



## See you in Mexico in 2011!

The 17th International Conference of the International Association for Intercultural Communications Studies is slated for June 6-10, 2011 at Ciudad Universitaria Intercultural in San Cristóbal de Las Casas, Chiapas, Mexico. It is themed "We and the Others in Intercultural Communication: Challenges and Possibilities of a Common Space."

In the delicate boundaries that exist where diverse cultures meet, representations of the self and the other are crucial. They determine not only subjective perceptions of existing relations between Equals and Differents, but they also influence the communication process. Discussing and clarifying the dimensions of these representations at different levels would allow us to make an overall assessment of Intercultural Communication.

Therefore, the topics proposed will let us advance our understanding of these phenomena in today's intercultural relations context. Although we welcome all topics related to intercultural communication, you are invited to especially consider the following topics as a guide to our joint reflection:

- Historicizing Diversity
- Language and cultural Education.
- Dilemmas in the Construction of Public Space in Intercultural Contexts
- Theoretical and Methodological Perspectives for a Horizontal Construction of Knowledge.

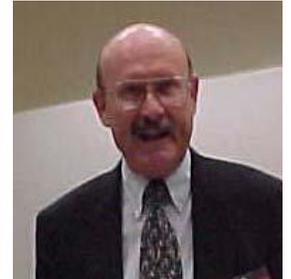
(Continued on page 8)



(Photo courtesy of free2use-it.com)

## The President's Corner

L. Brooks Hill, President, IAICS



As I approach the end of my third, two-year term as President of IAICS (1995-99, 2009-11), allow me to reflect with pride on the progress of our organization. Even though I was not one of the founding fathers of our predecessor, the Institute for Cross-Cultural Research, I did serve as a member of the small group that launched IAICS following our international conference in San Antonio, Texas (USA) in 1989. Based at Trinity University in San Antonio, the Institute began publication of our journal ICS in 1991. During those early years the Board of Directors developed IAICS more formally, and I became the first President in 1995. We have moved from a small, loosely organized group of highly dedicated scholars into a more formally structured, larger group of scholars with equal dedication, but greater diversity of cultural representation and variety of interests. So, for this short column in our first newsletter I would simply like to boast of our accomplishments and project a little of our future.

It all started with a visionary, inaugural conference regarding "Cross-Cultural Communication: East and West" in Seoul, Korea, 1985. Four years later in San Antonio, Texas, the Institute hosted our second international conference. Following that 1989 conference plans were made to launch IAICS and hold biennial conferences. In 2003 we decided to hold annual, rather than biennial, conferences and have done so since our 2003 conference at California State University, Fullerton (USA). These conferences have received strong support from the host institutions and the fine leadership by scholars at each of the universities who hosted our events. The skillfully coordinated integration of other professional organizations as co-hosts of our conferences has broadened our visibility and expanded our membership. What began as an East-West collaboration has now grown to embrace countries from all areas of the world in a truly international scope. Our membership, conference attendance, and journal contributors reflect this increased diversity.

Many individuals have contributed to our success. In the early years, Professors Hoffer, Honna, Koo, and St. Clair provided the vision, organizational skills, and editorial guidance to create conferences and publications that called widespread attention to their initiative and its potential. The expanded internationalization of IAICS has resulted in significant contributions by colleagues throughout Europe, Africa, and the Middle East, as well as the continued collaboration among scholars in Pacific Rim countries. Over the years, we have enjoyed the dedication of many additional scholars who have contributed articles, served as editors, (continued on page 9)

## In this issue

About IAICS Newsletter.....2	Conference Papers...5	Publications.....4
Announcements.....2	Greetings.....2	Report on 2010
Call for Papers.....5, 8, 10	ICS Contents.....7	IAICS Conference...3
Call for Proposals.....6	Personal.....6	

## Greetings !

There have been a number of milestones during the last number of years marking the progress and development of IAICS. With this inaugural issue of the IAICS newsletter, we have reached another one that will facilitate our intercommunication and sharing of ideas. Congratulations to Guo-Ming Chen, our Executive Director, for this further mark of his leadership in our organization in implementing this idea that was presented at our last conference in Guangzhou.

First, the newsletter will provide an opportunity for members to share with each other their professional accomplishments and activities. As an international organization, our members are located around the globe and need a way to keep in touch with what they are doing. This will provide a regular channel for keeping us informed.

Second, dialogue is one of the hallmarks of our discipline. I would encourage members to consider using the opportunity in these pages to do just that with ideas they would like to explore. A lot of quality research is being reported at our conferences and in our journal's pages which can be the basis for more dialogue on issues that are controversial and exploratory.

I'm sure our Executive Director will offer other ideas for using the newsletter, but I join others in welcoming this inaugural issue for IAICS. Its success will depend on everyone's cooperation and participation.

*D. Ray Heisey  
IAICS Past President  
2001-2003*



## Announcements

**The Graduate School of English at Assumption University** has started a doctoral program in applied linguistics for English Language Teaching in January 2010 with currently 6 candidates. A Master's degree program in English Media Studies was also started in October 2010. Assumption University is an international university in Bangkok, Thailand with all Faculties (except Law) teaching in English.

**Journal of Multicultural Discourses** (ISSN 1744-7143; ISSN 1747-6615 on-line version), published by Taylor & Francis, is a premier international journal in discourse studies which aims to enhance cultural diversity, equality and prosperity in social life as well as in scholarship. A forerunner in the cultural politics of language, communication or discourse research, the journal has published over the past five years numerous articles on Asian, African, Latin American, as well as western, approaches to discourses in diverse cultural settings. To consolidate its multicultural-intellectual project and to answer to the challenges of the contemporary times, the journal welcomes papers especially, though not exclusively, on the following subject matters: Cultural dialogue and critique on research perspectives and frameworks; culturally unique, or innovative, approaches; culturally inclusive or pluralist approaches; discourses of cultural marginalization, repression or imperialism; discourses of (under-)

development; discourses of cultural transformation; and discourses of cultural cooperation or harmony. Special issues already published. The journal is indexed in Communication in Mass Media Complete, Current Abstracts, and Linguistics and Language Behavior Abstracts

Yoshitake Miike (guest-editor): *New Frontiers in Asian Communication*; Kwesi Kwaa Prah (guest-editor): *African Realities of Language and Communication in Multicultural Settings*; Laura Pardo (guest-editor): *Critical and Cultural Discourse Analysis from a Latin American Perspective*; Editorial Assistants: Zhu Xiaoxiao, Zhejiang University, China; and Jennifer Tunstall, Taylor & Francis, UK. Editor-in-Chief Shi-xu, Zhejiang University/Hangzhou Normal University, China.

