



IAICS 2012 Conference Warm, Welcoming and Well Done!

The 18th International Conference of the International Association for Intercultural Communication Studies (IAICS), held June 8 – 11 at Yuan Ze University, Taoyuan, Taiwan, closed with poetry readings and singing during the evening banquet celebrating the conference's final day. The lively and sumptuous dinner featuring a cornucopia of traditional Taiwanese food prompted many participants to stand up and offer toasts to conference organizers, as well as wishes for continued successful conferences in the future. Before, during and after the dinner, new and old members, alike, shared expressions of delight for a palpable feeling of heart-level connection permeating the entire conference. *(Continued, next page)*

From the President

Dear IAICS members and friends, warmest greetings to you all!

It was a great pleasure to meet some of you at Yuan Ze University, Taiwan in early June this year, where we had another IAICS family reunion with a most entertaining experience of intercultural dialogue, both academically and personally.

One of the messages I heard repeatedly from participants was the sense of harmony and unity that they enjoyed with IAICS, despite of all the differences in ethnicity, culture and disciplinary interests within the IAICS community. That's the charm of IAICS that I feel most proud of as the president and a dedicated member of the organization. Each year when IAICS people meet to share and celebrate their wisdom and intellectual discoveries, they seem to have made into reality the dream for global understanding and a harmonious world. I ask myself why this is so, and the answer seems simple and clear: IAICS people are not only at the frontiers of intercultural communication studies, but also true practitioners of intercultural communication studies.

That's also the power for the continued growth of our organization. Here, I am very pleased to share with you the good news that our membership and subscription have grown steadily as reported at the latest business meeting of the IAICS Board of Directors and ICS Editorial Board. Also, I want to share that the ICS Journal has been indexed by EBSCO.

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From the President, from page one

So now I'd like to take this opportunity to invite you and your colleagues to come to our next year's conference to be hosted by the Far Eastern Federal University during the golden season of October. Detailed information can be found in the call for papers of this newsletter. You are welcome to engage in our continued intercultural dialogue centering on the theme of "Exploring Diversity to Reach Understanding Across Cultures" on the beautiful Russia Island.

Best wishes to you all and I look forward to meeting you in Vladivostok in 2013!

Song Li

IAICS 2012 Conference, from page one

First-time IAICS conference attendees, Sergey Yakushenkov and Anna Romanova, both of Astrakhan State University, Russia, said how impressed they were with the content and organization of the conference. But, they were even more impressed with the people.

"We loved the conference mainly because everyone has been so welcoming and willing to share," said Dr. Romanova. Dr. Yakuchenkov, agreed, adding, "This has been a wonderful conference in many ways, academically and otherwise. We have felt a true feeling of connection and look forward to being members of IAICS."

Our generous hosts spoke of their pleasure in opening the doors of the university to nearly 200 participants from more than 20 countries around the world. Said Director of General Studies, Yuan Ze University, Lin-Wen Wang, "The conference has brought global perspectives into Taiwan and promoted Taiwan's modern culture to the world. Papers presented at the conference not only have broadened Taiwanese scholars' visions but also expanded the international academic influence and the potential of global involvement of Taiwan." Dr. Wang served as the conference committee chairperson.

Keynote and plenary speeches reflected the depth and diversity of the conference theme, Cultural Convergence and Conflict in Global Context: Rethinking the Phenomenon of "Glocalization." Sample the scholarly thought presented in opening presentations June 10 and 11:

Cross-Cultural Interaction in East Asia: Tension and Its Resolution in Historical Perspective (HUANG, Chun-Chieh, National Taiwan University); The Flexible Diplomacy and the Trends of International Relations: Implications for Taiwan (CHIEN Fu, Cathay Charity Foundation, Taiwan); Chinese Management in Global Context: A Zhong Dao Contingency Model (CHEN, Guo-Ming, University of Rhode Island, USA); Harmonious Racism: China's Civilizational Soft Power in Africa (SHI Chih-Yu, National Taiwan University); Cultural Community and Transmission: From the Case Study of Innovative Works of the I Ching and Tsao Shu (WANG Lin-Wen, Yuan Ze University); Food, Culture, and Health: A Kentucky Study Reveals Global Concerns (Margaret DaSilva, University of Louisville, USA); and Global English as a Trend in Teaching (WANG Hsu, Yuan Ze University).



