



# MAAL

## In Touch In Tune

Innovating Society, Industry and  
Education through Applied Linguistics

Innovative Approaches  
and Trend in Using  
**TikTok** in Language  
Learning

### Upcoming event

- MAALIC 2023
- AILA World Congress 2024

Empowering **Multilingual  
Students** as Language  
Resources

*Peranan Bahasa dalam  
**Kemajuan Teknologi**  
Kecerdasan Buatan*

**Professor Emeritus  
Azirah Hashim** was  
awarded Honorary  
Membership by the  
Linguistic Society of the  
Philippines (LSP)



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Innovating Society, Industry and Education  
through Applied Linguistics

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## EDITOR-IN-CHIEF

Assoc. Prof. Ts. Dr. Shahrina Md Nordin, A.C.M  
Head of Corporate Communications & Branding  
Malaysian Association of Applied Linguistics (MAAL)

Welcome to the latest edition of the MAAL In Touch In Tune Gazette! Our theme, "Innovating Society, Industry, and Education through Applied Linguistics," highlights the transformative power of language in shaping a sustainable and inclusive future. Sustainability is no longer an option but a pressing imperative as we address community resilience, economic growth, and environmental stewardship. However, we must recognize the significant omission of language and language diversity in the Sustainable Development Goals (SDGs), despite their crucial role in achieving sustainable development.

As applied linguists, we understand the impact of language on behaviours, decision-making, and social interactions. Language is more than communication; it fosters inclusivity, celebrates diversity, and builds connectivity. It plays a crucial role in advocating sustainability in Malaysia and beyond.

We invite all readers to savour the exciting collection of stories and journeys portrayed in this edition, skilfully crafted by our talented Editorial Team. Together, let us embrace the immense potential of Applied Linguistics to foster sustainability, advocate for positive change, and pave the way for a more inclusive and prosperous future.

Thank you for your unwavering support in our shared mission to Innovate Society, Industry, and Education through Applied Linguistics, while advocating for a sustainable world. Your presence and engagement are vital in driving this vision forward.

# FEATURED PERSONALITY



**Prof. Dr. Shameem Rafik-Galea**  
**Malaysian Association of Applied Linguistics**  
**President**  
**SEGi University**

I began my career as a secondary school teacher after graduating from the Language Institute( Maktab Perguruan Bahasa) some 40 years ago. I was then teaching English and History at a secondary school in Selangor. It was during this time that I realized that I wanted to deepen my understanding of the teaching of English and I wanted something more. This led me to research more into what I could do and I headed out to MACEE to learn more about opportunities to study Applied Linguistics(AL) in the USA. I then quit teaching and went on to do a BA in Linguistics and an MA in TEFL at the Southern Illinois University, Carbondale. Upon my return to Malaysia, I joined Universiti Teknologi Malaysia's (UTM) Language Department where I was mainly teaching Academic English and ESP based courses. It was at UTM that I developed an interest in English for Specific Purposes. After 5 years at UTM in 1990, I joined Universiti Putra Malaysia( UPM) then known as Universiti Pertanian Malaysia and was attached to the Language Centre. It was here that I started teaching on the TESL programme and got involved in research in ELT and teacher development. I later went on to read for my PhD in Applied Linguistics & TESOL at the University of Leicester, UK and upon returning to UPM I moved to the newly formed faculty of Modern Languages and Communication until my mandatory retirement from public service in 2017. It was at UPM that I began to carve my academic journey, first as a lecturer, senior lecturer, associate professor then finally full professor. Today, I continue my journey as an academic at SEGi university, a private university in Kuala Lumpur. Prior to SEGi university, I was Dean at UCSI university. My career as an academic has been very fulfilling. It has been the most challenging, interesting and enjoyable journey. Throughout my career, I have held different portfolios as programme Coordinator, Head of department, Centre Chair, Director and Dean. During this period, I sat on various national and international advisory boards and associations and was president of several associations too.

When I was at the University of Southern Illinois, I had great Professors who actually shaped my interest in Linguistics and Applied Linguistics. I recall how a postgraduate colleague of mine encouraged me to join them at the 1983 TESOL convention. I took up the challenge and I recall my first ever TESOL conference I attended in Canada in 1983 as an undergraduate. It was awesome and very inspiring. Listening to speakers whom I only knew from my readings and the kind of work they were doing spurred me on to read for an MA in TEFL and later my Ph.D. I wanted to be like those awesome academics. At university, I was teaching ELT, linguistics and applied linguistics courses. I then developed a niche in English for Specific Purposes and in English Language teaching, literacy and learning and started researching and presenting papers in these areas. It was while attending various different types of international conferences in ELT and Applied linguistics that I started networking with like-minded colleagues in the field. I was invited to be part of the Literacy Network established by Prof Ambigapathy Pandian of USM, followed by the ASIACALL Network- PAAL network and also the International Thinking Network (ICOT). My involvement as a consultant in the NUS Temasek CELC Capacity building project in ELT led to many other interesting projects and collaborative research. My first AILA congress in Singapore in 2001 changed the way I viewed the field of applied linguistics and led me to make a shift towards interdisciplinary research. Applied linguists such as Prof. Srikant Sarangi, Prof. Catherine Nickerson, Dr Francesca Bargiela, Dr Gina Poncini, Prof. Andrew Lian, my Ph.D. supervisor Prof. Martin Cortazzi, my colleague Prof. Dr Li Xian Jin, Prof. Dr Amsah Omar, Dr Tupas Ruanni and many more are among the people who have been very influential in my academic career. I am passionate about interdisciplinary work and am now working on applied linguistics in the context of professional practices and this has of course now included the SDGs.

