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I-RoLE 2023

INTERNATIONAL CONFERENCE OF
RESEARCH ON LANGUAGE EDUCATION 2023

**EMBRACING CHANGE:
EMANCIPATING THE LANDSCAPE
OF RESEARCH IN LINGUISTIC,
LANGUAGE AND LITERATURE**

13 - 14 MARCH 2023

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Table of Contents

No.	Title	Page Number
1.	Galaxy Tense A+: The Effectiveness of English Tenses Board Game Among Tertiary Students	6
2.	Graphic Design Website: Exploring Market Needs for Services	14
3.	Beyond What Eye Saw	21
4.	Creative Writing: Through Her Eyes - Tales of The Heart	28
5.	Let's Play Phonetic Charades	34
6.	A Visual Novel Game on Social Anxiety	40
7.	Skin Care with Fisha: New Media Content Creation for Basic Skincare Education	48
8.	e-Book of Poem Collections	55
9.	Toodles: Flashcards for Children	61
10.	Digital Flashcards (Tenses)	68
11.	Investigating Students' Concerns on The Development of Masterly!	74
12.	Googly Eyes: A Game to Improve English Usage Among Teenagers	80
13.	Providing Subtitles for Malaysian YouTuber	86
14.	Read and Play: Improving Adolescent's Reading Skills Through Video Games	91
15.	Thoughts by Her Soul Bookmark	99
16.	The Comedy of Errors Simplified: "Egeon's 18Th Reasons Why"	105
17.	Oliver Green: Improving Homonyms Understanding Through Comics	112
18.	PWSP: Phonetic Word Search Puzzle Book	117
19.	Floriography	121
20.	A Preliminary Study on The Young Adult's Perception of Learning English Using the Website: Swifties Read	126
21.	A Place for Poets: An Online Poetry Recitation Series	133
22.	Say It Right with Ya	140
23.	Don't Touch My No-No Square	150
24.	Templatify: An E-Book Collection of Ecards Templates	158
25.	Short Story: Disease Takes Happiness Away	164
26.	Dusted Lines: A Compilation of Self-Written Poems	170
27.	'What's Your Philosophy?' An Edutaining Card Game	177
28.	Be Cool, Not Cruel	185
29.	Grammar Made Fun with TikTok	192
30.	Interactive Journaling as A Mental Health Coping Strategy for Youths	201
31.	Learned – Spoken: Manglish	212
32.	Lost in the Labyrinth of My Mind	218
33.	Translation of Abqorie's Fardhu Ain Module for Smart Tahfiz & Transit Abqorie	225
34.	Poetry for Us: Expressing Feelings Through Creative Writing	231
35.	Lyacomms' Proofreading and Editing Service	238



No.	Title	Page Number
36.	The Effectiveness Of ‘Master the Verbs’ Instagram Flashcards Among Year Six Low Proficiency Level Students	244
37.	My Malay Fables	252
38.	Talking Story: eBooks to Improve Reading Comprehension Skills	259
39.	Exploring Creative Writing as A Tool to Enhance Mental Health	272
40.	Movie Moo	281
41.	English Pitstop	288
42.	Upin Ipin Reding Kit	294
43.	Seventy-Two Beats a Second	301
44.	Knowing Kristang	308
45.	Creatorslation: The Role of Technology in Translation Service	313
46.	Travel Guide as a Medium to Improve English Comprehensiveness	319
47.	Posterlance	328
48.	Crossfunetics	336
49.	The Effectiveness of Board Games to Promote Student Attention and Enjoyment in English Subject	342
50.	The Use of e-Books and Social Media in Introducing Malaysian Folklores Among Children	352
51.	Creepypodcast YouTube Channel	357
52.	Mastermind’: English Board Game	363
53.	한국어 In Melayu!	369
54.	Triple P with Sang Kancil: Pronunciation, Phonetics, and Playbook	376
55.	"So, She Reads" Book Blog	383
56.	Abbyfication: A Grammar-Based Word Game	389
57.	Klick! A Content Writing Service	396
58.	The Love Levanter Podcast	403
59.	Let’s Talk Feelings Podcast	409
60.	Grafixmoon: Poster Designing Service	415
61.	The Circle of Life	422
62.	Hops the Dwarf	430
63.	Malay Corner: Learning Malay Through Discord	435
64.	Movie: This and That	441
65.	Phone the Phonetics: Phonetic Flashcards	449
66.	And What If?	455
67.	Interrupted: Life in A Podcast	458
68.	@Phoneticisfun	463
69.	Culinary and Creative Writing: When Two Worlds Collide	468
70.	Talk in Senses	473
71.	Piano Pleasure Course	480
72.	Step by Step: A Motivational Instagram Account	486
73.	Figurative Language! An Educational Autobiography	492
74.	Of Power, Devotion and Betrayal: A Collection of Malaysian Princesses’ Folklores	499
75.	Tell Me, How’s Everything? An Anthology of Poems to Increase the Understanding of Figurative Language	505



