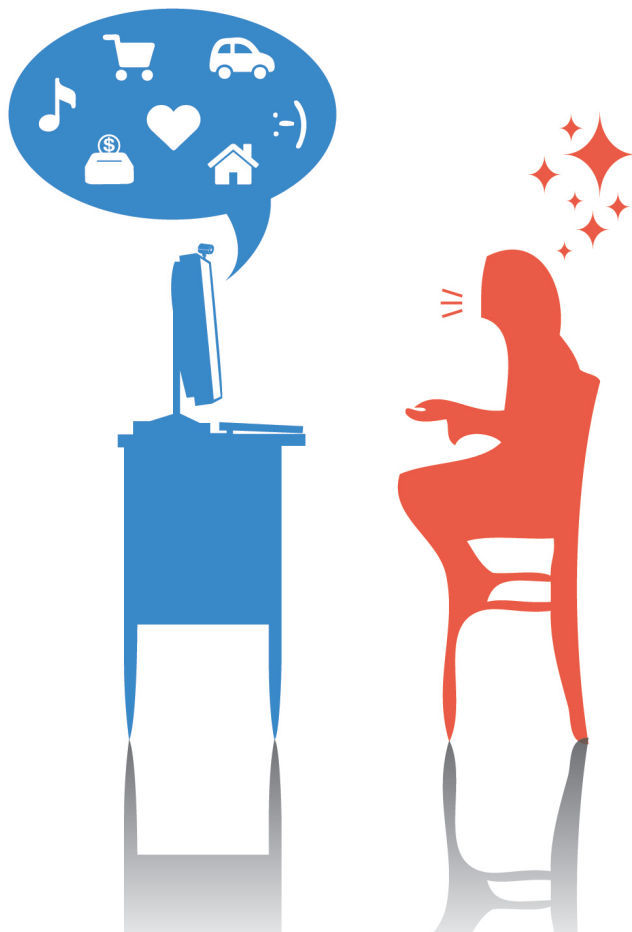


FROM FACE TO SCREEN

Interactive Multimodal Semiotics at Work

Jyh Wee Sew



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Universiti Malaysia Sarawak
Kota Samarahan

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PREFACE

Affective and productive social engagements with others hinge on the ability to understand the other ethnic- and gender-specific speech styles. This book begins by examining task-based interaction cross linguistically with a focus on Malay, and Chinese cultural semiotics found in Singapore and Malaysia. Avoiding the cultural taboos of the other speaker, for example, will bring the interlocutors closer to each other. Furthermore, social collaboration emerges from sharing familiar cultural references in speech. A collaborative speech style in which a task is conducted carries an interactive significance.

A culturally intelligent speaker presents a proposal by adhering to the cultural semiotics of the other speakers. In this way, dyadic empathy is maintained in daily communication according to the styling best conveys the message. Imitating the other speech style in verbal communication is a common strategy for establishing interactive coalition. Reciprocal smiling between two speakers is an example of building dyadic empathy similar to mutual complimenting in social interaction.

In foreign language education, incorporating e-learning to pedagogy may exploit the digital proclivity of young learners toward maximal learning outcomes. Blogging as a multimodal digital practice is a culturally intelligent strategy to teach Malay. Singapore undergraduates use various content-making and decoding techniques in the creation of their Malay blog posts. Based on the blogging of these learners, we identify an effective language pedagogy to be a culturally intelligent social mimicry in which the style of delivery is realigned to the inclination of the learners.

Jennifer R. Morris, Tan Wee Boon and Mark Nicodemus Tan have kindly agreed to the use of their digital images in this book.

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This book explores the factors that lead to productive social engagements. Showing empathy to the cultural semiotics of the other speaker results in a successful social interaction. An impressive speaker is a culturally empathic social actor, who pays attention to the speech styles of the other interlocutors. To yield maximal learning outcome, a language teacher may tap the digital proclivity of young learners by incorporating blogging as the e-learning component in foreign language pedagogy. Realignment of delivery to be in sync with the learners' commonplace digital practice represents a culturally intelligent social mimicry in foreign language education.

Jyh Wee Sew teaches Malay language at the Centre for Language Studies (CLS), National University of Singapore (NUS). An editor of *Electronic Journal of Foreign Language Teaching (e-FLT)*, Jyh published three books including *Persembahan@Media.com* and articles with *WORD*, *Kajian Malaysia*, *Language Sciences*, *Issues in Language Studies*, among others. In 2016, Jyh presented *Singapore Hokkien*; and *Teaching Malay onomatopoeia ubiquitously at tertiary level*. Also, Jyh has received two professional awards, namely *Hadiah Karya Kencana* from Dewan Bahasa & Pustaka, Kuala Lumpur in 2011; and *Outstanding Contribution Award* from the Ministry of Education, Singapore in 2004.



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