

Faculty for Pedagogy and the Humanities



II INTERNATIONAL INTERDISCIPLINARY CONFERENCE

LANGUAGE, BUSINESS AND LAW, INTERCULTURAL COMMUNICATION:

CHALLENGES OF TODAY

Venue Kyiv, UKRAINE
Date 7-8 May 2021
Format online / on site (if possible taken the COVID restrictions)

Conference objectives

Objectives of the Conference:

- Dissemination and exchange of knowledge, skills and expertise in the relevant professional domain for interdisciplinary synergy in theory and practice,
- Integration of the scientific community and practitioners involved in different areas of linguistics, translation studies, education, including methodology of teaching and learning languages for specific purposes (LSP), intercultural communication through an interdisciplinary lens,
- Presentation of the latest research results in the field of linguistics, translation studies, (continuous / life-long) education, at the crossroads of science, digital technologies, business and law, in particular,
- Exchange of ideas and experience of the research and work in higher educational establishments, research institutes and business environment,
- Identification of new scientific research areas and practical challenges (for example, identification / development / implementation of soft skills technology in education, ethics in business, cross-culture communication, etc.),
- Training and development of the academic staff, broadening the expertise for those in interest.

LBLIC 2021 at the National University of Life and Environmental Sciences of Ukraine (LBLIC 2021, or the Conference) aims to bring together scholars from different disciplinary backgrounds, especially language, communication research and professional domains (e.g. business, education, law and banking, translation and interpreting, cross-cultural studies, methodology for instruction and language acquisition, in particular) to share ideas and discuss innovations and interventions.

Venue: 15, Heroyiv Oborony Street, Kyiv 03041, Ukraine (Building 1, Conference-room 24, Faculty for Pedagogy and the Humanities).

Contact Us: Tel. +380 44 527 85 95 (Office)
Tel. +380 50 371 45 09 (Direct / Cell, WhatsApp)
Tel. +380 63 813 16 83 (technical questions)
E-mail: LSP2021.Ukraine@gmail.com, oxana.chaika@yahoo.es

We welcome researchers, scholars, academicians including university and research institute staff, students (doing their bachelor's / master's), business people, representatives of governments and intergovernmental organizations as well as those interested in the subject.

Languages of the conference: English (panel session and break-out rooms / workshops); English, Ukrainian, German, French, Polish and other European languages (online conference proceedings, publication of research findings in hard copy upon demand).

Conference topics:

- Language, communication and the professions incorporated as Languages for specific purposes, e.g. Ukrainian for Law, English for Business, French for Banking, etc.
- Linguistic expertise and professional practice
- Terminology and linguistic domains of specialized knowledge
- Syntax and semantics for relevant terminologies
- Information and Communication Technologies (ICT) in terminologies
- Multimodality, cross-culture communication and terminologies
- Terminologies, discourse and the new media in applied linguistics
- Interpreting and translation in institutional/professional settings
- Communication strategies, language awareness and linguistic competence in cross-culture communication / terminologies
- Communication training for professionals in new digital era of the globalizing world
- Soft skills as a must in today's job market

Organizing committee:

- Prof. Vasyl Shynkaruk, Doctor of Philology, Vice Rector for Research and Academic Performance
- Prof. (Assoc.) Inna Savytska, PhD (philosophy), acting Dean of Pedagogy and the Humanities Faculty
- Prof. Svitlana Kharchenko, Doctor of Philology, Deputy Dean of Pedagogy and the Humanities Faculty
- Assoc. Prof. Alla Kravchenko, PhD (philosophy), Deputy Dean for International Relations
- Assoc. Prof. Oksana Chaika, PhD (philology), Department of Germanic and Romance Languages and Translation
- Assoc. Prof. Oleksandr Polishchuk, PhD (philology), Department of Germanic and Romance Languages and Translation

Conference Schedule

Schedule of the Conference (Day 1)

10.00–10.30 – Registration
10.30–11.00 – Opening of LBLIC 2021
11.00–15.05 – Panel discussion
15.15–18.00 – Break-out sessions and workshops

Closer to the conference dates, the information will be updated. Please follow the link to be posted.