No.	Title	Page Number
76.	Oh, Lendu Youth	513
77.	Living the Hard Life	520
78.	Mirror, Mirror, on the Wall, Who Is the Best of Us All?	528
79.	Beyond the Crowded Space: The Use of Podcast in Improving Psychological Well-Being	535
80.	Samdil: Same Music, Different Language	541
81.	Bejalai: A YouTube Journey	547
82.	Mind Your Language	552
83.	Pop Music Podcast: A Bop or A Flop?	560
84.	Exploring The English Language Teachers' Beliefs And Practices In Implementing CEFR-Aligned Formative Assessment In Malaysian Primary Schools	570
85.	Pencapaian Ucapan Bayi Sejak Lahir Hingga Dua Belas Bulan	575
86.	Mengkaji Makna Bahasa Lukisan Kanak - Kanak Muda Usia 0-3 Tahun	585
87.	Penelitian Terhadap Kesiediaan, Motivasi Dan Faktor Persekitaran Murid Bukan Penutur Natif Terhadap Pembelajaran Dan Pemudahcaraan Karangan Respon Terbuka Di Sekolah Antarabangsa Kuala Lumpur	599
88.	Pengaruh Bahasa Ibunda Dalam Kalangan Murid Bukan Melayu Tahun 5 Semasa Menulis Karangan: Satu Kajian Kes	610
89.	Meningkatkan Penguasaan Penulisan Karangan Naratif Murid Tahun 6 Menggunakan Kit Ikan Karang	619
90.	Pengaruh Dialek Kedah Terhadap Fonetik Dan Leksikal Kata Soal Pelajar Pispmp: Satu Kajian Kes	633
91.	Tahap Pengetahuan Guru Pelatih Mempengaruhi Kekekapan Pelaksanaan Kemahiran Berfikir Aras Tinggi (Kbat) Dalam Pengajaran Dan Pembelajaran Subjek Bahasa Melayu	643

TALK IN SENSES

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ABSTRACT:

‘Talk in Senses’ is a podcast that serves as a platform, which discusses the types of communications that are interpersonal communication and intrapersonal communication. These types of communications are often used in our daily lives. The content of this podcast is based on the perspective of students and young adults. The aim of this podcast is to help people become better communicators in both formal and informal settings. Furthermore, the market audience are students, young adults and adults from the ages of 17-30 years old. These groups are beneficial in ensuring the podcast receives support and reaches others. In addition, income can be generated through joining an advertising platform and a membership platform as these methods help to connect with sponsors and collect donations that can be used to continue publishing interesting content. A market research was carried out using Google Form and the information was used to create the project according to the respondents’ interests in order to ensure having potential listeners. The results indicate that there is a need for this podcast and a majority of the respondents are interested in listening to the podcast.

Keywords: Communication, Podcast, Self-Help

1. INTRODUCTION

The act of transmitting and receiving information through written or oral language, written or graphic representations, signs, signals and behaviour is known as communication (Nordquist, 2019). Though this is an everyday process, people tend to face problems when communicating with people and also with themselves.

Today, students find it difficult to have a proper conversation in formal and non-formal settings. There is a frequent miscommunication that happens, which ultimately leads to conflicts. In most times, miscommunication happens due to their messages being interpreted inaccurately. This usually occurs when texting online as it is easy to misread the undertone of the text (The Editors, 2022). For example, saying the phrase “Good for you” can be read in both a sincere or sarcastic tone. Moreover, body language tends to be overlooked as one of the most important ways of communication. Non-verbal cues and body language have an impact on how we are perceived; however, a lot of people unknowingly give off conflicting or unfavourable non-verbal cues (Segal, et al., 2022). This includes having intense facial expressions and awkward movements when talking.

This problem leads to “Talk in Senses”, which is a podcast that talks about the types of communications and how we use them in our everyday lives as well as in different settings from the perspective of the students and young adults. There are two types of communications, which the research was mainly based on, that are interpersonal communication and intrapersonal communication. Interpersonal communication is the verbal or nonverbal exchange of

information, ideas and feelings between two or more individuals (Joany & Martic, 2022). While intrapersonal communication as according to Uzun (2020), is a type of engaging internal discourse before we actively articulate our thoughts or ideas, and the amounts of intrapersonal communication may differ from one person to another due to individual variances.

