



iCLS2021

INTERNATIONAL CONFERENCE ON
LANGUAGE STUDIES

08 - 09 SEPTEMBER 2021

Language Sustainability: Reality, Challenges and Directions in the Digital Technology Era



PROCEEDINGS

Editorial Committee

Su-Hie TING

Ai-Ping HO

Collin JEROME

Hamidah ABDUL WAHAB

Wan Robiah MEOR OSMAN

Wun-Chiew PUNG

Cover Design: Nur Shazwanie WAKIMIN

© 2021 Universiti Malaysia Sarawak

94300 Kota Samarahan

Sarawak, Malaysia

All rights reserved; no part of this publication may be reproduced, stored or transmitted in any form or by any means without prior written permission of the copyright holder.

The proceedings have been edited for format and layout, but content and language errors remain the responsibility of the author(s). The proceedings is not refereed. Papers which fall too far from specified requirements could not be included in the proceedings. For further details, visit

<http://www.conference.unimas.my/2021/icls2021/>

The proceedings are available at

<http://www.conference.unimas.my/2021/icls2021/index.php/programme/icls2021-proceedings>

- Associate Professor Dr Su-Hie Ting -

National Library of Malaysia Cataloguing in Publication Data

e ISBN 978-967-2298-69-4



9 7 8 9 6 7 2 2 9 8 6 9 4

Table of Contents

	Page
1. A Comparison of Euphemism between Bidayuh Bukar-Sadong and Bidayuh Biatah languages Angelia Marjorie FABIAN & Yvonne Michelle CAMPBELL	1
2. A Contrastive Study between Australian and Malaysian Women’s Online Advice-Seeking Strategies on IVF Wun Chiew PUNG & Ai Ping HO	7
3. A Feminist Stylistic Analysis of Female Representation in Malay Beauty Product Advertisement on Instagram Aina Nadhirah MOHD ZAIDI & Humaira RASLIE	13
4. Chinese Students' Evaluative Reactions to Hong Kong English Shengnan LI, Su-Hie TING & Limin QIN	19
5. Communicating Perceived Barriers to Adopting Nasopharyngeal Cancer Preventive Behaviour Jia-Yiing HO, Su-Hie TING & Yuwana PODIN	25
6. Conceptualising CSR Communication: Exploring the Mediating Role of Opinion Leaders on the Local Communities Ammar Redza AHMAD RIZAL, Dayang Aizza Maisha ABANG AHMAD & Humaira RASLIE	31
7. Examining Bidayuh Proverbs and Sayings with Animal and Plant Elements: An Inquisitive Semantics Approach Florence G. KAYAD & Mary SAMAN	37
8. Fostering Social Competence in an Online ESL Class through Peer Writing Task Keezrawati Mujan YUSUF & Abd Razak ZAKARIA	43
9. Integrating Technology and Aesthetics for New Era of Exploration Amira HASAN AHMED ABDULLAH SAAD & Monaliza SARBINI	49
10. Interactional Metadiscourse Markers in High and Low Impact Political Science Articles Noor Afifah NAWAWI & Su-Hie TING	55

11. **Is it Possible for English in Thailand to be a First Language or a Second Language?** 61
Pairote BENNUI
12. **Language Use of The Iban People in Iban-Dominant and Non-Iban Dominant Areas in Sarawak** 67
Lilly METOM, Su-Hie TING & Hsin Nie LING
13. **Learning Academic Vocabulary through a Sociomaterial Approach: Ecological Perspectives of the Postgraduate Experience** 73
Daron Benjamin LOO
14. **Mendingka Radio Iban: Evaluating the Quality of Iban Radio Program and Language used by the Broadcasters at WaiFM Iban** 79
Malia TAIBI, Neilson Ilan MERSAT & Remmy GEDAT
15. **Millennials' Perceptions of Gendered Language Features of Facebook Communication** 85
Kirstie Tet Mei FUNG, Su-Hie TING & Kee Man CHUAH
16. **Nurture Risk Factors for Speech Delay and Disorders in Malaysian Children: Parents' Education Levels, Attitudes, and Infant-Care Practices** 91
Siew Fang CHEE & Jayapragas GNANIAH
17. **Oral Communication Apprehension in English and Self - Perceived Communication Competence among Marketing Students in Universiti Malaysia Sarawak** 97
Andi Aisya MAKMUR & Siti Haslina HUSSIN
18. **Social Media Users' Reasons for Using Non-Standard Words in Twitter** 103
Nur Nashatul Nasuha NAZMAN, Su-Hie TING & Kee-Man CHUAH
19. **Social Network and Language Ability of the Kejaman Community from Belaga, Sarawak, Malaysia** 109
Amee JOAN & Su-Hie TING
20. **The Nature of Motivation in Saudi EFL Context: An Overview** 115
Farhad ULLAH, Rokiah PAEE & Joseph RAMANAIR

