

2019 臺灣專業英語文學會年會暨學術論壇

一、活動資訊

- 活動時間：2019/10/19-10/20
- 活動地點：臺灣科技大學國際大樓 IB-202
- 活動費用：報名費 800 元

※具以下身分者免費： (1)臺灣專業英語文學會會員 (2)臺灣大學系統專任教職員、學生	※匯款資訊： 方式一：郵政臨櫃繳費 • 郵政劃撥帳號：50039472 • 收款戶名：國立臺灣科技大學收款專戶 • 通訊欄：2019 TESPA 年會暨學術論壇報名費+姓名 方式二：ATM 轉帳 • 轉入銀行代碼：700 • 轉入帳號：700-001-050-039-472 *完成付款後，請將證明憑據拍照後 email 至 hannah1130@mail.ntust.edu.tw 標題請輸入「2019TESPA 年會暨學術論壇_(姓名)」
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- 報名方式：即日起至 10/3（四）止，採線上報名 <https://reurl.cc/oWW9g>。
- 主辦單位：臺科大語言中心、臺灣專業英語文學會（TESPA）
- 贊助單位：教育部、臺科大
- 贊助廠商：全球職涯發展協會、忠欣（ETS）股份有限公司、文鶴出版有限公司、書林出版有限公司、敦煌書局股份有限公司、臺灣東華書局股份有限公司

二、2019 臺灣專業英語文學會年會暨學術論壇議程

10/19 (Saturday)

Time	Session	Venue
09:00-09:25	Registration	IB 202
09:25-09:30	Opening Ceremony Dr. Su-Chiao Chen 陳淑嬌教授 臺灣專業英語文學會理事長	IB 202
09:30-10:30	Keynote Speech Moderator: Dr. Mao-Sung Lin 林茂松 教授 東吳大學 Speaker: Dr. David Machin Örebro University, Sweden Topic: The problem with food marketed as healthy using multimodality to analyze food packaging	IB 202
10:30-10:45	Tea Break	
10:45-11:45	Moderator: Dr. Rainbow Chen 陳彩虹 副教授 政治大學 Speaker: Dr. Gwen Bouvier Maynooth University, Ireland Topic: How we can use multimodal discourse analysis to research social media	IB 202
11:45-13:15	Annual general meeting of TESPA members 會員大會 Dr. Su-Chiao Chen 陳淑嬌教授 臺灣科技大學	IB 411
11:45-13:15	Lunch	IB 202 IB 203

Time	Session	Venue
13:15-14:15	Moderator: Dr. Fei-Wen Cheng 鄭斐文 教授 嘉義大學 Speaker: Dr. Len Unsworth Australian Catholic University, Australia Topic: Infographic Explanations: Intermodal meaning-making in secondary school science	IB 202
14:15-15:15	Moderator: Dr. Yanling Huang 黃燕鈴 副教授 中山醫學大學 Speaker: Dr. Eric Lin 林彥良 副教授 臺北科技大學 Topic: A helping hand in the classroom: Analyzing gestures in language learning and cognition	IB 202
15:15-15:30	Tea Break	
15:30-16:30	Moderator: Dr. Mei-chen Huang 黃玫珍 副教授 彰化師範大學 Speaker: Dr. David Machin Örebro University, Sweden Topic: How bullet points and flow-charts can lie to us: A multimodal approach to document design	IB 202
16:30-17:30	Panel Moderator: Dr. Yuju Hung 洪玉如 副教授 中華民國空軍官校 Speakers: Dr. Wen-Chi Wu 吳文琪 教授 亞洲大學 Dr. Hui-Chin Yeh 葉惠菁 教授 雲林科技大學 Topic: Get Published in Journals	IB 202
18:00-20:00	Banquet (by Invitation)	

10/20 (Sunday)

Time	Session	Venue
09:00-09:40	Registration	IB 202
09:40-10:40	Workshop Moderator: Dr. Mei-jin Lilian Huang 黃美金 教授 臺灣師範大學 Speaker: Dr. Len Unsworth Australian Catholic University, Australia Topic: Analysing image complexity and recognizability in secondary school science text interpretation and creation	IB 202
10:40-11:00	Tea Break	
11:00-12:00	Workshop Moderator: Dr. Tzu-chia Chao 趙子嘉 教授 明新科技大學 Speaker: Dr. David Machin Örebro University, Sweden Topic: Doing multimodal analysis	IB 202
12:00-13:20	Lunch	
13:20-15:20	Panel	IB 202

Time	Session	Venue
	Moderator: Dr. Ching-Kang Liu 劉慶剛 教授 台北大學 Speakers: Dr. Wen-Li Tsou 鄒文莉 教授 成功大學 Dr. Hui-Chin Chen 陳慧琴 助理教授 成功大學 Principal Tsui-Ling Lu 呂翠鈴 校長 台南市西門實驗小學 T o p i c : Toward an ELF-informed Bilingual Education in Taiwan	
15:20-15:30	Closing Remarks	

三、國外講者簡介

International Speakers:

Dr. David Machin

David Machin is Professor of Media and Communication at Örebro University, Sweden.

He writes and researches mainly on critical discourse analysis and multimodality and has published ten books across these areas. He is the co-editor of two international peer reviewed journals, *Social Semiotics* and *Journal of Language and Politics*, and is Associate Editor of the online community *SemiotiX*.



Dr. Len Unsworth

Len Unsworth is Professor in English and Literacies Education at Australian Catholic University, Australia.

His recent book publications include *Functional Grammatics: Reconceptualising Knowledge about Language and Image for School English* (Routledge, 2017). His current research interests include systemic functional semiotic perspectives on multimodal and digital literacies in English.



Dr. Gwen Bouvier

Gwen Bouvier is Associate Professor of Media Studies at Maynooth University, Ireland.

Her main areas of research interest are social media, civic discourse, and news representation. Her publications have focused on multimodal and critical discourse analysis, social media, fashion as discourse and the visual representation of crises in news. She is the Associate Editor for *Social Semiotics* and Review Editor for the *Journal of Multicultural Discourse*.