For details go to <http://www.tandf.co.uk/journals/1744-7143>

**New Topics in Contemporary Cultural Studies Series**, comprised of six books edited by Mao Sihui and published by Sun Yat-sen University Press (2007-2009), presents a broad yet focused spectrum of cross-cultural thinking on contemporary literary and cultural studies, particularly our conceptions of what postcolonial and feminist cultural studies in China is and how we should approach it in a changing global context. By presenting as many voices as possible, one of the major objectives of this series is to create a discursive space for (re)viewing and (re)writing about linguistic, literary and cultural texts from both China and the West in relation to our changing social, historical and ecological environment. The authors of these books wish to open up the reader's mind about cultural studies beyond the confines of its linguistic and literary origins. This group of research projects reflects the concerted efforts of both the authors and editors in critiquing as well as combining insights of poststructuralism, postmodernism, feminism, psychoanalysis, semiotics, and postcolonial cultural theories and practices.

Titles in this series include: 1) *Literature, Culture and Postmodern Transformations: Eight Case Studies from William Shakespeare to James Bond* (by Mao Sihui, Wang Hong and Chen Xiangyang); 2) *Representations of "Otherness" in Disney Animated Films* (by Peng Baoliang); 3) *The Construction of Meaning: A Cultural Study of Female Representative in American Magazine Advertising* (by Ding Shaoyan); 4) *Reconstructing Images of Chinese Peasantry: A Cultural and Linguistic Study of Zhao Benshan's Comic Sketches 1995-2000* (by Chen Kaiju); 5) *The Other Looks: Interrogating Chineseness in Hollywood Cinema 1980 -1999* (by Li Yufeng); 6) *Representations of Ethnicity in American Sitcoms in the 1990s* (by Peng Qigui).

**Shenzhen Polytechnic** in Shenzhen, Guangdong, P.R. China, is a state-run higher institution for full-time education. Founded in 1993, the Polytechnic occupies a total area of 168 hectares. In 2001 and 2005, it received the First Prize of National Educational Achievement and was selected a National Model Vocational College by the Ministry of Education. Currently, the Polytechnic employs 1,775 staff, including 117 professors and 471 associate professors. There are over 20,000 full-time students and about 5,000 part-time students.

*(Continued on page 11)*

# A Report on the 16<sup>th</sup> Annual Conference of IAICS

LIUCheng, Ph.D., South China University of Technology  
Secretary, IAICS-2010 Guangzhou Conference

The 16th annual conference of International Association of Intercultural Communication Studies (IAICS) was held at South China University of Technology (SCUT) in Guangzhou, China from June 18-20, 2010. More than 320 participants from 28 countries and regions attended the conference hosted by IAICS and SCUT and jointly organized by the Cross-Cultural Communication Research Center of SCUT, the China Association for Intercultural Communication, and the China Association for International Education.



Conference Director AN Ran of SCUT and QIU Xueqing, SCUT Vice-President, warmly welcomed all participants in the opening ceremony. Qiu's remarks emphasized that people should view the world from a multi-cultural perspective in this global era. He pointed out that cross-cultural communication is neither one-way penetration nor simple assimilation, but should be a dynamic process of contact, dialogue, understanding, and interpenetration. IAICS President L. Brooks Hill from Trinity University, USA and CAFIC President JIA Yu Xin from Harbin Institute of Technology, China also addressed the conference on behalf of their organizations. Further, from LIU Jinghui, chair of the China Association of International Education, conference participants learned that China is developing fast in educational exchanges with other countries. "In 2009, more than 230,000 foreign students from 190 countries were enrolled in 610 universities and other educational institutions in China," and, reported Liu, "Among them, 18,245 foreign students are sponsored by the Chinese government scholarships."

The conference featured two sessions of keynote speeches, with Professor Dan Landis of the University of Hawaii delivering the first: "Whither Goest Intercultural Communication Research: Some Not So Profound Thoughts from a Not So profound Person." He pointed out various research areas that can advance the intercultural communication field in the future. Next, Professor Viv Edwards of the University of Reading, UK presented "Globalization and Multilingualism: The Case of the UK." She indicated that although linguistic diversity has always been a defining feature of the British Isles, it has assumed new proportions in recent years, a period during which the transnational flow of people has been accompanied by a corresponding flow of languages. D. Ray Heisey of Kent State University, USA, shared "Iranian Perspectives on Communication in an Age of Globalization." The final address of the first session was delivered by Professor SUN Youzhong of Beijing Foreign Studies University, China: "Intercultural Communication and Global Democracy: A Deweyan Perspective." Professor SUN stressed that the construction of a global public in a global democratic community is the foundation or precondition of global democracy.

The afternoon featured a number of fascinating concurrent sessions. For instance, in a panel discussion chaired by Prof.

Jia, Chair of China Association of Intercultural Communication, representatives from 15 cross-cultural communication research centers in China gave short presentations on the specific vision, research and future aims of their respective centers. (Centers in Beijing, Shanghai, Wuhan, Xian are all located in foreign language and English teaching departments.) For example, the focus of the center at Harbin, the earliest intercultural communication center in China established in 1993, was on the applications of research for teaching and active participation in academic events at home and abroad. The center in Guangzhou is the first to combine a focus on Chinese language and culture with intercultural communication and on the intercultural adaptation of international students in China. This is a pioneering area of study in China.

Another panel focused on intercultural adaptation. LIN Decheng and AN Ran presented a paper on "A Study on the Cross-cultural Adaptation of International Chinese Volunteer Teachers in Thailand." The authors explored the relationship between the degrees of socio-cultural adaptation and the psychological adaptation of the Chinese volunteer teachers by dividing them into four different types of adaptation. They also discussed the different trends in adaptation relative to the different lengths of stay in Thailand.

Day two offered a wide range of topics: Issues on Training and Intercultural Communication; Aspects of Intercultural Communication Study; Culture and Communication; Language and Intercultural Competence; Translation and Intercultural Communication; Risk/Conflict Management in Intercultural Context; Issues on Intercultural Adaptation; Advertisement and Marketing in Media; Language, Culture, and Communication; Exploration and Practice of Empirical Methods in Intercultural Communication Research in China; Health Communication and Persuasion; Language and Cross-Cultural Communication; Language and Cross-Cultural Education; Verbal/Nonverbal Aspects of Communication; Issues in International and Intercultural Communication; and Organizational Communication in a Global Context.