The following list of participants' residences illustrates the conference's global reach:

Australia	Hong Kong	Japan	Nigeria	South Africa
Bangladesh	India	Korea	Norway	Taiwan
Canada	Indonesia	Macao	Philippines	Thailand
China	Iran	Malaysia	Russia	USA
Germany	Italy	New Zealand	Singapore	Venezuela

IAICS is indebted to Yuan Ze University for its gracious and well-organized conference hosting. We especially wish to thank the many student volunteers. We can safely say that everyone sincerely appreciated and was impressed by the students' unfaltering attention to everything from conference registration, to tour excursions, to participant needs, and to timely session operation. Several students have posted their photos for all to enjoy. Click these links for a sampling: <http://flic.kr/s/aHsjzWCz7b> <http://flic.kr/s/aHsjAjmJjY>

第十八屆跨文化傳播國際學術研討會籌備心得報告

The 18th International Conference of International Association for Intercultural Studies

胡逢瑛(Hu, Feng-Yung)

元智大學(Yuan Ze University)通識教學部專任助理教授

國立台灣大學(National Taiwan University)兼任助理教授與特聘研究員

莫斯科國立國際關係大學(MGIMO-University)國際新聞學院博士

2012年6月8日~6月11日，為期四天的第十八屆跨文化傳播國際學術研討會2012年年會順利在元智大學舉辦成功並且順利落幕了。本屆會議的與會者來自於全世界二十多個國家近一百八十人，國際學者佔了近九成，研討會場面堪稱相當的國際化與盛大莊嚴。

令我們主辦方感動的是：國際學者多數表示對本屆會議的滿意程度很高，並表達了他們在分組討論的交流非常盡興和愉快，儘管多數學者在感官上仍然覺得自己論文發表的時間不夠用，我們寧願相信這是大家內容太豐富了，以及學者學養兼備的體現結果。

在此我們要特別感謝贊助我們主辦國際年會的各個指導單位：國際跨文化傳播研究學會以及台灣各級政府部門—國科會、中華發展基金會、外交部、經濟部國貿局、徐元智基金會，若沒有上述的各指導單位與部門給予元智大學的支持，主辦者是不可能完成這樣艱鉅的任務的！

舉辦年會的預期成果豐碩

元智大學(通識教學部策劃籌辦)舉辦的國際年會基本上達到了促進國際情誼、提升台灣國際能見度以及激發教師學術研究能量和培養學生參與國際事務熱忱的諸多效果。為了達到上述的效果，我們採取了若干的措施：

