

International Association for Intercultural Communication Studies



July 6-8, 2005

Chinese Culture University, Taipei, Taiwan

[English Part]

Conference Co-Directors

Yung-Yi Tang, Chinese Culture University, Taiwan

Guo-Ming Chen, University of Rhode Island, USA

Staff Assistance to the Program:

Tong Yu, Joanne Mundorf, & Christine Egan, University of Rhode Island

Wednesday, July 6

Plenary I Wednesday 8:30-9:00 a.m. Auditorium

Welcome Ceremony

Speaker: Professor Tian-Ren Lee (CCU President)

Introduction:

101 Wednesday 9:15-10:45 a.m. Room A

Communication Competence in Different Cultural Contexts

Chair: Hairong Feng, Purdue University, USA

- “Intercultural Competence of U.S. Expatriates in Singapore.” Rosemary Chai, Nanyang Technological University, Singapore
- “Developing Methods for Teaching Communicative Competence Based on the Job Interview Speech Event.” Victoria Orange, Connecting Cultures Ltd, France
- “Intercultural Sensitivity of Spanish Teenagers: A Diagnostic and Study about Educational Necessities.” Ruth Vila Banos, University of Barcelona, Spain
- “Arabic (Islamic) Greetings in the Indian Community: A Cross-Cultural Study.” Abdul Wahid Qasem Ghaleb, Sanaa University, Yemen Republic
- “Hide Your Thumbs.” Charles McHugh, Setsunan University, Japan

Respondent: Teruyuki Kume, Rikkyo University, Japan

102 Wednesday 9:15-10:45 a.m. Room B

Issues in Rhetorical Communication

Chair: Yoshitaka Miike, University of Hawai‘i at Hilo, USA

- “Ethnographic Fiction.” Lyall Crawford, Tzu Chi University, Taiwan
- “The Reinforcement of Opposition.” Maritza Castillo, Tampa, Florida, USA

“From Mutual Incomprehension toward Mutual Recognition.” Gu, Li, University of Masschueete-Amherst, USA

“Structural Features of Arguments in Spoken Japanese: Comparing Superior and Advanced Learners.” Shinobu Suzuki, Hokkaido University, Japan

Respondent: Sean Tierney, Division of Communications, Miles College, USA

103 Wednesday 9:15-10:45 a.m. Room C

Nonverbal Art, Design and Space

Chair: Hui-Ching Chang, University of Illinois at Chicago, USA

“Blurred Boundaries and Return to Authenticity: Image Politics of Art in Cyberspace.” Chih-Yung Aaron Chiu, Ohio University, USA

“Contrastive Analysis of the Color Culture between English and Chinese.” Wang Zhe, Hebei Chengde Tourism Vocational College, China

“Design Education: A Catalyst for Change in Economically Depressed Communities.” R. Johnson & Edward M. Noriega, Troy University, USA

“Spaces of Intercultural Communication in Bangkok.” Timothy Simpson, University of Macau, Macao

104 Wednesday 9:15-10:45 a.m. Room D

Technology and Organizational Communication

Chair: Kenneth C. C. Yang, The University of Texas El Paso, USA

“Design and Application of a Lightweight EWS.” WenBo Zhang, Northeastern University, China

“Managing Cross Cultural Issues in ICT-enabled Interorganisational communication Support Systems for the New Multinational Company.” Michael C.S. Chang, I-Shou University, Taiwan; Phoebe, S.W. Chong, Central University of Queensland, Australia

“The Impact of The Community Telecenter Project: A Case Study of TATAN, Thailand.” Saranthorn Sasithanakornkaew, Kasetsart University, Thailand

“Wikitopias – The Success of the Wikipedia and Its Cultural Implications.” Cathy Ma, The University of Hong Kong, Hong Kong

Respondent: Chyng-Yang Jang, University of Texas at Arlington

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| 105 | Wednesday | 9:15-10:45 a.m. | Room E |
| 106 | Wednesday | 9:15-10:45 a.m. | Room F |
| 107 | Wednesday | 9:15-10:45 a.m. | Room G |

Plenary II **Wednesday** **11:15-12:00 p.m.** **Auditorium**

The IAICS President Address

Speaker: Professor Bates L. Hoffer, Trinity University, USA

Introduction: Professor L. Brooks Hill, Trinity University, USA

Lunch

******* **Wednesday** **12:00pm-1:30 p.m.** **Room A**

IAICS Publications Committee Meeting

Chair: L. Brooks Hill, Trinity University, USA

Members:

- Sarah Corona Berkin, Universidad de Guadalajara, Mexico
- Erich Berendt, Seisen Women's University, Japan
- Guo-Ming Chen, University of Rhode Island, USA
- Ling Chen, Hong Kong Baptist University, Hong Kong, China
- Chung-Ang University, Seoul, Korea
- Francisco Hernández Lomelí, Universidad de Guadalajara, Mexico
- Bates L. Hoffer, Trinity University, USA
- Nobuyuki Honna, Aoyama Gakuin University, Japan
- YuXin Jia, Harbin Institute of Technology, China
- Winfred P. Lehmann, University of Texas at Austin, USA
- Arturo Madrid, Trinity University, USA
- Manuel F. Medina, University of Louisville, USA
- Carmen de la Peza, Universidad Autónoma Metropolitana Ascapotzalco, Mexico
- Robert St. Clair, University of Louisville, USA
- Lisa Wagner, University of Louisville, USA
- Richard Wiseman, California State University, Fullerton, USA
- Shiwen Pan, Guangxi Normal University, China
- Yung-Yi Tang, Chinese Culture University, Taiwan

108 **Wednesday** **1:30-3:00 p.m.** **Room A**

Business and Professional Communication

Chair: Teruyuki Kume, Rikkyo University, Japan

“Cross-Cultural Communication in Professional Organizations.” Orna Lavi Steiner,
Ort Braude College, Israel

“A Study of the Ritual Culture and Advertising Semiotics.” Ya-chin Liao, National
Taichung Institute of Technology, Taiwan

