



Ramkhamhaeng University (RU)

&

University Mobility in Asia and the Pacific (UMAP)
International Secretariat

&

Commission on Higher Education (CHE)
Ministry of Education



**“Language in a Global Culture:
Bridge or Barrier?”**

15-17 August 2008

at

*King Ramkhamhaeng the Great Auditorium
Ramkhamhaeng University
Bangkok, Thailand*

www.ru.ac.th/language_conference2008



Ramkhamhaeng University (RU)

www.ru.ac.th

Founded in 1971, Ramkhamhaeng University (RU) was named after King Ramkhamhaeng the Great, renowned for inventing the Thai alphabet. It is the country's largest university, one with a global reputation for academic excellence, which has sealed its status as an "academic marketplace", with admission open to all. Based on the principle of "equality of opportunity" to all regarding higher education, the university teaches a wealth of subjects, both on-campus and via distance learning, expanding its programs of study in a comprehensive manner, both vertically and horizontally. RU has expanded in terms of providing equality of opportunity in higher education, not only throughout the country, but worldwide as well.

RU is currently expanding the frontiers of education in every way, while maintaining a reputation for academic excellence. Academic cooperation with other institutions, both locally and internationally, has been expanded. The latest technology is employed in the university's teaching and learning systems to enhance capacity in line with the current era of globalization.

This year RU celebrates its 36th Anniversary, as the university goes global, providing education for all, anywhere, anytime. Currently RU stands out as one of the best universities within Thailand, reaching out beyond the country's borders to become a world-class university with a global presence, producing graduates with the requisite knowledge and moral values to form the backbone of the nation both in the present and in the years ahead.



UMAP-University Mobility in Asia and the Pacific

www.umap.org

The UMAP International Secretariat administers UMAP, a voluntary association of government and non-government representatives of the higher education sector. The organization is responsible for overseeing the UMAP Exchange Program. This year UMAP celebrates the 10th Anniversary of its establishment.

The Commission on Higher Education (CHE)

www.mhe.gov.th

The Commission on Higher Education (CHE), Ministry of Education, has the authority to manage and to promote higher education on the basis of academic freedom and excellence. At present, CHE supervises and oversees a total of 165 institutions of higher education, both public and private.

Through the Bureau of International Cooperation Strategy, the CHE has strongly and continuously supported the activities implemented under the framework of UMAP, aiming to enhance the quality and standard of higher education and the graduates it produces, as well as to improve the recognition of university qualifications at the international level.

Learning Thai Free!

with

Ramkhamhaeng University

via

www.ram.edu

King Ramkhamhaeng the Great Auditorium



RU - UMAP - CHE

International Conference 2008

Introduction

This conference is being hosted by Ramkhamhaeng University in conjunction with UMAP International Secretariat (UMAP-University Mobility in Asia and the Pacific) and the Commission on Higher Education (CHE), the Ministry of Education.

Both RU and UMAP are committed to the concept of global exchange programs, with the aim of encouraging the personal and professional development of both staff and students, as well as fostering national development and international relations, goals which the CHE also wholeheartedly supports.

Conference Overviews

The conference will examine the question of cross-cultural communication in a global context and the issues this raises, both at the policy-making level and institutional levels, for teachers of English and other modern languages. Such issues include the best means of achieving fluency in the target language, including the effective use of Information Technology (IT), and the implications this has for the training of both native and non-native instructors. Also discussed will be the need for both linguistic and cross-cultural competence in the professional sphere and its relationship to economic development, as well as the changing global dynamic and its impacts, both positive and negative, on individual societies and their own linguistic heritage.

Conference Objectives

- To examine the barriers – both linguistic and cultural – to cross-cultural communication in a variety of fields and contexts.
- To examine the role of educational policy-making and planning at the national, regional, and international levels in encouraging linguistic and cross-cultural competency in students of all levels.

- To examine the role and feasibility of academic, cultural and professional exchange programs in building bridges in an increasingly multicultural environment.
- To examine the role of foreign language learning and its impact on economic development in such areas as commerce, tourism etc.
- To discuss the positive and negative aspects of a global language or lingua franca (e.g. the de facto lingua franca: English).
- In the context of the above, to discuss the role of other Englishes, their implications for the teaching of English as a Foreign Language, as well as the need to determine what other foreign languages should be taught.

Conference Theme

"Language in a Global Culture: Bridge or Barrier?"