- 第一，提早全球徵文:為了確認會議參與者的來源與論文取向，主辦單位於一年前便已經完了全球徵文的發佈工作，緊接著就是國際會議的專門網站的架設工作，這讓與會者有了心理上的歸屬。之後的徵文工作一直進展到論文截止日期為止，全球徵文的目的是在於吸引全球學者的目光與興趣；擴大舉辦單位的宣傳效度與廣度；鼓勵全球優秀論文的投稿與國際學者跨國參與的熱忱；最重要的是方便主辦單位在進行論文摘要的審核與議題分組的確認之後，可以立刻進入到報名費的收取階段。
- 第二，收取會議費：收取與會者的會議費（報名費／註冊費）是一項非常冗長與艱鉅的任務，主辦者必須配合學校會計的作業模式以及減少匯率，帶來的匯差諸多問題，要設計一套繳費的模式與流程，執行這項工作的難度在於兩方面：一方面，必須要得到與會者的信任，他們才會願意提供信用卡的資料給主辦方，畢竟信用卡資料涉及隱私與安全，這項措施也讓部分與會者不能接受而放棄來參加會議的願望；另一方面，大會秘書必須輸入每一位繳費者的資料，這大大增加了工作同仁的工作量與壓力。我們以積極聯繫與說明的方式克服了這項困難，達成了會前徵收報名費的九成目標。
- 第三，對外與對內的聯繫與組織：一場國際會議是否成功和主辦單位和與會者之間的訊息溝通與聯繫最為關鍵。與會者有許多困難、疑慮、問題與簽證都需要主辦者耐心解決與幫忙。國際會議最忌主辦方對於與會者的來信漠視或是忽略，因此對外聯繫工作是一項非常冗長與持久的艱鉅工作。沒有團隊的合作與有效的組織與領導是無法完成這項複雜工作的。
- 第四，內部領導機關與首長的支持:這次舉辦會議承蒙元智大學校長彭宗平教授的支持，彭校長為我們爭取了第一筆經費，並且在籌委會工作小組辦理大陸學者以及少數沒有設立代表處國家的學者簽證時，提供了外交部、內政部出入局、移民署以及駐外使館所需要的保證書，故沒有校領導以及政府單位領導的認同與支持，簽證問題就會影響與會者來台的數量與意願。這次校領導與政府領導給予幫助與支持決定了會議的成敗。大陸入台證的問題我們請教了廣州暨南大學新聞傳播學院吳非教授，在此特別感謝吳非教授的建議與幫忙。
- 第五，飯店與交通車安排：國際學者被集中安排在中壢市的古華飯店，這是距離元智大學最近、交通最方便且設備最為完善的五星級飯店。我們會前替國際學者爭取了非常優惠的價格，讓學者抵達台灣時就能立刻入住到飯店休息，這家飯店距離機場有僅有二十分鐘的車程。為了使國際學者能夠積極參加大會開幕儀式與主題演講，並且順利參加分組討論的論文發表，我們定時安排了大巴士，將學者從飯店集體載到元智大學開會，並將學者從元智大學集體再載回飯店，這樣的住宿與交通安排，大大地提升了學者參與會議的積極性與主動性，使得會議現場非常熱鬧，學者討論也非常積極與

盡興。

第六，順道觀光的安排：為了使國際學者不要過度捨棄會議而去旅遊，同時又要讓學者能夠來台之後，能夠進入體會台灣在地文化與享受一趟跨文化之旅，我們安排了臺北順道的觀光。首先，第一站就是故宮博物院，不論是初次造訪者或是再次來台的國際友人，故宮博物的文物與建築從內到外都彰顯了傳統中華文化的博大精神以及現代台灣科技文化的進步；其次，大會安排造訪了能夠代表台北現代與城市風貌的101大樓，頂樓的觀景台也是認識台北發展過程與都市多樣文化錯落的好去處，學者們可以在此順便購物，買回具有高品質且價格公道的紀念品，對刺激國內經濟與宣揚當地文化都有正面的效益。美中不足之處在於假日人潮非常多，時間與交通上無法克服，就把遺憾留給學者下次再來台灣一遊了。

第七，主題演講與議程的安排：這次能夠成功舉辦國際年會的因素有很多，除了本校彭宗平校長的支持之外，還有學校研發處與國際室長官的鼓勵與協助，以及籌委會王立文主任的高瞻遠矚與策劃者胡逢瑛助理教授的奮力指導，少不了籌委會同仁們包括江鴻津與李佳柔小姐的努力與幫忙，學生志工陳柏叡、吳書瑜、陳嘉茹、侯家楷與葉子駿等同學的積極投入，元智大學團隊的合作努力是最為關鍵的要素。值得一提的是國際跨文化傳播研究學會的執行長陳國明教授、會長宋莉教授、廣州暨南大學新聞傳播學院吳非教授以及學會董事會Margaret D'Silva與秘書Priscilla Young的支持與肯定。特別是在大會議程的規劃與安排上面，這是學者最關心的重點，這方面學會執行長陳國明終身教授給予了專業的指導與協助，使我們在議程規劃與分組討論的安排上獲得了幾乎所有學者的肯定與支持，也體現了元智大學在提升國際研究能量與知名度方面又向前邁進了一大步。