“An Analysis of Language Use and Topic Management in Business Decision-Making
Meetings.” Bertha Du-Babcock, City University of Hong Kong, Hong Kong

“Effect of Link-pin Channels in International Business Communication.”
Richard D. Babcock, University of San Francisco, USA ; Bertha Du-Babcock,
City University of Hong Kong, Hong Kong

Respondent: Shuang Liu, The University of Queensland, Australia

109 **Wednesday** **1:30-3:00 p.m.** **Room B**

Dialects and Language Development

Chair: Navaratnam Ravinthirakumaran, National University of Singapore

“Yulin Dialect in Contact and Transition.” Shiwen Pan & Xuan Peng, Guangxi
University, China

“The Lingua Francas and Their Contribution to Educational Development in *Papua
New Guinea*.” Daniel K. Leke, The University of Papua New Guinea, Papua New
Guinea

“Beyond Meatspace: *Geeking Out* in e-English.” Angela P Cheater, Macau
Polytechnic Institute, Macau

“Polish-English Bilingualism: A Case Study in Individual Language Shift.” Joanna
Radwanska-Williams, Macao Polytechnic Institute, Macao; Leonard Polakiewicz,
University of Minnesota, USA

Respondent: Zhou Zhinan., Harbin Institute of Technology, China

110 **Wednesday** **1:30-3:00 p.m.** **Room C**

Education, Technology and Globalization

Chair: Chyng-Yang Jang, University of Texas at Arlington, USA

- “Breaking with Tradition: Journalism Teaching Needs to Turn a New Page.” Ndaeyo Uko, James Cook University, Australia
“Exploring Distance Education.” Yuh-Yuan Chen, National Penghu Institute of Technology, Taiwan
“Challenges to Globalization, Localization, and Sinophilia in Music Education: A Comparative Study of Three Chinese Communities.” Wai-Chung Ho, Hong Kong Baptist University; Wing-Wah Law, The University of Hong Kong, Hong Kong
“The Role of Information Technology for Museum Education.” Bokyung Koo, Florida State University, USA

Respondent: Kevin Peng, Tzu Chi University, Taiwan

111 Wednesday 1:30-3:00 p.m. Room D

Working through Crossfire under Cultures

Chair: Victor Lux Tonn, Salve Regina University, USA

- “Culture and War.” Kim Abramson, University of Stanford, USA
“War Memories and the History Textbook Controversy in 2000-2001.” Akiko Fukumoto, Aichi Shukutoku University, Japan
“National Image and Foreign Policy: A Cross-cultural Perspective.” Jianping Ni, Fudan University, China
“The Actual Situation of China Mainland’s Peasants in the Context of Globalization.” Wang Fanglu, Chongqing Normal University, China

112 Wednesday 1:30-3:00 p.m. Room E

113 Wednesday 1:30-3:00 p.m. Room F

114 Wednesday 1:30-3:00 p.m. Room G

115 Wednesday 3:30-5:00 p.m. Room A

Identity, Communication and Culture

Chair: Yuko Kawai, Tokai University, Japan

- “The Impact of Social Diversity on Internet Diffusion in a Society.” Yue Tan, Indiana University, USA
- “The Impact of Bicultural Identity on Immigrant Socialization.” Qingwen Dong, University of the Pacific, USA
- “Reading Identity and Self-Help Texts.” Alicia Peredo Merlo, University of Guadalajara, Mexico
- “Acculturation Experiences of International Students in a South African University.” Philomina Aziakpono, Rhodes University, South Africa

Respondent: S. Lily Mendoza, University of Denver, USA

116 Wednesday 3:30-5:00 p.m. Room B

Issues in Organizational Communication

Chair: Warren Huang, OSA Int’l Operations Analysis, USA

- “Effect of the Business Model Approach of Higher Education on Perceived Student Satisfaction.” Dale J. Stiles, Jr., Bellevue University, USA
- “Through the Lenses of Culture: A Comparative Study of State-owned Enterprises and Joint Ventures in China.” Shuang Liu, The University of Queensland, Australia; Guo-Ming Chen, University of Rhode Island, USA; Quan Liu, Tianjin Tingyi International Food Co. Ltd, China
- “Role Negotiation Strategies in the Mexican Division of Household Labor.” Eugenia González Alafita, Tecnológico de Monterrey – Campus Monterrey, México
- “Communication and Coordination in Global Virtual Teams: The Role of Culture.” Chyng-Yang Jang, University of Texas at Arlington, USA

Respondent: Jensen Chung, San Francisco State University, USA

117 Wednesday 3:30-5:00 p.m. Room C

Pedagogy and Diverse Expression

Chair: Sean Tierney, Division of Communications, Miles College, USA

- “Application of Automatic Speech Technology to EFL Learner Autonomy: A Prototype and the Advantages.” Chingying Lee, Chung-yung Tu, Chih-wei Lee, Kang Ning Junior College of Medical Administration and Management, Taiwan
- “Factors related to Violent Behaviors and Neglect in University Students in Japan and China.” Junko Tsujino, Kwansai Gakuin University, Japan

“Campus Press Anomalies in the Philippines.” Albert M. Albert Maganaka,
University of the Philippines Cebu College, The Philippines
“(Cultural) Voices from a Classroom in Singapore: The Limits and Possibilities of
Contrastive Rhetoric.” T. Ruanni F. Tupas, National University of Singapore,
Singapore

Respondent: L. Brooks Hill, Trinity University, USA

118 **Wednesday** **3:30-5:00 p.m.** **Room D**

Issues in Transcultural Communication

Chair: Dienfang Chou, Tzu Chi University, Taiwan

“Transculturation of Visual Signs: A Case Analysis of the Swastika.” Joanne
Mundorf & Guo-Ming Chen, University of Rhode Island, USA
“Cross-Cultural and Intercultural Communication within a Frame of Transcultural
Processes.” Per Lundberg, Umeå University, Sweden
“Mediating a Transition: The Limits and Possibilities of Virtual Public Spheres in
Transforming South Africa.” Wallace Chuma, University of Cape Town, South
Africa
“Cultural Symbols or Taboos? - The Cultural Conflicts Reflected in the Cultural
Image in International Advertising.” Han Guang & Liu Jingxin, Harbin Institute
of Technology, China

