THE
UNIVERSITY
OF RHODE ISLAND
HARRINGTON SCHOOL
OF COMMUNICATION
AND MEDIA

International Association for
Intercultural Communication Studies

*Enhancing Global Community, Resilience and Sustainability
Through Intercultural Communication*

Call for Papers

**The 20th International Conference of the International
Association for Intercultural Communication Studies (IAICS)**

**University of Rhode Island, Kingston-Providence, RI, USA
Providence, RI, USA, July 31-August 3, 2014**

People around the world are interconnected, interdependent and mobile. Scholars and practitioners are more aware of the necessity to develop strong intercultural relations, based on mutual understanding in the context of intercultural interaction. Intercultural Communication has become a dominant paradigm connecting a range of disciplines. Globalization and increased diversity heighten the risk of communication failures and misunderstandings due to ethnocentrism, prejudice, sexism and environmental, social, and technological issues. They include Climate Change; Pollution and Resource Depletion; Global Food and Water Supply; Impact of Information Technology and Social Media; Political Oppression, Conflict and War; Poverty; Societal Security and Personal Safety.

Global communication plays a key role in solving these problems. Increasingly we must learn to rely on each other, build resilience, resolve conflicts peacefully, and strive for social equity by enhancing intercultural communication.

The conference theme focuses on aspects of interpersonal, inter-group and international communication. We must address both theoretical and empirical studies, as well as develop new conceptual and methodological approaches to affirm the centrality of the discipline. Collaborative research needs to stress communication and embrace synergies by joining efforts with other disciplines, including environmental and health sciences, business, engineering and information systems.

Conference Goals

- provide scholars, educators and practitioners from different cultural communities with opportunities to interact, network and benefit from each other's research and expertise related to intercultural communication issues;
- synthesize research perspectives and foster interdisciplinary scholarly dialogue for developing integrated approaches to complex problems of communication across cultures;
- advance the methodology for intercultural communication research and disseminate practical findings to facilitate understanding across cultures;

- foster the importance of global cultural awareness and involve educators, business professionals, students and other stakeholders worldwide in the discourse about diversity and intercultural communication issues.

The International Association for Intercultural Communication Studies is soliciting submissions for the 20th International Conference on Cross-Cultural Communication to be held at the University of Rhode Island, USA, July 31-August 3, 2014. Topic areas are broadly defined as, but not limited to, the following:

- Advertising and marketing	- Intercultural education practices
- Business communication	- Intercultural interaction in science
- Climate change and pollution	- International journalism
- Conflict, mediation and negotiation	- Interpersonal communication and relations
- Corporate culture and management	- Linguistics and intercultural communication
- Communication failures	- Localization and globalization
- Communication pedagogy	- Media and social research
- Crisis/risk communication	- Multiple cultures and interculturality
- Critical cultural awareness	- New media and visual communication
- Cross-cultural adaptation	- Philosophy and human behavior patterns
- Cultural identity	- Poverty
- Culture and diplomacy	- Power in intercultural communication
- Diversity of languages and cultures	- Psychological communication studies
- Ethnocentrism and stereotypes	- Public opinions and public policy
- Environmental communication	- Public relations
- Ethnic studies	- Racial discrimination and ethnic relations
- Gender issues	- Resource depletion
- Global community	- Religion/spiritual communication
- Global food and water supply	- Resilience among cultures
- Group/Organizational communication	- Rhetorical communication
- Health communication	- Social equity
- Immigration and mobility	- Stereotypes and stereotyping
- Intercultural communication competence	- Sustainability and globalization
- Intercultural communication in global context	- Translation studies
- Intercultural communication and politics	- Understanding across cultures
- Intercultural conflict	- Verbal and nonverbal communication

Guidelines for Submissions

Categories: Abstract, panel proposals, and workshop proposals may be accepted.

- Abstract, 150-250 words in English, including positions, affiliations, email addresses and mailing addresses for all authors. See the sample format of the abstract below.
- Panel proposals reflecting the conference theme may be submitted. All panel proposals should provide a 100-word rationale and a 100-200 word abstract of each panelist's paper; include affiliation and email addresses for each panelist.
- Workshop proposals relevant to the conference theme may be submitted. Proposals should be 3-5 pages in length, single spaced.

Deadline: Please submit abstracts by **February 15, 2014** and panel/workshop proposals by **March 1, 2014**. All submissions will be peer-reviewed.

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Sample Abstract

The Development and Validation of the Intercultural Sensitivity Scale

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The present study developed and assessed reliability and validity of a new instrument, the Intercultural Sensitivity Scale (ISS). Based on a review of the literature, 44 items thought to be important for intercultural sensitivity were generated. A sample of 414 college students rated these items and generated a 24-item final version of the instrument, which contained five factors. An assessment of concurrent validity from 162 participants indicated that the ISS was significantly correlated with other related scales, including interaction attentiveness, impression rewarding, self-esteem, self-monitoring, and perspective taking. In addition, the predicted validity test from 174 participants showed that individuals with high ISS scores also scored high in intercultural effectiveness and intercultural communication attitude scales. Potential limitations and future direction of the study were discussed as well.