

# AIDEN YEh, PHD

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Wenzao Ursuline University of Languages, Taiwan  
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## EXPERIENCE

July 2024- present  
Full Professor, Wenzao Ursuline University of Languages

Sept 2020 – 2024  
Associate Professor, Wenzao Ursuline University of Languages

2013 – Aug 2020  
Asst Professor, Wenzao Ursuline University of Languages

2015 – Aug 2020  
Collaboration & Exchange Director, OICC Wenzao Ursuline University of Languages

## EDUCATION

2011  
PHD IN APPLIED LINGUISTICS, **UNIVERSITY OF BIRMINGHAM, UK**  
Facilitating Teacher Professional Development in Online Learning Environments: A Study of Taiwanese English Teachers in Private Language Supplementary Schools, Applied Linguistics

2001  
MSC IN ELT MANAGEMENT, **UNIVERSITY OF SURREY, UK**  
Managing Human Resources: A Study of Recruitment, Training and Reward policies of an English Kindergarten School in Southern Taiwan

1990  
BSc in Marketing Management, St. Scholastica's College, Manila

1988  
BA in Mass Communications, St. Scholastica's College, Manila

## VISITING FACULTY

July 2020. DLSUD Phd External Reviewer

February 2020. Visiting Faculty, De la Salle University, Dasmariñas, Graduate School, Sociolinguistics (PhD program)

October 2019. Visiting Faculty, Artevelde University College Ghent, Belgium. A lecture on Taiwanese Intelligibility: "Say again?: Understanding Taiwan English and its intelligibility"

July 2019, Visiting Faculty, De la Salle University, Dasmariñas, Graduate School, Semiotics, (PhD program)

February 2019, Visiting Faculty, De la Salle University, Dasmariñas, Graduate School, Semiotics (PhD program)

July 2018, Visiting Faculty, De la Salle University, Dasmariñas, Graduate School, Sociolinguistics (PhD program) Invited Special lecture on Presentation/lecturing skills entitled, "Embracing your pedagogical faux pas" delivered on July 21, 2018.

July 2017 Visiting Faculty, University of Santo Tomas, Graduate School, Manila, Philippines. PhD course in Sociolinguistics.

## RESEARCH INTERESTS

My current research interests focus corpus discourse analysis, migration discourse, and pedagogical issues in higher education

## EDITORIAL TEAM MEMBER/REVIEWER

- ◆ Asian Englishes, Routledge
- ◆ English Today
- ◆ Ampersand
- ◆ Asian Journal of English Language Studies (AJELS), Department of English, Faculty of Arts and Letters, University of Santo Tomas, Manila, Philippines
- ◆ Technology in Language Teaching and Learning Journal (Castledown Publishers), Australia
- ◆ Philippine Journal of Linguistics, (LSP) Philippines
- ◆ Journal of Language, Identity, and Education
- ◆ Journal of Psychology and Education
- ◆ International Journal of Bilingual Education and Bilingualism
- ◆ International Journal of Mental Health and Addiction
- ◆ The Asia-Pacific Education Researcher (TAPE) Journal, Hong Kong
- ◆ International Journal of Language and Literary Studies, Italy
- ◆ Co-Series Editor for English and Migration in the *Routledge Resources Online*  
member of the executive board of the International Association for Migration Linguistics (IAML)

## PAPERS IN REFEREED JOURNALS

Yeh, A. (2024). Identity, Representation, and Agency: Narrative Constructs of Filipino Teachers in Taiwan's Bilingual Nation 2030 Policy. *PuntOorg International Journal*, 1(1).  
<https://doi.org/10.19245/25.05.of.19.07.24.1>

Chan, KYC. & Yeh, A. (2024). Thanks and Goodbye: A corpus-assisted discourse analysis on emotional distress in BTS Suga's K-pop compositions. *Studies in Pragmatic and Discourse*. Ahmadi Governorate, State of Kuwait. <https://doi.org/10.48185/spda.v5i1.1011>

Philippou, N., & Yeh, A. (2023). Blue without my Green: A Corpus Analysis on Colours of Grief and Emotive Expressions of Amy Winehouse's Compositions. *International Journal of Language and Literary Studies*, 5(4), 1–19. <https://doi.org/10.36892/ijlls.v5i4.1478>

Yeh, A. (June 2023). Bilingual 2030: Revving Up English in a Multilingual, Multicultural Taiwan. *Asian Englishes*. Special Issue on Multilingual and Multicultural English Education in Asia.