Respondent: Chih-Yung Aaron Chiu, Ohio University, USA

119 **Wednesday** **3:30-5:00 p.m.** **Room E**
120 **Wednesday** **3:30-5:00 p.m.** **Room F**
121 **Wednesday** **3:30-5:00 p.m.** **Room G**

Thursday, July 7

201 **Thursday** **8:30-10:00 a.m.** **Room A**

Meaning, Values and Culture

Chair: Ming-Yi Wu, Seton Hall University, USA

- “A Cross-Cultural Comparison of Life Style between Taiwanese and US Consumers.” Sheng-Ping Tao, Fu Hsing Kang College, Taiwan
- “Translating “Forgiveness.” The Validity of the Mandarin Version of the Enright Forgiveness Inventory.” Todd Hanson, University of Saskatchewan, Canada
- “Perception of Meaning and Usage Motivations of Emoticons among Americans and Chinese Users.” Yujiao Wang & Susan Barnes, Rochester Institute of Technology, USA
- “Globalizing Chinese Values? Mapping Emic Listings of University Student Values on the Chinese Mainland.” Steve Kulich, Shanghai International Studies, China University; Shutian Zhang, Shanghai International Studies University, China

Respondent: Mindy Chang, University of Texas-Corpus Christi, USA

202 **Thursday** **8:30-10:00 a.m.** **Room B**

Language, Politics and Cultural Expression

Chair: D. Ray Heisey, Kent State University, USA

- “The Repositioning of ‘Taiwan’ and ‘China’: An Analysis of Patriotic Songs of Taiwan.” Hui-Ching Chang, University of Illinois at Chicago, USA
- “English as a Multicultural Language and ‘English-diversity Management’: From A Study of Understandability and Acceptability of Body-part Metaphors in Japanese English.” Hiroko Miyake, Aoyama Gakuin University, Japan
- “Caught Between the Global and the Local: Philippine Language Politics and the Struggle for Survival.” S. Lily Mendoza, University of Denver, USA
- “The Ethnocultural Representation of Women in Africa: The Implication of Sexist Proverbs.” Jeylan Wolyie Hussein, Alemaya University, Ethiopia

Respondent: D. Ray Heisey, Kent State University,

203 **Thursday** **8:30-10:00 a.m.** **Room C**

Crisis and Leadership Communication

Chair: M. Golam Rahman, University of Dhaka, Bangladesh,

- “Leadership across Cultures.” Wustari H. Mangundjaya, University of Indonesia, Indonesia
- “Cultural Influences on Public Relations Practices In Multicultural Societies: A Study of Multinational Organizations In Singapore.” Nanditha Raman, Asian Media Information and Communication Centre, Singapore; Kavita Karan, Nanyang Technological University, Singapore
- “Global Crisis/Risks Communication Simulation, Strategic Management and Early Warning System.” Warren Huang, OSA Int’l Operations Analysis, USA
- “Crisis Communications: A Corporate Point of View.” Sonitha Poernomo, Corporate Communications, Hewlett-Packard Indonesia, Indonesia

Respondent: Jensen Chung, San Francisco State University, USA

204 **Thursday** **8:30-10:00 a.m.** **Room D**

Issues in Media Coverage and Street Arts

Chair: Chih-Yung Aaron Chiu, Ohio University, USA

- “Understanding Prostate Cancer Screenings among African American Men: A Synthetic Perspective.” Hung-yi Lu, University of Kentucky, USA
- “Emerging Victorious against an Outbreak: Media Coverage and Impact of the SARS Campaign in Moving a Nation to be Socially Responsible.” Kavita Karan, Lee Aileen, & Pong Yin Leng Elaine, Nanyang Technological University, Singapore
- “Crime Coverage on the Press and Public Opinion at the Beginning of the Mexican Modern Press.” Marcela Suarez, Universidad Autonoma Metropolitana A. Mexico, Df, Mexico
- “The Street Gazette and the Sensational Events Give the Mexico Porfiriano.” Dra.Guadalupe Ríos de la Torre, Universidad Autónoma Metropolitana, Mexico

205 **Thursday** **8:30-10:00 a.m.** **Room E**

206 **Thursday** **8:30-10:00 a.m.** **Room F**

207 **Thursday** **8:30-10:00 a.m.** **Room G**

208 **Thursday** **10:30-12:00 p.m.** **Room A**

Social Interaction in Communication Process

Chair: S. Lily Mendoza, University of Denver, USA

- “Been There, Survived That; Emotional Labor and the Dual Role of Counselor/
Survivor: An Examination of Counselors Narratives and Methods.” Brandy
Fair, Grayson County College, USA
- “From Vernacular to Mandarin: A Sociohistorical Perspective on the Adult Literacy
Program in Taiwan.” Shumin Lin, University of Illinois at Urbana-Champaign, USA
- “Western Theory and Nonwestern Practice: Friendship Dialectics for Chinese in
Hong Kong.” Ling Chen, Hong Kong Baptist University, Hong Kong
- “Teaching Calendars as Visual Culture: An Intercultural Approach to Art
Education.” Melanie G. Davenport, University of Florida, USA

209 **Thursday** **10:30-12:00 p.m.** **Room B**

Globalization and Media

Chair: Tsui-Chuan Lin (Trisha), University of Hawaii at Manoa, U.S.A

- “Animation as Alternative Engine: Image Narrative, Interface Culture and New
Media in the Wave of Global Digitization.” Wu Wei-hua, City University of
Hong Kong
- “Rethinking *Chinese National Cinema* in Globalizing Context.” Yun Tang,
University of Massachusetts, USA
- “The Impact of Globalisations on the Chinese Musical Activity in New Zealand.”
Siong-Ngor Ng, New Zealand
- “Chinese Cinema, Chinese National Discourse, and Globalization.” Pi-Chun Chang,
State University of New York at Buffalo, USA
- “Music and Globalization: Afro-Caribbean Music Path to Asia, the Case of Japan.”
Dra. María del Carmen de la Peza, Universidad Autónoma Metropolitana
Xochimilco, Mexico

