

## Curriculum Vitae



### **Associate Professor Lim Beng Soon**

Head, Malay Language and Literature Programme  
School of Humanities and Behavioural Sciences

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### **Education Qualifications**

2002	PhD, National University of Singapore (NUS)
1997	MA (Translating), University of Salford
1995	BA (Educ.) (Hons.), Universiti Sains Malaysia

### **Academic and Professional Experience**

- Executive Committee Member & Hon. Treasurer - Singapore Association of Applied Linguistics, Singapore (2003 – June 2006)
- Executive Committee Member - Singapore Association of Applied Linguistics, Singapore (2008 – Present)
- Fellow – Royal Asiatic Society of Great Britain and Ireland, England
- Member - Malaysian Branch of The Royal Asiatic Society, Kuala Lumpur, Malaysia
- Member - The Philological Society, London, England

### **Memberships and Professional Activities**

- The Singapore Association for Applied Linguistics (SAAL)

### **Research Interests**

- Pragmatics Malay
- Baba Malay
- Translation
- Applied Linguistics
- Discourse Analysis

## **Selected Publications**

### **Thesis:**

“Comparison of pragmatic features in the discourse of Malay and English Bilinguals”

### **Chapters in Edited Books/Edited Books:**

- Lim B.S. (2012) Transfers of politeness strategies: Some preliminary findings. In Ee Ling Low & Azirah Hashim (Ed). English in South East Asia. Features, Policy and Language Use. Amsterdam: John Benjamins, pp 343-354.
- Lim B.S. (2012) How to make women buy beauty: A comparative analysis of print advertisements of beauty products based the theory of conversational implicatures in English in Popular Culture, Hong Kong: Hong Kong University Press, pp 173-198.
- Lim B. S. (2010) Penang Peranakan Hokkien: A Sociological Reflection of a Hybrid Tongue in Penang Peranakan Chinese and Chinese Muslims: An Historical and Cultural Journey. Penang: Persatuan Karyawan Pulau Pinang, pp 141-165.
- Lim B.S., Lee K.B. and Chua J.S.M (Eds.) (2009) Papers Presented at the 2007 and 2008 UNAS Seminar, Singapore: United Nations Association of Singapore
- Lim B.S. (2008) An introduction to the language of the Peranakans in Malaysia and Singapore in Peranakan A-Z, National Heritage Board: Singapore. pp 166-167.

### **Journal Papers:**

- Schaetzel, K., Low, E.L. & Lim, B.S. 2010. A descriptive and qualitative case study of teaching Singapore English: a features-based approach. In Ee Ling Low & Pakir, A. (Ed.). World Englishes (Special Issue: Englishes in Southeast Asia) 29:3, pp 420-430.
- Wong M.E. & Lim B.S. 2007. Involving Visually Impaired Students in the Language Classroom. SEAMEO Guidelines, 29:1, pp 20-24.
- Ahn S.W., Lim B.S. & Suh K-O. 2005 The growth of English in Singapore as a model for Korea. Korean Journal of English Language and Linguistics 5:1, pp 115-138.
- Lim B.S. 2005 Brown and Levinson's Politeness Framework and Studies on Politeness in the 1990s, Journal of Modern Languages 16, pp 64-79.
- Lim, B.S. 2005 Malay Sayings as Politeness Strategies, Journal of Modern Languages 16, pp 47-63.
- Lim, B.S. 2003. Translation in 21st Century Singapore. Journal of Modern Languages 15, pp 52-58.
- Teoh, B.S., Lim, B.S. & Lee, L.H. 2003. A study of Penang Peranakan Hokkien. Journal of Modern Languages 15, pp 169-190.
- Lim, B.S. & Wee, B.G. 2002. A study of the Singapore identity through an analysis of media reports on a national tragedy (crash of flight MI 185 in December 1997). Bijdragen tot de Taal-Land-en Volkenkunde 158:1, pp 49-60.
- Teoh, B.S. & Lim, B.S. 2001. Challenges confronting translators in multilingual and multiethnic Singapore. Babel-International Journal of Translation 47:1, pp 22-34.

- Teoh, B.S. & Lim, B.S. 2001. Penggunaan Bahasa Melayu di Singapura: Satu Pemerihalan Ringkas. *Jurnal Bahasa Moden* 13, pp 51-64.
- Teoh, B.S. & Lim, B.S. 1999. Malay in Baba Hokkien of Penang. *Journal of The Malaysian Branch of The Royal Asiatic Society* 72:1, pp 125-137.

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