To participate in LBLIC 2021, please fill in the application form and send it along with the abstract (**up to 3 pages**, Times New Roman, font 12, single spacing, margins - 2 cm each side) to LSP2021.Ukraine@gmail.com. The deadline for abstract submission and participation (listener, presenter, etc.) is **2 May 2021**.

Please kindly follow that files are to be named to match the participant's surname (last name) for both the application and abstract, correspondingly, e.g. Smith_application_LBLIC.doc, Smith_abstract_LBLIC.doc.

Publication

Following LBLIC 2021 at The National University of Life and Environmental Sciences of Ukraine, all presenters (oral, poster, panel etc.) will be invited to submit written versions of their work for possible inclusion in the International Journal of Philology. Abstracts will be compiled under relevant panel discussion and workshop headings and accessible online as the conference proceedings.

If a sufficient number of accepted submissions for articles publication is reached, a special issue will be designated to comprise LBLIC 2021 presentations. Alternatively, accepted individual manuscripts will appear in regular issues (publication charges to be agreed with the Journal). Note that all submissions will go through the routine peer review system.

Submission guidelines:

For all submissions, clearly indicate:

- UDC on the left, Times New Roman, font 12.
- On the right, author names, degree, job title and full institutional affiliations of the responsible (presenting) author and collaborating authors, Times New Roman, font 12.
- Abstract title centred, block letters, in bold, Times New Roman, font 14.
- Abstract text single-spaced, Times New Roman, font 12.
- Recommended literature, Times New Roman, font 12.
- Contact e-mail address and phone number for the responsible author.
- Up to three conference themes (*feel free to indicate themes beyond the list we suggested*).

Proposals may include panels, individual oral/poster presentations and work-in-progress.

PANELS

Panels should address a common theme, content or methodological area. Panels will be scheduled for 60 minutes (multiples of 60 minutes) for the keynote speaker, e.g. 45-50 minutes for the presentation and 10-15 minutes for Q&A. The guest speakers / presenters may take 15-25 minutes including discussion.

Master students (senior students) and young researchers may take up to 10 minutes for presentation and 3-5 minutes for discussion at the most in break-out sessions conducted under supervision of the senior academic staff.

In addition to individual proposals (no more than 1,000 words each), please also submit an overview description of no more than 500 words highlighting the panel's content and objectives. Provide information about the panel members and the coordinator, stating full institutional affiliations and e-mail addresses.

Conference fees and publication charges

LBLIC 2021 welcomes all attendees to discuss the latest findings and exchange of experience free of charge. The Conference programme can be found and downloadable from the university site and/or provided to the participants via e-mail upon request.

The conference proceedings will be uploaded online free of charge.

Following LBLIC 2021 all presenters (oral, poster, panel etc.) will be invited to submit written versions of their work for possible inclusion in the International Journal of Philology. Note that all submissions will go through the routine peer review system. Accepted individual manuscripts will appear in regular issues and the publication charges may apply and, thus, should be agreed with the Journal after the successful peer review notice to the author(s).

Contact Us

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All questions about submissions should be emailed to Oksana Chaika at oxana.chaika@yahoo.es, or to the LBLIC 2021 email address at LSP2021.Ukraine@gmail.com.

KEYNOTE SPEAKER

DR NORKHAIRI BIN AHMAD



Multi-dimensional Strategies in Teaching and Assessing Language for Specific and Interdisciplinary Purposes in the 21st Century Global Contexts

- **Senior Lecturer of English and Head of Industrial Linkages Section, Universiti Kuala Lumpur Malaysia France Institute (UniKL MFI)**
- Ph.D in Applied Language Studies, Universiti Teknologi MARA
- Secondary School & College - Excellence Service Awards from Ministry of Education (2002, 2004)
- UniKL Top Performer Award as Senior Lecturer for UniKL MFI (2018) English Coordinator-English Curriculum Review, Examination Vetting, Centralized Examination Paper Marking, Training, Teaching Observations (Matriculation Division, Ministry of Education, Malaysia)
- Head of English Curriculum Panel (2008-2009, University level- UniKL),
- Panel/Advisor for English Curriculum Review for IKM/KKTM (2010-2011, MARA level)
- Head of Quality Assurance (2013), Head of Industrial Linkages (2014) (Campus level- UniKL MFI),
- Head of International Partnership Unit (2014 -June 2019) (Campus level- UniKL MFI)