Respondent: Chun-Fu Chen, Fu Jen Catholic University, Taiwan

210 **Thursday** **10:30-12:00 p.m.** **Room C**

Linguistics across Cultures

Chair: Sarah Corona, Universidad de Guadalajara, México

“The Influences of Mandarin on the Formation of China English Accents.” Zhou Zhinan., Harbin Institute of Technology, China

“Inter-cultural Solidarity and Speech Acts.” Jamal Mahomed Rafiq, Mangosuthu Technikon, South Africa

“The Expressiveness of Chinese Folk Rhymes: An Analysis of a Special Form of Chinese Language Art.” Mei Zhong, San Diego State University, USA; Xue Chun Yu, USA

“What Do Mandarin Speakers Break?” Larry Hong-lin Li, National Taiwan Normal University, Taiwan

Respondent: Doreen Wu, The Hong Kong Polytechnic University, Hong Kong

211 Thursday 10:30-12:00 p.m. Room D

Language and Signs in Different Contexts

Chair: Jerry R. Johnson, Troy University, USA

“English Worship in Japan: Critical Discourse Analysis of English Conversation School Advertisements.” Ayako Shibata, University of London, England

“Chinese Characters and the Embodied Mind.” Jia Yuxin, Harbin Institute of Technology, China

“Visual Metaphors and the Organization of Cognitive Space.” Robert N. St. Clair, University of Louisville, USA; YuXin Jia, Harbin Institute of Technology, China

“The Limbic System and the Serial Order of Communicative Signs.” Robert N. St. Clair, Walter E. Rodríguez, & Irving G. Joshua, University of Louisville, USA

212 Thursday 10:30-12:00 p.m. Room E

Health Related Communication Research

Chair: Lyall Crawford, Tzu Chi University, Taiwan

“The Social Reality of Nursing? A Sense-Making Approach to Nurses’ Occupational Stress.” Wei-San Sun, Tzu Chi University, Taiwan

“Health News Production: A Linear Process Model vs. an Agenda Setting Model.” Ming-Hsien Lee, Tzu Chi University, Taiwan

“Health Literacy in Eastern Taiwan.” Kevin Peng, Tzu Chi University, Taiwan
 “Construction of an Emergency Risk Communication (ERC) System for Government: A Case Study of Severe Acute Respiratory Syndrome (SARS) Outbreak in Taiwan.” Ying-Ying Tsai, Tzu Chi University, Taiwan
 “The Health Communication Model of The Aboriginal Communities in Hualien County.” Hsu, Hsiang Ming, Tzu Chi University, Taiwan
 “Health Communication in Community.” Rung-Fu Mao, Tzu Chi University, Taiwan

Respondent: Lyall Crawford, Tzu Chi University, Taiwan

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| 213 | Thursday | 10:30-12:00 p.m. | Room F |
| 214 | Thursday | 10:30-12:00 p.m. | Room G |

Lunch

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|------------|-----------------|--------------------------|---------------|
| *** | Thursday | 12:00pm-1:00 p.m. | Room A |
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IAICS Board of Directors Meeting

Chair: Robert St. Clair, University of Louisville, USA

Members:

- L. Brooks Hill, Trinity University, USA
- Bates L. Hoffer, Trinity University, USA
- Nobuyuki Honna, Aoyama Gakuin University, Japan
- YuXin Jia, Harbin Institute of Technology, China
- Yung-Yi Tang, Chinese Culture University, Taiwan
- Guo-Ming Chen, University of Rhode Island, USA
- Jan Servaes, University of Queensland, Australia

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| Plenary III | Thursday | 1:00-1:45 p.m. | Auditorium |
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IAICS Board of Director Address

Speaker: Nobuyuki Honna, Aoyama Gakuin University, Japan

Introduction: Professor YuXin Jia, Harbin Institute of Technology, China

215 **Thursday** **2:00-3:30 p.m.** **Room A**

Perspectives on Advertising across Cultures

Chair: Mei Zhong, San Diego State University, USA

- “Linguistic Style of Advertising Texts in Magazines: Its Influence and Power in Communication.” Loi Chek Kim, University Malaysia Sabah, Malaysia
- “Knowledge Communication and Representation in Advertising Literature: A Case Study of *Eslite Bookstore*.” Vincent Tao-hsun Chang, Southern Taiwan University of Technology, Taiwan
- “Multilingual and Multicultural Mix in Hong Kong Advertising, Pre- and Post-1997.” Doreen Wu & Shi-xu, The Hong Kong Polytechnic University, Hong Kong
- “A Content Analysis of Mobile Phone Newspaper Advertising in Taiwan: Linking Technology Acceptance with Advertising Strategies.” Kenneth C. C. Yang, The University of Texas El Paso, USA; Feng-Wen Lee, National Kaohsiung First University of Science and Technology, Taiwan

Respondent: Po-Chung Chuang, Chinese Culture University, Taiwan

216 **Thursday** **2:00-3:30 p.m.** **Room B**

Internet, Globalization and Modernity

Chair: Todd Nesbitt, University of New York in Prague, Czech Republic

- “Internet and Globalization.” Ming-May Jessie Chen, Providence University, Taiwan
- “Narrowing the Digital Divide: Japan’s Response.” Monir Hossain Moni, Waseda University, Tokyo, Japan
- “Parallel Worlds? Modernity and Internationalization in Six Non-Western Cities.” Malcolm McKinnon, Victoria University of Wellington, New Zealand
- “Imagining the Homeland: The Internet and Diasporic Discourse of Nationalism.” Brenda Chan, Nanyang Technological University, Singapore