Both my teaching and international networking experiences have taken me to many parts of the globe. My involvement in QS and the QS IAAC committee from 2010- 2018 taught me why it is important to network and to set standards apart from being visible nationally and internationally. Together with my colleagues and students, I have presented and published my work both locally and internationally. My students, my local and international networks and co-researchers and my family have supported my career in many ways and I have to thank them as without them I would not be where I am today. My most notable achievement was when the late Dato' Ir. Dr Radin Umar, the former DG of MOHE and the former Director of the Malaysian Road Safety Institute gave me the opportunity to lead the first-ever nationwide project on developing road safety materials for primary schools given my background in materials development. Working towards creating educational materials for road safety for children was a very interesting project. The other most interesting and rewarding project was the nationwide project which I led with my colleagues at UPM together with the Malaysian DCA project to assess and train Malaysian Air traffic controllers. It was a learning experience for my entire team and a very challenging one which led to UPM being given the project to assess pilots by the Malaysian DCA. Another project I worked on was the ELEP top-down MOHE project for low English proficiency learners. The two most notable international projects I worked were on the NUS CELC Capacity building project for ASEAN on Materials development in ELT which involved working alongside Brian Tomlinson, Tim McNamara, Tupas Ruanni, Handoyo and colleagues from ASEAN countries and as the Chair of the awesome International Conference on Thinking (ICOT) which I bid for on behalf of UPM and which was held at the KLCC Convention Centre in 2009. ICOT 2009 was awarded the best conference in Malaysia by Tourism Malaysia. I was also involved in community services with an NGO and was on the board of the NGO Small Changes Big Differences which supports education for the indigenous people and children. It was a humbling experience working alongside young volunteers who wanted to make a difference. One of my most interesting accomplishments will have to be that as MAAL President. I am honoured to be the President of the Malaysian Association of Applied Linguistics (MAAL) working with the esteemed President of AILA, Emeritus Prof. Azirah Hashim and the MAAL committee to organize the 21st World AILA Congress to be held in Malaysia in August 2024. I am happy to be able to lead MAAL to make its mark not only in Malaysia but across the globe. For MAAL, being given the honour to host the prestigious AILA 2024 Congress is indeed an achievement and being the Chair of the prestigious AILA 2024 is a big milestone in my career.

My motto in life is to work hard to achieve your dreams and to keep on dreaming! You need to have a passion for what you do and it is this passion that should drive you to attain your goals. Setting goals for your success as an academic is crucial. Having a positive attitude and an open mindset and asking yourself-“Why am I an academic and what do I want to be as an academic?” Throughout my career, I held administrative positions and I had to learn to find the balance between researching, teaching, administration, community services and being a mother and a wife while maintaining my passion for my work. How do we do this? Build a network of support system with your academic colleagues, your students, friends and family. We need to love what we do in order to reach for the stars no matter how difficult and challenging the pathway may be. I recall a very interesting conversation I had with the late Prof Edward De Bono over dinner at a small restaurant in Valletta, Malta where he said “How we think and view ourselves and the world will shape who we become in the future and that our attitude and mindset is extremely important. It is you who controls your future, who you network with matters and how you maintain relationships is crucial”. This has always been my guiding principle. As I continue in academia, I would like to be able to mentor future academics and to continue writing. To aspiring academics, ask yourselves what you would like to be known for and seen as in academia and do you just want to be the academic as opposed to being **THE ACADEMIC**.



# YOUNG ACADEMIC



**Dr. Habibah Ismail**  
**Malaysian Association of Applied Linguistics**  
**Editorial Board Member**  
**Universiti Sains Islam Malaysia, USIM**

I was a TESL student at the Faculty of Education, National University of Malaysia (Universiti Kebangsaan Malaysia, UKM). I did my master's degree at UKM in English Language Studies and later continued my doctoral degree in Linguistics at University of Sydney, Australia. My first appointment as a lecturer (young academic) was at the Infrastructure University Kuala Lumpur (IUKL). This was right after I graduated from my master's degree and before I went to do my Ph.D. Now, I am a senior lecturer at Universiti Sains Islam Malaysia (USIM), Nilai, Negeri Sembilan. My area of study is in the field of applied linguistics focusing on women's studies. For my research I usually adopt a combination of two or more linguistics approaches and methodologies including corpus linguistics method, critical discourse analysis (CDA), and multimodal analysis.

I think one of the reasons why I'm studying and researching in this field (applied linguistics focusing on women studies) is because of vested interested – my interest to know more about my own group (women) and how we are represented in different discourses. Another reason is perhaps because studying in this field helps opening opportunities to examine other social groups as well as opportunities for transdisciplinary research. Apart from examining women's representation in different types of discourses, I was able to examine representation of other minority groups like that of the indigenous people of Malaysia (Orang Asli). Additionally, I'm also into investigating political discourse (leadership style through analyses of speech texts and blogs) using the same set of skill/expertise. In terms of opportunities for transdisciplinary research, my expertise in language analysis and women's studies is useful in making connections in other fields like that of political science and engineering. Now, one of my main networks is this wonderful group of researchers from different fields who are working together in several projects related to women's studies. Experience with this group is important to me as I think it helps me to grow as a researcher.

I'm interested in in the field of applied linguistics focusing on women's studies by utilising multiple approaches including corpus linguistics, critical discourse analysis and multimodal analysis. When I did my master's degree in English Language Studies, I joined a research group as a research assistant (under a grant awarded by Qatar National Research Foundation, QNRF), and the experience I got from working in that project really sparked my interest and passion as a young researcher. It was also then that I got really interested in the field of applied linguistics focusing on women studies. Later I pursued my studies at the University of Sydney in 2013 focusing on the same field and learning more about the approaches I mentioned before.