Profile of Speaker

Trained in English Language Education, Language Studies and Applied Linguistics; Dr Norkhairi does consider himself as a research scholar, rather more of a practitioner and trainer who applies and propagates best practices in language teaching by drawing inspirations from diverse fields. He started teaching on a part-time basis while juggling with studies during his undergraduate years and has accumulated over 25 years of teaching experiences by rendering his services to teaching preschoolers, elementary school students, secondary school students, undergraduates and adult learners that comprise local students, international students and exchange staff. Apart from teaching Malaysian students from multi-racial backgrounds, he has taught students coming from more than 20 countries. Over the years, Dr Norkhairi has conducted over 50 English language and communication trainings to colleagues, subordinates, students and corporate clients. He has also served at a number of educational institutions, e.g. secondary schools in remote areas of Malaysia bordering Indonesia in Borneo Island, in his home state of Kedah, bordering Southern Thailand, Matriculation (Pre-University) colleges, the Ministry of Education, Malaysia and presently at Universiti Kuala Lumpur Malaysia France Institute (UniKL MFI). Along the way he has been awarded excellent appraisals and service awards for his passion, initiatives and contributions. He also has the unique experiences of being entrusted to lead key departments such as Quality Assurance, International Partnership and presently Industrial Linkages for the technical engineering university that he is presently attached at, albeit being a person from the language and humanities field. Dr Norkhairi strongly believes in the power of local initiatives and expertise contextualized within realities of global challenges and underpins sound theories and best practices.

Multi-dimensional Strategies in Teaching and Assessing Language for Specific and Interdisciplinary Purposes in the 21st Century Global Contexts

Language education nowadays has tremendously changed due to globalization, advancement in information and communication technology and evolving political and socio-economic dynamics in the world. Language education dynamically expands by taking in wisdoms from diverse interdisciplinary fields and the professional competence and expertise expected of language educators have also transformed over time. This could be reflected from the increasingly complex set of goals expected from language teaching such as shaping learners' minds, fostering global awareness and enabling them to embrace multicultural diversity. Today's multicultural world is an exciting backdrop to language learning and teaching as instructions can be tailored to be not only interpersonal but also interculturally transformative for learners to foster intercultural dialogues in meeting 21st century challenges and sustainable development goals (SDGs). Against this backdrop, I reflect on my evolving role as a language educator who must embrace multi-literacies, adopt integrative approaches to teaching and fulfil transformative functions towards learners while exploring into the various disciplinary strands that make-up language and its contextualization. I often found that such circumstances call for a multi-dimensional approach in planning language lessons, teaching and assessing learners' attainment of the learning outcomes. By referring to my own experience and roles as educator within multicultural and multi-disciplinary contexts, the need for a collaborative, integrated and global approach to teaching and assessing learners is timely and mandated by the increasingly dynamic interdisciplinary interactions of the global communities intensified by advancement of media and social-media platforms. In recent years, international educational engagements and interactions have dramatically increased due to physical mobility of tertiary learners from diverse fields of study, rise in on-line learning courses across disciplines and surge in interest in popular culture, technical innovations and cultural appreciations. The manner in which 21st century language educators deliver a language course and assess learners must therefore incorporate these changes in learner aspirations, needs and new realities. Multi-dimensional strategies must be designed and put in place so that these essential aspects are well accounted for. To illustrate these multidimensional factors and strategies, I draw upon the findings from a few of my published studies in inter-related language and education domains which were elicited from university lecturers' perspective as well as from the language learners' perspective and juxtapose them to best practices and other scholarly literature. Essentially, an interdisciplinary synergy of input, feedback, reflections and wisdom from various stakeholders form the essence of the multi-dimensional strategies which are unpinned by theories, and principals of Language for Specific Purposes (LSP)(Widdowson, 1978, Hutchison & Water, 1986), Needs Analysis (West, 1926, Council of Europe, 1970), Assessment for Learning (AfL) (Black & William, 1998), Zone of Proximal Development (ZPD) (Vygotsky 1978) and sociolinguistics of globalisations (Bloomeart, 2010), to name a few.