The conference's third day provided three keynote speakers and more concurrent sessions. Molefi Kete Asante of Temple University, USA – a leading scholar in Afrocentric study – presented his paper establishing the classic African concept of communication, Maat, as  
(continued on page 9)

## Publications

- Berendt, E.A. (2010) The Roles of uh/um in Conversational Management. *The New English Teacher Vol. 4:1*. Bangkok: The Assumption University Press.
- Berendt, E.A. (2010) On the Discourse and Epistemology of Ideas: The Role of Metaphors. *Asian Journal of Literature, Culture and Society Vol. 3.2*. Bangkok: Assumption University Press.
- Berendt, E.A. (2010) (revised second edition) *For Communication and Learning: Research in Spoken and Applied Discourse*. Bangkok Assumption University Press.
- Chen, G. M. (2010). The impact of intercultural sensitivity on ethnocentrism and intercultural communication apprehension. *Intercultural Communication Studies, 19*(1), 1-9.
- Chen, G. M. (2010). *A study of intercultural communication competence*. Hong Kong: China Review Academic Publishers.
- Chen, G. M. (2010). *Study on Chinese communication behaviors*. Hong Kong: China Review Academic Publishers.
- Chen, G. M. (2010). *Foundations of intercultural communication competence*. Hong Kong: China Review Academic Publishers.
- Chen, G. M. (2010). The germination and development of intercultural communication concepts and discipline. In R. An & S-h. Cui (Eds.), *Cultural dialogue: Chinese culture and cross-cultural communication* (pp. 1-22). Beijing: Beijing University Press. (In Chinese).
- Chen, G. M. (2010). Toward a I Ching model of communication. In Y. Z. You (Ed.), *Intercultural studies: New frontiers* (pp. 3-19). Beijing, China: Foreign Language Teaching and Research Press.
- Chen, G. M., & An, R. (2010). *Keywords of intercultural communication*. Beijing: China Social Sciences Press. (In Chinese).
- Chen, G. M., W. C. Peng, Y. J. Ye, & R. An (2010). *Communication research methods*. Taipei, Taiwan: Wiseman.
- Chen, G. M., & Zhang, K. (2010). New media and cultural identity in the global society. In R. Taiwo (Ed.), *Handbook of Research on Discourse Behavior and Digital Communication: Language Structures and Social Interaction* (pp. 801-815). Hershey, PA: Information Science Reference.
- Kumar, M., D'Cruz, H., & Weerakkody, N. (Eds.) (2010). "Where are you from?" *Voices in transition*, Common Ground Publishers. (pp. 191).
- Kumar, M., D'Cruz, H. & Weerakkody, N. (2010). 'Where are you from? Voices in transition.' In M. Kumar, H. D'Cruz, & N. Weerakkody (Eds), (pp.1-13) *'Where are you from?: Voices in transition'*. Altona, VIC: Common Ground Publishers.
- Lebedko, M. (2010). Challenges in Intercultural Communication: Theory and Practice. Proceedings of Intercultural Conference "Language and Culture: Building Bridges." Vladivostok, Russia, June 26-28, 2008. Vladivostok: Marine State University. – T. 2 – C. 317 – 326.
- Lebedko, M. (2010). Stereotype-oriented Teaching Module. Vladivostok: Marine State University Press, 75 p.
- Lebedko, M. (2010). Tackling ethnic stereotypes in an intercultural communication course. *Intercultural Communication Studies. XIX (1)*, 168 – 181.
- Lebedko, M. (2010). Transition from ethnic stereotypes to shared identity. In *The Humanities and Social Studies in the Far East (indexed journal) # 2 (26)*, 233 - 238.
- Lebedko, M. & Zhukova, I. (2010). Data base, "American quilt: A dictionary of language and culture" (Certificate of Data Base State Registration # 2010620323, June 10 2010), 84.5 Mb. Url: <http://ifl.wl.dvgu.ru/nauka/bazy-dannyx>
- Liu, S., & Chen, G. M. (Eds.). (2010). Communicating health: People, culture and context [Special issue]. *China Media Research, 6*(4), 1-118.
- Miike, Y., & Chen, G. M. (Eds.) (2010). Theorizing Asian communication: Emerging and evolving perspectives [Special Section]. *China Media Research, 6*(3), 76-117.
- Portalla, T., & Chen, G.M. (2010). The development and validation of the intercultural effectiveness scale. *Intercultural Communication Studies, 19*(3), 21-37.
- Radwanska-Williams, J. (2010). Chomsky's paradigm: What it includes and what it excludes. In D. A. Kibbee (Ed.), *Chomskyan (R)evolutions* (pp. 43-71). Amsterdam & Philadelphia: John Benjamins.
- Radwanska-Williams, J. (2009). Language contact and language learning in a multicultural setting: A case study of an Indian family in Macao. *Intercultural Communication Studies 18*(2), 115-135.
- Radwanska-Williams, J. (2008). The "native speaker" as a metaphorical construct. In E. A. Berendt (Ed.), *Metaphors for Learning* (pp. 139-156). Amsterdam & Philadelphia: John Benjamins.
- Sheer, V. C., & Chen, G. M. (2010). Performance appraisal in Hong Kong subsidiaries versus in their U.S. parent companies: Culture, communication, and appraisal effectiveness. In M. B. Hinner (Ed.), *The interface of business and culture* (pp. 141-158). New York: Peter Lang.
- Song, L. with Y.F. Cui (2010). Intercultural dialogicality between LC1 and LC2 in the ESL/EFL classroom. *Foreign Language Research 2010*(2), 112-115. (In Chinese).
- Song, L. with Y.X. Jia & R. Heisey (2010). *Intercultural Communication Studies Volume 2* (Ed). Beijing: Higher Education Press.
- Weerakkody, N. (2009). *Research methods for media and communication* (pp. 308). Oxford University Press.
- Weerakkody, N. (2010). 'Roots and routes.' In M. Kumar, H. D'Cruz, & N. Weerakkody (Eds.), *'Where are you from?: Voices in transition'* (pp. 25-37). Altona, VIC: Common Ground Publishers.
- Weerakkody, N., Kumar, K., & D'Cruz, H. (2010). 'Where are we going?: Voices in transition.' In M. Kumar, H. D'Cruz, & N. Weerakkody (Eds.), *'Where are you from?: Voices in transition'* (pp.167-182). Altona, VIC: Common Ground Publishers.
- Xu, Dongmei (2010). Under the age of globalization: Chinese film actress phenomenon. *Movie Review, 395*(6), 1-4.
- Zhang, X.H. (2010). Feminism cultural studies in post modern perspective. *Social Science Journal, 5*, 54-57.
- Zhang, X.H. (2010). What is cultural studies. *Journal of Shanghai University, Social Science Edition, 5*, 83-91.
- Zhang, X.H. (2010). Retrospect, reflection and prospect – Cultural studies in China. *Study & Exploration. 5*, 237-242.
- Zhang, X.H. (2010). Cultural conflicts in Justin Hill's drink and dream teahouse. *Social Science, 12*.
- Zinovieva, A.F (2010). Interactive Competence in professional discourse.