21. **The Use of Voiceover Challenges on Tiktok as ESL Speaking Activities** 121
Kee-Man CHUAH & Looi-Chin CH'NG
22. **Tolerance towards LGBT individuals among Malaysians** 127
Hsin-Nie LING & Su-Hie TING
23. **Using the Motivational Technology Acceptance Model (MTAM) to explore Malaysian undergraduates' motivation to learn English through the Learning Management System (LMS)** 133
Christine Shane ONG & Florence KAYAD
24. **“Aduhai Malangnya Pak Kaduk, Ayamnya Menang Kampung Tergadai” Sebagai Manifestasi Kritikan Dalam Kancan Politik Tempatan: Analisis Pragmatik** 139
Muhammad Zaid DAUD, Mary Fatimah SUBET & Awang Azman AWANG PAWI
25. **Aplikasi Rangka Rujuk Silang Dan Semantik Inkuisitif Dalam Pengajaran-Pembelajaran Seni Bahasa** 145
George Romiko BUJANG & Mary Fatimah SUBET
26. **Asas Fonem Konsonan Bahasa Kedayan Varian Sibuti** 151
Nabilah Syazwani NORASMAN & Remmy GEDAT
27. **Asimilasi Kata Pinjaman Bahasa Inggeris dalam Dialek Melayu Sarawak** 157
Rosnah MUSTAFA, Wan Robiah MEOR OSMAN, Siti Marina KAMIL & Hamidah ABDUL WAHAB
28. **Eufemisme dan Cerminan Budaya Masyarakat Melayu Sarawak** 163
Siti Marina KAMIL, Hamidah Abdul WAHAB & Remmy GEDAT
29. **Faktor Motivasi Pelajar Antarabangsa Dalam Mempelajari Bahasa Melayu Sebagai Bahasa Asing** 169
Zuraini SERUJI, Minah MOHAMMED SALLEH, Nur Shazwanie WAKIMIN, Dayang Nurlisa ABANG ZAINAL ABIDIN & Mohd. Hairee ABDULLAH
30. **Fonologi Bahasa Punan: Analisis Linguistik Deskriptif** 175
Zeckqualine MELAI & Norazuna NORAHIM