Currently, I'm the quality coordinator at my faculty. As a newly appointed quality coordinator, I learn new things about the faculty's administration and management. From time to time, I also had the opportunity to see the complexity of management at the university level. I appreciate this experience as things that unfold in the background of university management helped me to see how much effort many people are putting to make sure our university is running smoothly. It's both an eye-opener and inspiring.

Full article: <https://sites.google.com/view/young-academic-habibah-ismail>



Recently, I was also appointed as an ex officio member of the advisory committee for Malaysian Corpus Research Network (MCRN), i.e., part of MCRN's advisory board. As to my role in MCRN, I believe I'm undergoing career maturation i.e., from being the chairperson of the network (from 2021-2022) to an advisor. Last time, when I was the chairperson, the focus is on making sure that we (members of the steering committee) are running the network properly and making sure all activities are held according to plan. With monthly webinar planned, energy and intensity are always high which is exciting and at the same time really challenging. Now, being a part of the advisory board, the role is not that intense, but my focus has shifted into making sure that the network continues to expand further by exploring networking opportunities and advising the best plan for the future of the network in the long run.

Personally, I think being awarded the Excellent Service Award (Anugerah Perkhidmatan Cemerlang) in 2019 by USIM was my most meaningful achievement. Perhaps, many people won this award a couple of times during their career but what makes this one so special to me is because I received it for the service, I've done the year before for this one particular event. In 2018, I was appointed as the director of an international conference and it was my first major appointment after I joined USIM. Lacking in experience and struggling to adapt in a new workplace, I managed to pull through with the help of my team. For me it was a successful conference and has given me a lot in terms of skills and things I learned from the organization of the event. Of course, there were things that I regretted but even those became meaningful learning curves for me.

Other achievements are related to appointments to certain position within organisations. As mentioned, I was appointed as the chairperson of MCRN (2021-2022) and now I'm appointed as a member in the advisory board (2023-2024). I was also appointed as an associate editor for a Scopus-indexed journal (3L: Language, Linguistics, Literature, The Southeast Asian Journal of English Language Studies) since 2020 (still active until now). With regards to research, I was the principal investigator (PI) for a research grant entitled "language for crisis management: big data analysis on the language used by Malaysian leaders during the COVID-19 pandemic". Recently, I became a PI for a matching grant entitled "women and leadership in Malaysian higher learning institution".

My advice for young academic: Keep your passion alive, be respectful and learn how to appreciate your self and others around you.



Full article: <https://sites.google.com/view/young-academic-habibah-ismail>

# Innovative Approaches and Trend in Using TikTok in Language Learning

Prepared by Heng Ee How (Tunku Abdul Rahman University of Management and Technology) and Dr. Habibah Ismail (Universiti Sains Islam Malaysia, USIM)

TikTok is a popular app among users of all ages for sharing short videos. The interest in creating content as well as those who view it are rising as well. These days, people have used TikTok to customise to meet certain language learning goals. Numerous studies have shown that Tiktok is a powerful tool and platform for language learning.

Khlaif and Salha (2021) argue that TikTok is an effective educational instrument because people can learn condensed learning modules within 60 seconds. Educational content production and distribution via TikTok platform has improved the pedagogical skills of the community. In a way, it contributed to the development of high quality e-learning resources.

The study of the feasibility of using TikTok as an English teaching tool have been investigated in several asian countries. These research showed that the majority of ESL students reacted positively on using TikTok as part of their English curriculum (Yunus, Zakaria, & Suliman, 2019; Fahdin, 2020; Haerazi, Utama, & Hidayatullah, 2020; Zhai & Razali, 2021).

Contextualising this in Malaysian situation, exploration on the use of TikTok has been investigated in different educational levels including, primary (e.g. Melor Md Yunus, Sakinah Zakaria & Ashairi Suliman, 2019), secondary (e.g. Nur Farha Shaafi et al. 2023; Sharmini Thanga Rajan & Hanita Hanim Ismail, 2022) and tertiary education (e.g. Nur Ilianis Adnan & Berlian Nur Morat, 2022). Many studies look into the teaching of language using TikTok for Preposition acquisition (Ann & Ehsan 2020), vocabulary acquisition (Nur Atikah Mazlan, Nor Wahidah Muhammad & Melor Md Yunus, 2021), regular verbs learning (Shevany Anumanthan & Harwati Hashim, 2022), speaking skills (Siti Amirah Ahmad Tarmizi et a., 2021; John & Yunus, 2021) and writing skills (Melor Md Yunus, Sakinah Zakaria & Ashairi Suliman, 2019). Additionally, investigation of TikTok use for the teaching of other subjects such as chemistry (Nur Farha Shaafi et al. 2023), and literature (Sharmini Thanga Rajan & Hanita Hanim Ismail, 2022) among others were also investigated. The mushrooming of such studies shows that perhaps TikTok is slowly being embraced by students and educators to be used in classrooms for educational purposes.

A few studies have highlighted the significance of using TikTok in language schools as a means of fostering cultural awareness and understanding. According to research by AlQarni, Brown, Pullen and Masters (2020), using TikTok to expose students to new cultures and perspectives can help them better understand the English language and culture. Watching videos posted on TikTok by users who are native English speakers from the West is a good way for students of English as a Foreign Language to learn about the social culture knowledge and practices of the Western countries (Zhai & Razali, 2021).