## Conference Papers

- Berendt, E.A. (2010) *"Very Short Short Stories: Writing Across Cultures."* 4th Annual Asian Cultural Studies Association. Assumption University Bangkok, Thailand.
- Berendt, E.A. & K. Tanita, (2010) *"The Heart of Things: A multi-cultural conceptual analysis of heart/jai/kokoro and related body parts."* 16th International Association for Intercultural Communication, South China University of Technology, Guangzhou, China.
- Lebedko, M. (2010). *"Intercultural issues: Conceptual and empirical study."* Plenary presentation, Winter Readings, Far Eastern national University, Vladivostok, January 22 -24.
- Lebedko, M. (2010). *"Stereotype-oriented teaching: Challenges and responses."* 2010 International Association for Intercultural Communication Studies [IAICS], South China University of Technology, Guangzhou, China. June 18-20; panel presentation with Stephanie Houghton, University of Kitakyushu, Japan; Song Li, Harbin Institute of Technology, China; and Yumiko Furumura, Kyushu University, Japan.
- Lebedko, M. (2010). *"Stereotypes as uncomfortable topic to teach in education: Applying de-stereotyping strategies."* Plenary presentation, the 8th FEELTA International Conference on Language Teaching "From Broadcasting to Narrowcasting: Global Englishes, Local Contexts," Khabarovsk, Russia, June 28 – 30.
- Lebedko, M. (2010). *"The concept 'DAY' in Middle English"* (based on "Sir Gawain and the Green Knight"). International Conference "Language. Culture. Society" London, UK, by correspondence participation.
- Lebedko, M. (2010). *"Canadianness in Canadian English variety: Worldview, language and culture,"* World Englishes Today: A Critical Reevaluation of Theory, Methodology, and Pedagogy in Global Contexts. 16th annual conference of the international association for World Englishes (IAWE 16), Simon Fraser University at the Morris J. Wosk Centre for Dialogue; Vancouver, Canada, July 25 – 27.
- Proshyants, N. A. (2010). *"Teaching International Professional Communication in Global Context."* Paper Presented at the IAICS Annual Conference. Guangzhou, P.R. China.
- Song, L. (2010). *"Teaching of Intercultural Communication in China."* Paper presented at Sino-German Conference on Intercultural Communication in March, Humboldt University, Berlin, Germany.
- Song, L. & Han, X.H. (2010, June). *"Teaching intercultural communication competence: Institutional support and university English teachers' perceptions and practices in China."* Paper presented at Chinese Intercultural Disciplinary Development Symposium (Shanghai International Studies University and Humboldt University), Shanghai, P.R. China.

(Continued on page 9)

## Call for Papers

**The 3rd International Conference on English, Discourse and Intercultural Communication** will be held in Macao (Part I – June 21st – 24th, 2011) and Urumqi, Xinjiang Uygur Autonomous Region, China (Part II – June 24th – 27th, 2011). The conference is co-organised by Macao Polytechnic Institute and the Education Bureau of Xinjiang Uygur Autonomous Region and Xinjiang Normal University. The conference will consist of keynote speeches, plenary presentations by invited speakers, parallel paper sessions, panel/roundtable discussions, workshops, and poster sessions.

Abstracts of papers and abstracts of proposals for panel, poster and workshop sessions (between 250 - 300 words in English, together with a brief narrative bio-note in English (about 80 words), and contact information) are hereby warmly invited. Please indicate whether you would like to attend Part I or Part II, or both. The deadline for submitting abstracts/ proposals to Part I (Macao) is March 7th, 2011 (Monday). The deadline for submitting abstracts/ proposals to Part II (Urumqi) is March 28th, 2011 (Monday).

Under the conference theme of English, Discourse and Intercultural Communication, the conference topics include, but are not restricted to, the following overlapping interdisciplinary categories: *English* – 1. ELT (English Language Teaching) in the global/ local context; 2. Defining and redefining International English; 3. Communicative language teaching (CLT) and cross-cultural pragmatic competence; 4. Second language acquisition, bilingual and multilingual acquisition; 5. English and language universals/typology; 6. Revisiting humanistic and other "traditional" approaches in the ELT/ESP classroom; 7. Creative writing in English in the global/ local context; and 8. Language and gender studies. *Discourse* : 1. Film and media Studies in the global/ local context; 2. New social, cultural and critical discourses in English language education; and 3. New approaches to reading and teaching literatures in English; 4. Pragmatics and discourse analysis. *Intercultural Communication* : 1. Linguistic and cultural diversity in Greater China; 2. Translation/interpretation studies and comparative cultural studies; 3. Intercultural dialogues and critiques in language and communication studies; 4. English as a global lingua franca and the future of Chinese and other non-western languages and traditions, including endangered and minority languages; 5. The impact of new media technologies on intercultural communication; and 6. Gender and cross-cultural communication studies.

All submissions will be carefully reviewed before final invitation letters are sent to participants whose abstracts have been accepted by the Conference Academic Review Panel. For Part I of the conference in Macao, the conference registration fee, food and accommodation will be covered for those participants whose paper texts have been accepted. In case of co-authorship, this applies to the first author. The conference registration fee for Part II in Urumqi is 860 RMB. For student participants in China, the conference registration fee is 430 RMB.