Respondent: Pi-Chun Chang, State University of New York at Buffalo, USA

217 **Thursday** **2:00-3:30 p.m.** **Room C**

Family/Social Communication and Culture

Chair: Rosemary Chai, Nanyang Technological University, Singapore

- “Exploring Cultural Differences and Similarities of Social Support Interaction Goals.” Hairong Feng, Purdue University, USA
- “Cultural Transmission: Chinese Mother and American Daughter.” Yun-Hua Hsiao, University of Newcastle upon Tyne, UK
- “Communication in Double-Income Mexican Marriages: Challenges and Strategies.” Ma. Eugenia González Alafita, Tecnológico de Monterrey – Campus Monterrey, México
- “Sistercityhood, Cross-Cultural Communication & Globalization.” Mindy Chang, University of Texas-Corpus Christi, USA
- “Exploration of Society as Family Metaphor in the Chinese Culture.” Song Li, Harbin Institute of Technology, China

Respondent: Steve Kulich, Shanghai International Studies, China

218 **Thursday** **2:00-3:30 p.m.** **Room D**

Different Issues in Human Interaction

Chair: Xiaosui Xiao, Hong Kong Baptist University, Hong Kong

- “Illusions of Rationality: Confounding Our Creative Potential.” L. Brooks Hill, Trinity University, USA
- “Systematic Models of Interactions between Local and Global Cultures.” Victor Lux Tonn, Salve Regina University, USA
- “Cultural Perceptions of Equivocation and Directness II: A Replication and Extension of the Dimensional Hypothesis.” Richard S. Bello, J. Donald Ragsdale, Frances E. Brandau-Brown, & Terry M. Thibodeaux, Department of Speech Communication, Sam Houston State University, USA
- “Multimodal Communication in Advertising: Analysing the Captions for the Olympics 2008.” Vincent Tao-hsun Chang, Southern Taiwan University of Technology, Taiwan

Respondent: Brandy Fair, Grayson County College, USA

219 **Thursday** **2:00-3:30 p.m.** **Room E**

Ferment and Future of Communication Studies in Asia

Chair: Jensen Chung, San Francisco State University, USA

- “Complementing Contemporary Intercultural Communication Research with East Asian Sociocultural Perspectives and Practices.” Satoshi Ishii, Dokkyo University, Japan
- “Asian Contributions to Communication Studies: Past, Present, and Future.” Wimal Dissanayake, University of Hawai‘i at Manoa, USA
- “The Concept of *Omoiyari* (Altruistic Sensitivity) in Japanese Relational Communication” Kazuya Hara, Meikai University, Japan
- “Ferment and Future of Communication Studies in Asia: Chinese and Japanese Perspectives.” Guo-Ming Chen, University of Rhode Island, USA; Yoshitaka Miike, University of Hawai‘i at Hilo, USA

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| 220 | Thursday | 2:00-3:30 p.m. | Room F |
| 221 | Thursday | 2:00-3:30 p.m. | Room G |
| 222 | Thursday | 4:00-5:30 p.m. | Room A |

Asian Group Portrayals in Television

Chair: Melissa L. Curtin, University of New Mexico, USA

- “A Quantitative Analysis of Japanese Images of Korea: Perceptual Changes Brought about by TV Drama Viewing.” Noriko Hasegawa, Hokusei Gakuen University, Japan
- “The Cultural Asymmetry between Center and Periphery: The Case Study of the Genre of Anecdotal History in Chinese TV Drama Production.” ShaoChun Cheng, Ohio University, USA.
- “Images of Asians and Asian-Americans: The Under-representation and Misrepresentation of Asians and Asian Americans on Television in the U. S.” Larry Ling-hsuan Tung, Kean University, Union, New Jersey, USA
- “Chinese Youth Audience’s Choice: Modern Confucianist Korean TV Drama.” Seong-Sook Yim, University of Montreal, Canada

Respondent: Guizhi Wang, Harbin Institute of Technology, China

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| 223 | Thurs day | 4:00-5:30 p.m. | Room B |
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Media, Internet and National Identity

Chair: Jian Feng Wei, National Kinmen Institute of Technology, Taiwan

- “A Comparative Study of Internet Regulatory Policies in the Greater China Region: Emerging Regulatory Models and Issues in China, Hong-Kong SAR, and Taiwan.” Kenneth C. C. Yang, The University of Texas El Paso, USA
- “A New Roadmap to life: Media, Culture, and Modernity in the United Arab Emirates.” Tim Walters, Zayed University, United Arab Emirates; Stephen Quinn, University of Sunshine Coast, Australia; Adel Jendli, Zayed University, United Arab Emirates
- “Cultural Imperialism or Transnational Commercialization?: The Story of a Korean ELT Giant.” Robert Prey, Simon Fraser University, Canada
- “The Central European Media Landscape 15 Years after the Fall of Communism Negotiating National Identity in Webs of Regional and Global Media Ownership.” Todd Nesbitt, University of New York in Prague, Czech Republic

Respondent: Yuko Kawai, Tokai University, Japan

224 Thursday 4:00-5:30 p.m. Room C

Internet Communication and Global Culture

Chair: Mindy Chang, University of Texas-Corpus Christi, USA

- “Weaving the Global Culture: Social Networks and Electronic Networks in the Zapatista Movement.” Diana Sagástegui, University of Guadajajara, Mexico
- “Digital Dreams and Blues: The Transition of Digital TV in Australia.” Tsui-Chuan Lin (Trisha), University of Hawaii at Manoa, U.S.A
- “The Transformations of the Myth of the Virgin of Guadalupe in the Media in Mexico.” Dra. Margarita Zires, Universidad Autonoma Metropolitana – Xochimilco, Mexico
- “From Multicultural Aspect: Why is English the Most Effective Universal Language on Internet Communication.” Dan Cheng, Harbin Institute of Technology, China

Respondent: Warren Huang, OSA Int’l Operations Analysis, USA

225 Thursday 4:00-5:30 p.m. Room D

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| 226 | Thursday | 4:00-5:30 p.m. | Room E |
| 227 | Thursday | 4:00-5:30 p.m. | Room F |
| 228 | Thursday | 4:00-5:30 p.m. | Room G |

Friday, July 8

301

Friday

8:30-10:00 a.m.

