

Preface

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The first issue of Volume XXVI witnesses the highlights of the 22nd International Conference of the International Association for Intercultural Communications Studies (IAICS), which was held in early July last year at Shanghai International Studies University (SISU), Shanghai. This session of the conference attracted over 200 scholars from nearly 30 countries and regions throughout the world, like the U.S., South Africa, Canada, Germany, Hungary, the Netherlands, Japan, New Zealand, and China.

“Culture, Communication & Cosmopolitanism”, the theme of this conference, covered a myriad of topics, including comparative literature, translation studies, media studies as well as the conventional intercultural studies. Scholars in different areas exchanged ideas in terms of the most recent research findings and the possibility of the potential of interdisciplinary studies.

The Presidential Address delivered by Prof. Guo-Ming Chen from the University of Rhode Island was a summary report of distinction, centering on the “Conceptualization and Operationalization of Intercultural Communication Competence”. With in-depth analysis of the dynamic conceptualization of ICC, Prof. Chen presented a series of issues and challenges, which may well inspire more scholars to involve themselves in further investigation.

Professor Robert N. ST. CLAIR from the University of Louisville, though unable to attend the conference in person, had his keynote speech presented by Prof. Joanna Radwańska-Williams at the conference, and his paper on the topic of “The Biological Rationale for Revising Communication Theory: Mirror Neurons, Epigenetics, Brain Functions, and Lexicon-based Semantics” has been included as the first article in this issue.

The keynote speeches delivered by Professor Sandra L. Bermann from Princeton University and Professor Keyan G. Tomaselli from the University of Johannesburg respectively discussed the combination between comparative studies and translation studies, and the dynamic changes of the concept of cultural studies. The Executive Director of IAICS, Professor Mao Sihui from Shantou University shared in his keynote speech his opinion of the image of Macao through Post-WWII western films. Professor Sun Youzhong from Beijing Foreign Studies University, the President of CAFIC (Chinese Association for Intercultural Communication), discussed the intercultural teaching principles and methods by presenting the *Think English* Textbook Series. A special keynote speech jointly delivered by Professor Zhang Hongling, Professor Steve Kulich and Dr. Chi Ruobing from Shanghai International Studies University introduced the design and production of the “Intercultural Communication” course, which is the very first SISU MOOC Course for the UK-based FutureLearn platform. The last keynote speech was delivered by Professor Zha Mingjian, Dean of the School of English Studies and SISU Graduate School at SISU, in which Professor Zha argued that comparative literature could help establish the fundamental principles for cross-cultural dialogue and communication.

In this special conference issue, besides the keynote address article by Robert N. ST. CLAIR, eight papers are included, covering discussions in areas of identity studies, media studies,

pragmatics and translation studies. The first section, devoted to identity studies, contains three case studies. QIN Yue's paper is a case study of integration of English proficient Chinese immigrants in Canada, which is aimed to discuss whether language is a determining factor for successful integration. Another case study is conducted by CHEN Qinhan, for the purpose of finding out how world music contributes to intercultural communication and identity construction. In the third case study, Alina CLARK conducts a survey of six bilingual German-U.S. families to determine the extent of their children's bilingual and bicultural identification.

The second section, on media studies, contains two articles that are innovative in both their data and theoretical framework. LI Weichong and SUN Yanshu re-examine the "Spiral of Silence" theory in the context of the Chinese social media Weibo and conclude that "the spiral of silence theory is not completely tenable in online environments". DAI Guiyu, LIU Yang and WANG Jiao apply a cognitive poetics approach to a comparative study of Chinese and foreign narrative commercials' brand image building and find that there exist cross-cultural differences in both the hard and soft attributes of brand image.

In the third section, devoted to pragmatics, WANG Yan's "Intersubjectivity in Chinese and Japanese Yes-no Questions" provides a novel perspective in terms of the pragmatic failure, and thus argues that intersubjectivity is a primary factor driving communicators to choose different interrogative forms in various sequential contexts. TAO Lin's "Face Perception in Chinese and Japanese" examines the factors used by Chinese and Japanese youth in their conceptualization of face and politeness.

The final section contains the article by QIAN Xuewei, who takes the translated work *Sonnets of William Shakespeare* as the example to illustrate its translator Shi Yingzhou's translation practice, and then gives a further critical perspective about the gap between translation practices and translation thoughts.

The IAICS Conference provides a great platform for scholars across the world, especially young scholars, to gather together, exchanging ideas and getting mutually inspired. And the journal of *ICS* is dedicated to finding and promoting the most critical views of and creative contributions to the intercultural studies. The Organizing Committee of the 22nd International Conference of the International Association for Intercultural Communications Studies (IAICS) is happy to play a part in this big event and to witness the vitality and creativity of scholars in their diversified intercultural studies.