The conference topics include, but are not limited to:

- Language and Economic Development
- Language and Education
- Communicative Competence and Tourism Development
- Teaching English Across Cultures
- Learning Foreign Languages: The Role of e-Learning
- New Words for Old: The Dynamics of Language Change
- Promoting Linguistic and Cross-cultural Competence
- Whose English? Other Englishes and their Role in TEFL

Call for Papers

We welcome proposals for paper presentations related to any areas that fit within the theme of the conference "Language in a Global Culture: Bridge or Barrier?"

- Deadline for submission of abstracts:
15 June 2008
(Format of abstract proposal, please read from our website)

- Notification of acceptance: 21 June 2008
- Deadline for submission of papers for publication in proceedings: 15 July 2008
- Please send abstracts and papers to Director of RU Institute of Languages
email: rapin_conference@ru.ac.th
(Please see website
www.ru.ac.th/language_conference2008
for more details)

Conference Program

Friday, 15 August 2008

08.00 - 09.00	Registration
09.00 - 09.30	Opening Ceremony
09.30 - 10.30	Keynote Speaker
10.30 - 11.00	Break
11.00 - 12.15	Keynote Speaker
12.15 - 13.30	Lunch
13.30 - 15.00	Parallel Session
15.00 - 15.15	Break
15.15 - 16.45	Parallel Session (continued)
16.45 - 17.30	RU Campus Tour
17.30 - 20.00	Welcome Dinner

Saturday, 16 August 2008

08.30 - 09.00	Registration
09.00 - 10.30	Keynote Speaker
10.30 - 10.45	Break
10.45 - 12.00	Keynote Speaker
12.00 - 13.00	Lunch
13.00 - 14.30	Parallel Session and UMAP Workshop
14.30 - 14.45	Break
14.45 - 16.30	Parallel Session (continued)
16.30 - 17.00	Closing Ceremony

Sunday, 17 August 2008

08.30 - 16.00	Excursion (Optional): - Bangkok City Tour - Ayutthaya
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Keynote Speakers:



David Nunan



Alan Maley



Minso Nakajima

Registration Information

Participants can register online at
www.ru.ac.th/language_conference2008

Registration Fee

Type	Registration fee (until 15 July 2008)	Late registration fee (16-31 July 2008)
Students (Local)	1,000 baht	1,200 baht
Participants (Local)	1,200 baht	1,500 baht
Participants (Overseas)	USD 80	USD 100

- Registration package includes:
 - conference registration fee
 - 2 lunches and 4 coffee breaks
 - a welcome dinner
 - a copy of the conference proceedings and kit
- The deadline for registration is 31 July 2008
- Fee Exemption

Presenting authors are exempt from paying the registration fees. Please inform us of the topic of your presentation and the expected date for the submission of your full paper (no later than 15 July 2008). After the deadline for submission, participants will be required to pay for the registration fee.

Hotel Information

- Participants should book accommodation directly with the hotels mentioned on our website (Radisson Hotel, SC Park Hotel, IBIS Hotel, Regent Ramkhamhaeng Hotel). Those hotels have a special rate for conference delegates and are situated close to the conference venue (RU).

Transportation

- From the airport to the hotel, you can choose the airport limousine service or the hotel limousine service (not every hotel has a limousine service) or a meter-taxi.
- The university will provide transportation to and from the above mentioned hotels during conference days.

Payment Methods for the Registration Fee

The fees can be paid by: credit card, bank transfer, or bank draft.

Please read the details before paying the fee from our website.

Activities

Excursion Programs (Optional) are hosted by Ramkhamhaeng University:

On Sunday, 17 August 2008 (8.30 AM–4.00 PM), two excursion programs are provided:

- (a) Bangkok City Tour, and
- (b) Ayutthaya

Please visit

www.ru.ac.th/language_conference2008

for your registration and more details of the conference.

For further enquiries, please contact:

1. Call for Papers

Director of RU Institute of Languages

email: rapin_conference@ru.ac.th

Tel: 66-(0)-2-310-8680-4 Fax: 66-(0)-2-310-8904

2. Registration

RU International Conference 2008

Registration Center

Faculty of Humanities

e-mail: info_conference2008@ru.ac.th

Tel: 66-(0)-2-369-2667 Fax: 66-(0)-2-369-2668

3. General Information

RU International Conference 2008

Secretariat Office

At RU Overseas Academic Services Center

e-mail: admin_conference2008@ru.ac.th

Tel: 66-(0)-2-310-8008, 66-(0)-2-310-8027

Fax: 66-(0)-2-310-8431

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