第八，參與國際學術研究舞台：從爭取承辦權到策劃籌備階段，前後歷經了兩年的時間，對於主辦者的國際貢獻與積極投入，已經獲得了學會董事會與編委會的讚許和肯定。主辦者將擔任下一期國際學會學術期刊的議題主編，王立文教授獲邀擔任學會的諮詢委員，並且胡逢瑛助理教授獲邀擔任編輯委員會委員，相信這樣的國際經驗對於提升本校與國內研究水準以及參與國際學術合作研究都有莫大的助益。





International Association for Intercultural Communication Studies

EXPLORING DIVERSITY TO REACH UNDERSTANDING ACROSS CULTURES

Call for Papers

The 19th International Conference of the International Association for Intercultural Communication Studies (IAICS)

Far Eastern Federal University, Vladivostok, Russian Federation

Vladivostok, Russia, October 3-5, 2013

Intercultural communication is becoming more and more fundamental and interdisciplinary in the 21st century when people of the world are more mobile than ever before and are mutually interconnected and interdependent. It is turning into a global dominant paradigm covering a great variety of disciplines. Scholars and laymen are more aware nowadays of the necessity to develop good intercultural relations, the key to which is the understanding of each other in the context of cultural interaction. Most countries are becoming more diverse, which increases the risk of communication failures and misunderstandings due to ethnocentrism, prejudice, racism, sexism and other challenging issues. In this context, the theme of the conference focuses on understanding that covers a great variety of aspects of interpersonal, inter-group and international communication. The problems of global communication posed by the present state of the discipline require more attention to both theoretical and empirical studies developing new conceptual and methodological issues.

Conference goals:

- to 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;
- to synthesize research perspectives and foster interdisciplinary scholarly dialogues for developing integrated approaches to complex problems of communication across cultures;

- to advance the methodology for intercultural communication research and disseminate practical findings to facilitate understanding across cultures;
- to foster the idea of importance of cultural awareness in contemporary world and to encourage the involvement of educators, business professionals, students and other
- stakeholders throughout the world in discussing diversity and intercultural communication issues

The International Association for Intercultural Communication Studies is soliciting submissions for the 19th International Conference on Cross-Cultural Communication to be held at Far Eastern Federal University (Vladivostok), the largest university in the Russian Far East, October 3-5, 2013. Topic areas are broadly defined as, but not limited to, the following:

Understanding across cultures	Advertising and marketing
Critical cultural awareness	Conflict, mediation and negotiation
Communication failures	Localization and globalization
Nonverbal communication	Intercultural education practices
Intercultural communication in global context	Ethnic studies
Intercultural communication in Asia-Pacific region	Geopolitics and national interests
Russia in Asia-Pacific region	Philosophy and human behavior patterns
Diversity of languages and cultures	Psychological communication studies
Linguistics and intercultural communication Studies	Health communication
Translation studies	Group/Organizational communication across cultures
Intercultural communication & politics In the aftermath of APEC 2012	Gender issues
Intercultural interaction in science	Crisis/risk communication and anti-terrorism
Media and social research	Immigration and mobility
New media and globalization	Racial discrimination and ethnic relations
International journalism	Stereotypes and stereotyping
Cross-cultural adaptation	Multiple cultures and interculturality
Intercultural communication competence	Interpersonal communication and relations
Religion/spiritual communication	Culture and diplomacy
Corporate culture and management	National security and internet freedom
	Public opinions and public policy
	Cultural Identity

Guideline for Submissions

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

Abstract, 150-250 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, affiliation 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 abstracts and complete panel proposals by **March 15, 2013**. All submissions will be peer-reviewed.