Please email your submission to: ELT & Research Committee: [eltrec@ipm.edu.mo](mailto:eltrec@ipm.edu.mo) (Part I in Macao) Organising Committee at XJNU: [icedic2011@163.com](mailto:icedic2011@163.com) (Part II in Urumqi).



## Call for Proposals

**Intercultural Horizons 2011, May 7-8, 2011, Siena, Italy.** The featured theme for the first Intercultural Horizons conference is “Best Practices in Intercultural Competence Development.” The Intercultural Horizons conference committee is looking for presenters from all corners of the globe to speak on various aspects of intercultural competence development, which could range from any of the following themes, among others: Assessment of intercultural competence; Unique models and methods of intercultural competence development; How intercultural competence can help to alleviate problems in international education (for example alcohol abuse, technology dependence); Intercultural competence development in relation to language learning (how language learning can facilitate intercultural competence development, and/or how intercultural competence development can occur when language learning is limited or impossible); The role of community interaction through service-learning or internships in intercultural competence development; The role of reflective education in intercultural competence development; The “flip side” of intercultural competence development: spontaneous intercultural competence development in the host culture brought about by student exchange experiences.

**Presentation formats:** The following presentation formats are encouraged for Intercultural Horizons -- *General conference session:* General conference sessions are for individual or group presentations of research, analyses or findings related to intercultural competence development. These sessions should cover in depth a topic related to one of the aforementioned themes, though themes not mentioned above will still be considered. General sessions are 60 minutes, comprised of 40–45 minutes of presentation and 15-20 minutes for discussion and questions. General conference sessions are presented before all Intercultural Horizons participants; *Interactive workshop:* An interactive workshop is a session to exchange ideas and/or discuss research on a theme relating to intercultural competence. Interactive workshops should involve the

audience through group work, activities or open discussion and may be facilitated by more than one person. Workshops will be held concurrently and are 60 minutes long. These sessions will be limited to a maximum of 40 participants.

**Call for proposals deadline:** Proposals will be accepted through Nov. 15th, 2010. Notification of acceptance will be sent by November 30th, 2010. Presenters will be asked to confirm their participation by December 15th, 2010 and complete registration by February 28th, 2011.

**Submission procedure:** All proposals must be submitted via email to the following address: [interculturalhorizons@gmail.com](mailto:interculturalhorizons@gmail.com). The email should be formatted in the following manner: Subject: Last name/institution of presenter and title of presentation; Body of message: 1. Full name or names of presenter(s); 2. Institution/organization of presenter(s) and position within that institution/organization; 3. Contact information of primary presenter: email, mailing address, telephone; 4. Type of presentation (general conference session or interactive workshop); and 5. Brief abstract of presentation (max 100 words).

**Attachment:** Proposal Narrative (max 1000 words) -- Proposal Narratives should be attached in a Microsoft Word or Open Office file and should include the name(s) of the presenter(s), the title of presentation and should respond to the following key issues: 1. Relevance to overall theme; 2. Locations/cultures involved in research/project/program presented; 3. Description of presentation; and 4. Technological or other needs regarding presentations (overhead projection, audio/video, other).

**Publication of Papers:** Papers will be published in early 2012.

**Assistance:** For questions that cannot be answered here or on the website [www.sienaitalianstudies.com](http://www.sienaitalianstudies.com) you can email [interculturalhorizons@gmail.com](mailto:interculturalhorizons@gmail.com) and the conference staff will do their best to assist you.

---

## Personal

**Jiang Zhaofeng**, who was promoted to professor at Guangxi Teacher Education University in December 2009, is working on a textbook about culture of Southeast Asian nations focused on improving students' communication skills. He has recently opened a lecture on intercultural communication for students majoring in the Thai language. At the 7<sup>th</sup> China-ASEAN Expo in Nanning Jiang was invited to present on intercultural communication and foreign affairs to senior staff and managers working for the government.

**Liu Changyuan** of the Harbin Institute of Technology in China has been promoted to full professor and currently is teaching Chinese culture for one year at the University of Louisville, U.S.A.

**Mao Sihui** has edited six books in the series New Topics in Contemporary Cultural Studies.

**Song Li** was honored for Excellence for Teaching (English Listening Course), granted by Harbin Institute of Technology, P.R. China. Song also received grants for research on “Chinese English Teachers' Cognition and Teaching of ICC,” National Grant on Researches in Social Sciences and the Humanities, and “985 Project” for Disciplinary Leading Scholars, Harbin Institute of Technology. Song reviewed manuscript submissions for the two journals of Asian Englishes, Intercultural Communication Studies and research proposals for projects in the Humanities and Social Sciences sponsored by the Ministry of Education, P.R. China. Recently, a study published by

**Yinjiao Ye** in the Harrington School of Communication at the University of Rhode Island, U.S.A., has caught media attention nationally and internationally, including the FoxNews channel and media from Canada, Germany, Australia, United Kingdom, Chile, and others. The study reported that television viewing and especially heavy viewing of medical content in medical dramas can lead to more concern about personal health and reduce a person's satisfaction with life. For details of the study, please see the link to the study on FoxNews.com <http://www.foxnews.com/health/2010/10/01/watching-medical-dramas-bad-health/>, and the article: Ye, Y. (2010). Beyond materialism: The role of health-related beliefs in the relationship between television viewing and life satisfaction among college students. *Mass Communication & Society*, 13(4), 458-478. Teacher award in 2005, 2007, and 2008.

(Continued on page 7)

## Intercultural Communication Studies

Following are the contents of the current issue  
(Volume XIX: 3\*) of *Intercultural Communication Studies*:

### Intercultural Relationships

Strategy to Bring about a Predetermined Outcome in Chinese Mediation: A Study of Contemporary Chinese Mediation Sessions in a Southwestern Province of China  
*Yiheng Deng*

The Development and Validation of the Intercultural Effectiveness Scale  
*Tamra Portalla & Guo-Ming Chen*

Friendships After Break-Ups: Relational Maintenance Strategies in Cross-Gender Post-Dating Relationships in Taiwan  
*Peiwen Lee*

The Concept of “Polylogue” and the Question of “Intercultural” Identity  
*Hsueh-i Chen*

### Language Analyses

A Cross-Cultural Analysis of Japanese and English Non-Verbal Online Communication: The Use of Emoticons in Weblogs  
*Barry Kavanagh*

Interpersonal Functions of the Polite Forms *Desu/Masu* in Japanese Conversations  
*Sanae Tsuda*

