

**DR. YASIR AZAM**

English Language Section  
School of Humanities

✉ [yasir@usm.my](mailto:yasir@usm.my)

☎ 04-6536042

## BIOGRAPHY

---

Born in Penang, Malaysia, he is passionate about teaching and guiding aspiring linguists in their academic journey and future development. Outside of academia, he has been part of a fellowship, united by a common purpose and an unwavering journey through lands both shadows and light.

## AREAS OF EXPERTISE

---

- Word formation and processing
- Lexical semantics

## ACADEMIC QUALIFICATION

---

- PHD (2016), Psycholinguistics and Neurolinguistics.  
University of Essex
- MA (2008), Linguistics.  
University of Manchester
- BA (2006), English Language and Literature Studies.  
Universiti Sains Malaysia

## MEMBERSHIPS

---

- Malaysian Association of Applied Linguistics

## PUBLICATIONS

### Article in Journal

1. Zhang Ting, Hicham Lahlou, Yasir Bin Azam, , 2025, A corpus-based cognitive linguistic analysis of taste terms The case of English Sour and Chinese suan, in (TERMINOLOGY), ,, (Impact Factor: -, DOI:10.1075/term.23033.zha), (Article-in-Press) (Quartile = -)
2. Wang Jianning, Yasir Bin Azam, Hicham Lahlou, , 2024, The Composite Model of 'Speak-Write' for Success in EFL Writing Classroom: A Study on Chinese University Freshmen, in (ATTARBAWIY: MALAYSIAN ONLINE JOURNAL OF EDUCATION (ATTARBAWIY)), 8,71 - 82, (Impact Factor: -, DOI:10.53840/attarbawiy.v8i2.241), (Published) (Quartile = -)
3. Zhang Ting, Hicham Lahlou, Yasir Bin Azam, , 2023, A Corpus-based Cognitive Linguistic Analysis of Taste Words : The Case of English bitter and Chinese ku, in (KEMANUSIAAN: THE ASIAN JOURNAL OF HUMANITIES), 30,43 - 72, (Impact Factor: -, DOI:-), (Accepted) (Quartile = -)
4. Jong, H. Y., Yasir, A. (2023). Bahasa Melayu: Faham atau Hafal?. Pelita Bahasa, Dewan Bahasa dan Pustaka, pp. 8-13, Bil. 07/2023, ISSN 0128-2182
5. Hassan Mohammad Falah Bani Issa, Jong Hui Ying, Yasir Bin Azam, , 2023, Comprehension of wh-questions among Jordanian children with autism spectrum disorder and specific language impairment, in (HUMANITIES & SOCIAL SCIENCES COMMUNICATIONS), 10,1 - 8, (Impact Factor: 3.5, DOI:10.1057/s41599-023-02118-7), (Published) (Quartile = Q1)
6. Zhou Jun, Hicham Lahlou, Yasir Bin Azam, , 2023, Image schemas in the Great Gatsby: A cognitive linguistic analysis of the protagonist's psychological movement, in (COGENT ARTS AND HUMANITIES), 10,1 - 19, (Impact Factor: 1, DOI:10.1080/23311983.2023.2278265), (Published) (Quartile = -)
7. Ting Z., Hicham Lahlou, Yasir Bin Azam, , 2023, A Corpus-Based Cognitive Linguistic Analysis of Taste Words: The Case of English "Bitter" and Chinese Ku, in (KEMANUSIAAN), 30,43-72, (Impact Factor: -, DOI:10.21315/KAJH2023.30.S1.4), (Published) (Quartile = -)
8. Abdelmohsen M.M., Rohaya Binti Abdullah, Yasir Bin Azam, , 2020, The development of writing module on enhancing the writing skills of omani general foundation program students, in (INTERNATIONAL JOURNAL OF LEARNING, TEACHING AND EDUCATIONAL RESEARCH), 19,363-381, (Impact Factor: -, DOI:10.26803/IJLTER.19.9.19), (Published) (Quartile = -)

### Article in Proceeding

1. Yasir Bin Azam, , 2020, An Analysis of Selected Characteristics in Metaphysical Poetry, 89,742 - 750, (DOI:10.15405/epsbs.2020.10.02.69).
2. Intan Nadia Amalina, Yasir Bin Azam, , 2020, Cultural Interpretation of Emoji in Malaysian Context, 89,751 - 758, (DOI:10.15405/epsbs.2020.10.02.70).
3. Yasir Bin Azam, , 2019, Textual Code-Switching: A Case Study of Malay/English Blogs, 68,328 - 336, (DOI:10.15405/epsbs.2019.09.36).
4. Yasir Bin Azam, , 2019, The Motivation for Code Switching in Written Context, ,137 - 140, (DOI:10.15405/epsbs.2020.10.02.70).
5. Yasir Bin Azam, , 2018, IDIOMS: LEXICAL OR SYNTACTIC?, ,169 - 175, (DOI:10.15405/epsbs.2020.10.02.69).