Submission to: iaics2013dvfu@gmail.com

Conference hosts: International Association for Intercultural Communication Studies and Far Eastern Federal University (FEFU)

Conference languages: English and Russian

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.

Publications

- Anguiano, C., Milstein, T., De Larkin, I., Chen, Y.-W., & Sandoval, J. (2012). Connecting community voices: Using Latino/a critical race theory lens on environmental justice advocacy. *Journal of International and Intercultural Communication*, 5(2), 124-143. doi:10.1080/17513057.2012.661445
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- Chen, G. M., & Dai, X.-d. (2012). New media and asymmetry in cultural identity negotiation. In P. H. Cheong, J. N. Martin, & L. Macfadyen, L. (Eds), *New Media and Intercultural Communication: Identity, Community and Politics*. New York: Peter Lang.
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- Kulich, S. J. (2011). *Applying cross-cultural values research to "the Chinese": A critical integration of etic and emic approaches (in 2 Volumes)*(660 pages).
Vol. 1: The historical, disciplinary, and conceptual landscape of values studies (Chaps. 1-6), *Vol. 2: Mixed-method approaches and analysis of Chinese values* (Chaps. 7-12). Doctoral dissertation, Humboldt Universitaet zu Berlin, published online at <http://edoc.hu-berlin.de/docviews/abstract.php?lang=ger&id=39023>
- Kulich, S. J., & Henry, D. N. (2012). Chinese work values and ethics in organizational contexts. In X. Huang & M. Harris Bond (Eds.), *The Chinese handbook of organizational behavior* (Chap. 21, pp. 380-414). Cheltenham, Gloucestershire, UK: Edward Elgar Publishing.
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- Kulich, S. J. (2012). Constructing dynamic theoretical frames for contextual intercultural identity analysis. In S. J. Kulich & X. D. Dai (Eds.), *Identity and intercultural communication (II): Conceptual and contextual applications. Intercultural research* (Vol. 3, Chap. 4, pp. 105-154). Shanghai, China: Shanghai Foreign Language Education Press.
- Sawyer, R., & Chen, G. M. (2012). The impact of new social media on intercultural adaptation. *Intercultural communication Studies*, 21(2).
- Weng, L. P., & Kulich, S. J. (2011). Testing Schwartz's near-universal values in the Chinese context: A proverb approach. In S. J. Kulich & X. D. Dai (Eds.), *Identity and intercultural communication (II): Conceptual and contextual applications. Intercultural research* (Vol. 3, Chap. 3, pp. 85-103). Shanghai, China: Shanghai Foreign Language Education Press.

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Intercultural Competence and Interaction

Call for Papers

2012 SHNU International Conference of Intercultural Communication

With the success of the first International Conference of Intercultural Communication in 2008 and the second in 2010, Shanghai Normal University will sponsor the third on December 15-16, 2012. The 2012 ICIC focuses on **Intercultural Competence and Interaction**. It is, as the previous two, characterized by high-level scholarship, explicitly focused themes, multiple perspectives and in-depth discussions. We welcome both domestic and international scholars to interpret the conference theme from different perspectives, and would like to share their knowledge and expertise.

Please submit a 300-500 word abstract (APA style, Times New Roman 12 point font and double spaced) to iccshanghai@163.com as an email attachment no later than September 15th. Authors of accepted abstracts will be notified by October 15th, 2012, and will then be invited to submit a full paper ranging from 5000 to 12000 words by December 1st. All submissions will be carefully reviewed. High quality articles will be selected for publication. For more information, please visit: www.shicci.org.cn.

