

**The Fourteenth International Conference
on Multimedia Language Education
ROCMELIA 2010**

On behalf of APAMALL and ROCMELIA we are pleased to announce that the fourteenth international conference will be held on **December 17 and 19, 2010** at National Kaohsiung Normal University in Taiwan. The conference theme is "Colorful Multimedia Language Instruction and Testing". Several keynote speakers will be invited to deliver a speech on their recent research. Other areas of research on multimedia and foreign language teaching and learning will also be presented.

We cordially welcome your participation at our international conference. We are certain that this conference will offer you an informative as well as enlightening experience.

We look forward to seeing you at the conference. Thank you.

Professor Yuangshan Chuang
President of ROCMELIA

Conference Chair

Yuangshan Chuang

President of ROCMELIA
Director, Language Center, KSU
Taiwan

Host Institutions

[ROCMELIA](#), National Kaohsiung Normal University

Co-Sponsors: [APAMALL](#) and [Kun Shan University](#)

Affiliated Associations: CALICO, EUROCALL, IALLT, LET, and KAMALL

Conference Theme:

Colorful Multimedia Language Instruction and Testing

Conference Dates and Venue:

December 17, 18 and 19 (Friday, Saturday and Sunday), 2010
[National Kaohsiung Normal University](#) (Kaohsiung City, Taiwan)

Conference Formats:

1. Keynote Speeches will be announced later.
2. Paper Presentation
3. Hypermedia Workshops
4. Courseware Presentation

Finished or near-finished papers and courseware which address well-founded theories and creative practices are especially encouraged. Thirty suggested topics of interest concerning language education which may relate to technology are listed below for your reference:

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1. Language Proficiency Test on the Web
 2. Virtual Community Language Instruction
 3. Collaborative Learning
 4. Communicative Instruction
 5. Corpus Linguistics and Language Instruction
 6. Courseware Design
 7. Courseware Evaluation Models
 8. Culture and Language Instruction
 9. Educational Simulation and Gaming
 10. Expert Systems and Language Instruction
 11. Global Education
 12. Hypermedia and Language Instruction
 13. Intelligent Language Instruction
 14. Intelligent Tutoring Systems
 15. Interactive Language Instruction
 16. Language Instruction Modeling
 17. Language Instruction Strategies
 18. Learning Motivation and Language Instruction
 19. Linguistics and Hypermedia
 20. Linguistics and Multimedia
 21. Linguistics and Language Instruction
 22. Literature and Hypermedia
 23. Literature and Multimedia
 24. Literature and Language Instruction
 25. Multimedia and Distance Language Instruction
 26. Multimedia Language Instruction
 27. Networked Resources and Language Instruction
 28. Society and Language Instruction
 29. Authoring Systems
 30. Artificial Intelligence and Language Instruction

*** Correspondence Information ***

For further information, please contact us at ROCMELIA.

Email: rocmelia2010@gmail.com
WWW: <http://www.rocmelia.org.tw/>

*** ROCMELIA stands for "The Multimedia English Learning and Instruction Association in Taiwan," whose members consist of professors, teachers, and students.

*** Please pass along this notification to your colleagues and friends.

Call for Papers

Step 1: The submission of one page abstract (no more than 300 words)

Each paper should include a title, the author's name, affiliation, and email address,
and

a 300-word abstract. The abstract should be submitted for consideration by **August 31, 2010**. The acceptance notification will be sent out by **September 30, 2010**.

Step 2: The submission of the Proceedings Material

All Proceedings material should include a title, the author's name, affiliation, and email address, a 300-word abstract, key words, the main text and references.

Submitted proceedings material should comprise not more than 13 pages and must be written in English or Chinese. Chinese papers should include an English title and abstract. The text should be single-spaced on an 8.5" x 11" format.

The letter font and size should be 12-point Times New Roman. The paper should be written in MS-Word format. Accepted papers will be published in the proceedings, with the understanding that the author(s) should register.