1.1. Project Objective / Purpose

Talk in Senses aims to create a platform where people can learn about healthy communication. Communication is the most vital thing in our lives. We do this every day with people and ourselves; hence, this podcast serves as a reminder or a steppingstone for people to learn and become better communicators. Next, the objective of this project is also to share some views and personal opinions on communication as a professional communication student. Having the knowledge that has been accumulated throughout the studies, it can be beneficial to other people.

This podcast is made in hopes that the listeners can become effective communicators especially since it is advantageous for their daily lives in both formal and informal settings. It is important to enhance our formal and informal communications as they can improve efficiency, productivity and foster trust amongst people (Kishore, 2021). Thus, mastering communication creates a stronger bond with people surrounding them.

1.2. Entrepreneurial Opportunities

This project is marketed towards the students, young adults and adults. The age groups of the audience are targeted to be around 17-30 years old. There are a few reasons as to why the focus is towards these three groups. Firstly, the students spend around three hours each day on social media and music streaming services and on a global scale, Spotify, a music on-demand service, has the highest monthly usage among the students, which is thirty-one percent (Gilsenan, 2021). Since the percentage of users that are the students who use Spotify is high, having them as the market audience would be beneficial to the project. With this fact, it is easy for the podcast to reach them as they are already familiar with using Spotify. This is also applicable to the young adults. This demographic is easily influenced since they are keen to follow trends and are interested in what others are sharing around. A study by Wang (2022) states that teenagers are particularly vulnerable to influencer culture and quick trend cycles because they are most exposed to peer pressure and influence. Therefore, the podcast can spread throughout the social media from many accounts.

According to Podcastle Team (2022), those between the ages of 18 and 34 make up the majority of podcast listeners. The number of listeners in the 35+ age group is rising steadily, though, and they are becoming more and more of a listening audience. Thus, with adults being more engaged in tuning into Spotify, their interest in listening to the podcast can also be gathered. These age groups are the ages of the market audiences; hence, the podcast and the content that is released are believed to be relatable and also a success.

It is easy to generate income as a podcaster. Since still having a small audience, there are a few ways that can be opted to produce cash in-flow. The first way is joining an advertising network. Monetising podcasts is helped by locating sponsors or brands for advertising (Riserbato, 2022). This method is efficient as we are only required to sign up to their service and are instantly connected to brands, who align with the podcast and/or the topics. Next, accepting donations is also an easy way to get income. The membership platforms, such as Patreon, could be subscribed. Many creators use this platform to get money. Moreover, the platform fees for the legacy founder are 5% of payments that are processed, which implies that they only accept payment if the creator is profitable (Patreon, 2020).

2. METHODOLOGY

A survey was conducted in order to get responses from the potential listeners and to get input from the respondents. A total of 42 responses were collected. All comments were identified to understand the respondents' understanding towards communication and what topics they wanted the podcast episodes to be based on. The questionnaire consists of 6 questions, of which 5 of them were multiple choices and the last question was in checkboxes, in order for them to tick many options as well as give their opinions if any.

Table 1 below shows the processes that were conducted throughout the creation of Talk in Senses which started from week 1 until week 15.

WEEK	DETAILS
1-2	<ul style="list-style-type: none"> ● Having an idea pitching with the supervisor
3-4	<ul style="list-style-type: none"> ● Setting on a topic and doing further research
5-6	<ul style="list-style-type: none"> ● Conducting a survey through Google Form ● Reviewing the results of survey
7-8	<ul style="list-style-type: none"> ● Starting to draft the extended abstract ● Starting to write the script for the first podcast episode
9-10	<ul style="list-style-type: none"> ● Making an Instagram account ● Posting the trailer for the podcast ● Starting to post promotional posts on Instagram ● Posting and promoting the first episode
11-12	<ul style="list-style-type: none"> ● Continuing to draft the second and third episodes ● Posting and promoting the second episode ● Posting and promoting the third episode
13-14	<ul style="list-style-type: none"> ● Reviewing the results and outcome of the podcast ● Preparing for the poster presentation ● Finalising the poster
15	<ul style="list-style-type: none"> ● Having a poster symposium

Table 1. Scheduling Table

3. RESULTS AND DISCUSSION

Below are the results from the survey that was conducted as well as the demographics from the podcast.