Negative Markers in Dialects of Northern Thai  
*Sorabud Rungrojsuwan*

Changes in Newspaper Language Explored as Changes in Cultural Norms  
*Thore Roksvold*

*Panteón Rococó*: Mexican Ska and Collective Memory  
*Ma. del Carmen de la Peza*

Audiences’ Perception of Media Ethics Principles On Iran Television News  
*Sedigheh Babran & Ashraf Sadat Ahadzadeh*

### Textual Analyses

Difficult Writing: Representation and Responsibility in Narratives of Cross-Cultural Encounters  
*Jonathan Benda*

The Representation of World War II: A Comparison of Japanese and American Textbook Discourse  
*Erica J. Hashiba*

Literary Texts by H. Murakami in Terms of Intercultural Communication  
*Lyubov A. Kuryleva & Svetlana A. Boeva*

A Contrastive Study of Textual Cohesion and Coherence Errors in Chinese EFL Abstract Writing in Engineering Discourse  
*Lida Liu & Xiukun Qi*

From Discord to Harmony? A Textual Analysis of Political Theme Songs in Contemporary Taiwan  
*Pei-Ling Lee*

### Business and Teaching Strategies

Teaching Global English to EFL Classes  
*Lindsay Mack*

Creativity and Entrepreneurial Behavior  
*Mahbub Uddin & L. Brooks Hill*

Internationalizing Project to Challenge Social Transition and Globalization Through Educational Communication Across Cultures  
*Xin-Ping Guan & James Baquet*

Developing a Training Program for International Language Management Specialists: Japanese Business in Context  
*Junko Saruhashi*

Effective Teaching Strategies for Learners of Business Communication: A Case Study from INTI University College, Malaysia  
*Dilani Sampath & Arezou Zalipour*

Pre-Departure Training Effectiveness: A Study of the Effectiveness of an Elective Course for Non-Native English Speakers Preparing for Overseas Study  
*Lisa Rogers*

\* *This issue is printed and mailed from the Cross-Cultural Communication Research Center, South China University of Technology.*

*(cont'd from page 6, Personal)*

**Zhao Jun**, associate professor of English, Beijing City University, is chairing the project “Cross-cultural Communication and the Cultivation of People in the Construction of World City,” authorized by the Beijing Commission of Education as the key project of National Eleventh Five-Year Plan in 2010. She has written a dozen papers on cross-cultural communication, and authored the monograph, “From Modernism to Postmodernism,” and has translated two books, *A Collection of Jack London’s Stories*, and *The Art of Love*. Zhao received the Excellent Teacher award in 2005, 2007, and 2008.

(cont'd from page one, Mexico)

- Theoretical and Methodological Perspectives for a Horizontal Construction of Knowledge.
- Intercultural Educational Practices: Opening Paths for Dialogue.
- Territory, development and Identity Processes: from Local to Global.
- Media in Intercultural Communication.

Languages for the conference are Spanish and English.

#### Conference Registration Fees

Speakers (member): \$100 Late fee: \$140

Speakers (non-member): \$120 Late fee: \$160

Students: \$60 Late fee: \$85

The registration fee entitles you to the closing banquet and all conference organized activities. The fee is payable on site, but participants must complete a registration form online before April 30, 2011; late registration fees commence May 1.

For complete conference, hotel and other site information, please see our Website: [www.ecich.com/iaics](http://www.ecich.com/iaics).

## Call for Papers

### 17th International Conference of the International Association for Intercultural Communication Studies (IAICS)

#### We and the Others in Intercultural Communication: Challenges and Possibilities of a Common Space

#### Guideline for Submissions

Categories: Abstract and panel proposal.

Abstract: 100-150 words in Spanish or English.

Panel proposal: 200-300 words about the approach of the panel and 100-150 word abstract of each panelist's paper. The abstract should include the following information in this order: title of the paper, name of the author, affiliation and mailing address, email address, and the abstract. For panels and papers with multiple authors, include all the names and email addresses of the participants and identify the contact person.

Deadline: Please submit the abstract or the complete panel proposal by January 30, 2011.

Submission to: [iaics2011@yahoo.com.mx](mailto:iaics2011@yahoo.com.mx)

#### Organizing Committee

Rebeca Pérez Daniel, Universidad Autónoma de Chiapas

Cecilia Alba Villalobos, Universidad Autónoma de Chiapas

Jaime Torres Burguete, Universidad Intercultural de Chiapas

Stefano Sartorello, Universidad Intercultural de Chiapas

Julio Cuevas Romo, Educación para las Ciencias, A.C.

Sarah Corona Berkin, Universidad de Guadalajara

Margaret Usha D'Silva, Institute for Intercultural Communication

#### Contact

Director: Rebeca Pérez Daniel  
Universidad Autónoma de Chiapas  
[rebeca.perez@unach.mx](mailto:rebeca.perez@unach.mx)

Director: Stefano Sartorello  
Universidad Intercultural de Chiapas  
[stefano\\_sartorello@yahoo.com.mx](mailto:stefano_sartorello@yahoo.com.mx)

Co-director: Sarah Corona Berkin  
Universidad de Guadalajara  
[sarahcoronaberkin@yahoo.com.mx](mailto:sarahcoronaberkin@yahoo.com.mx)

Co-director: Margaret Usha D'Silva  
Institute for Intercultural Communication  
[dsilva@louisville.edu](mailto:dsilva@louisville.edu)



**(Cont'd from page 3, Conference Report)**

a possible basis for understanding how communicative interactions with other people can be achieved without domination. Then Michael Byram of Durham University, England, argued that globalization has many meanings and interpretations. He focused on the potential link between globalization and the concept of community. The third special IAICS keynote was by Patrice M. Buzzanell of Purdue University, USA. She said that as scholars increasingly pursue engaged research and learning experiences around the globe, questions arise about the ways in which culture can be interrogated for cross-cultural, intercultural, and transnational dialogue. In this address, power and ethical stances were implicated in processes that are iterative, dialectic, and dialogic.

The conference concluded with the final keynote by L. Brooks Hill on "Globalization Revisited." In the closing ceremony, Margaret D'Silva of the University of Louisville, USA received an award for her work over the past three years as the Editor-in-Chief of ICS, the journal of IAICS, and AN Ran and her organizing committee team also received awards for the service excellence. A sumptuous final banquet at the Hotel Canton provided an opportunity for all attendees to enjoy each other's company and to strengthen future ties, while students from different countries at SCUT provided entertainment. Finally, those who enjoy singing brought the banquet to a close with a rousing "Friendship Will Last Forever."

