

Cecilia Yin Mei Cheong

List of Publications by Year in descending order

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