For full conference details, please follow this link to the conference website: www.shicci.org.cn

Personal

Guo-Ming Chen has made the following presentations:

Chinese Management in Global Context: A Zhong Dao Contingency Model. A keynote speech delivered at the 18th Conference of International Association for Intercultural Communication Studies. Taoyuan, Taiwan, June 2012

The impact of new media on intercultural communication in global context. A keynote speech delivered at the 6th International Conference on Intercultural Communication at WuHan University, China, December 2011.

The development of Chinese communication theories. An invited speech delivered at the University of International Business and Economics. Beijing, China, December 2011.

Steve J. Kulich continues his tenure as Specially Invited 211 Professor and as Executive Director of the SISU Intercultural Institute (SII) at Shanghai International Studies University. In July 2011 he began his elected term (2011-2015) as *Executive Board Member* of the International Academy of Intercultural Research (IAIR) at the Singapore biennial conference. He has also been recently honored with the *Gold Magnolia "Honorary" Award* (September 2011) presented by Major Han Zheng of the Shanghai Municipal Government; the *Special Contribution Award* (June, 2011), presented by the China Association for Intercultural Communication as well as appointed as Academic Advisor to the CAFIC Board of Directors, at the 9th Biennial Conference, Fuzhou Normal University, Fuzhou, China.

Dr. Kulich has made the following presentations:

Exploring Chinese Work Values. Keynote presented with David Henry at the 2nd Biennial Cross-Cultural Management Academic Symposium, the SISU College of International Business, Shanghai International Studies University, Shanghai, China, December 2011.

Analyzing Government Websites from an International Communication and IC Perspective. Keynote presented with Shilei Zhai at the 3rd annual Symposium of the Construction and Maintenance of English Government Websites, Shanghai International Studies University, Shanghai, China, November 2011.

Intercultural Communication and Experience in Western School Cultures. Invited address for the "Heritage, Innovation, Education--2011 Forum for Construction of School Cultures in Shanghai" hosted by the Educational Health Committee and Committee of Education of Shanghai, and Chinese Educational TV Discovery Channel. University of Shanghai Foreign Trade, Songjaing, Shanghai, China, November 2011.

Chinese Values, Identity, and QOL/SWB Research: Building the Bridges between Cross-cultural Psychology, Indigenous Psychology, and Intercultural Communications. Forum Paper presented at the 3rd Forum on Psychology and Development of China, organized by Fudan University, Qinghua University, Peking University, and the Chinese Academy of Science, Departments of Psychology, Chongming, Shanghai, China.

Kulich, S. J., & Weng, L. P. *Harmonizing the Matrix of "Chinese Values:" Using emic Data Keyed to the etic SVS to Identify Indigenous & Universal Domains.* Paper presented at the 9th biennial Asian Association of Social Psychology (AASP Conference in Kunming, Yunan, China, July 2011).

Kulich, S. J., & Weng, L. P. *Can the "Chinese Mind" be "Mapped?" MDS Analysis of Indigenous Input and SVS emic-in-etic Findings and Proposals.* Paper presented at the 7th biennial conference of the International Academy of Intercultural Research (IAIR), Singapore, July 2011.

Song Li completed teaching tasks in the Chinese Studies Program at the University of Louisville at the end of May and has returned to Harbin Institute of Technology. She has received a new grant for the project *An intercultural and Interdisciplinary Perspectives for the Role of Mother Tongue Linguaculture in English Language Teaching in Chinese Universities*, supported by the Fundamental Research Funds for the Central Universities.

Dr. Song has presented the following papers:

Family Metaphor in Chinese Culture, Louisville Conference on Literature & Culture since 1900. University of Louisville, USA, February 2012.

Building critical cultural awareness through de-stereotyping: A dynamic approach to stereotype management in intercultural foreign language education, the 19th IAICS Conference at Yuan Ze University, Taiwan, June 2012.

Reconstruction of cultural identity as a result of overseas experiences (Zhao Yuqin, Song Li) the 19th IAICS Conference at Yuan Ze University, Taiwan, June 2012.