3.1: Market Research Results

Item	Number	Percentage
Age 17 and below	11	26.2%
18-20	22	52.4%
21-25	7	16.7%
26 and above	2	4.8%
Status		
Studying	32	90.5%
Working	4	9.5%

Table 2. Age and Status of the Respondents

In Table 2, the first question asked about their ages. Those ages 18-20 make up the majority of the respondents, which is 52.4%. While the second highest percentage is 26.2%, which are those aged 17 and below. Next is 16.7% for those aged 21-25. Lastly, there is a minority of 26 and above respondents, which is 4.8%.

In addition to that, another question was about their status in order to know what group of people the podcast would mostly be reached out to. As shown in Table 2, 90.5% of the respondents are still studying while 9.5% of them are working.

No.	Question	Yes	No	Maybe
1	Are you aware that there are 2 types of communications (interpersonal communication and intrapersonal communication)?	66.7%	21.4%	11.9%
2	Do you want to learn more about the types of communications?	92.9%	-	7.1%
3	Are you interested in listening to a podcast about healthy communication from the perspective of students?	81%	2.4%	16.7%

Table 3. Interest Check

This question asked if they had knowledge towards the 2 types of communications that were the main issues that were brought forward. The results show that 66.7% are aware; however, 21.4% are not and the remaining 11.9% are not completely sure. Next, the respondents were asked if they would want to learn more about the types of communications and a majority of 92.9% of them answered yes. While 7.1% of them were slightly interested. On top of that, 81% of the respondents are interested in listening to a podcast that talks about healthy communication from the perspective of students. Though there is still a minority of 16.7% that answered maybe and 2.4% answered no, it can still be concluded that the main idea of the project piques the interest of 81% of the respondents.

What do you want to know about communication?		
Question	Number (respondents)	Percentage (%)
How to communicate when dealing with conflicts?	24	57.1
How to communicate within a friendship/relationship?	29	69
How to practise inner talk?	15	35.7
How to separate heavy emotions in communicating conflicts?	1	2.4
How to communicate your feelings to others?	1	2.4

Table 4. Topics for the Podcast

The collected data above is based on what the respondents are interested in knowing about communication. A few topics were given to them and they could also come up with their own topics or ideas. The first three questions are the ideas provided and many of them were most interested in communication within friendship or relationship. There are also 2 people who inserted their own ideas, which could be incorporated into the topics that could be talked about.

3.2: Podcast Demographics

Below are the findings of the demographics of the podcast collected from AnchorFM, the website used to record the podcast.

Item	Percentage
Geographic location	
Malaysia	93%
Germany	4%
United Kingdom	1%
Portugal	1%
India	1%
Gender	
Female	81.8%
Male	18.2%
Age	
17 and below	1%
18-22	73%
23-27	13%
28-34	9%
35-44	4%

Table 5. Podcast Demographics

Through the data received, the geographic location of the listeners is majority from Malaysia (93%); and there are even small percentages from Germany with 4%; and 1% from the United Kingdom, Portugal and India. Based on the data, it can be concluded that Talk in Senses has reached to an international level. Next, females take up a majority of the listeners, which is

81.8% and 18.2% males. Other than that, the ages of the listeners are 17-44 years old. However, the most dominant listeners are 18-22 years old (73%). Next are those from the group ages of 23-27 (13%), 28-34 (9%) and 35-44 (4%). The lowest age group are those from 0-17 years old, which is only 1%. That being said, it is clear that the podcast is mostly listened to by the young adults.

4. CONCLUSION

This study proved that there are existing problems of lack of knowledge in the types of communications, which lead to issues like miscommunication. In situations where misunderstandings occur, people need to learn how to communicate their feelings and reach mutual understanding. Hence, Talk in Senses serves as a gainful platform where people can learn to become better communicators. It gives people more insights in the types of communications that are interpersonal communication and intrapersonal communication where they can learn more about communication such as active listening and the importance of body language.

While doing this project, a few recommendations and enhancements, which could be made to create a higher quality of output, were identified. First, some problems with the website used for recording were stumbled upon. It was not possible to edit out small hiccups made in the audio, which resulted in having to use another website to do so. This issue slowed down the process of uploading the podcast. So, the solution that could be made was to record the podcast on another platform that allowed proper editing for the audio. Next, the podcast had to be published on various platforms, such as Apple Music, in order to reach a bigger audience. Based on the observations, not everyone uses Spotify as their main listening platform. So, this should be done to further grow the podcast's audience. Overall, Talk in Senses is a podcast that is needed to build a generation that prioritises healthy communication as it benefits not only themselves but also those around them.

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