



**INTERNATIONAL CONFERENCE OF RESEARCH ON
LANGUAGE EDUCATION
(I-RoLE) 2021**

***Engaging in Change: Empowering Linguistics, Literature
& Language***

23 – 24 MARCH 2021

**AKADEMI PENGAJIAN BAHASA
UNIVERSITI TEKNOLOGI MARA CAWANGAN MELAKA**

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FOREWORD



Rector of UiTM Melaka

In the name of Allah the Most Merciful and Most Gracious.

Assalamualaikum Warahmatullahi Wabarakatuh dan Salam Sejahtera.

On behalf of Universiti Teknologi MARA Melaka I want to extend our warmest welcome to all participants of the International Conference of Research on Language Education 2021 (iRoLE 2021).

To put a digital conference of this magnitude together is not a small accomplishment, thus it gives me great pleasure to congratulate the Akademi Pengajian Bahasa (APB), UiTM Melaka for successfully hosting the important conference.

The conference theme, “Engaging in Change: Empowering Linguistics, Literature and Language” is one such endeavour to bring together local and overseas researchers, practitioners, academics, teachers and students to deliberate on theoretical underpinnings and practical implications in the fields of languages, linguistic and literature to forge emerging ideas and move forward in the fields ever-changing landscape. I am confident that the array of presentations and workshops in the conference schedule will provide excellent opportunities to build more and better collaborations between fellow researchers and practitioners.

I would like to extend my gratitude and appreciation to the strategic partners Universitas Negeri Semarang (UNNES), Chiang Rai Rajabhat University (CRRU), Universiti Teknikal Malaysia Melaka (UTEM) and Universiti Tun Hussein Onn Malaysia (UTHM) as well as the Melaka, Johor and Negeri Sembilan State Education Departments for their great support in making this event possible. My appreciation also goes to iROLE 2021 guest speakers and presenters from all corners of the world for sharing your knowledge, insights and experiences, and for providing a context for reflection; and to the attendees, for participating in our shared effort to grow both professionally and personally. I hope that all of you will continue to collaborate with each other beyond this conference and further promote and tap into the potential of research data.

I wish you all a very enjoyable conference.

Professor Dr. Abd Halim bin Mohd Noor
Rector
Universiti Teknologi MARA Melaka

FOREWORD



Dean of Akademi Pengajian Bahasa

In the name of Allah the Most Merciful and Most Gracious.

Assalamualaikum Warahmatullahi Wabarakatuh dan Salam Sejahtera.

It gives me an immense pleasure to welcome all speakers, presenters and participants to the International Conference of Research on Language Education 2021 (i-RoLE 2021) organised by the Academy of Language Studies (APB), UiTM Melaka. While circumstances prevent a face-to-face event, we are proud to be hosting our first online conference given the new challenges of the Covid-19 pandemic that has forced us to pivot to a completely virtual one.

The theme for the two-day conference - Engaging in Change: Empowering Linguistics, Literature and Language' has been remotely set up to provide not only professionals but also novice researchers from all over the world with the opportunity to share their scholarly experiences and exchange knowledge in the different fields of languages, linguistic and literature in this increasingly complex terrain. Looking at the conference schedule, and the many wonderful and accomplished guest speakers and presenters, I am confident this conference will be a remarkable avenue of learning, networking and inspiration.

I would like to take this opportunity to express my gratitude to the iRoLE 2021 organising committee and those who are involved directly and indirectly in making this event a success. I hope this remarkable event will continue in the future.

I also would like to express my deepest thanks to the speakers and presenters who did their best to submit their presentation videos in due time to ease out the technicalities during the conference. I wish you all the best in your presentations and I hope that you will enjoy and benefit tremendously from the conference. We hope that your experience in this virtual conference will be a rewarding one that sparks new collaborations and areas of inquiry.

I wish all of you an exciting virtual experience and anticipate seeing all of you again at our future events.