Please complete the following form and email it together with your paper, including your abstract to:

rocmelia2010@gmail.com

Keynote Speakers

傅勝利校長 (義守大學) President Shen-Li Fu (I Shou University)
The ISU Experiences of NETPAW for Enhancing English Instruction
義大網路全民英檢經驗與提升英語教學效果

Prof. Richard Young (University of Wisconsin at Madison, 美國威斯康辛大學)
The Practice of Multimedia in English Learning and Teaching

Prof. Francois Victor TOCHON (University of Wisconsin at Madison, 美國威斯康辛大學)
A Deep Approach to Language Multimedia and Evaluation: For a more Colorful
Future

Prof. Shirley O'Neill (University of Southern Queensland, Australia)
NETPAW and English instruction: Reaching out to Australia

Inseok Kim (Dongduk Women's University in Seoul, Korea)
Development and Evaluation of Cyber Cognitive-based English Vocabulary Learning
Software (CCOBEVLS) for Korean University Students

Shyi-Ching Lin (National Center for High Performance Computing) 林錫慶(國家高
速網路與計算中心)
Multiple Site Interactive Multimedia for Communication, Education, and Consultation

第十四屆國際語文教學研討會ROCMEILIA 2010議程表
The ROCMEILIA Schedule

Theme: Colorful Multimedia Language Instruction and Testing

Date: December 17, 2010 to December 18, 2010

Venue: The Theater of the College of Liberal Arts at National Kaohsiung Normal University (116, He-Ping First Road, Kaohsiung City)

Netpaw is the Best!

December 17, 2010 (Friday)

Time	Location	Moderator	Sessions
8:30-9:00	文學院小劇場	高雄師範大學 孫培真主任 國立台北商業技術學院 李幸瑾主任	Registration
9:00-9:30	文學院語言教室3102	高雄師範大學 張玉玲院長	A Workshop 寫作工作坊 Prof. Shirley O'Neill (University of Southern Queensland) A practical approach to modelling writing: Teaching students how to write a persuasive text
9:30-10:00	文學院語言教室3102	國立台北商業技術學院 李幸瑾主任	A Panel Discussion 座談會 Dr. Bertha Du-Babcock, Associate Professor, City University of Hong Kong, Hong Kong Dr. Yuangshan Chuang, Chair of ROCMEILIA 2010 and Director of Language Center, KSU Dr. Yun-Hua Yang, Chair of Applied English Department, National Taipei University of Technology English for (International) Business Communication: A Case of of Hong Kong and Taiwan
10:00-10:20	Lobby		Intermission
10:20-10:50	文學院語言教室3102	明新科技大學 解文玉教授	A Workshop 工作坊 Prof. François Victor Tochon and Director Isabelle C. Druc (University of Wisconsin, Madison) Workshop on "Online Instructional Modules for the Deep Approach™ to Language Teaching and Learning
10:50-11:20	文學院語言教室3102	國立高雄師範大學 石素錦主任	Sims, James and Hsieh, Evelyn Perceived Changes in the English Language Ability of Freshmen at a University in Taiwan
11:20-12:00	文學院語言教室3102	Dr. Bertha Du-Babcock (City University of	Hui-fang Peng (Fortune Institute of Technology) Interactive Patterns in Forum Discussions for

		Hong Kong, Hong Kong)	Students from Two Universities in Taiwan
			Liyin Chen and Shiao-Fong Chung (National Chengchi University) Enhancing the Learning of Polysemous Phrasal Verbs through Online Resources and Corpora
12:00-13:30	Lobby		Lunch

December 17, 2010 (Friday) 國立高雄師範大學文學院小劇場

Time	Location	Moderator	Sessions
13:30-14:10	文學院小劇場	崑山科技大學林泰安院長	Keynote Speech Prof. François Victor Tochon (University of Wisconsin, Madison) Online Instructional Modules for the Deep Approach™ to Language Teaching and Learning
14:10-14:50	文學院小劇場	義守大學尚惠芳主任	Keynote Speech Inseok Kim (Dongduk Women's University in Seoul, Korea) Development and Evaluation of Cyber Cognitive-based English Vocabulary Learning Software (CCOBEVLS) for Korean University Students
14:50~15:00	Lobby		Intermission
15:00-16:20	文學院小劇場	國立台北商業技術學院魏榮貴主任	Keynote Speech Prof. Shirley O'Neill (University of Southern Queensland) NETPAW and English instruction: Reaching out to Australia
			Keynote Speech Shyi-Ching Lin (National Center for High Performance Computing) 林錫慶(國家高速網路與計算中心) Multiple Site Interactive Multimedia for Communication, Education, and Consultation 多方互動多媒體與溝通、教育與輔導
	文學院語言教室 3102	國立高雄海洋科技大學許世英教授	Chen, Wen-Chun and Hsiu-Hui Huang (National Chung-Cheng University) Video viewing supported with advance organizer instruction: A case study of vocational high school students' listening comprehension training
			Chu-Hua Hsieh, Mo Reddad, and Chun-Yu Sung (I-Shu University) The Study of EFL Students' English Learning Motivation, Learning Strategies and Academic Achievement