**(cont'd from page 5, Conference Papers)**

- Song, L. & Han, X.H. (2010). "Teacher Cognition of Intercultural Communication Competence in the Chinese ELT Context" and "Stereotyping and De-stereotyping in the Chinese ELT Context." Papers presented in June at the IAICS Annual Conference, Guangzhou, P.R. China.
- Song, L. & Fu, L. (2010). "Stereotyping and de-stereotyping in the Chinese ELT context." Paper Presented at the IAICS Annual Conference, Guangzhou, P.R. China.
- Weerakkody, N. (2010). "Teaching and learning in a mandated wholly online unit which is theory and analysis-based: 2007 to 2009." Paper presented at the Australian and New Zealand Communication Association (ANZCA) Annual Conference, July 7-9, Canberra, Australia.
- Weerakkody, N. (2010). "Teaching and learning in a fully online unit: Rich group discussions and technological challenges-An exploratory case study." Paper presented at the 6th International Conference on Technology, Knowledge and Society, 15-17th January, Berlin, Germany.
- Weerakkody, N. & Monaghan, R. (2010). "Communication and community: Online multimedia content adoption for organisational communication and public information- A case study of the Victoria Police and Dairy Australia." Paper presented at the Asian Media and Information Centre (AMIC) Annual Conference, 21-23 June, Singapore.
- Xu, Dongmei (2010, May). *Film stars embodying globalization: Zhang Ziyi*. Paper presented at the Japan Society of Image Arts and Sciences (JASIAS), Japan.
- Xu, Dongmei (2010, June). *The global analysis of Zhang Ziyi's image*. Paper presented at the 16th IAICS Conference. Guangzhou, PR China.
- Xu, Dongmei (2010, August). *The globalization of Chinese cinema*. Paper presented at JASIAS-chubu conference. Japan.

**(Cont'd from page 1, President's Corner)**

and done whatever else IAICS needed to succeed. The dedication and intense work by all of our editors and their staff have created opportunities for scholars at all levels of professional achievement to publish their work and to develop collaboration with others around the world. As a teacher nearing the end of my professional career, I am especially proud of the many authors whose first publications have appeared in ICS. The thoughtful and careful guidance by our editors goes well beyond what one can expect at far too many journals across the academic disciplines.

The hosts of our conferences have devoted great amounts of time and persuaded their universities to underwrite our activities and journal issues. Without this generous support we might have ended prematurely our journey to success. A notable example of this generosity is the vital contributions of Professor Jia of Harbin Institute of Technology (China) who has twice hosted our conference and managed to integrate other professional organizations into our conferences. The results of such collaboration have been very significant in the successful growth of IAICS. In addition to our editors and conference hosts we have always benefitted from the conscientious efforts of those who have served as Presidents and Executive Directors of IAICS. The central roles of all of these leaders have brought us our well deserved recognition around the world.

Most recently two individuals deserve special mention: our retiring journal editor and our current executive director. With the help of Professor St. Clair and other colleagues, Professor Margaret D'Silva moved IAICS to the University of Louisville (Kentucky, USA) from Trinity University and secured increased funding for both our organization and its journal. Because of the impending retirement of Professors Hoffer and Hill at Trinity, this transition to younger leadership was essential. Beyond this transitional support, in her capacity as General Editor of ICS, Professor D'Silva redesigned the journal and implemented more rigorous procedures for review of submissions. Under her guidance ICS has taken major strides toward better professional

Most recently two individuals deserve special mention: our retiring journal editor and our current executive director. With the help of Professor St. Clair and other colleagues, Professor Margaret D'Silva moved IAICS to the University of Louisville (Kentucky, USA) from Trinity University and secured increased funding for both our organization and its journal. Because of the impending retirement of Professors Hoffer and Hill at Trinity, this transition to younger leadership was essential. Beyond this transitional support, in her capacity as General Editor of ICS, Professor D'Silva redesigned the journal and implemented more rigorous procedures for review of submissions. Under her guidance ICS has taken major strides toward better professional visibility and greater professional stature. The current volume XIX of ICS reflects her strong commitment and the changes she has undertaken. As she leaves this position, we should applaud her contributions and acknowledge the potential of Professor Joanna Radwanska-Williams as her successor as General Editor. Together we all celebrate the commitment of Macao Polytechnic Institute (China) whose generous support of ICS will contribute hugely to the future success of IAICS.

*(continued on page 11)*



**The 9th CAFIC International Conference  
Intercultural Communication Studies in the Context of Globalization:  
Theory and Practice**

**Call for Papers (No.1)**

China Association for Intercultural Communication (CAFIC), International Association for Intercultural Communication Studies (IAICS) and Association for Chinese Communication Studies (ACCS) are pleased to announce the forthcoming biennial conference on Intercultural Communication Studies in the Context of Globalization: Theory and Practice. The conference is to be held on June 22-26, 2011 and hosted by the Centre for Intercultural Studies and the College of Foreign Languages, Fujian Normal University (FNU), located in Fuzhou, Fujian, China. High-quality papers for the conference are now invited for submission.

Intercultural communication as an area of study has been around in China since the early 1980s. In a period of thirty years or so since then, we have witnessed remarkable achievements in this field in both theoretical aspects and practical applications. In the context of increasing globalization today, it would be appropriate for the forthcoming conference to focus on ways of linking theory to practice and emphasizing case studies of intercultural communication in various forms. Hence, listed below are suggested (but not limited to) topics ranging from macro to micro perspectives to their integration:

**Intercultural Communication Studies (ICS)**

1. ICS from the perspective of disciplinary development
2. ICS from the perspective of international relations
3. ICS from the perspective of public relations
4. ICS from the perspective of interpersonal relations
5. ICS from the perspective of mass communication
6. ICS from the perspective of Asian mass communication studies
7. ICS from the perspective of international Chinese cultural studies
8. ICS from the perspective of domestic Chinese cultural studies
9. ICS from the perspective of improving national image
10. ICS from the perspective of overseas Chinese mass media
11. ICS from the perspective of cross-cultural business communication
12. ICS from the perspective of communication studies in current economic recession
13. ICS from the perspective of promoting global brands
14. ICS from the perspective of strategies for promoting tourism
15. ICS from the perspective of improving the urban image
16. ICS from the perspective of ESPO for cultural exchanges
17. ICS from the perspective of semiotic studies
18. ICS from the perspective of linguistic studies
19. ICS from the perspective of language teaching methodology
20. ICS from the perspective of rhetorical studies
21. ICS from the perspective of pragmatic studies
22. ICS from the perspective of translation studies
23. ICS from the perspective of literary studies
24. ICS from the perspective of discourse analysis
25. ICS from the perspective of religious studies
26. ICS from the perspective of values studies
27. ICS from the perspective of multi-disciplinary integration
28. ICS from the perspective of enhancing intercultural competence
29. ICS from the perspective of research method and methodology
30. ICS from the perspective of intercultural studies assessment