Room A

Media Audiences and Content

Chair: Po-Chung Chuang, Chinese Culture University, Taiwan

“The Effects of Country of Origin Perception on Audience’s Attitudes toward Foreign Television Programming: The Moderating Role of Perceived Cultural and Geographical Proximities.” Kenneth C. C. Yang, The University of Texas El Paso, USA; Tim K. Tso, Shih Chien University, Taiwan

“Toward a Tripartite Framework of Cross-Cultural Audience Analysis.” Chun-Fu Chen, Fu Jen Catholic University, Taiwan

“Stereotypical Portrayals of Africans and African Americans in Hong Kong Cinema: Transplanted Racism as a Media Effect.” Sean Tierney, Division of Communications, Miles College, USA

“Globalization, Cartoons and Cultural Values: Content Analysis of ‘Mucha Lucha’ as an Example of Deterritorialization.” Gabriela Pedroza, Instituto Tecnológico y de Estudios Superiores de Monterrey, Campus Monterrey, México

Respondent: Jan Servaes, University of Queensland, Australia

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Friday

8:30-10:00 a.m.

Room B

Information Society and Postmodernity

Chair: Tim Walters, Zayed University, United Arab Emirates

“Global Strategic Information Technology and Culture Integration Maximize Productivity.” Warren Huang, OSA Int’l Operations Analysis, USA

“How Does the English Language Mean?: The Global Spread of English and Japanese Nationalism.” Yuko Kawai, Tokai University, Japan

“Talking :The Global Culture of Postmodernity Communication Setting Up the Possibility of ‘Unify Field’ with the Safety Barrier of Culture.” Liufang, Zhejiang University, China

“Transforming Information Societies: Report on Survey Investigating the Use of

Networked Information for Research and Scholarly Communication at Sultan Qaboos University, Oman.”Ali Saif Al-Aufi, Curtin University of Technology, Australia

Respondent: Meihua Lee, Tamkang University, Taiwan

303 **Friday** **8:30-10:00 a.m.** **Room C**

Cultural Values and Communication

Chair: Renitha Rampersad, Durban Institute of Technology, South Africa

“A Shift in Chinese Cultural Values.” Qingwen Dong, University of the Pacific, USA

“Value and Lifestyles of Individualists and Collectivists: A Study on US and Taiwanese Consumers.” Tao Sun, Emerson College, USA; Sheng-Ping Tao, Fu Hsing Kang College, Taiwan

“Hofstede’s Cultural Dimensions 30 Years Later: A Study of Taiwan and the United States.” Ming-Yi Wu, Seton Hall University, USA

“Japanese and Japanese American Continuities in Cultural Values and Communication Practices: An Examination of Japanese Words Used in Hawaii.” Yoshitaka Miike & Steven Y. Miura, University of Hawai‘i at Hilo, USA

“Intentional Nonverbal Self-disclosure between Intimate Friends of Chinese (PRC) and American College Students.” Guo Zhongbao & Steve Kulich, Shanghai International Studies University, P.R. China

Respondent: Hui-Ching Chang, University of Illinois at Chicago, USA

304 **Friday** **8:30-10:00 a.m.** **Room D**

English Role in China

Chair: Zhou Zhinan., Harbin Institute of Technology, China

“Features of China English: From a Cultural Point of View.” Liu Yu, Harbin Institute of Technology, China

“Necessity of English as an Asian Language.” Li-ming Zhu, Harbin Institute of Technology, China

“English as a Language for International and Intercultural Communication in China.” Wang Ning, Harbin Institute of Technology, China

“Face Work and Classroom Interaction: An Observation about English Learning styles of Chinese College Students.” Li Xiaohong, Harbin Institute of Technology, China

Respondent: Lyall Crawford, Tzu Chi University, Taiwan

305 **Friday** **8:30-10:00 a.m.** **Room E**

Learning from Our Neighbors: A Comparison of English Education Programs in India, Thailand, China, Korea and the Philippines

Chair : Shinji Tokuchi, Miyazaki Sangyo Keiei University

Nobuyuki Honna, Aoyama Gakuin University
Yuko Takeshita, Toyo Eiwa University
Tetsuya Enokizono, Akita Prefectural University
Toshiaki Kawahara, Kanazawa Seiryō University

306 **Friday** **8:30-10:00 a.m.** **Room F**
307 **Friday** **8:30-10:00 a.m.** **Room G**

308 **Friday** **10:30-12:00 p.m.** **Room A**

Cinematic Representations of National Values

Chair: Yun Tang, University of Massachusetts, USA

“The Effect of Hypermedia upon the Notion of Nation and Culture: A Space of Flows in Ontaetje’s *The English Patient*.” Ying Kong & Guizhi Wang, Harbin Institute of Technology, China
“Hollywood Genre and Asian Tradition.” Tonglin Lu, Université de Montréal, Canada
“Documentary or Propaganda? - Michael Moore’s Narrative Strategy.” Wei-jung Chang, Shih Hsin University, Taiwan
“From Verbal to Visual: Pearl Buck’s *Pavilion of Women* (1946) and Its Filmic Adaptation (2001).” Li Zeng, University of Louisville, USA

309 **Friday** **10:30-12:00 p.m.** **Room B**

Literature, Meaning and Language

Chair: Doreen Wu, The Hong Kong Polytechnic University, Hong Kong

- “The Criminal in Poe and Dostoevsky.” Fábio Emerenciano dos Santos, Campina Grande-PB, Brazil
- “Analysis of Translation Shifts and Equivalence in Jane Austen’s *Pride and Prejudice*.” Ya-Ping Hsiao, Kun-Shan Elementary School, Taiwan
- “A Culturally-Pragmatic Analysis of Address Forms in Chinese Personal Letters.” Xianghong Cao, New Zealand International Academy, New Zealand
- “Expressions of Affect in English and Japanese Novels.” Noriko Ihara, Kobe City University of Foreign Studies, Japan
- “Cost of Living in “Buba Comic.” Edelmira Ramirez y Guadalupe Rios. Universidad Autonoma Metropolitana A., Mexico