### Other Publications

1. Hadura Binti Abu Hasan, Mohamad Ibrahim Bin Mohamad Isa, Yasir Bin Azam, PRODUCT DESIGN AND PACKAGING BLACK SOLDIER FLY LARVAE AND FRASS, LY2024P09159, 26/12/2024
2. Hadura Binti Abu Hasan, Mohamad Ibrahim Bin Mohamad Isa, Yasir Bin Azam, PRODUCT DESIGN AND DRAWING FOR BLACK SOLDIER FLY REARING (EGG WOODEN BLOCK, LARVA RACK AND TRAY AND ADULT CAGE), LY2024P09160, 26/12/2024
3. Moussa Pourya Asl, Kumaran A/L Rajandran, Yasir Bin Azam, , 2019, e-Proceedings of 5Th International Conference on Linguistics, Literature and Culture (ICLLIC 2019), ,-, (Impact Factor: -, DOI:-), (Published)

## RESEARCH PROJECT

---

1. Yip Pick Schen, Syaiba Balqish Binti Ariffin@mat Zin, Ismaanzira Binti Ismail, Siti Fatimah Nur Binti Abdul Aziz, Tan Mou Leong, Yasir Bin Azam, ISU GELOMBANG HABA DAN KESAN KEPADA PELAJAR SEKOLAH: MENANGANI GELOMBANG HABA MELALUI PROJEK STEM DI 6 BUAH SEKOLAH PULAU PINANG,BJIM USM, RM20,000.00, 01/10/2024-31/08/2025.
2. Ismaanzira Binti Ismail, Yip Pick Schen, Yasir Bin Azam, Faradina Merican Binti Mohamed Sidik Merican, Faizal Bin Baharum, Heatwave Education: Empowering Youth on Climate Change,Bahagian Jaringan Industri & Masyarakat (BJIM), RM17,989.60, 01/11/2023-31/01/2025.
3. HADURA BINTI ABU HASAN, SITI BAIDURAH BINTI YUSOFF, HASBER BIN SALIM, INTAN HASLINA BINTI ISHAK, YASIR BIN AZAM, PROJEK BLACK SOLDIER FLY LARVAE (BSFL): INOVASI MAKANAN HAIWAN MASA HADAPAN, EXTERNAL GRANT COMMUNITY (BJIM), RM 500,000.00, 17/10/2022 - 16/10/2023.
4. Yasir bin Azam, Analysing the Usage and Interpretation of Emojis: A Cross-Cultural and Cross-Generational Case Study in Malaysian Context, BRIDGING (INCENTIVE) GRANT, RM 5,000.00, 15/12/2018 - 14/12/2019.

## CONSULTANCY PROJECT

---

- 1. Anisah Lee Binti Abdullah, Nurul Farhana Low Bt. Abdullah, Mohamad Rashidi Bin Mohd Pakri, Yasir Bin Azam, Wan Rose Eliza Binti Abdul Rahman, Short Course: Communication Skills for Global Citizenship., Rajamangala University of Technology Srivijaya, 12/08/2023 - 27/08/2024, RM33,000.00 (International)
- 2. Yasir Bin Azam, ENGLISH PROGRAM FOR JAPANESE STUDENTS FROM KYOTO UNIVERSITY OF FOREIGN STUDIES, USM - BJIM - KYOTO UNIVERSITY OF FOREIGN STUDIES, 16/02/2020 - 13/03/2020, RM50,000.00 (International)
- 3. Yasir Bin Azam, ENGLISH PROGRAM FOR JAPANESE STUDENTS FROM KYOTO UNIVERSITY OF FOREIGN STUDIES., BJIM USM - KYOTO UNIVERSITY OF FOREIGN STUDIES, 06/08/2019 - 05/09/2019, RM25,000.00 (International)
- 4. Yasir Bin Azam, ENGLISH PROGRAM FOR JAPANESE STUDENTS FROM KYOTO UNIVERSITY OF FOREIGN STUDIES., BJIM USM - KYOTO UNIVERSITY OF FOREIGN STUDIES, 18/02/2019 - 22/03/2019, RM50,000.00 (International)
- 5. Yasir Bin Azam, ENGLISH PROGRAM FOR JAPANESE STUDENTS FROM KYOTO UNIVERSITY OF FOREIGN STUDIES., BJIM USM - KYOTO UNIVERSITY OF FOREIGN STUDIES, 06/08/2018 - 06/09/2018, RM25,000.00 (International)
- 6. Yasir Bin Azam, ENGLISH PROGRAM FOR JAPANESE STUDENTS FROM KYOTO UNIVERSITY OF FOREIGN STUDIES., BJIM USM - KYOTO UNIVERSITY OF FOREIGN STUDIES, 13/02/2018 - 15/03/2018, RM50,000.00 (International)
- 7. Yasir Bin Azam, ENGLISH PROGRAM FOR JAPANESE STUDENTS FROM KYOTO UNIVERSITY OF FOREIGN STUDIES., BJIM USM - KYOTO UNIVERSITY OF FOREIGN STUDIES, 07/08/2017 - 09/09/2017, RM25,000.00 (International)
- Yasir Bin Azam, Penasihat Pameran Speech and Learning Disorder Program Cognitive Neurosciences Day@USM, USM, 21/11/2023 - 22/11/2023, (University)