AGENDA

DAY 1 – Friday, 7 MAY 2021

10.00–10.30	Registration
10.30–11.00	Opening of LBLIC 2021 <i>Welcome Greetings</i> Prof. Vasyl Shynkaruk , Doctor of Linguistics, Professor, Prorector for Research and Academic Performance
11.00 –11.45	<i>Keynote presentation</i> MULTI-DIMENSIONAL STRATEGIES IN TEACHING AND ASSESSING LANGUAGE FOR SPECIFIC AND INTERDISCIPLINARY PURPOSES IN THE 21ST CENTURY GLOBAL CONTEXTS By Dr Norkhairi Bin Ahmad , PhD in Applied Language Studies, Senior Lecturer of English and Head of Industrial Linkages Section, <i>Universiti Kuala Lumpur Malaysia France Institute (UniKL MFI)</i> , Bandar Baru Bangi, Selangor, Malaysia
11.45 – 12.00	Q&A

PANEL SESSION

12.00 – 12.25	TRANSLATION BEYOND LANGUAGE: A CASE STUDY ON TRANSLATION OF UKRAINIAN DOCUMENTS INTO GREEK Aristotle SPIRO , PhD, Associate Professor, independent researcher, Athens, Greece / the Hague, the Netherlands
12.25 – 12.50	ROLE OF ICT IN HIGHER EDUCATION SYSTEM Amit Kumar GOEL , Professor (Associate), Department of Commerce and Business Management, <i>Integral University</i> , Lucknow, India Dr. Asma FAROOQUE , Associate Professor, Department of Commerce & Business Management, <i>Integral University</i> , Lucknow, India
12.50 – 13.00	Coffee / tea- break
13.00 – 13.25	INTERCULTURAL THEATER ADAPTATIONS OF ANDRZEJ MAREK (MAREK ARNSZTEJN) Daniel KALINOWSKI , Professor, PhD hab., Professor at Department of Cultural Anthropology and Kashubian-Pomeranian Research Institute of Philology, <i>Pomeranian University in Slupsk</i> , Poland

13.25 – 13.50	<p>THE IMPACT OF AGILITY ON EDUCATIONAL MANAGEMENT AT THE TIME OF CRISIS</p> <p>Muhammad JAMMAL, PhD (Educational management and leadership policy), Admissions Officer, the <i>British University in Dubai</i>, Dubai, the UAE</p>
13.50 – 14.15	<p>POST WORLD WAR 2 UKRAINIAN EMIGRATION TO WESTERN AUSTRALIA / Еміграція українців до західної Австралії після 2-ої світової війни (UA)</p> <p>Mykola MOWCZAN, Head of <i>Ukrainian Association of Western Australia</i>, Head of <i>Mission (Australia) to the International Diplomatic Mission of People’s Diplomacy “European” Ukraine</i>, Perth, Western Australia</p>
14.15 – 14.40	<p>PROPER NAMES AND BASIC RENDERING TECHNIQUES / Eigennamen und Grundtechniken zu Ihrer Wiedergabe beim Übersetzen (DE)</p> <p>Svitlana AMELINA, Doctor of Education, Professor, Head of Department of Foreign Languages and Translation, <i>National University of Life and Environmental Sciences of Ukraine</i>, Kyiv, Ukraine</p>
14.40 – 15.05	<p>THE RIGHT TO CREOLE AS MOTHER TONGUE IN THE HAITIAN EDUCATION SYSTEM / Le droit à la langue maternelle créole dans le système éducatif haïtien (FR)</p> <p>Robert BERROUËT-ORIOLE, Professor, Linguiste-terminologue, Chercheur indépendant, Quebec, Canada</p>
15.05 – 15.15	Coffee / tea- break

Break-out sessions until 6 pm

Day 2. Break-out sessions and closing the conference.