

KULLIYAH OF LANGUAGES & MANAGEMENT IUM



# RESEARCH IN ENGLISH FOR COMMUNICATION

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# **RESEARCH IN ENGLISH FOR COMMUNICATION**

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## CONTENTS

<i>Contributors</i>	<i>i</i>
<i>Foreword</i>	<i>iii</i>
<i>Acknowledgement</i>	<i>iv</i>
1. Graduates Needs Good Communication Skills: What Does That Mean? <i>Noor Amiera Roslee &amp; Lilisuriani Abdul Latif</i>	1
2. Motivation and Attitudes of Tourism Students in IIUM Towards English Language Learning <i>Siti Sabrina &amp; Asma Md Ali</i>	13
3. IIUM Students' WhatsApp Group Chat: A Study on Apology Sequences Used in Instant Messaging Interaction <i>Nurshairah Ismail &amp; Nur Nabilah Abdullah</i>	33
4. The use of Formal Equivalence in Scanlations Version of Manga <i>Orange</i> by Takano Ichigo <i>Husain Ali Yahya &amp; Khairil Azwar Razali</i>	50
5. The Relationship Between Contextual Factors and The Use of Taboo Words Among Students <i>Nur Najwa Fadzli &amp; Al Amirul Eimer</i>	65
6. Political Media Framing Strategies of 'Keling' <i>Nurul Sofia Seth &amp; Rafidah Sahar</i>	81

7. The Influence of Korean Lifestyle on Consumer Purchase Intention	98
<i>Nurain Rahmah, Nur Solehah, Wan Nurul Izzati, Mohammed Zahin &amp; Al Amirul Eimer</i>	
Index	116

# Foreword

The number of research done on the topic of communication, especially in English, has been extensive. Nevertheless, there have always been more left to study as the language, as well as our communication needs, evolves continuously.

This book is an effort to address a number of important issues related to English for Communication, as well as teaching and learning English. In the first chapter, issues related to graduates' ability to communicate is discussed. Communication skills have been highlighted as one of the top concerns among the employers, hence this paper surveyed Malaysian employers' perceptions of what to be considered as good communication skills. This chapter concludes that grammatical accuracy as to be very important when it comes to good communication skills among the young graduates.

The second chapter highlights a study on students' motivation and attitudes in learning English. A survey was carried out to identify the motivation and attitudes of the Tourism students at IIUM towards learning English. From the survey, it has been found that the students are motivated by both practical and academic reasons such as getting a job, carrying out their tasks efficiently and to further their studies. The findings also found a strong positive correlation between motivation and attitudes in second language learning.

In the third chapter, a study using Conversation Analysis discusses the apology sequences used in WhatsApp. Apology strategy is considered as a fundamental speech act in a conversation between interlocutors as one way to maintain good relationship (Halimeh, et. al., 2015). From the analysis, it was found that the two strategy used by the students in group chats were (1) expression of apology with explanation and (2) an expression of apology with an offer of repair.

The fourth chapter discusses a topic on translation study. Scanlation, a term that refers to fan-made translation of comics from a language to another language, is studied where the use of formal equivalence in translating a manga entitled *Orange* is analysed. This study found that the scanlation version utilized formal equivalence more frequently in comparison to its official English translation version. Dynamic equivalence is more pronounced when translating word that has no equivalent in English or to reduce cultural gaps with the target language culture.

The fifth chapter highlights the relationship between contextual factors and the use of taboo words among university students. As the meaning of many taboo words change over the years, the use of taboo words is becoming a norm in daily conversations. This research sought to examine the contextual factors namely emotion, social location, and formality that lead students to use taboo words, and found that only emotion has a positive relationship with the use of taboo words. Meanwhile, social location and formality did not have a positive relationship with the use of taboo words.

The sixth chapter discusses the framing within political communication. In this paper, a qualitative-based study was done on the news and social media's framing of 'Keling' in Malaysian politics. Findings of the study reveal that the word 'keling' has been discussed within conflict frame, human interest frame and morality frame. As politicians have the power to influence public perceptions, they have the power to exert an ideology on a certain matter, therefore they have to be mindful of what being said and done.

The final chapter explores the relationship between Korean lifestyle and consumers' purchase intention among Malaysian young consumers. A survey was carried out among the students of Kulliyyah of Languages & Management, IIUM Pagoh. The survey was designed for those who have been exposed to Korean lifestyle and distributed via online platforms. The analysis shows strong correlations between Korean fashion and cosmetic products with consumers' purchase intention.

Materials in this book is not only relevant in terms of its subject content, but also important in highlighting the different methods of research employed in research in communication fields.

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This book is a collection of research reports on the areas related to English for Communication. The book attempt to highlight certain issues that are considered as critical in English for Specific Purposes. The topics discussed in this book are semantic (taboo words), translation study of fan-made scanlation of Japanese manga, conversation analysis on WhatsApp messages, motivation and attitudes towards learning English, and also on employers' perceptions on what is considered as good communication skills. This book does not only highlight the subject contents, but also methodologies used within English for Communication field.

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