## PAPER PRESENTED

---

### Conference

1. Yasir, A. (2019). The Motivation for Code-switching in Written Context. 29<sup>th</sup> - 30<sup>th</sup> July 2019, 5th International Conference on Linguistics, Literature and Culture (ICLLIC 2019), Universiti Sains Malaysia.
2. Yasir, A. (2018). The Types and Functions of Code-switching in Bilingual Malay/English Blogs. 13<sup>th</sup>-15<sup>th</sup> November 2018, International Conference on Linguistics (PALing 2018), Universiti Kebangsaan Malaysia.
3. Yasir, A. (2014). Reanalysing Malay Compounding. 26<sup>th</sup> - 28<sup>th</sup> November 2014, 3rd International Conference on Linguistics, Literature and Culture (ICLLIC 2014), Universiti Sains Malaysia.

## ACADEMIC/PROF. SERVICES

### Evaluation

1. PhD candidate , Exploring Slips Of The Tongue (Sot) Among Teacher-Student From The Perspective Of Psychopragmatics, 13/06/2024-13/06/2024, Universiti Sains Malaysia
2. PhD candidate , A Comparative Systemic Functional Study of Theme and Cohesion in Three Versions of "A Tale of Two Cities", 21/08/2024-21/08/2024, Universiti Sains Malaysia
3. NIVEETHENE A/P MURUGAIAH, 2018, Master Thesis - Mixed Mode , UNIVERSITI SAINS MALAYSIA, A CASE STUDY ON PRAGMATIC COMPREHENSION AMONG CHILDREN WITH AUTISM SPECTRUM DISORDER IN SELECTED MALAYSIAN LEARNING CENTRES
4. Anis Mardhiah Binti Ahmad Khairuddin (2023), Master Thesis, Universiti Sains Malaysia, A Study TUDY of Conceptual Metaphors in Taylor Swift's Song Lyrics.
5. Nurul Hayat Yahya (2022), Master Thesis, Universiti Sains Malaysia, An Analysis on Linguistic Markers of Depression in Twitter During the Covid-19 Pandemic.
6. Keerthana a/p Mani Maran (2022), Master Thesis, Universiti Sains Malaysia, A Study of the Intercultural Content in the Full Blast Plus 4 English Language Textbook.
7. Nur Suaidah Binti Mohd Ismail , 2018, Master Thesis - Mixed Mode , Universiti Sains Malaysia, A Study of the Effect of Project-based Learning (PBL) on Malaysian ESL Learners' Vocabulary Recall and Retention
8. Nurul Amirah Binti Md Fadzil, 2019, Master Thesis - Mixed Mode , Universiti Sains Malaysia, A Systemic Functional Linguistic Analysis of Tweets on LGBTQ
9. Shafii Murtala, 2021, Master Thesis - Mixed Mode , Universiti Sains Malaysia, A comparative analysis of rhetoric in Umar Musa Yar'adua and Abubakar Rimiâ€™s speeches during political campaigns.
10. Syamir bin Zarulnizam, 2021, Master Thesis - Mixed Mode , Universiti Sains Malaysia, Markedness in code switching as a linguistic choice of Malaysian podcasters
11. NIS MARDHIAH BINTI AHMAD KHAIRUDDIN, 2023, Master Thesis - Mixed Mode , Universiti Sains Malaysia, A STUDY OF CONCEPTUAL METAPHORS IN TAYLOR SWIFT'S SONG LYRICS
12. NUR AQILAH BINTI ANUAR, 2024, Master Thesis - Mixed Mode , Universiti Sains Malaysia, A CONVERSATION ANALYSIS OF PATTERNS OF ADJACENCY PAIRS IN MALAY LIFESTYLE VLOGS
13. UMMI KALSUM BINTI ABD AZIZ, 2024, Master Thesis - Mixed Mode , Universiti Sains Malaysia, AN ANALYSIS ON TYPES AND SCALES OF POLITENESS BY THE CHARACTERS IN "MAT KILAU: KEBANGKITAN PAHLAWAN" FILM