Respondent: Bates L. Hoffer, Trinity University, USA

310 Friday 10:30-12:00 p.m. Room C

Political Discourse in Different Contexts

Chair: Akiko Fukumoto, Aichi Shukutoku University, Japan

- “President Hu Jintao's Use of Narrative and Metaphor in Public Discourse.” D. Ray Heisey, Kent State University, USA
- “‘Taiwan,’ ‘ROC,’ and ‘The Other Side’: A Rhetorical Analysis of President Chen Shui-bien’s Construction of Taiwan Identity.” Hui-Ching Chang, University of Illinois at Chicago, USA
- “Russian Television and President Address in Beslan Hostage Crisis.” Feng-Yung Hu, JiNan university, China
- “China Needs the World, the World Needs China: Media Discourse on China’s WTO membership.” Jing Yin, Clemson University, USA

Respondent: Lin-Mei Huang, Shih Hsin University, Taiwan

311 Friday 10:30-12:00 p.m. Room D

Intercultural Experience from Language Perspective

Chair: Pei-Ling Lee, Bowling Green State University, USA

- “Books for Indigenous Children: An Intercultural Experience.” Sarah Corona, Universidad de Guadalajara, México
- “Failure of EFL English Discourse Development.” Lida Liu, Harbin Institute of Technology, China
- “Building up Sensitivity to Cultural Differences in Chinese College English Class.”

Lu Ling & Guo Luyu, Harbin Institute of Technology, China
“Why Don’t You Speak Up?: East Asian Students’ Participation Patterns in
American and Chinese ESL Classrooms.” Xiaoshi Li, The University of Texas at
San Antonio, USA; YuXin, Harbin Institute of Technology, China

Respondent: Xianghong Cao, New Zealand International Academy, New Zealand

312 Friday 10:30-12:00 p.m. Room E

AIDS and Communication

Chair: Ying-Ying Tsai, Tzu Chi University, Taiwan

- “An Integrated Model for Understanding Factors Affecting Taiwanese College Students’ Online STDs and HIV/AIDS Information Seeking.” Hung-yi Lu, University of Kentucky, USA
- “HIV/AIDS: Development Context and Newspaper Coverage in Bangladesh” M. Golam Rahman, University of Dhaka, Bangladesh
- “Corporate Social Investment and HIV and AIDS in South Africa: An Investigation into Communication Strategies and HIV/Aids Awareness as Part of Corporate Social Investment Programmes.” Renitha Rampersad, Durban Institute of Technology, South Africa
- “A Song in the Dark: The Impact of Cultural Beliefs on HIV/AIDS Messages in Zambia.” Parkie Mbozi, C/o World Agroforestry Centre (ICRAF), Zimbabwe

Respondent: Mei-Ling Hsu, National Chengchi University, Taiwan

313 Friday 10:30-12:00 p.m. Room F
314 Friday 10:30-12:00 p.m. Room G

Lunch

315 Friday 1:30-3:00 p.m. Room A

Internet and Digital Communication

Chair: Chun-Fu Chen, Fu Jen Catholic University, Taiwan

- “Exploring factors influencing Internet Users’ Perception of Internet News Credibility.” Yowei Kang & Kenneth C. C. Yang, The University of Texas El Paso, USA
- “Transitioning from an Analog Past to a Digital Future: The Social Construction of Digital Television.” Tsui-Chuan Lin (Trisha), University of Hawaii at Manoa, USA
- “The Impact of Internet on Reading and Informational Practices.” Elsa Ramirez, National University of Mexico, Mexico
- “Exploring factors influencing Internet Users’ Adoption of Internet Television.” Yowei Kang & Kenneth C. C. Yang, The University of Texas El Paso, USA

Respondent: Jan Servaes, University of Queensland, Australia

316 Friday 1:30-3:00 p.m. Room B

Political Communication in Asian Media

Chair: Kim Abramson, University of Stanford, USA

- “Development Journalism Coverage among Community Newspapers in the Philippines.” Albert M. Albert Maganaka, University of the Philippines Cebu College, The Philippines
- “The Editorial Commentaries of the Referendum Issue in Taiwan: A Fantasy Theme Analysis.” Pei-Ling Lee, Bowling Green State University, USA
- “Political Spot Advertising: A Cross-Cultural Comparison of the 1996-2004 Presidential Campaigns in Taiwan and the U.S.” Po-Chung Chuang, Chinese Culture University, Taiwan
- “Falun Gong in China and Media Bias: Representation of Falun Gong-Related News Sources in AP, Reuters, and AFP Reports.” Leeshai Lemish, Claremont, CA ,
- “The Framing of Church Bombings in Southern India: Intercultural Communication and Media Attribution.” Margaret Usha D’Silva, Julie Berman, Stuart Esrock, Joy L. Hart, & Greg Leichty, University of Louisville, USA

Respondent: D. Ray Heisey, Kent State University, USA

317 Friday 1:30-3:00 p.m. Room C

Cultural Identity and Communication

Chair: Jonathan H.X. Lee, University of California, Santa Barbara

- “‘Vogue-lish’ in Taipei: Signs of Global/Local Dialectics of Taiwanese Identity?”
Melissa L. Curtin, University of New Mexico, USA
- “An Examination of Cultural Identity of Residents in Kimen Island (Quemoy).” Jian
Feng Wei, National Kinmen Institute of Technology, Taiwan
- “Multi-Cultural into Question.” Adriana Gómez Aíza, Universidad Autónoma del
Estado de Hidalgo, Mexico; Marina Alonso Bolaños, Colegio de México,
Mexico; Odilón Moreno Rangel, Universidad Autónoma del Estado de Hidalgo,
Mexico
- “The Impact of Economic Activities on Inter-ethnic Relations - Malaysia and Sri
Lanka.” Navaratnam Ravinthirakumaran, National University of Singapore

Respondent: Rosemary Chai, Nanyang Technological University, Singapore

318 Friday 1:30-3:00 p.m. Room D

Issues in Global Communication

Chair: Steve Kulich, Shanghai International Studies, China

- “The Cultural Logic of Chinese Transnationalism: A Study of Malaysian Chinese
Students in China Mainland.” Law Kam-yee, City University of Hong Kong,
Hong Kong
- “The Determinants of Enhancing Chinese Students’ Globality.” Xiaohui Pan,
City University of Hong Kong, Hong Kong; Xiaohua Wang, Shenzhen
University, China
- “Tourism in Shantytowns and Slums: A New “Contact Zone” in the Era of
Globalization.” Dra. Mónica I. Cejas, El Colegio de México, Mexico
- “Envisioning the Huichol Concept of Time: Realizing an Intercultural Collaboration.”
Maria Rogal, University of Florida, USA; Sarah Corona Berkin, University of
Guadalajara, Mexico