Students can easily tagging, sending, keeping and sharing the Tiktok video in soft copy (Fiallos, Fiallos, & Figueroa, 2021). Content can be quickly searched by using hashtags like #learnontiktok. Consequently, these easy-to-use functions fostering the students' intrinsic motivation by granting the students the autonomy to select their learning objectives.

Incorporating TikToks in the learning enabling a high level of engagement and satisfaction among students (Anumanthan & Hashim, 2022). Students perceive TikTok as effective and user-friendly instructional approach because it allows the students to create their own videos. The study provides evidence supporting that TikTok can be treated as an effective pedagogical tool, particularly in the domains of regular verb acquisition and sentence construction.

Students utilised TikTok to create their own digital English presentations through video-editing function (Alif, 2019). Teachers and other users offer constructive feedback and facilitate the improvement of English communication skills among children. Therefore, the users hone their communication skills without time or location restrictions (Dai & Chen, 2019). Besides that, Alghameeti (2022) claims that TikTok platform makes it easier for students to memorise new words and phrases due to the visual effect of the short videos.

In short, the increasing TikTok popularity among the millennial generation proves that this app has a great potential in helping people to learn language and learning well as a technology product (Zhai & Razali, 2021). Academics, researchers, universities and schools in the language education for young people today can seize the opportunity to build a cutting-edge digital learning system in the platform specifically for English language learners.

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# Empowering Multilingual Students as Language Resources

Prepared by Venosha Ravana (Lecturer, Tunku Abdul Rahman University of Management and Technology) and Dr. Sarala Thulasi Palpanadan (Senior Lecturer, Universiti Tun Hussein Onn Malaysia)

The famous psycholinguist, Frank Smith once said, “One language sets you in a corridor for life. Two languages open every door along the way.” Linguistic diversity is something that needs to be celebrated more in Malaysia. More often than not, we take multicultural competence for granted because multilingual individuals are extremely common here. Only when we travel abroad, we may realize that a majority of people can only converse in their native languages and are only informed about their own culture. On the contrary, a linguistically diverse community has its members exposed to different skills, knowledge, experiences, and school of thoughts naturally.

Instructors may wonder if linguistic diversity can be capitalized as a language-learning tool in classrooms. For this, we believe that the collaborative learning approach can help to leverage linguistic diversity within a classroom by empowering multilingual students as language resources for their peers. The key is to retool collaborative learning ESL (English as a Second Language) activities with more materials relevant to cultural competence.

Now, what do we mean by that? In most Malaysian public schools, diverse linguistic backgrounds exist within the classroom, with students who speak different languages or have varying levels of proficiency in languages other than English, such as Bahasa Melayu, Mandarin, Tamil, and many more. This particular linguistic diversity can be a rich resource for ESL learning and cultural understanding as students can use English to share knowledge and experiences related to their own language, culture and traditions with peers. In a collaborative learning environment, linguists agree that multilingual students can be trained to act as mentors for their classmates, helping them learn new vocabulary, practice pronunciation, and understand cultural nuances.

The positive impacts of empowering multilingual students in the classroom can be seen twofold. Firstly, by recognizing their linguistic abilities and giving them opportunities to contribute, instructors can boost students' confidence, self-esteem, and sense of belonging in all communities. Secondly, this empowerment also helps to validate their languages and cultures, creating a more inclusive and supportive learning environment. This can act as a practical solution to bridge the Sustainable Development Goals of Culture and Education.

In moving forward, practitioners are urged to explore strategies for creating a supportive and inclusive learning environment where multilingual students feel comfortable sharing their first language skills and cultural knowledge in English. For a start, a positive and inclusive classroom culture must be fostered from the beginning of the academic year. ESL instructors should particularly engage students in group activities that encourage mutual respect, appreciation for diversity, and open-mindedness. Incorporate activities and discussions in English that highlight the languages and cultures represented among the students through displays, multicultural events, or language-themed days. As developing positive attitudes and noble values is one of the learning outcomes outlined in the Malaysian Education Blueprint 2013-2025, students can also be taught about the importance of active listening and respect for different perspectives and cultural backgrounds through collaborative activities. Not to be forgotten, in this scenario, teachers have an added responsibility to create a safe space where students from all communities feel comfortable sharing their experiences and where misunderstandings can be addressed constructively.

As a practical example, instructors can arrange for small dialogue circles on the topic of wedding traditions of different cultures in Malaysia. Provide a set of discussion prompts or open-ended questions related to identity, values, or even intercultural elements that can be found in Malaysian wedding traditions. Instruct the circles to engage in open and respectful dialogue, taking turns to share their perspectives, experiences, and cultural practices. Encourage active listening, reflection, and the asking of clarifying questions to deepen understanding on wedding traditions. Facilitate the circles by providing guidance, promoting inclusion, and ensuring equal participation from all members. Conclude the activity with a whole-class reflection, where each circle shares key insights, new understandings, or challenges faced during the dialogue. This collaborative activity fosters intercultural communication, builds empathy, and encourages learners to appreciate and understand diverse cultural perspectives. All of these benefits, while sharpening their English language proficiencies!

Hence, we stress again that ESL activities that can leverage the linguistic diversity of learners may enhance communication, empathy, language learning, intercultural competence, and opportunities for personal and professional growth. By valuing and developing cultural competence using multilingual learners as language resources, ESL learners become effective communicators, respectful global citizens, and active contributors to multicultural communities. It broadens learners' horizons, challenges preconceptions, encourages lifelong learning about different cultures to become more aware of social justice issues, and contributes to building inclusive societies.