### Contribution to external organisation

1. Compounding in the Dengka Dialect of the Rote Language: A Generative Morphology Approach, 2017, KEMANUSIAAN The Asian Journal of Humanities.
2. Pronouns in Sigulai Language, 2018, KEMANUSIAAN The Asian Journal of Humanities
3. Humour and the Creative use of English Expressions in the Speech of University Students, 2019, KEMANUSIAAN The Asian Journal of Humanities
4. Linguistic Awareness and English Spelling Difficulties of Iranian EFL Students, 2019, 3L The Southeast Asian Journal of English Language Studies
5. Acoustic Characteristics of English Monophthongs and Diphthongs Produced by Thai Speakers , 2020, 3L The Southeast Asia Journal of English Language
6. The Usage of Taboo in Sukabumi Society , 2020, KEMANUSIAAN The Asian Journal of Humanities
7. Coronalexicon: A crosslingual analysis of compounds and blends in the NOW corpus, 2021, 3L: Language, Linguistics, Literature
8. Production errors and interlanguage development patterns of L1 Malay ESL learners in the acquisition of the English passive, 2021, ISL - Issues in Language Studies
9. Patterns of diphthong adaptation within English loanwords in Iraqi Arabic, 2023, 3L

10. Contextualization of English Verb Particle Constructions in their Hindi Equivalents, 2023, 3L
11. Using Non-Lexicalised Pauses as Self-Assessment Metacognitive Strategies to Enhance Speech Production, 2024, 3L

## SUPERVISION

### PhD

1. Wang Jianning, 2023, Doctor of Philosophy, Research - Full Time, Will be determined later., Main Supervisor
2. Jiao Fengming, 2021, Doctor of Philosophy, Research - Full Time, Will be determined later., Co-supervisor
3. Zhou Jun, 2021, Doctor of Philosophy, Research - Full Time, Will be determined later., Co-supervisor
4. Zhang Ting, 2021, Doctor of Philosophy, Research - Full Time, Will be determined later., Co-supervisor
5. Moustafa Mohamed Abdelmohsen Ibrahim, 2021, Doctor of Philosophy, Research - Full Time, Evaluating The Effectiveness Of An EFL Module In Enhancing Critical Thinking, Writing And Collaborative Skills Of Omani EFL Foundation Students, Co-supervisor

### Master

1. Ye Lina, 2024, Master(Dissertation - Mixed Mode), Speech Errors Under Cognitive Load: A Study of ESL Speakers at Universiti Sains Malaysia
2. Hang Zhengchun, 2024, Master(Dissertation - Mixed Mode), The Impact of English Subtitles on Incidental Vocabulary Acquisition in Chinese EFL Learners
3. Intan Nur Shuhada Binti Muhammad Zainuddin, 2020, Master(Dissertation - Mixed Mode), An Experimental Study of the Effects of Phonological Instruction on ESL Learners' Vowel Pronunciation.
4. Intan Nadia Amalina Binti Baharudin, 2020, Master(Dissertation - Mixed Mode), The Meaning of Emoji in Digital Communication: An Analysis in the Multicultural Malaysian Context
5. Uthayacshantni A/p Saigran, 2020, Master(Dissertation - Mixed Mode), The Effect of Emoji on Text Interpretation: A Case Study Among USM Undergraduates.
6. Siti Nurmizani Binti Roslan, 2024, Master(Dissertation - Mixed Mode), Analysing the centering diphthongs in Loanword Adaptation from English to Malay
7. Ilham Aqilah Binti Shedy Abdul Latef, 2024, Master(Dissertation - Mixed Mode), Coffee Shop Names in the Linguistic Landscape of Perlis, Malaysia.

## TEACHING

### Master

HET526/28, Dissertation  
 HET524/3, Psychology And Sociology Of Language  
 HET515/3, Linguistic Studies

### Bachelor

HET327/6, English Language Studies Project  
 HET326/3, Psycholinguistics  
 HET227/3, Morphology And Syntax  
 HET111/3, An Introduction To Linguistics  
 HET319/3, Semantics