Getting lost with the guide: An Examination of the National University Curriculum Guidelines for English Majors in PRC (co-authored with Fu Li) the 19th IAICS Conference at Yuan Ze University, Taiwan, June 2012.

How to meet the requirements: An examination of the National Teaching Requirements for the Teaching of College English in PRC (co-authored with Fu Li) the 19th IAICS Conference at Yuan Ze University, Taiwan, June 2012.

Priscilla Young has been appointed English Instructor at the graduate school of Peking University, Shenzhen, PRC, through June 2013. She works with a unit of students seeking master's and Ph.D. degrees in the School of Environmental and Energy.

Ms. Young presented *The Impact of Spirituality and Facebook on Intercultural Adaptation* at the IAICS conference, June 2012.

The 10th CAFIC International Conference Intercultural Communication for a Harmonious World: Challenges and Opportunities

CALL FOR PAPERS AND PANEL PROPOSALS

CAFIC-China Association for Intercultural Communication, IAICS-International Association for Intercultural Communication Studies, and ACCS-the Association for Chinese Communication Studies are pleased to announce that the 10th CAFIC International Conference will be held on November 21-24, 2013 in Haikou, China, hosted by Hainan University Tourism College. The conference theme is “**Intercultural Communication for a Harmonious World: Challenges and Opportunities.**”

Topic areas are broadly defined in, but not limited to, the following

1. The development of intercultural communication studies as an academic discipline
2. Intercultural communication research methodology and theoretical advancement
3. The relationship between intercultural communication studies and other disciplines
4. Cultural conflict/cultural understanding/cultural tolerance and world peace
5. Intercultural communication and foreign language teaching and learning
6. Intercultural communication and translation
7. Intercultural communication and literature
8. Intercultural communication and semiotics
9. Intercultural communication and rhetoric
10. Intercultural communication and language pragmatics
11. Intercultural communication and discourse analysis
12. Intercultural communication and business communication
13. Intercultural communication and international relations/national images
14. Intercultural communication and area/city images
15. Intercultural communication and tourism/tourism industry
16. Intercultural communication and religious beliefs
17. Intercultural communication and multiculturalism
18. Intercultural communication and the teaching/learning of Chinese as a foreign language
19. Intercultural communication ability training
20. Intercultural communication ability assessment
21. Cross-cultural learning
22. Intercultural marriage and family life
23. Intercultural/global citizenship
24. Globalization and the transformation of identities
25. Educational challenges in the globalizing world
26. Foreign language education and citizenship building
27. Media (newspaper, broadcast, television, movie, music, advertisement, new media forms, etc.) and intercultural communication: Organization, content, audience, and effect
28. Organizational communication
29. Intercultural communication ethics
30. Other related topics

Submission Guideline

Major forms of presentation include keynote speeches, paper presentations, and panel discussions. The working languages of the Conference are Chinese and English. All paper/panel proposal abstracts must be within 200 words (with 3-5 keywords). **The submission deadline is February 28, 2013.** The Conference Academic Committee will conduct blind review of the abstracts, and send off formal Conference Invitation by April 30, 2013. Those whose abstracts are accepted by the Committee are supposed to submit their completed papers in Word form through email by Sept. 30, 2013. Quality papers will be compiled and published in *the Conference Proceedings*. For paper style, please consult *Intercultural Communication Studies*

(<http://www.uri.edu/iaics/journal/ICS%202013%20Paper%20Submission%20Guidelines.pdf>).

All abstracts/panel proposals and papers must be submitted to: dsjzgkwhjjdh@163.com.

Conference registration fee

Domestic scholars, ¥1000.00; students ¥500.00 (with student ID); international scholars and their entourage \$150.00 per person. Flight and transportation, accommodation, and tours are at the conferees' own expenses.