			<p>Bi-Jar Lin (Tung Fang Design University and University of Newcastle upon Tyne) and Manfred Pienemann (University of Paderborn and University of Newcastle upon Tyne) Using Auto Profiling to Help English Language Learners Process English Language</p>
		<p>明新科技大學 舒坤琳教授</p>	<p>Dr. Hui-kuei Hsieh (Wu-Feng Institute of Technology) and Dr. Hui-uen Chia (Wu-Feng Institute of Technology) The Impact of Interactive Multimedia Kits and Websites on Self-Directed Learning Applying English in Learning Chinese</p>
16:20~16:30	Lobby		Intermission
16:30-17:30	文學院小劇場	<p>真理大學 鄭雪玉主任</p>	<p>Hou Yen-ju, Lee Fen-ming, Hou Yi-an, Chung Wei-yu, Cheng Hsueh-yu How critical thinking skills and strategy use relate to students' English performance</p>
			<p>Fulton, G. C. (Jin Wen University of Science and Technology) Building and Using Virtual Worlds in English</p>
	文學院語言教室 3102	<p>明新科技大學 夏崇舜主任</p>	<p>Chuang, Liling (彰師大兒英所) and Hsiang-lin Hsieh (彰化二林高中) Fostering Listening through Video Texts Integrated with advanced organizers</p>
			<p>Hui-To Lin, Pei Chaing Wu and Sheng-Kai Chiu (Cheng Shiu University) The Relationship between Learning Time and Learning Effectiveness: An Experiment Based on Flow Theory and the Mastery Learning Model</p>
			<p>Chung, Wei-yu (Kaomei College of Health Care and Management) Anxiety and motivation in foreign language learning- A case study</p>

December 18, 2010 (Saturday) 國立高雄師範大學文學院小劇場

Time	Location	Moderator	Session
8:30-9:00	Lobby	<p>高雄師範大學 孫培真主任 多媒體語文學會 鄭雪玉秘書長</p>	Registration
9:00~9:40	文學院小劇場	<p>崑山科技大學 莊永山山主任</p>	<p>Keynote Speech (Internet Conferencing) Richard Young (University of Wisconsin-Madison) The Practice of Multimedia in English Learning and Teaching</p>
9:40~9:50	Lobby		Intermission

9:50-11:10	文學院小劇場	國立高雄師範大學 歐司迪教授	<p>Yi-Ching Lin (Language Learning Labs) Enhancing Language Acquisition Through Interactive Multimedia: MyET and MyCT</p> <p>Dr. Inseok Kim (Dongduk Women's University, Seoul, Korea) and Dr. Bong-Kyu Kim (Hankuk University of Foreign Studies, Seoul, Korea) A study on the effectiveness of cyber English teaching to elementary school students in 4 English Education districts designated by the Korean government</p>
		中國科技大學 斯定國教授	<p>Sung-Ning Tsai, Pao-Shan Huang, Chung-Hsiu Lin, and Rey-Chue Hwang (I-Shou University) The Impact of English Proficiency Test to College Students in English Learning--A Case Study for I-Shou University</p>
	文學院 語言教室 3102	真理大學 鄭雪玉教授	<p>Yi-ju Chen & Lan-Hsin Chang (National Kaohsiung University of Applied Sciences) A Preliminary Visit of the Internet Language in Transition</p> <p>Hou Yi-an, Ed.D (Kaomei College of Health Care and Management) A study of students' tolerance of ambiguity in foreign language learning</p>
		明新科技大學 夏崇舜主任	<p>Tseng-Chi Chang and Chia-Lin Chang (TransWorld University) AMC online learning software: The effectiveness and user perceptions</p>
		國立高雄應用科技大學 林壽華教授	<p>Tseng-Chi Chang and Chia-Lin Chang (TransWorld University) E-learning at Taiwan: Students learning achievement and attitudes</p>
11:10~11:20	Lobby		Intermission
11:20-12:00	文學院小劇場	高雄師範大學 張玉玲院長	<p>1Shen-Li Fu, 2Yuangshan Chuang, 3Robert Beasley, and 4Bertha Du-Babcock (1Shen-Li Fu, 2Yuangshan Chuang, 3Robert Beasley, and Bertha Du-Babcock 1I-Shou University, 2Kun Shan University, 3Franklin College, and City University of Hong Kong) NETPAW Experiences from I-Shou University, the City University of Hong Kong, and the University of Wisconsin at Madison for Enhancing English Instruction</p>
	文學院 語言教室 3102	環球科技大學 張家麟教授	<p>Yi-Ching Jean Chiu (Wenzao Ursuline College of Languages) Critical Online Discussions with a Western Facilitator Pronunciation and Tones</p>
12:00-13:00	Lobby	台南應用科技大學 張淑芬主任	<p>Jeng-Jia Luo (Tunghai University) When Vygosky Meets Technology-An Application to Help EFL Learners Reconstruct Their English Learning</p>
			Lunch