# Peranan Bahasa dalam Kemajuan Teknologi Kecerdasan Buatan

Prepared by Dr Ammar Redza Ahmad Rizal  
Pusat Kajian Media dan Komunikasi (MENTION), Universiti Kebangsaan Malaysia

Thomas L Friedman di dalam karya agung beliau bertajuk “The World is Flat: A Brief History of the Twenty-First Century” menyatakan bahawa perkembangan dunia pada hari ini ditambah dengan globalisasi telah menyebabkan integrasi antara masyarakat berlainan bangsa dan ras berada pada tahap yang tertinggi. Ia membolehkan masyarakat pada hari ini tidak lagi dipisahkan oleh faktor geografi dan fizikal. Dalam contoh yang diberikan beliau, Masyarakat di Eropah dapat menikmati kopi di kafe yang berasal dari Amerika Syarikat menggunakan biji kopi dari Afrika dan mungkin dihidang oleh Barista dari timur Eropah. Fenomena globalisasi ini membolehkan masyarakat bercampur dan mereka membawa bersama bahasa dan budaya mereka bersama. Keadaan ini mencipta satu dinamik baru yang mana bahasa ibunda bagi mana-mana etnik semakin dipengaruhi oleh bahasa yang lain. Di samping itu, pertukaran idea dan pengetahuan juga berlaku disebabkan oleh globalisasi ini.

Ketika masyarakat dunia beranggapan bahawa globalisasi adalah had terakhir bagi percampuran budaya dan bahasa, kita berhadapan lagi dengan satu lagi fenomena mutakhir di dalam masyarakat ketika ini. Baru-baru ini, dunia gempar dengan dengan kehadiran teknologi terkini yang berasaskan kecerdasan buatan dan model bahasa. Teknologi berasaskan model bahasa berskala besar atau “Large Language Model” menghasilkan “robot” yang mengaplikasi penggunaan bahasa manusia untuk mewujudkan satu interaksi yang tidak pernah lagi dirasai oleh manusia sejagat. Manusia menggunakan bahasa bukan lagi sekadar untuk berbual dengan manusia tetapi manusia ketika ini “bercakap” dengan teknologi kecerdasan buatan. Kehadiran teknologi ini seperti ChatGPT, Bard dan beberapa teknologi kecerdasan lain mewujudkan satu fenomena baru. Manusia mula bereksperimen dengan pelbagai gaya bahasa dan kaedah berbeza untuk mendapatkan jawapan daripada teknologi ini. Bahkan, laporan daripada majalah Times pada 14 April 2023 menyatakan bahawa ketika ini sudah mula wujud jawatan seperti “Prompt Engineer” yang mana tugas mereka adalah menggunakan kaedah bahasa yang pelbagai bagi mendapatkan jawapan terbaik daripada teknologi kecerdasan buatan (AI) ini. Malah, ada dalam kalangan jurutera ini merupakan graduan ijazah bahasa di mana penguasaan bahasa yang baik dalam kalangan mereka membolehkan mereka cemerlang di dalam bidang ini.

Kewujudan teknologi seperti ini adalah salah satu manifestasi applikasi bahasa dalam kehidupan seharian yang mana ia mampu membawa kepada kesejahteraan masyarakat. Bahasa bukan sekadar terhad kepada percakapan dan bualan antara manusia. Bahasa yang melalui proses integrasi dengan ilmu yang lain mampu diaplikasikan bagi membawa kesejahteraan kepada manusia sejagat. Jika satu ketika dahulu, para pelajar contohnya berhadapan dengan kesukaran untuk meneroka ilmu baharu, namun dengan kehadiran teknologi AI berasaskan bahasa seperti ChatGPT dan Bard ini memberi ruang untuk mereka melangkaui keluk pembelajaran dengan lebih tenang. Penguasaan bahasa juga membolehkan mereka berkreaitif dan bereksperimen dalam menyediakan “prompt” yang terbaik untuk mereka mendapatkan jawapan. Teknologi ini juga tidak akan terhenti di sini. Ketika ini penggunaan “Large Language Model” (LLM) semakin meluas dan semakin sosfitekated.

Namun demikian adalah menjadi peranan bagi pengkaji bahasa untuk menetapkan satu garisan yang membantu teknologi ini mengenali batasan terutama batasan yang berkaitan etika. Kepesatan teknologi sebelum ini telah mewujudkan satu kesan yang tidak sihat. Seperti contohnya, perkembangan industri buatan dan penghasilan telah meningkatkan pencemaran udara dan kesan rumah hijau. Teknologi AI berasaskan LLM ini juga perlu dilatih supaya lebih sensitif apabila berhadapan dengan perkara-perkara yang melanggar etika kemanusiaan. Tentulah ini merupakan peranan pakar-pakar bahasa juga sebagai salah satu pakar yang berupaya mendidik AI ini. Dalam masa yang sama mereka juga harus menerapkan etika penggunaan AI ini dalam kalangan manusia terutama para pelajar. Sebelum ini sudah ada isu berkaitan dengan plagiarisme dan penipuan disebabkan oleh penggunaan AI secara semberono. Sama seperti teknologi-teknologi yang lain, ia juga harus dipantau diletakkan sempadan penggunaannya.

Secara rumusannya, ketika ini penggunaan dan pengaplikasian bahasa telah mencapai satu “frontier” baru dalam kalangan masyarakat. Penggunaan AI menggunakan kerangka LLM membolehkan penerokaan ilmu pengetahuan menjadi semakin meluas dan mudah. Ini berupaya mewujudkan satu ekosistem yang akan meningkatkan keupayaan ketamadunan manusia. Namun, dalam masa yang sama, setiap teknologi perlulah mempunyai batasan supaya ia tidak mendatangkan mudarat kepada manusia itu sendiri. Adalah menjadi tanggungjawab kepada manusia termasuklah pakar-pakar bahasa ini untuk menentukan had dan garis sempadan agar teknologi yang sepatutnya memudahkan ini tidak mendatangkan masalah semula kepada masyarakat.