The Conference host, Hainan University Tourism College, will organize different sightseeing and entertainment activities for the conferees to enjoy the unique natural and cultural richness of Hainan, the only tropical island province in China. Details will be announced soon.

Conference Organization

Conference Chair: SUN Youzhong (CAFIC EVP, Dean of School of English and International Studies at Beijing Foreign Studies University)

Academic Committee:

Advisors: HU Wenzhong (Honorary CAFIC President); JIA Yuxin (CAFIC President)

Chair: SUN Youzhong

Members: CHEN Guoming, Joyce Chen, LIN Dajin, SONG Li, XU Lisheng, FENG Yuan, SHI Guang

Organizing Committee:

Chair: SUN Youzhong, WANG Lin (Dean, Hainan University Tourism College)

Vice Chairs: FENG Yuan, Professor, HUTC-Hainan University Tourism College

Members: SHI Guang, Associate Professor and Dept. Chair, HUTC; FENG Yanchang, Associate Professor, HUTC

KUANG Xiaowen, Lecturer, HUTC; LI Xiaodong, Office Chief, HUTC

Contact information

Conference Office: Tel.: 86-898-6625-6355 Fax.: 86-898-6619-8597

Secretaries: Mr. Bright Shi, Tel.: 13519824787; Miss Maggie Feng, Tel.: 13698938500

Mr. Allan Kuang, Tel.: 13876060325

Address: Dept. of Applied Foreign Languages, Hainan University Tourism College, #58, Renmin Dadao, Haikou, Hainan, P. R. China, 570228

Conference webpage: <http://tah.org.cn/cafic>

**The 4th International Conference on
English, Discourse and Intercultural Communication
Part I (Macao): June 11 – 14, 2013
Part II (Urumqi) June 14 – 17, 2013**

Preliminary Call for Papers

The 4th International Conference on English, Discourse and Intercultural Communication will be held in Macao (Part I: June 11 – 14, 2013) and Urumqi, Xinjiang Uygur Autonomous Region, China (Part II: June 14 – 17, 2013). The conference is co-organized by Macao Polytechnic Institute and the Education Department 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
- 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 Monday, March 4, 2013. The deadline for submitting abstracts/proposals to Part II (Urumqi) is Monday, March 25, 2013.

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

- ELT (English Language Teaching) in the global/local context
- Defining and redefining International English
- Communicative language teaching (CLT) and cross-cultural pragmatic competence
- Second language acquisition, bilingual and multilingual acquisition
- English and language universals/typology
- Revisiting humanistic and other “traditional” approaches in the ELT/ESP classroom
- Creative writing in English in the global/local context
- Language and gender studies

Discourse

- Film and media studies in the global/local context
- New social, cultural and critical discourses in English language education
- New approaches to reading and teaching literatures in English
- Pragmatics and discourse analysis
-

Intercultural Communication

- Linguistic and cultural diversity in Greater China
- Translation/interpretation studies and comparative cultural studies
- Intercultural dialogues and critiques in language and communication studies
- English as a global lingua franca and the future of Chinese and other non-western languages and traditions, including endangered and minority languages
- The impact of new media technologies on intercultural communication
- 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 abstracts have been accepted. In case of co-authorship, this applies to the first author. A registration fee (amount to be confirmed) for Part II in Urumqi will be charged. Graduate student participants in China will be given a discount for the conference registration fee.

Please email your submission to:

Organising Committee for Part I in Macao: eltrc@ipm.edu.mo (to be confirmed)

Organising Committee for Part II in Urumqi: icedic2013@163.com (to be confirmed)

About the IAICS Newsletter

IAICS e-Newsletter is the official newsletter of the International Association for Intercultural Communication Studies and is published twice per year. IAICS e-Newsletter is sent to all members and available in the section "About Us" of 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 the IAICS e-Newsletter should be e-mailed to the editor, Priscilla Young, at the following address: pyoungchina@yahoo.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

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