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# The 9<sup>th</sup> International and Interdisciplinary Conference on APPLIED LINGUISTICS AND PROFESSIONAL PRACTICE

**ALAPP 2019**

**23 - 25 SEPTEMBER**  
**2019**

**SWISS-GARDEN HOTEL  
& RESIDENCES, KUALA LUMPUR**

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14.00 - 16.25	SESSION 5A	SESSION 5B PANEL SESSION	SESSION 2C POSTER SESSION
14.00 - 14.25	117 Verbalizing Art Through Self-Promotional Genres By Japanese Artists Atsuko Misaki <sup>1</sup> , Noriko Watanabe <sup>2</sup> and Judy Noguchi <sup>3</sup> 1 Kindai University, Japan, 2 Ritsumeikan University, Japan and 3 Kobe Gakuin University, Japan ✓	501 Interactional Perspectives on Information and Communication Technologies (ICT) in Professional Contexts Jeanette Landgrebe <sup>1</sup> , Thomas Lehman Waaben Tof <sup>2</sup> , Simon Bierring Lange <sup>3</sup> , Brian Due <sup>4</sup> , Louise Luchow <sup>5</sup> , Mie Femø Nielsen <sup>6</sup> 1,2,3,4,5,6 University of Copenhagen, Denmark	124 English-Malay Translation Problems in the film, 12 Years a Slave Ghayth K. Shaker Al-Shaibani <sup>1</sup> , Ahmad Syahir Naimi bin Ahmad Azizi <sup>2</sup> and Kais A. Kadhim <sup>3</sup> 1,2 UCSI University, Malaysia, 3 University of Technology PETRONAS, Malaysia
14.30 - 14.55	140 Patient Perception on Doctor-Patient Communication in A Medical Health Center Rozaei Abdul Latiff <sup>1</sup> , Zarina Othman <sup>2</sup> , Wan Nur' Ashiqin Wan Mohamad <sup>3</sup> , Azizah Ya'acob <sup>4</sup> and Mohd. Azman bin Abas <sup>5</sup> 1,2,3,4,5 Universiti Kebangsaan Malaysia ✓	<b>Panel Presentation 1</b> Presentation Title: E-Mail Practice Revisited - An Interactional Approach Presenter: Jeanette Landgrebe  <b>Panel Presentation 2</b> Presentation title: Utilizing Laptops: The Challenge of Multiactivity In Face-To-Face Meetings Presenter: Louise Luchow  <b>Panel Presentation 3</b> Presentation Title: Contemporary Formality in Professionals' ICT Mediated Encounters Presenter: Mie Femø Nielsen  <b>Panel Presentation 4</b> Presentation Title: Managing Distributed Meetings: Question Design Training for Team Leaders Presenter: Simon Bierring Lange	129 Lacuna of Translating Pun from Arabic into English in The Holy Quran Mohammed H. Al Aqad <sup>1</sup> , Ahmad Arifin Bin Sapor <sup>2</sup> , Mohammad Bin Hussin <sup>3</sup> , Ros Aiza Mohd Mokhtar <sup>4</sup> and Abd Hakim Mohad <sup>5</sup> 1,2,3 University of Malaya, Malaysia 4,5 Universiti Sains Islam Malaysia, Malaysia
15.00 - 15.25	112 Theme-Oriented Discourse Analysis: Findings from a Study of Decision Making about Insulin for Type 2 Diabetes Ayeshah Syed University of Malaya, Malaysia ✓		
15.30 - 15.55	121 The Artist's Statement, Online Guidelines, and The Interpretation of Creative Practice Darryl Hocking Auckland University of Technology, New Zealand ✓		
16.00 - 16.25	131 Ethics and Professional Practice: Content Analysis of Case Studies Written by the CEOs in the Insurance Industry Cordelia Mason Universiti Kuala Lumpur, Malaysia ✓	<b>Panel Presentation 5</b> Presentation Title: Co-Operative Creativity: Exploring ICT-Affordances in Professional Contexts Presenter: Brian Due	
16.30 - 17.00	TEA/COFFEE NETWORKING		
19.30 - 21.30	CONFERENCE DINNER		

09:00 - 09:55	SESSION 6A	SESSION 6B
09:00 - 09:25	148 Promotional Language of the Local and International Brands of Halal Food Products: A Comparative Analysis Wan Nor Fasihah Wan Mohd Fadzullah <sup>1</sup> and Adlina Ariffin <sup>2</sup> 1, 2 International Islamic University Malaysia	139 The Framework of Language and Communication in Doctor-Patient Interaction Zarina Othman <sup>1</sup> , Rozmei Abdul Latiff <sup>2</sup> , Wan Nur' Ashiqin Wan Mohamad <sup>3</sup> , Raymond Azman Ali <sup>4</sup> , Halizah Omar <sup>5</sup> , Zaleha Abdullah Mahdy <sup>6</sup> , Azizah Ya'acob <sup>7</sup> , Mohd. Azman bin Abas <sup>8</sup> 1,2,3,4,5,6,7,8 Universiti Kebangsaan Malaysia
09:30 - 09:55	111 The Function of Metacognition as a Professional Genre in Business Writing Tiffany Bourelle <sup>1</sup> and Joseph Bartolotta <sup>2</sup> 1 University of New Mexico, USA, 2 Hofstra University, USA	152 Soft Skills Development in An Entrepreneurship Course for Undergraduates. Hadina Habil, Rohayah Kahar, Siti Aishah Abdul Hamid Language Academy, UTM
10.00 - 10.25	TEA/COFFEE	
10.30 - 11.30	KEYNOTE SESSION Engaging With And Impacting Professional Practice: The Dilemma of Rigour and/or Relevance  PROF. DR. SRIKANT SARANGI Danish Institute of Humanities and Medicine (DIHM) Aalborg University, Denmark	
11.30 - 12.30	WORKSHOP Researching Business Communication and Professional Practice: Innovation, Collaboration and Creativity  ASSOCIATE PROFESSOR DR. GINA PONCINI Department of Humanities and Social Sciences, Khalifa University, Abu Dhabi	
12.30 - 13.30	ALAPP OPEN FORUM	
	CLOSING	
13.30 - 14.30	LUNCH	

# Promotional Language of the Local and International Brands of Halal Food Products: A Comparative Analysis

Wan Nor Fasahah Wan Mohd Fadzlullah

Adlina Ariffin

## Abstract

The growing popularity of halal products around the world has opened up the market segment with an abundance of potential. On Malaysia's road to being a global halal hub by 2020, the mechanics of marketing halal food has been identified as one of the significant contributing factors. Hence, this paper will highlight the linguistic elements utilized in the promotional discourse of halal food that is found in local and international product print advertisements. This corpus-based analysis research looks into the textual and visual content of the advertisements as part of the promotional language. The research presents an analysis of one hundred printed promotional materials of halal food which were collected from several halal food events and exhibitions in the Klang Valley. The finding calls to attention of the important elements that are found in the promotional language strategies employed by marketers of halal food in both local and international brands. By marketing 'halal' and its concepts such as 'healthy', 'safe' and 'clean' as the main idea, this will cater for the Muslim consumers' needs in observing *halalan toyyiban*' (halal and good) in their life and would undoubtedly benefit other consumers as well. This shows the significance of applying suitable linguistic elements to deliver the halal message whilst achieving specific marketing goals, and for Malaysia to ultimately lead the global halal food industry.

Keywords: promotional language, linguistics elements, halal food industry.