Yeh, A. (2023). Intertextuality in business emails: An ESP Practitioner's commentary on Warren's research on intertextuality In Catherine Nickerson and Clarice Chan *English for Specific Purposes special issue on Business English, Volume 71*, July 2023, Pages 139-142. Elsevier Science Direct. SCI.

de Borja Navarro, F., & Yeh, A. (2022). The Dangerous Discourse of "Us" vs. "Them:" Spain's VOX Discursive Practices. *Journal of Nationalism, Memory & Language Politics*.

Yeh, A., & Trang, P. T. M. Avicii's SOS: A psychobiographical approach and corpus-based discourse analysis on suicidal ideation. *Psychology of Language and Communication*, 26(1), 207-241.

Lacsina, N., & Yeh, A. (2022). Keep social distance: The linguistic landscape of the major malls in Jeddah amid the Covid-19 pandemic. *Topics in Linguistics*.  
Sciendo. <https://sciendo.com/article/10.2478/topling-2022-0004>

Yeh, A. (2021). A corpus-assisted discourse analysis of Taiwanese students' sentiments toward Asianphobia on the news amid Covid-19. *Australian Journal of Applied Linguistics*, 4(2), 37-59. <https://doi.org/10.29140/ajal.v4n2.492>

Murillo, M. A., & Yeh, A. (2021). The Failed Rhetoric: Presupposition Analysis on Duterte's 5th State of the Nation Address. *International Journal of Language and Literary Studies*, 3(2), 1-20. <https://doi.org/10.36892/ijlls.v3i2.587>

Yeh, A. (2021). The deadly power of words: A corpus discourse analysis of racism in the news during Covid times and students' sentiments. *Journal of Languages and International Studies*, Vol. 24. (1). Kaohsiung, Taiwan: Wenzao Ursuline University of Languages. ISSN 1811-4717.

de Borja Navarro, & Yeh, A. (2021). Discursive practices of Spanish newspapers regarding the fragmented government measures in battling Coronavirus. *Journal of Languages and International Studies*. Vol. 25, June 2021, pp. 123-150. [https://www.hyread.com.tw/hyreadnew/search\\_detail\\_new.jsp?dtd\\_id=3&sysid=00592983](https://www.hyread.com.tw/hyreadnew/search_detail_new.jsp?dtd_id=3&sysid=00592983)

Pham, T. M. T., & Yeh, A. (2020). Politeness of Vietnamese Students in Writing Request Email in English: a Course-based and Socio-pragmatic Study. *International Journal of Language and Literary Studies*, 2(2), 109-128. <https://doi.org/10.36892/ijlls.v2i2.202>

Tran, T. M. T., & Yeh, A. (2020). Keeping it Real: Vietnamese-English Pragmatic Representations in EFL Textbook. *International Journal of Language and Literary Studies*, 2(1), 1-20. <https://doi.org/10.36892/ijlls.v2i1.105>

Tran Thi Mai Thi & Aiden C. Yeh (2019). 'Eh?', 'Huh?', 'Hmm': Pronunciation intelligibility of Vietnamese-accented English to Taiwanese EFL learners. *Asian Journal of English Language Studies*. Vol 7. Dec2019. ISSN: 2619-7219 [https://ajels.ust.edu.ph/wp-content/uploads/2019/11/9\\_%E2%80%98Eh\\_%E2%80%99-%E2%80%98Huh\\_%E2%80%99-%E2%80%98Hmm%E2%80%99\\_Pronunciation-intelligibility-of-Vietnamese-accented-English-to-Taiwanese-EFL-learners.pdf](https://ajels.ust.edu.ph/wp-content/uploads/2019/11/9_%E2%80%98Eh_%E2%80%99-%E2%80%98Huh_%E2%80%99-%E2%80%98Hmm%E2%80%99_Pronunciation-intelligibility-of-Vietnamese-accented-English-to-Taiwanese-EFL-learners.pdf)

Yeh, A. (2019). June issue. Problematizing the Commodification of ESL Teaching in the Philippines: Mediating Expectations, Norms and Identity(ies). *Journal of English as an International Language (EIJ)*. <https://www.elejournals.com/eilj-2019/volume-14-issue-1-2019/>  
<https://eric.ed.gov/?id=EJ1244670>

Yeh, A. (2019). Intercultural (Mis)communication: Problematizing Taiwanese Students' Perceived Sentiments on the Delivery of Online Video Conferences. *Journal of Pedagogical*

*Sociology and Psychology*, 1(1), 12-28. Retrieved from [http://www.j-  
psp.com/article/intercultural-miscommunication-problematizing-taiwanese-students-perceived-  
sentiments-on-the-6417](http://www.j-<br/>psp.com/article/intercultural-miscommunication-problematizing-taiwanese-students-perceived-<br/>sentiments-on-the-6417)