13:00-13:30	Lobby	多媒體英語學會 莊永山理事長	會員大會
13:30-14:10	文學院小劇場	國立成功大學 蔣為文主任	蔣日盈, 陳金花(國立高雄師範大學) 學台語送英語 English Learning Through Taiwanese Instruction
			A Reflection on the 2009 Results of the PISA Chung-shun Hsia (Minghsin University of Science and Technology)
14:10~15:30	文學院小劇場	國立嘉義大學 蘇復興教授	Ye-ling Chang (National Kaohsiung Normal University) Composing and Application of E-books in Chinese, Taiwanese and English Instruction
			蔡裕美 (慈濟技術學院)、莊雅如(美國威斯康辛大學)、傅儀琳(義守大學)、莊永山(崑山科技大學) 網路全民英檢與TOEIC和大一會考之關聯性分析
			Vietnam Doan Thi Thu Ha and Nguyen Thi Thanh Xuan (Hanoi University) Teaching and Assessing Vietnamese Level for Foreign Students at Hanoi University, Hanoi, Vietnam
	文學院語言教室 3102	清雲科技大學 黃貴敏博士	Huang-Hui Lin (Fortune Institute of Techology) Noun Incorporation as a Cause of the Formation of Verb-Object Compounds in Mandarin Chinese
			Yi-Chien Wang (Tamkang University) Knowledge Management in an E-newsletter Project
			陳欣蘭、溫素美、洪筠茹(南開科技大學) 實施線上英語檢測對科大學生英語學習成效影響之研究
15:30-15:40	Lobby		Intermission
15:40-16:40	文學院小劇場	國立高雄應用科技大學 黃士主任	Cheng-Yu CHANG and Hui-Chuan LU (National Cheng Kung University) Toward Corpus-based Error Detection for Learners of Spanish
			Yuangshan Chuang (Kun Shan University) Internationalization and Multimedia Application for English Instruction in Taiwan Senior High, Junior High, and Elementary Schools
			謝金利(南榮技術學院)、莊永山(崑山科技大學) 電腦模擬英檢輔助教學對於英語學習成效之分析研究—以南榮技術學院大一新生分級教學為例
	文學院語言教室 3102	南開科技大學 陳欣蘭主任	Bin-Ru Hwang*, Hui-Lan Chao**, and Mei-Jeng Chung* (*Wenzao Ursuline College of Languages and **I-Shou University) 法語語言檢定考試試題分析之研究—以TCF中級B1為例

			<p>Bin-Ru Hwang (Wenzao Ursuline College of Languages) and Hui-Lan Chao (I-Shou University) 主題網站教學對字彙學習成效之研究</p> <p>Yen-ju Hou (La Sierra University, USA and Shu Zen College of Medicine and Management) What Critical Thinking Skills Good and Poor Language Learners Possess--A case study</p>
16:40-16:50	Lobby		Intermission
16:50-17:20	文學院小劇場	<p>國立高雄師範大學 孫培真主任</p>	<p>Prof. François Victor Tochon (University of Wisconsin, Madison, USA), Prof. Bertha Du-Babcock (University of Hong Kong, Hong Kong), Prof. Shirley O'Neill (University of Southern Queensland, Australia), and Prof. Hyu-Yong Park (Kyungpook National University, Korea) 網路全民英檢應用經驗座談會 A Panel Discussion on Experiences in Using NETPAW</p>
17:20-17:30	文學院小劇場	<p>多媒體英語學會 莊永山理事長</p>	閉幕 Closing Ceremony

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