



International Association for Intercultural Communication Studies

Cultural Convergence and Conflict in Global Context: Rethinking the Phenomenon of “Glocalization”

Call for Papers

The 18th International Conference of the International Association for Intercultural Communication Studies (IAICS) Yuan Ze University, Chung-Li, Taiwan June 8-11, 2012

The 21st century is the era of convergence and conflicts. We see the convergence of new communication technology and at the same time we see the conflicts emerged among different nations and cultures. War and disasters continue to bring threat to human lives and the sustainability of the globe. Facing this dilemma of human society, the theme of the 18th IAICS Conference focuses on building a harmonious global community, in which to understand and develop intercultural knowledge and skills become most critical for a productive and successful life in the 21st century. The Conference aims to promote this goal through the contributions of scholars from different disciplines. The definition of Intercultural Communication could be broadened for scholars' conducting research of difference among cultures and to meet the goal of promoting equality and harmony among cultures. IAICS is now soliciting submissions for the International Conference on Intercultural Communication to be held on June 8-11, 2012 at Yuan Ze University in Taiwan. Papers reflecting diverse theoretical perspectives in both quantitative and qualitative methodological approaches are encouraged. Topic areas are broadly defined as, but not limited to, the following:

- Classics and culture
- Philosophy and human behavior
- Cross-cultural adaptation
- Cultural and linguistic diversity
- Intercultural training
- Intercultural communication
- Intercultural communication competence
- Political communication
- International communication
- Religion/spiritual communication
- Psychological communication
- Health communication
- Group/Organizational communication across cultures
- Language and cross-cultural communication
- Crisis/risk communication and anti-terrorism
- Interpersonal communication and relations
- Social Communication and public media
- Social participation and civil society
- State institutions and social groups
- Corporate culture and management
- Generation, gender, class and the right of
Voices
- Conflict, mediation and negotiation
- Media and international relations
- New media and globalization
- Culture and diplomacy
- Foreign policy and decision-making process
- National security and internet freedom
- International system and national development
- Geopolitics and national interests
- Localization and globalization
- Cross-strait relations and Taiwan conscious
- Cultural Identity and liberal will
- Public opinions and public policy
- Public Relations and media Effect
- Advertisement and marketing
- Media hegemony and centralism
- Journalism and investigative reporting
- International Journalism and propaganda
- Immigration and media stereotype
- Racial discrimination and ethnic relations
- Multiple cultures and interculturality
- Media responsibility and ethics
- Culture and civilization

Guideline for Submissions

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

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

Deadline: Please submit the abstract and the complete panel proposal by **November 15, 2011**. All submissions will be carefully reviewed. Completed paper should be done by **April 30, 2012**.

Submission to: 2012iaicsyzu@saturn.yzu.edu.tw

Conference hosts: International Association for Intercultural Communication Studies and Yuan Ze University (YZU)

Conference website: <http://140.138.168.79/2012iaics/>; <http://www.uri.edu/iaics/>

Conference language: English and Chinese

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 contains 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.

文化融合與衝突：對全球在地文化的反思

徵文通知

第 18 屆國際跨文化傳播學會

元智大學

2012 年 6 月 8 日—11 日

21 世紀是一個文化融合與衝突並存的時代。我們看到了新的傳播科技之間的相互整合與匯流，與此同時，我們也看到了不同國家文化之間出現的各類衝突，其中也包括了跨文化之間交流的問題。戰爭和災難仍然威脅著人類的生命以及我們賴以生存的地球。元智大學很榮幸承辦第 18 屆國際跨文化傳播學會 2012 年會，此次國際學術研討會的會議主題廣泛，其目的在於對拓展跨文化傳播定義和解決人類實際困難有所助益，因此舉凡任何文化現象、傳播溝通、新聞媒體、社會進程或是國際關係，只要對探索全球在地文化的社區和社群有特殊研究和見解，都符合本次會議討論的主旨。本次會議旨在通過人文社會科學以及其他跨領域學科之間的匯流，從學術理論方面和實際實務經驗結合出發，並且在了解不同民族國家之間的多元文化傳統以及尊重每一個人的個人自由意志的基礎上，研究者都可以全面相互交流並且提出適當的論點和方法。會議包括（但不局限於）以下議題：

- 經典與文化
- 哲學與人類行為
- 跨文化適應
- 文化和語言多樣性
- 跨文化訓練
- 跨文化傳播與溝通
- 跨文化傳播能力
- 政治傳播
- 國際傳播
- 宗教/精神傳播
- 心理傳播
- 健康傳播
- 組織傳播
- 語言與跨文化傳播
- 危機/風險傳播與反恐
- 人際溝通與人群關係
- 社會傳播與公共媒體
- 社會參與與公民社會
- 國家機制與社會團體
- 企業文化與管理
- 世代、性別、階層與話語權
- 多元文化與跨文化性
- 衝突、媒介與談判
- 媒體與國際關係
- 新媒體與全球化
- 文化與外交
- 外交政策與決策過程
- 國家安全與網路自由
- 國際體系與國家發展
- 地緣政治與國家利益
- 在地化與全球化
- 兩岸關係與台灣意識
- 文化認同與個人自由意志
- 公眾輿論與公眾外交
- 公共關係與媒體效應
- 廣告與市場行銷
- 媒體霸權與中心主義
- 新聞學與調查報導
- 國際新聞與宣傳
- 移民與媒體刻板報導
- 種族歧視與族群關係
- 媒體責任與倫理
- 文化與文明

論文繳交相關資訊

徵文繳交類型：摘要、專題討論提案、工作坊

摘要格式字型：格式參見英文版中的摘要樣文。標題16級、新細明體、粗黑；作者資料12級標楷體、粗黑；內文新細明體12級，中文摘要字數400—500字。

專題討論提案/工作坊：提案概要中文 400-500 字，以及該專題小組各成員論文摘要、中文 400-500 字與成員基本資料。工作坊提案中文 1000 - 1500 字與成員基本資料。

繳交期限：有意在大會上發言的學者請於2011年11月15日之前繳交摘要、完整的專題討論提案。完整論文請於2012年4月30日以前完成繳交。

稿件請傳送至： 2012iaicstwn@saturn.yzu.edu.tw

主辦單位： 國際跨文化傳播學會、元智大學

會議網址： <http://140.138.168.79/2012iaics/>; <http://www.uri.edu/iaics/>

會議語言： 英文、中文