Respondent: Hui-Ching Chang, University of Illinois at Chicago, USA

319 Friday 1:30-3:00 p.m. Room E

Tradition, Postmodernism and Technology

Chair: Guo-Ming Chen, University of Rhode Island, USA

- “*Yi jing* as a Moral Discourse.” Xiaosui Xiao, Hong Kong Baptist University, Hong
Kong

“Tibetan Buddhism in the (Post)modern World.” Rueyling Chuang, California State University, San Bernardino, USA

“The *Ch’i* of Intercultural Communication.” Jensen Chung, San Francisco State University, USA

“The Technologization of Femininity: The Perfection of Ageing through Science.” Jen-Yi Chen, Cardiff University, UK

Respondent: Victor Lux Tonn, Salve Regina University, USA

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| 320 | Friday | 1:30-3:00 p.m. | Room F |
| 321 | Friday | 1:30-3:00 p.m. | Room G |
| 322 | Friday | 3:30-5:00 p.m. | Room A |

Communication Issues in Translation

Chair: Li Zeng, University of Louisville, USA

“Translation Interferences Occurred between Spoken Chinese and Written English.” Miao Chi Maggie Wu, Fortune Institute of Technology, Taiwan

“On Prescriptive and Descriptive Translation Theory.” Wang Zhe, Hebei Chengde Tourism Vocational College, China

“Intra-discourse Translation and Inter-discourse Translation: A Discourse Approach to Translation.” Xu Lisheng, Zhejiang University, China

“A Thought on Translation as a Way of Cross-Cultural Communication.” Yoriko Moichi, Japan

“Cross-Culture Training in Literal Translation - Taking *Time Express* Magazines’ Translation as Example.” Wang-Chi-Hsien, Shin-Hsin University, Taiwan

Respondent: Robert N. St. Clair, University of Louisville, USA

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| 323 | Friday | 3:30-5:00 p.m. | Room B |
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Visual Communication and Meaning

Chair: Guizhi Wang, Harbin Institute of Technology, China

“Between Tradition and Modernity: Politico-Cultural Interventions in *Shan Shui* Painting in Taiwan after 1987.” Chien-Chih Ni, University of the Arts London, England

- “Painting Texts, Writing Pictures in Japan.” Barrie Shelton & Emiko Okayama,
University of Sydney, Australia
- “‘Reading’ the World Through Images: Multimodal Analysis of Russian Advertising
Visuals.” Olga Zayts, The University of Hong Kong, Hong Kong
- “Jackson Pollock’s Drip Paintings and Islamic Sacred Art: Intercultural
Communication through Art.” Jingjing Z Edmondson, Zhejiang University, China

324 **Friday** **3:30-5:00 p.m.** **Room C**

Media Usage and Youth Culture in Eastern Asia

Chair: Jensen Chung, San Francisco State University, USA

- “A Study on Japanese Youth Culture and the Public Sphere.” Tomohiko Asano,
Tokyo Gakugei University, Japan
- “A Study on Japanese Political Behaviors and Intimacy among Japanese Youth.”
Ichiyo Habuchi, Hirosaki University, Japan
- “Gender Images in Japanese Comic Books.” Dienfang Chou, Tzu Chi University,
Taiwan
- “New Media Usage and Transformation of Intimacy among Youth in Japan, South
Korea and Taiwan.” Koh Iwata, Tokyo Gakugei University, Japan

325 **Friday** **3:30-5:00 p.m.** **Room D**

Media Literacy and Cross-cultural Communication

Chair: Kuniko Sakata Watanabe, Tohoku University, Japan

- “Towards Cultural Diversity and Symbiosis in Asian Media: Video-exchange Project
“d’CATCH” among The Philippines, Thailand and Japan”
Faye Martel, University of Santo Tomas, The Philippines
Weera Suwannachot, Thai Youth News Center Association, Thailand
Seongsoo Baeg, Kanda University of International Studies, Japan
Kuniko Sakata Watanabe, Tohoku University, Japan
- “Seeking Alternative Ways of Inter-local Communication: Challenges of video-
exchange project ‘Mysteries in Asia’”
Kazuji Mogi, Gunma University, Japan
Yorio Kitamura, Niigata University, Japan
Eun Heui Choi, Hokkaido Tokai University, Japan
Kuniko Sakata Watanabe, Tohoku University, Japan
Akiko Ogawa, Aichi Shukutoku University, Japan

Respondent: Akiko Ogawa, Aichi Shukutoku University, Japan

326 Friday 3:30-5:00 p.m. Room E

Workshop: Cultural Differences and Mis/communication

Chair: Jia Yuxin, President of IAICS, China
Moderator: Brooks Hill, General Editor of ICS, USA

Members:

- Hui-Ching Chang, University of Illinois, Chicago, USA
- Rueyling Chuang, California State University, San Bernardino, USA
- Han Guang, Harbin Institute of Technology, China
- YuXin Jia, Harbin Institute of Technology, China
- Li Xiaohong, Harbin Institute of Technology, China
- Liu Jingxin, Harbin Institute of Technology, China
- Lida Liu, Harbin Institute of Technology, China
- Song Li, Harbin Institute of Technology, China
- Wang Guizhi, Harbin Institute of Technology, China
- Zhou Zhinan, Harbin Institute of Technology, China
- Mei Zhong, San Diego State University, USA

* Participants will recount their personal experiences with cross-cultural conflicts in order to promote free discussion of miscommunication across cultures. Audience involvement with questions and stories is invited.

327 Friday 3:30-5:00 p.m. Room F
328 Friday 3:30-5:00 p.m. Room G

Banquet and Farewell (6:00 p.m)