# MAAL ACTIVITIES AND EVENTS JAN - JULY 2023

Prepared by Heng Ee How  
Tunku Abdul Rahman University of Management and Technology

No.	Events/ activities	Date/ time/ venue
1.	Mastering Corpus Tools for Academics	11 June 2023 10.00 am – 1.00 pm Venue: IIUM Pagoh
2.	Language Learning and Teaching Practices (WeLLT) Theme: Teacher Professionalism Towards Quality Education	12 May 2023 8.30 – 10.30 am Venue: Centre for Modern Languages, Universiti Malaysia Pahang, 26600 Pekan, Pahang
3.	Innovative Approaches to Language Teaching and Learning Through Corpus Linguistics	14 April 2023 3.00 – 5.00 pm Venue: Zoom
4.	The Language of Academic Writing	4 March 2023 10.00 am – 3.00 pm Venue: Zoom

# Mastering Corpus Tools for Academics

Prepared by Assoc. Prof. Dr. Afida binti Mohamad Ali (IIUM)

## Report on MAAL’s 3rd Roadshow and Workshop , 11 June 2023 @ KLM, IIUM Pagoh

The MAAL 3rd Roadshow, organised on 11th June 2023, marked a significant event as part of the 5-day Language, Education, and Tourism Carnival at the Kulliyyah of Languages and Management, International Islamic University Malaysia (IIUM) in Pagoh, Johor. The roadshow plus workshop held, was an integral part of the Educate, Enhance, and Enrich (3E) Programme offered during the carnival which also celebrated the faculty’s 10th year anniversary. This esteemed event provided a unique opportunity for participants to engage in educational activities that aimed to educate, enhance skills, and enrich their knowledge in the field of applied linguistics.

The Roadshow commenced with a captivating talk on Academic Branding delivered by Prof. Shameem Rafik Galea, the President of the Malaysian Association of Applied Linguistics (MAAL). Prof. Galea's talk not only served to promote MAAL but also shed light on the upcoming event AILA 2024. Academic branding, a crucial aspect in today's competitive academic landscape, encompasses the strategic development and presentation of an individual's or institution's academic identity and reputation. Prof. Galea's insightful discourse emphasized the importance of building a strong academic brand, which resonated with the diverse audience comprising faculty members, staff, and both undergraduate and postgraduate students.

**MAAL WORKSHOP & ROADSHOW 3/2023**

IN COLLABORATION WITH

Speaker: Prof Shameem Rafik - Galea  
 President of MAAL, SEGI University Malaysia  
 Topic: Unveiling the Secrets of Academic Branding  
 Time: 9.00 - 10.00 A.M.  
 Venue: Lecture Hall, B3, KLM, IIUM PAGOH  
 Admission fee: FREE  
 WALK IN REGISTRATION ONLY

Trainer: Assoc Prof Dr Afida binti Mohamad Ali  
 Chair, Malaysian Corpus Research Network ( MCRN )  
 Faculty of Modern Languages & Communication,UPM  
 Workshop: Mastering Corpus Tools for Academics  
 Time: 10.00 A.M. - 1.00 P.M  
 Venue: Computer Lab 5, B3, KLM, IIUM PAGOH

**11<sup>TH</sup> JUNE 2023 SUNDAY GMT +8**

SCAN HERE FOR WORKSHOP REGISTRATION!

Categories	Physical	Online
MAAL member (AILA Affiliates)	RM 60	RM 50
Non MAAL member - inclusive for 2023 new signup	RM 110	RM 100
Non-MAAL member	RM 70	RM 60
Non- MAAL student	RM 40	RM 30
MAAL student member	RM 30	RM 20
Non MAAL student - inclusive of 2023 membership	RM 60	RM 50

Any inquiries, please contact:  
 Br Akmal: 011- 6212 6607  
 Sr Nurul: 013- 471 1518

Following the Roadshow, an enriching workshop titled "Mastering Corpus Tools for Academics" was conducted by Assoc. Prof. Dr. Afida Mohamad Ali from Universiti Putra Malaysia (UPM). This workshop served as a valuable platform for participants to gain fundamental knowledge and practical skills in utilizing AntConc corpus tool. Dr. Afida's three-hour workshop successfully guided the participants through various aspects of corpus tools, including their applications and potential for enhancing research and scholarly activities.

The MAAL Roadshow and Workshop at the Kulliyyah of Languages and Management, IIUM Pagoh Johor, proved to be a remarkable event in advancing academic knowledge and promoting collaboration within the linguistics community. The event successfully fostered a conducive environment for intellectual exchange, further reinforcing the faculty's commitment to academic excellence and innovation.



# Language Learning and Teaching Practices (WeLLT 2023)

**Theme: Teacher Professionalism Towards Quality Education**

Prepared by Dr. Roslina Abd Aziz  
Universiti Teknologi Mara Pahang

**MAAL Roadshow 2/2023 (12 May 2023, 8.30 – 10.30 am)  
Webinar on Language Learning and Teaching Practices 2023 (WeLLT 2023)**

The Webinar on Language Learning and Teaching Practices 2023 (WeLLT 2023) held on 12 May 2023 was a collaborative effort between the Malaysian Association of Applied Linguistics (MAAL) and Universiti Malaysia Pahang (UMP) as part of MAAL Roadshow 2023 series.