Professor Dr. Othman Ismail
Dean
Akademi Pengajian Bahasa

FOREWORD



I-RoLE 2021 Chair

Hello, Salam Sejahtera, Nínhão, Marhaba!

Academy of Language Studies UiTM Melaka is proud to host the first all-virtual International Conference of Research on Language Education 2021 (I-RoLE 2021). The theme of this conference is “Engaging in Change: Empowering Linguistics, Literature and Language”. IROLE 2021 aims to bring together scholars, researchers and practitioners to discuss, explore and address challenges in theory building, methodology development and the applications of languages, linguistic and literature that may contribute to the shaping of the fields across all educational levels. I am delighted to see the IROLE 2021 delegates are not only from academia, but also practitioners from schools and higher learning institutions as well as students. It is through conferences like these that we expand our network and partners, and I have no doubt that I-RoLE 2021 will offer a remarkable opportunity for the sharing of research and best practice, and for the meeting of people and ideas.

The conference programme includes a range of presentation types, including keynote and plenary speakers, oral presentations and workshops that I am sure would be a tremendous benefit to all of us. Putting together I-RoLE 2021 is a team effort. I would like to take this opportunity to express my sincere gratitude to the I-RoLE 2021 committee members and the technical staff for their enormous work behind the scenes to ensure the delivery and success of this very important conference. May this teamwork and commitment remain in many years to come. My appreciation also goes to our strategic partners Universitas Negeri Semarang (UNNES), Chiang Rai Rajabhat University (CRRU), Universiti Teknikal Malaysia Melaka (UTEM) and Universiti Tun Hussein Onn Malaysia (UTHM) as well as the Melaka, Johor and Negeri Sembilan State Education Departments for their great support in making this event possible. I would like to thank all conference participants for your contributions which are the foundation of this conference. I encourage your very active and enthusiastic participation as we have so much to learn from each other. Lastly, I hope all of you have fruitful discussions and deliberation during the two days conference.

Dr. Kuldip Kaur Maktiar Singh

Chairperson

I-RoLE 2021

I-RoLE 2021 ORGANIZING COMMITTEE

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ABOUT I-RoLE 2021



The International Conference of Research on Language Education 2021 (I-RoLE 2021) is organized by Akademi Pengajian Bahasa, Universiti Teknologi Mara Cawangan Melaka (UiTMCM) in collaboration with the strategic partners Universitas Negeri Semarang (UNNES), Chiangrai Rajabhat University (CRRU), Universiti Teknikal Malaysia Melaka (UTeM) and Universiti Tun Hussein Onn Malaysia (UTHM) is a platform for local and international scholars and professionals to interact and share expertise, knowledge, and experience in language education.

The sub-themes may include but not limited to:

- Language Teaching and Learning
- Applied Language Studies
- Language Assessment
- Language and Technology
- Language Policy and Governance
- Language Education and Sustainable Development Goals

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SESSION 2 | ROOM 2

Session 2
IRole 052

An analysis on the persuasive elements in the Malaysian public universities digital promotional materials

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University digital promotional materials act as a communication tool between the university and prospective students. The materials are crucial to entice prospective students and thus employing the persuasive elements are much-needed to attract the attention. Nevertheless, there is a breach in the existing literature in which little research has focused on persuasive discourse in Malaysian universities' promotional materials. The proposed study intends to examine further and understand the different extent of the combination of textual and visual elements used in the digital promotional materials to achieve its persuasive function in the Malaysian public universities' digital promotional materials. This study will focus on all twenty Malaysian public universities' digital promotional materials embedded in their admission tab. Content analysis will be used to analyse the persuasive elements. All data will be coded and categorised, and emergent themes will be presented to answer research questions. With great hope, the results of this study can provide further recommendations for interventions from universities' website and content developers to improve the linguistics presentations to attract larger student enrollment.

Keywords: digital promotional materials, persuasive, universities

ACKNOWLEDGEMENTS

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