Yeh, A. August 2005, Volume 1, 2. Understanding culture through poetry: A task based project using multimedia and online video, *The JALT CALL Journal*, The Journal of the JALT CALL SIG, (ISSN 1832-4215)

Yeh, A. July 2005. Happy Online: A Blended-Learning Lesson Plan, IATEFL- CALL IS, *Teaching English with Technology* Online Journal. (

Yeh, A. Jan 2005. Poetry from the Heart [Task-based classroom work in Taiwan that uses a mix of traditional teaching, multimedia, and online video], *English Today*. Anniversary Issue. UK: Cambridge. [https://www.researchgate.net/profile/Aiden-Yeh/publication/231888119\\_Poetry\\_from\\_the\\_heart/links/54d8c7cd0cf2970e4e790c70/Poetry-from-the-heart.pdf](https://www.researchgate.net/profile/Aiden-Yeh/publication/231888119_Poetry_from_the_heart/links/54d8c7cd0cf2970e4e790c70/Poetry-from-the-heart.pdf)

Yeh, A. 2003. Telling True Stories: Blending Multimedia in a Task-based Activity. IATEFL Poland Computer Special Interest Group, *Teaching English with Technology, A Journal for Teachers of English*, ISSN 1642-1027, Vol. 3, Issue 4 (October 2003)

Yeh, A. 2002. Teaching English in Taiwan: issues of inequality and low motivation. *English Today*. Volume 18. Issue 4. UK: Cambridge University Press. <https://www.cambridge.org/core/journals/english-today/article/abs/teaching-english-in-taiwan-issues-of-inequality-and-low-motivation/F073CC0FE2450359D6752E9D704B8A08> chapters in books

Yeh, A. (2022). Teaching English as a Foreign Language in the Philippines. In Borlongan, A.M. (Ed.). *Philippine English: Development, Structure, and Sociology of English in the Philippines*. Routledge. ISBN 9781138370760. <https://www.routledge.com/Philippine-English-Development-Structure-and-Sociology-of-English-in/Borlongan/p/book/9781138370760#>

2018. The Wenzao Desk Internship Program: Building Multicultural Skills for the Workplace. In *Internationalizing English Language Education in Globalized Taiwan*, Wen Chuan Lin, I-Jane Weng, & Robert Godwin-Jones (Eds.). Taipei, Taiwan: Tung Hua Book, Ltd.

2017. Reflections on Using E-zines in Enhancing EFL Students' Creativity and Language Skills. In *Teaching English Reflectively with Technology: A Project of IATEFL's Learning Technologies Special Interest Group in Collaboration with TESOL's Computer-Assisted Language Learning Interest Section*. Phillip Hubbard and Sophie louannou-Georgiou (Eds.) Kent, UK: IATEFL [https://members.iatefl.org/downloads/sigs/LTSIG\\_ebook.pdf](https://members.iatefl.org/downloads/sigs/LTSIG_ebook.pdf)

2016. Electronic Village Online: Professional Development for Teachers in TESOL. Proceedings of the 11th Cross-strait Conference on Foreign Language Teaching & Learning. Taipei, Taiwan: Furen University Publishing.

2016. An Online Teacher Professional Development Framework for Taiwanese English Teachers in Supplementary Schools: Undoing Self-Marginalization. In Wen- Chuan Lin, & Michael Bryam (Eds). *New Approaches to English Language & Education in Taiwan: Cultural and Intercultural Perspectives*. Taipei, Taiwan: Tung Hua Book Co., Ltd.

January 2015. Tapping technology in creating product development studies: Reflections on an ESP-Business Project. In *10 years of the LLAS elearning Symposium: Case studies in good practice*, Centre for Languages and Linguistics Area Studies. Dublin, Ireland: Research-publishing.net. ISBN: 978-1-908416-22-3 <https://files.eric.ed.gov/fulltext/ED577067.pdf>

April 2014. Get Hired! Create a Video Resume. In C. Chan & E. Frendo (Eds), *New Ways in Teaching Business English*. Alexandria, VA: TESOL International Association. Pp 154-157.

2013. Taiwanese Buxibans EFL Teachers' Attitudes and Practices Toward Professional Development. In Jernigan, J. (Ed.). *Empirical TESOL Research - Letting the Data Speak for Themselves*. Niagara Falls: NY. Untested Ideas, Inc., ISBN: 978-1-62520-007-5, pp. 23-45

2013. English Learning through Arts, Music, and Digital Media: A Photostory Project. In J. Li, N. Gromik, & N. Edwards (Eds.), *ESL and Digital Video Integration: Case Studies*. Alexandria, VA: TESOL International Association.

