School of Humanities

3rd LIROD International Conference

“Asia on the Move through the Eyes of Humanities”

29 - 30 April 2010

University of the Thai Chamber of Commerce
Announcement

School of Humanities
The University of the Thai Chamber of Commerce
The 3rd Language in the Realm of Social Dynamics International Conference

www.utcc.ac.th/lirod/

29 -30 April 2010

“Asia on the Move through the Eyes of Humanities”

Rationale:

Language and society are dynamic and inter-reliant as people cannot learn a language without learning about a society. When our society has changed, we can also observe the change in our language. The study of language and society, being closely inter-linked, will benefit from interdisciplinary collaboration. Research in the field has been conducted to give insights of how language and society are intermingled.

Rapid changes generated by globalization in Asia demand new perspectives and insights. With this in mind, LIROD 2010 will serve as a meeting place for educators and linguists to generate ideas, share experiences, collaborate, and disseminate research focusing on innovations and challenges in language, education, media, and social studies.

Objectives:

The conference aims to:

1. provide participants with an overview of issues related to new challenges and innovations in language, education, and social studies,

2. define how language and society are intermingled due to rapid changes in the era of globalization, and

3. share insights into the role of language and how it has been affected in various domains – business communication, technology, language education and teaching, and media.
Conference Sub-themes:

- Language, Media and Society
- Language Education and Teaching
- Language, Culture, and Pragmatics
- Language, Technology, and Business Communication
- Discourse/Text Analysis
- Innovations in Education
- Thai Literary Works and Folklore
- Chinese Studies
- Japanese Studies

Dates: 29-30 April 2010

Venue: The University of the Thai Chamber of Commerce
126/1 Vibhavadee Rangsit Road
Huay Kwang, Dindaeng
Bangkok 10400
Thailand

Expected Outcomes:

1. Participants have a new vision of new challenges and innovations in language, education, and social studies, particularly in a multicultural setting.
2. Participants gain from shared experiences and knowledge obtained from research in this field.
3. Participants are motivated to conduct more rigorous research based on interdisciplinary collaboration, so a new body of knowledge is generated.
4. Participants make use of the knowledge gained from the conference to develop themselves in both teaching and research work.
The 3\textsuperscript{rd} LIROD Proceedings Committee

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  Chair

- Nuwee Chompuchart  
  Deputy Chair

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- Tony Catto  
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- Barry Pringle  
  Manuscript Review

- Janchai Wongphothisarn  
  Coordinator
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