Cecilia Yin Mei Cheong

List of Publications by Year
in descending order

5 papers	3 citations	3311381 1 h-index	2917675 2 g-index
5 all docs	5 docs citations	5 times ranked	0 citing authors

#	Article	IF	Citations
1	The Hypertextual Gateway of Elite Chinese Universities: A Genre Analysis of the â€˜Aboutâ€™ Webpages. Issues in Language Studies, 2020, 9, 94-125.	0.2	1
2	Corporate branding of academic institutions: semiotic communication of logos and names. Journal of Marketing for Higher Education, 0, , 1-23.	3.2	1
3	Exploring the literary element â€˜moodâ€™ in an award-winning Malaysian picturebook: A multimodal analysis. Studies in English Language and Education, 2022, 9, 886-902.	0.7	1
4	The Meaning of Quality in Online/Blended Courses to American and Malaysian Administrators, Faculty, and Students. International Journal of Distance Education Technologies, 2019, 17, 45-58.	2.9	0
5	Multimodal narrativity in a Pakistani TV advertisement: a socio-semiotic and narratological analysis. Social Semiotics, 2024, 34, 61-81.	1.1	0