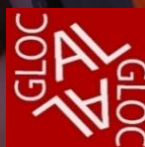


# THE SOAS GLOCAL CALA 2023 (SCOPUS / ISI)

Diliman, the Philippines  
May 16-19, 2023



**SOAS**  
University of London



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Program produced and printed as of May 12, 2023 and is subject to minor changes. For updates and the most current information, visit the online interactive program at <https://cala2021.upd.edu.ph/full-program/>.



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## Abstracts

# A New Entrepreneur is a Premature Baby: A Critical Metaphor Analysis of Malaysian Supply Bills

**Authors:** Farrah Diebaa Rashid Ali (International Islamic University, Malaysia)

**Speakers:** Farrah Diebaa Rashid Ali

**Strand:** Language Ideologies

**Session Type:** General Session

### Abstract

Malaysia, a thriving developing country is working hard to alleviate the country's socio-economy performance. Realizing how local enterprises facilitate the country's economic growth, the government introduces plans, policies, and incentives aim to aid entrepreneurs to remain viable and competitive in overcoming business challenges. This paper is interested in looking at the conceptualizations of these young or new entrepreneurs in the nine supply bills read by Najib Razak, the sixth Prime Minister of Malaysia. This study was modelled upon Charteris-Black's Critical Metaphor Analysis. It was discovered that the young and new entrepreneurs were conceptualized as pre-term or sick newborns (NEW ENTREPRENEUR IS PRE-TERM NEWBORN). The government, on the other hand, conceptualized itself as a doctor or more specifically a paediatrician (GOVERNMENT IS DOCTOR) whose knowledge and competence were highly sought after by young entrepreneurs to stay healthy and active in businesses. Through these metaphors, the people were reminded that their helpless selves needed saving from the heroic government. Therefore, the use of metaphors in the Supply Bills has served predicative, empathetic, ideological and mythical purposes.

**Keywords:** Critical Metaphor Analysis, Supply Bills, Entrepreneurs

## Chronology (Virtual)

## VIRTUAL CONFERENCE DATES

**Day 1:** Mon. Dec 19, 2022

**Day 2:** Tue. Dec 20, 2022

**Day 3:** Wed. Dec 21, 2022

## Chronology (Physical)

### POST CALL FOR PAPERS

**Opens:** October 20, 2022

**Closes:** March 13, 2023

### NOTICE OF ACCEPTANCE

March 16, 2023

### REGISTRATION

#### Early Bird

**Opens:** September 15, 2021

**Closes:** March 14, 2022

#### Middle Bird

**Opens:** March 15, 2022

**Closes:** July 15, 2022

#### Late Bird

**Opens:** October 20, 2022

**Closes:** May 19, 2023 (Conference end)

Presenters must register before March 23, 2023 to guarantee a place in the program. Registration will remain open after this, but conference organizers cannot guarantee placement in the conference.

### CONFERENCE DATES

**Day 1:** Tue. May 16, 2023

**Day 2:** Wed. May 17, 2023

**Day 3:** Thu. May 18, 2023

**Day 4:** Fri. May 19, 2023 (Full day optional Anthropological Excursion)

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## ABOUT THE CALA

The GLOCAL CALA 2022/2023 - The Conference on Asian Linguistic Anthropology 2022/2023 in Diliman, The Philippines, University of The Philippines Diliman, Diliman, The Philippines. Seeking to redefine the way we view Asian Language and Society.

University of The Philippines  
Diliman, The Philippines

## LING ANTHR

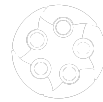
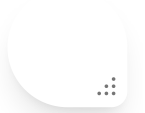
The field of linguistic anthropology offers an investigative and analytical trajectory with which to describe language models and practice, and also the symbiotic interrelatedness of language and life. Linguistic anthropology comprises both linguistic and anthropological dimensions, while situating observation, description, and analysis, in a multitude of fields, such as the philosophical, and political, but with the semiotic and the cultural at the core of all perspectives on and analysis of language.



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## CERTIFICATE OF RECOGNITION

is hereby awarded to

# Farrah Diebaa Rashid Ali

for delivering the paper,  
**A New Enterprise Is a Premature Baby: A Critical Metaphor Analysis of Malaysian Supply Bills**  
as part of the panel presentation, **Language Ideologies**  
during the Conference on Asian Linguistic Anthropology 2023  
held on 16-19 May 2023 at the University of the Philippines Diliman.



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