31. **Kajian Tahap Penggunaan Bahasa Kebangsaan di Tempat Awam di Kuching, Sarawak** 181
Wan Robiah MEOR OSMAN, Hamidah ABDUL WAHAB, Remmy GEDAT, Rosnah MUSTAFA, Siti Marina KAMIL & Rusmadi BAHARUDIN
32. **Kamus Thomas Bowrey & Aspek Sosio-Budaya Melayu Abad Ke-17** 187
Nor Azizah OTHMAN
33. **Kata Arkaik Dialek Melayu Saratok: Tinjauan Penggunaannya Dalam Kalangan Generasi Z** 193
Salbia HASSAN, Fatimah SUBET, Dayang Sariah ABANG SUHAI & Norlina KIFLIE
34. **Kebimbangan Pelajar Sekolah Rendah Luar Bandar di Sarawak Terhadap Pembelajaran Matematik: Penglibatan Ibu Bapa dan Medium Pengajaran** 199
Wan Sofiah MEOR OSMAN, Wan Robiah MEOR OSMAN, Nur Fatimah MAT YUSOFF & Farida ABDUL HALIM
35. **Konsep 'Perjalanan' Dalam Bahasa Kiasan Kaum Iban** 205
Hamidah ABDUL WAHAB, Siti Marina KAMIL, Remmy GEDAT & Clinton RINGIT
36. **Manifestasi Budaya Sosial Dalam Lagu Dangdut Di Malaysia Dan Indonesia: Analisis Tema Dan Aspek Muzikal** 211
Mohammad Haris ABD AZIS & Hishamudin ISAM
37. **Metafora Konseptual Dalam Bahasa Halus Masyarakat Iban Sebuyau, Sarawak** 217
Clinton RINGIT, Hamidah ABDUL WAHAB & Remmy GEDAT
38. **Pandemik Covid-19 Memperkaya Akronim Bahasa Melayu** 223
Mary Fatimah SUBET, Roslan ALI, Salbia HASSAN, Dayang Sariah ABANG SUHAI, Muhammad Zaid DAUD & Shahira JOHAN
39. **Pantang Larang Masyarakat Kedayan di Limbang, Sarawak** 229
Nuraziyah AMAT & Jayapragas GNANIAH

40. **Perwatakan dan Nilai dalam Novel “Di Sebalik Dinara”:
Analisis Teori Relevans
Srikandi Saemah SAMAON & Mary Fatimah SUBET** 235
41. **Penterjemahan Homonim Arab-Melayu dalam Domain
Ketakutan: Satu Analisis Teori Relevan
Roslan ALI, Fatimah SUBET & Maheram AHMAD** 241
42. **Pola pemilihan bahasa komuniti Salako di Lundu, Sarawak
Anne INTOH & Norazuna NORAHIM** 247
43. **Sikap Bahasa dan Pemertahanan Identiti Komuniti
Sempadan Di Kampung Telok Melano, Malaysia Dan Desa
Temajuk, Indonesia: Satu Tinjauan Awal
Dilah TUAH & Shin CHONG** 253

A CONTRASTIC STUDY BETWEEN AUSTRALIAN AND MALAYSIAN WOMEN'S ONLINE ADVICE-SEEKING STRATEGIES

Wun Chiew PUNG*¹

Ai Ping HO²

^{1,2} Faculty of Language and Communication, UNIMAS, Sarawak, Malaysia

^{*1} wcpung@unimas.my

² apho@unimas.my

**Corresponding author*

ABSTRACT

With the advent of technology and the Internet, studies on communication strategies have shifted from face-to-face interactions to computer-mediated communication. However, research on online advice-seeking strategies focusing on specific cultural groups are limited, and have centred largely on the North American (Locher, 2006), European (Placencia, 2012), and the East Asian regions (Morrow, 2012). The present study is a contrastive study comparing the online advice-seeking strategies between an eastern society (Malaysia) and a western society (Australia). A content analysis approach was employed, emulating Kouper's (2010) and Locher's (2006) method of analysing online advice messages. The findings showed that although both forums were similar in many aspects, there were some variations in the women's advice-seeking strategies, indicating influence of different cultural backgrounds and different needs of Australian women and Malaysian women.

Keywords: women; online; advice; IVF; culture

Introduction

Infertility is a health problem that affects about 10 to 15 percent of couples worldwide (Vyas et al., 2018), and according to available estimates, it is a growing global problem (Levine et al., 2017). It is a condition of not being able to conceive and achieve a successful clinical pregnancy after a year of regular unprotected intercourse (Esan et al., 2020). In Malaysia, infertility affects approximately 10% to 12% of the population (Abdullah et al., 2012) while in Australia, it is slightly higher, at about 15% (Ried & Alfred, 2013).

Infertility is a complex problem (Buckett & Sierra, 2019), and since treatment rests on the cause of infertility, treatment is varied ranging from diagnosis of the problem to the use of medication, devices and surgeries to ensure a successful live birth