The collaboration between MAAL and UMP set the stage for a highly anticipated webinar centered around the theme of "Teacher Professionalism for Quality Education." This crucial topic attracted language educators, researchers, and professionals who sought to explore effective strategies and innovative approaches to enhance teaching professionalism.

The webinar commenced with an engaging online talk delivered by Prof. Emeritus Azirah Hashim, the President of AILA (International Association of Applied Linguistics) on AILA. Prof. Azirah's video presentation not only provided insights into the history of AILA but also served as a platform to promote AILA 2024.

The webinar featured a dialogue learning session that brought together a panel of esteemed speakers. The panel comprised of Prof. Dr. Shameem Rafik-Galea the President of MAAL, Associate Professor Dr. Sedat Akayoğlu from Bolu Abant İzzet Baysal University, Turkey, and Associate Professor Dr. Noor Raha Mohd Radzuan from CML, UMP. These experts engaged in a stimulating exchange of ideas, exploring the multifaceted aspects of teacher professionalism and its impact on the quality of education.

By combining the efforts of MAAL and UMP, the WeLLT 2023 webinar not only served as a platform to discuss and promote teacher professionalism but also facilitated the promotion of MAAL and AILA 2024. This collaborative endeavor highlighted the organizations' commitment to advancing language education and their dedication to supporting language educators, researchers, and professionals.

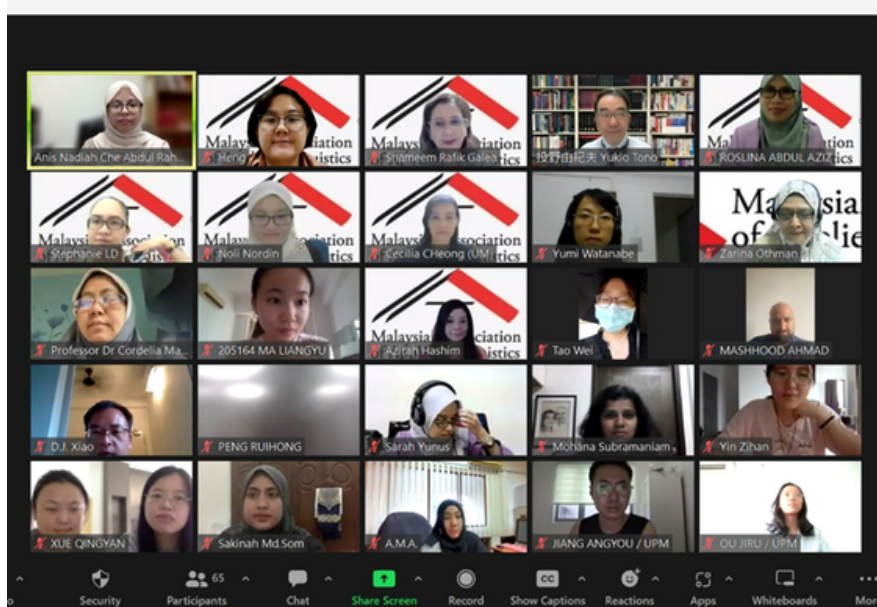


# Innovative Approaches to Language Teaching and Learning Through Corpus Linguistics

Prepared by Dr. Roslina Abd Aziz  
Universiti Teknologi Mara Pahang

**MAAL Roadshow 1/2023 (14 April 2023, 3.00 – 5.00 pm)**  
*Innovative Approaches to Language Teaching and Learning through Corpus Linguistics*

In the effort to increase the visibility of the Malaysian Association of Applied Linguistics (MAAL) and to promote the AILA 60th Anniversary World Congress 2024 hosted by MAAL in Kuala Lumpur, the Membership and Networking Pillar kicked off the year with an online roadshow with the webinar titled "Innovative Approaches to Language Teaching and Learning through Corpus Linguistics," presented by Professor Dr Yukio Tono from Tokyo University of Foreign Studies Japan. The webinar was complemented by a brief presentation on AILA by Professor Emeritus Dr. Azirah Hashim, the president of AILA. The event provided invaluable insights into the significant contributions of corpus linguistics to foreign language education, with a specific focus on the importance of corpus evidence, frequency and distribution, as well as the native speaker's utilization of vocabulary. Additionally, the webinar explored vocabulary learning approaches inspired by corpus evidence and showcased effective teaching/learning materials developed using corpora, specifically tailored to address vocabulary development within the context of English as a Foreign Language (EFL). The event has successfully provided valuable insights into the effective use of corpus linguistics in foreign language education, but more importantly promoted the upcoming AILA 60th Anniversary World Congress in Kuala Lumpur 2024.



# The Language of Academic Writing

Prepared by Assistant Prof. Dr. Nadya Supian

*Malaysian Association of Applied Linguistics Training and Consultancy Subcommittee*  
presents:  
**THE ONLINE TRAINING WORKSHOP SERIES**

The Malaysian Association of Applied Linguistics's Training and Consultancy subcommittee is organising the Online Training Workshop Series, aimed at providing a platform for upgrading knowledge and skills in research in the field of applied linguistics. The Online Training Workshop Series will be held throughout the year and is open to both MAAL members and members of the public.

The first training programme conducted was "The Language of Academic Writing", by MAAL trainer Dr Gayth K. Sh. Alshaibani from UCSI University, Kuala Lumpur. Held on 4th March 2023, 10.00 am – 3.00 pm on ZOOM, the event was attended by a total of 32 participants, comprising of academics and students from diverse backgrounds. The programme covered the correct use of verb tenses, connectors, prepositions, as well as how to use relative clauses correctly in sentences. Participants were guided on correct spelling, punctuation and the effective use of English dictionaries. Dr Gayth highlighted common errors made by writers, and concluded the event with with advice on how to use academic language effectively in order to produce scholarly works of a high standard.