2010. Assessing Task-based activity in a Speech Training Class. In A. Shehadeh & C. Coombe (Eds), *TESOL Classroom Practices Series: Task-Based Learning*. Alexandria, VA: TESOL International Association, pp. 161-172.

2009. The Learning Cycle and Web 2.0 in a Public Speaking Course. In T. Stewart (Ed) *TESOL Classroom Practices Series: Authenticity in the Language Classroom and Beyond Speaking*. Alexandria, VA: TESOL International Association. Pp. 191-206.

2010. Blending Digital Media and Web 2.0 in an English Advertising Class. In J. Nordmeyer & S. Barduhn (Eds), *TESOL Classroom Practices Series: Integrating Language and Content*. Alexandria, VA: TESOL. Pp. 175-192. \* Shortlisted for the Prestigious ELTons Award, <http://www.britishcouncil.org/learning-eltons-shortlist-2011.htm>

2007. Critical Issues: Blended Learning. In J. Egbert & E. Hanson-Smith (Eds) *CALL Environments: Research, practice, and critical issues* (2nd ed. Chapter 27). Alexandria, VA: TESOL International Association. Pp. 404-421.

## CONFERENCE PRESENTATIONS

See [http://dcyeh.pbworks.com/w/page/136455702/Conference\\_Presentations](http://dcyeh.pbworks.com/w/page/136455702/Conference_Presentations)

## PROFESSIONAL CONTRIBUTIONS

See [http://dcyeh.pbworks.com/w/page/136455783/Professional\\_Contributions](http://dcyeh.pbworks.com/w/page/136455783/Professional_Contributions)

## RESEARCH GRANTS

2020-2021. IGA. 日月光樂學杉林少年暑期營契

2019. St. Ursula Eichi High School Study Program at Wenzao

2018. 2019 日本早稻田大學 Digital Campus Consortium (DCC)與文藻外語大學英文系產學合作研究計畫書. World Englishes & Miscommunications

2018. March. 2018 St. Ursula Eichi High School Study Program at Wenzao.

2017. 日本早稻田大學 Digital Campus Consortium (DCC)與文藻外語大學英文系產學合作研究計畫書. World Englishness & Miscommunications.

2016. 日本早稻田大學 Digital Campus Consortium (DCC)與文藻外語大學英文系產學合作研究計畫書, 計劃執行時間, 自民國 105 年 09 月 14 日至民國 106 年 07 月 31 日, 計劃名稱: Mapping out World Englishes in Taiwan's Urban Linguistic Landscape: Students' Perceptions, Linguistic Preferences, and Experiences

2015. Renwu-GEPT 產學合作研究計畫 6-Skills Approach for Basic GEPT Listening Comprehension Test: An Investigation on Applications and Outcomes

## **SUPERVISED DISSERTATIONS**

2024. Cherry Chan. Language Policy issues in HK (tentative topic)

2024. Ruby. The Impact of Self-deprecation of Students on Their Self-cognition and Social Relationships: A case study on social media (tentative topic)

2023. Ulil Albab Af-Farizi. Discourse on Framing Sentiments toward the Indonesian Legal Protection Policy (BP2MI): A Case Study of Indonesian Migrant Workers in Kaohsiung. Proposal approved.

Irene Pham. Discourse. (tentative)

### **Graduated**

2024 (June). Chung-Te Chou, An Analysis of Crisis Management Strategies of Cram Schools in Kaohsiung: A Case Study. Defense on June 28.

2024 (June). Saranpath Suthamphan. Vocabulary Learning Strategies Used by Upper Elementary Level Students from Modern Language Program (MLP) and Integrated English Program (IEP) Studying at Assumption College Sriracha School (Thailand).

2024 (January). Alvin Tan: Case Study in Kaohsiung Hotels on Exploring the Demand for Intercultural Communication Competence in Hotel Industry

2022. Martina Hsia. Linguistic Landscape Shaped by Tourist Practices: A Case Study of Kaohsiung's Popular Tourist Attractions (Cijin, Hamasen, and the Pier-2 Art Center)

2022. Jenny Hung. Social Semiotic Analysis of Taiwanese Religious Arts and Culture: A Diachronic Case Study of Tian Wen Temple's Festival Posters

2020 Mark Sherwin Maestro. Diasporic Virtual Parenting Through Media Rich Video Chat: A Case study of Filipino Migrant Workers in Taiwan. Department of Southeast Asian Studies.

2020 Imelda Meneses Czysz. Exploring the Effects of English as a Medium of Instruction on Instructors' Teaching Quality: A Case Study of a University in Southern Taiwan. Department of English.

2018 Pham Thuy Linh. Using silence as a learning strategy in Vietnamese EFL higher education from a student perspective. Department of English.