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**The language of educational consultations: Identifying higher education with English**

Dr Su-Hie TING  
Jacinta Jiin-Yih YEO

*Centre for Language Studies  
Universiti Malaysia Sarawak  
94300 Kota Samarahan  
Sarawak  
+60-82-581 760 (Tel)  
+60-82-581 781 (Fax)  
[shting@cls.unimas.my](mailto:shting@cls.unimas.my)  
[jacintayjy@gmail.com](mailto:jacintayjy@gmail.com)*

In the past, information and advice on courses and destinations of higher education were primarily sought from social contacts. However, with the availability of a myriad of options in higher education nowadays, the services of educational consultants have become relevant. The case study examined the language used in educational consultations. The specific aspects examined were the main languages used for educational consultations, whether the language used for the educational consultation varied with the type of consultation, and the occurrences and features of code-switching during the consultations. A case study was conducted in an educational consultant firm in Sibu that offered advice on choice of colleges and universities in Malaysia, Singapore, Australia, New Zealand, and The United Kingdom. Twenty sessions of educational consultations were audio-taped, transcribed and subsequently analysed based on Martin's (1989) framework of doctor-patient consultations to find out the structure of the sessions. The results showed that English was the main language of educational consultation sessions analysed in the study although occurrences of code-switching prevail. Out of the three types of consultations identified, it was found that the six consultations involving clients unfamiliar with educational consultations and uncertain of their educational plan were most likely to be conducted solely in English whereas interactions with the other two types of clients tended to show code-switching. For consultations conducted in Mandarin, switching to English was more frequent than to other languages such as Hokkien. The speech functions for code-switching were mainly to give information and offer explanation but seldom to convince the clients to take up particular courses and colleges or universities. The implications of the findings on English as a language for higher education are discussed.