



19th IAICS international conference convenes in Vladivostok, Russia, October 3 - 5



Themed, “Exploring Diversity to Reach Understanding Across Cultures,” this year’s conference is hosted by Far Eastern Federal University. IAICS thanks the School of Regional and International Studies at FEFU for their partnership with our organization to plan and present this year’s meeting for scholars from around across the globe.

For full conference details, follow this link: <http://iaics.dvfu.ru/>.

From the Editor: Reflections on a year in China

I departed from the IAICS 2012 conference in Taiwan last year on June 13 and landed in Shenzhen, China where I would take up a new life as an English instructor at the Peking University Shenzhen Graduate School in the School of Environment and Energy.

What a mix of emotions: Warmed by the camaraderie between our IAICS colleagues and comforted by friendships old and new; elated about my new professional adventure, yet terrified that I didn’t speak Chinese; simultaneously wondering if I had made either the bravest decision or most terrible mistake of my life!

Being a life-long risk taker, I put the worries out of my head as much as I could and vowed to just “sit back and enjoy the ride.” And what a ride it has been. I knew that even though I had studied intercultural communication, my ventures through Chinese culture would not be flawless. Far from it! Fortunately, I have managed not to totally alienate those who I may have annoyed, irritated or shocked. (Yet the Chinese are so polite, they would never say so.)

I have endeavored as best I can to “practice what I preach” to my students over the past year during English coaching and monthly lectures on intercultural communication:

- Willingness to step out of your comfort zone
- Facing each new day with an open heart and open mind

- Practicing forgiveness for your own mistakes and the mistakes of others
- Embracing life with love and passion
- Sharing laughter

I don’t recall seeing anything like the above in the IC textbooks with which I am familiar. Whenever I talk with students or other young people out in the community, they usually want to know about “real life” experiences; they don’t care about my academic knowledge. Indeed, young Chinese have spent years buried in textbooks and reciting rules. So, I intertwine the academic with the personal in hopes of achieving balance.

As for my sojourn in China, I will extend it as long as I can. There is much to see, do and experience. Asia is huge, and I have a huge curiosity and love for travel and learning. Maybe I’ll even show up in your town some day!

I regret that I won’t be able to join you in Russia this year, but I look forward to seeing you in my hometown, Providence, Rhode Island, for our 2014 conference.

Agape.

Priscilla L. Young
IAICS secretary/treasurer/newsletter editor



Call for Papers

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

University of Rhode Island, Kingston-Providence, RI, USA

July 31-August 4, 2014

Enhancing Global Community, Resilience and Sustainability Through Intercultural Communication

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

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

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

Conference Goals

- provide scholars, educators and practitioners from different cultural communities with opportunities to interact, network and benefit from each other's research and expertise related to intercultural communication issues;
- synthesize research perspectives and foster interdisciplinary scholarly dialogue for developing integrated approaches to complex problems of communication across cultures;
- advance the methodology for intercultural communication research and disseminate practical findings to facilitate understanding across cultures;
- foster the importance of global cultural awareness and involve educators, business professionals, students and other stakeholders worldwide in the discourse about diversity and intercultural communication issues.

The International Association for Intercultural Communication Studies is soliciting submissions for the 20th International Conference on Cross-Cultural Communication to be held at the University of Rhode Island, USA, July 31-August 4, 2014. Topic areas are broadly defined as, but not limited to, the following:

- Advertising and marketing
- Business communication
- Climate change and pollution
- Conflict, mediation and negotiation
- Corporate culture and management
- Communication failures
- Communication pedagogy
- Crisis/risk communication
- Critical cultural awareness
- Cross-cultural adaptation
- Cultural identity
- Culture and diplomacy
- Diversity of languages and cultures
- Ethnocentrism and stereotypes
- Environmental communication
- Intercultural education practices
- Intercultural interaction in science
- International journalism
- Interpersonal communication and relations
- Linguistics and intercultural communication
- Localization and globalization
- Media and social research
- Multiple cultures and interculturality
- New media and visual communication
- Philosophy and human behavior patterns
- Poverty
- Power in intercultural communication
- Psychological communication studies
- Public opinions and public policy
- Public relations