**For further information, please go to Manuscript Submission Guidelines at <http://ic.fli.com.cn>**

## About IAICS Newsletter

IAICS e-Newsletter is the official newsletter of the International Association for Intercultural Communication Studies and is published two times a year. IAICS e-Newsletter is sent to all members and available in the section "About Us" of [www.uri.edu/iaics](http://www.uri.edu/iaics).

### About IAICS

The International Association for Intercultural Communication Studies (IAICS) originated from a series of Asian-American conferences run by the late Dr. John Koo at the University of Alaska and Arizona State University. In 1985, the first international conference on "Cross-Cultural Communication: East and West" was held in Seoul, Korea. IAICS consists of scholars from a range of the cultural sciences who are dedicated to doing research on communication across cultures. The group meets annually at different locations around the world. Its membership is made up of participants from over 32 countries. These participants meet annually to discuss common research interests. The results of their investigations are published in the journal of the organization, *Intercultural Communication Studies* (ICS).

### Submission

Submissions to IAICS e-Newsletter should be e-mailed to the editor, Priscilla Young at the following address: [priscilla@priscillayoungwriter.com](mailto:priscilla@priscillayoungwriter.com). IAICS reserves the right to edit for style and length of all material. The deadline for material will be announced to members six weeks prior to the publication issue.

### Correspondence

IAICS  
Department of Communication Studies  
University of Rhode Island  
10 Lippitt Road, Room 310, Davis Hall  
Kingston, RI 02881, USA  
Email: [uriaics@gmail.com](mailto:uriaics@gmail.com)  
URL: <http://www.uri.edu/iaics/>

### (Cont'd from page 2, Announcements)

At the Polytechnic, 13 schools cater to 92 specialties, covering Electronics and Information Engineering, Mechanical and Electronic Engineering, Media and Communication, Economics and Management, Art and Design, Animation, Applied Chemistry and Biological Technology, Automotive and Transportation Engineering, Construction and Environmental Engineering, Applied Foreign Languages, and Nursing and Medical Technology. The Polytechnic also provides training bases at the national, regional and local level.

The Polytechnic also promotes exchange and cooperation at the international level and has established long-term and stable cooperative relationships with nearly 80 universities and educational organizations outside of mainland China. These include universities and academic institutes in Britain, Germany, France, Australia, the United States, Japan, South Korea, Hong Kong, and Taiwan. For more information email Xin-Ping Guan, professor and MA in TESL at [xinpingguan@szpt.edu.cn](mailto:xinpingguan@szpt.edu.cn).

### (cont'd from page 9, President's Corner)

Professor Radwanska-Williams will benefit enormously from the groundwork laid by Professor D'Silva and her predecessors who managed to keep our journal afloat with minimum financial support. For several years prior to his acceptance of the Executive Director position, Professor Guo-Ming Chen had been a major contributor to the leadership of IAICS. As our Executive Director, he has exerted impressive leadership and taken all of us to new heights. He has systematically improved our organizational stability by clarifying and documenting our constitution, by arranging conferences in exciting places, and by supervising our financial development. For those young professionals with little organizational experience, please recognize that these are major achievements which require huge commitments of time and energy. He was the primary force behind the move of our organization from the University of Louisville to the University of Rhode Island (USA) where he has effectively secured support from his university and balanced so effectively the scholarly and business dimensions of our organization. Not only did he work closely with the Board of Directors to update and codify our constitution, he laid the groundwork for our increased collaboration with several other professional organizations around the world. The dedicated work of Professors D'Silva and Chen deserve our highest praise for we are the beneficiaries of their tireless devotion to IAICS.

One of the major attractions of IAICS for me and many of our fellow members is the breadth and depth of our content. We may all recognize the expansive nature of intercultural communication as an area of study, but few if any of our professional organizations provide a forum for the widespread contributors to this subject area. Our conferences and journal issues reveal this breadth, as we have systematically encouraged scholars from all aspects of our subject area to contribute. We have collectively worked to embrace research that employs any and all methodologies, that crosses traditional disciplinary boundaries, and that encourages integration of study from widely diverse perspectives. Recent discussions of the future of higher education underscore the need for what we are now doing. We need to loosen, but not necessarily destroy, the disciplinary boundaries that separate us; we need to focus more attention on the questions that fall between the cracks of our educational systems, and we need to concentrate more carefully on the applicability of our work. As scholars we are often too timid when arguing the usefulness of our work in the "real" world and are overly prone to rely on fickle politicians to represent and integrate our work. Now is certainly the time to exercise our influence on a world increasingly disrupted by ethnic tensions and cultural conflict.

Our next international conference (XVII) at San Cristobal, Chiapas, Mexico, will provide us another wonderful opportunity to focus on the cultural conflicts and tensions around the world. To be held June 7-9, 2011, this conference invites us to search for a common space where we and others can thoughtfully examine the relations between "equals" and "differents." Ultimately all intercultural communication deals with establishing a common ground on which we can find ways to approach our problems and future. In so many ways these efforts are compromised by confounding motivations and perplexing politics. No matter how skillful our research and insights, we must ultimately address the value-laden differences that underlie these motivations and political choices. Stepping back from our tendencies to cultural myopia we may be able to locate and implement that common space. As one of the last "old men" leading IAICS, I also view this conference in Chiapas with great hope for our new President, Professor Song Li of Harbin Institute of Technology, for our new General Editor, Professor Radwanska-Williams, and for all of our youthful membership. While we may never complete our ultimate mission, we should never concede to the forces that impede intercultural understanding and that thwart intercultural effectiveness.

*Dr. Hill is with the Department of Speech and Drama, Trinity University, San Antonio, Texas (USA)*