## MAAL Founder: Prof. Emeritus Dr. Azirah Bt Hashim's Accolades



Professor Emeritus Azirah Hashim was awarded Honorary Membership by the Linguistic Society of the Philippines (LSP) at the LSP conference held at Mindanao State University on April 29, 2023. Professor Emeritus Azirah is a distinguished linguist who has made significant contributions to the field of Applied Linguistics. She is the founder of the Malaysian Association of Applied Linguistics (MAAL) and its President from 2013 to 2018. She is the current President of the International Association of Applied Linguistics (AILA) since 2021.

The LSP is a professional organization for linguists in the Philippines. It was founded in 1969 with the mission of promoting the study of language and linguistics in the Philippines. The Honorary Membership award is the honor bestowed by the LSP, given to individuals who have made outstanding contributions to the field of linguistics.

# AILA WORLD CONGRESS 2024

Prepared by Dr. Cecilia Cheong Yin Mei (Universiti Malaya)

We are delighted to extend the call for papers and invitation to participate in the **21st AILA World Congress 2024** on "Linguistic Diversity, Inclusion and Sustainability", which will be held on the **11-16 August 2024** in Kuala Lumpur at the Kuala Lumpur Convention Centre (KLCC)..



AILA 2024 welcomes submissions on the following sub-themes and topics:

## Oral & Poster Presentation

- Language Diversity, Inclusivity and Sustainability
- Language and the Sustainable Development Goals (SDGs)
- Language in Professional Practices and Professional Contexts
  - Language and the Law
  - Language and Health
  - Language in the Workplace
  - Language and the environment
  - Etc.
- Language and New Media
- Language Immersion, Heritage, and Minority Education
- Computational linguistics and language processing
- Corpus linguistics
- Multilingualism, Translanguaging & Transknowledging
- Educational Linguistics
- Language and Ideology
- Language, Technology and Artificial Intelligence
- Language Curriculum Development and Assessment
- Language and Brain Research
- Language, Culture, and Socialisation
- Semiotics, signs and language, and symbols
- Discourse studies, interaction and language variation
- Language and Gender

## Symposia

- Language Maintenance and Revitalization
- Language Planning and Policy and multilingual education
- Language and Social Justice
- Pragmatics and Sociolinguistics
- Reading, Writing, and Literacy
- Second and Foreign Language Pedagogy
- Language Learning and Acquisition
- Language Teacher Education
- Translation and Interpretation
- Lexical Studies
- Language Teaching Methodology
- Forensic Linguistics
- Languages for specific purposes, business and professional communication
- Language globalisation and regionalization
  - Cross-cultural communication
  - Intercultural communication
  - Crisis communication
  - Migration studies
  - etc.
- Any other areas of applied linguistics that contribute to innovative research and that will be of interest to an AILA audience.

## Workshop

Detailed information is available on the AILA 2024 World Congress website at: <https://aila2024.com/>  
For further information, please contact: [enquiry@aila2024.com](mailto:enquiry@aila2024.com)

# THE 3<sup>rd</sup>



**Malaysian Association  
of Applied Linguistics**  
An affiliate of the International Association of Applied Linguistics (AILA)

# MALAYSIAN ASSOCIATION OF APPLIED LINGUISTICS INTERNATIONAL CONFERENCE (MAALIC 2023)

SWISS GARDEN HOTEL BUKIT BINTANG  
KUALA LUMPUR

**5-6** SEPTEMBER  
2023

## THEME

*Innovating Society, Industry and Education through  
Applied Linguistics: Prospects and Challenges*

Language and linguistics play central roles in our daily lives. This conference aims to showcase how applied linguistics and its sub-fields interpret the events which unravel in our VUCA world, as well as share insights on how applied linguistics can be used as a tool to provide solutions for a more sustainable world. We anticipate lively exchange of ideas on how language and communication in a multiplicity of languages and settings can help us brave the current bleak global landscape to move forward confidently to embrace new norms. This conference provides an opportunity to explore how applied linguistics can unravel the intricacies of interactions brought about by technology, and how innovations in the society, industry and education can enhance language use and communication towards sustainable development goals.

The conference is expected to be invaluable to students, educators, academics, researchers, industries, NGOs, government sectors, policy-makers and all those who prioritise their interests in the role of language and the society.

## SUB-THEMES

- Applied Linguistics in Language Teaching and Learning ●
- Applied Linguistics and Professional Communication ●
- Multilingualism ●
- Applied Linguistics and Digital Literacy ●
- Applied linguistics and Cross-cultural Communication ●
- Applied Linguistics, Digital Technology and AI ●

## IMPORTANT DATES

Call for Paper (Abstract)

**15 APRIL 2023**

Deadline of Abstract Submission

**15 MAY 2023**

Notification of Abstract Acceptance

**31 MAY 2023**

## SPEAKERS



**Prof. Jozef Colpaert**

University of Antwerp, Belgium



**Prof. Bertha du Babcock**

Wenzao Ursuline University of Languages, Taiwan



**Madam Zaharah Abd.Jalal**

Managing Director, MDEA Consultants (M) Sdn. Bhd.  
& Principal Consultant, MDEA Sparx Byond Resources Sdn. Bhd.



**Assoc. Prof. Dr. Richard Watson Todd**

King Mongkut's University of Technology Thonburi, Thailand

## FOR MORE INFORMATION

<https://maalic.maal.org.my/>



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