-Based Learning in Medical ESP			
	12:20-13:20	Lunch Break	
		TESPA會員大會	
	13:20-14:30 Plenary Speech VI (70 minutes)	Moderator: 林茂松 教授 Speaker: Cheng, Winnie (Leung, Wai Lin) 鄭梁慧蓮 (The Hong Kong Polytechnic University, Hong Kong) Title: Collaborative projects with key industries: Sharing of Hong Kong experience	Conference Hall A101
	14:30-14:50	Break	
	14:50-16:10	Panel Discussion Moderator: 周碩貴 院長 Panelists: Tsou, Wenli 鄧文莉, Chen, Fay 陳慧琴, Chen, Chiou-Lan 陳秋蘭, Kao, Shin-Mei 高寶玫, Liaw, Meei-Ling 廖美玲, Liu, Ching-Kang 劉慶剛, Tsai, Mei-Ling 蔡美玲, Tsai, Shu-Chiao 蔡淑嫻, Wang, Benjamin 王星威 Title: Resources for Teaching English for Specific Purposes 專業英文師資培訓與專業成長	
Sat, Oct 4			

Concurrent Paper Presentation Session C (80 minutes)	<i>Invited Speaker(s)</i> Moderator: Speaker(s): Wang, Shu Ting 王書寧 Title: A Socio-cultural Theory Based Study on ESP Teachers' Classroom Discourse Speaker(s): Cheng, Fei-Wen 鄭奕文 Title: Stating limitations as a strategic tactic in Management RA Discussions	
16:10-16:30	Tea Break	
16:30- 17:50 Concurrent Paper Presentation Session D (80 minutes)	Panel Discussion Moderator: 周天 Panelists: Chou, Jason Tien 周天, Wetzel, Matthias 魏馬哲, Chou, Francis Liang-cheng 周亮成 & Chang, Karen C. C. 張中倩 Title: English for Legal Purposes: Teaching Theories & Practices at Universities in Taiwan 法律英文:在台灣的教學理論與大學實踐 <i>Invited Speaker(s)</i> Moderator: Speaker(s): LI, Li 李立 Title: EGAP for EFL Education at Tertiary Level in Mainland China: Curriculum Development and Classroom Practices Speaker(s): Sykes, Jeremy Title: English Mediated Instruction in Higher Education: Four ESP Implementation Models Panel Discussion Moderator: 王星威 總經理 Speaker(s): Title: ESP from the Perspective of Industries	

Day III

Date	Time	Contents	Location
	08:40-09:10	Registration /Check-in	
	09:10-10:20 Plenary Speech VII (70 minutes)	Moderator: 蔣曉玲 院長 Speaker: Samraj, Betty (San Diego State University, USA) Title: Occluded academic genres: Implications for genre theory and EAP teaching	Conference Hall A101
	10:20-10:40	Tea Break	
	10:40-12:00 Panel Discussion (80 minutes)	Moderator: 陳奕輝 院長 Panelists: Graddol, David Westerfield, Kay Cai, Jigang 蔡基剛 Starfield, Sue Cheng, Winnie Samraj, Betty Title: Uniqueness and Diversity in ESP Research and Pedagogy	
Sun, Oct 5	10:40-12:00 Concurrent Paper Presentation Session E (80 minutes)	<i>Invited Speaker(s)</i> Moderator: Speaker(s): Wang, Guanfu 王關富 Title: Reflections on the Teaching of Business Subjects in BE Programs Speaker(s): Title: Workshop Moderator: Speaker(s): Tsai, Mei-Ling 蔡美玲 Title: Preparing ESP learners for Overseas Internships through self-directed learning Moderator: Speaker(s): (To be announced) Title:	
	12:00-13:20	Lunch Break	
	13:20-14:40 Concurrent Paper Presentation Session E (80 minutes)	<i>Invited Speaker(s)</i> Moderator: Speaker(s): Wang, Guanfu 王關富 Title: Reflections on the Teaching of Business Subjects in BE Programs Workshop Moderator: Speaker(s): Tsai, Mei-Ling 蔡美玲 Title: Preparing ESP learners for Overseas Internships through self-directed learning	