- Ethnic studies
- Gender issues
- Global community
- Global food and water supply
- Group/Organizational communication
- Health communication
- Immigration and mobility
- Intercultural communication competence
- Intercultural communication in global context
- Intercultural communication and politics
- Intercultural conflict
- Racial discrimination and ethnic relations
- Resource depletion
- Religion/spiritual communication
- Resilience among cultures
- Rhetorical communication
- Social equity
- Stereotypes and stereotyping
- Sustainability and globalization
- Translation studies
- Understanding across cultures
- Verbal and nonverbal communication

Guidelines for Submissions

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

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

Deadline: Please submit abstracts and complete panel proposals by February 1, 2014. All submissions will be peer-reviewed.

Submission to: iaics2014uri@gmail.com

Conference hosts: International Association for Intercultural Communication Studies and the Harrington School of Communication and Media, University of Rhode Island.

Conference languages: English

Sample Abstract

The Development and Validation of the Intercultural Sensitivity Scale

Guo-Ming Chen, Ph.D.
Department of Communication Studies
University of Rhode Island
Kingston, RI 02881, USA
Email: gmchen@uri.edu

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

Announcements: Personal

Chen, G. M. (2012, December). The relationship between new media and intercultural communication study. Invited speech at the college of Journalism and Communication of National Chengchi University, Taiwan.

Chen, G. M. (2012, December). Intercultural communication competence. Invited speech at the college of Journalism and Communication of National Taiwan Normal University, Taiwan.

Chen, G. M. (2012, December). Conceptualization and measurement of intercultural communication competence: Summary of 30-year research and direction for future research. A keynote speech delivered at the 2012 SHNU International Conference of Intercultural Communication, Shanghai, PR China.

Kara Chan of Hong Kong Baptist University was awarded two internal research grants to work on "Perception of acupuncture among users and non users" (with Dr. Judy Siu and Dr. Timothy Fung), and "Content analysis of acupuncture in Hong Kong's newspapers" (with Dr. Dong Dong). Prof Chan was also awarded a teaching development grant to prepare six video interviews related with Public Relations Management for teaching purposes (with Mr. Lennon Tsang).

Edwin R. McDaniel, Ph.D. was an invited speaker at the Beijing International Fair for Trade in Services, 28-29 May 2013, where he spoke on "Bridging Cultural Differences in International Trade in Services: Communication in the Globalized Market."

Emmanuel Ngwainmbi has three book reviews accepted for publication in the International Journal of Communication. He is the volume editor for Healthcare Management, Communication and Development (focus on Africa, India and the US) to be published by Lexington Books, and he has signed several book contracts with Hamilton Books. Prof. Ngwainmbi has been invited to join the Board of the Elizabeth City Pasquotank Public Schools Foundation, Inc. Currently he serves on the Editorial Board of the Journal Intercultural Disciplines (of the National Association of African American Studies & Affiliates)

Priscilla Young was invited to present a workshop titled, “Everyone Loves a Good Story: How to Write an Effective News Feature that Will Engage the Reader,” on March 20, 2013 for the volunteer writing staff of the Nanyan News Service, Peking University Shenzhen Graduate School, Shenzhen, Guangdong, China.

Announcements: Publications

Chen, G. M. (2013). Theorizing intercultural adaptation from the perspective of boundary game. *China Media Research*, 9(1), 1-10.

Chen, G. M. (2012). Theorizing intercultural adaptation. In X.-D. Dai & S. J. Kulich (Eds.), *Intercultural adaptation (I): Theoretical explorations and empirical studies* (pp. 51-73). Shanghai: Shanghai Foreign Language Education Press.

Chen, G. M., Miyahara, A., & Kim, M. S. (2013). East Asian communication studies. In P. Simonson, J. Peck, R. T. Craig, & J. P. Jackson (Eds.), *The handbook of communication history* (pp. 467-481). New York: Routledge.

Dai, X.-D., & Chen, G. M. (2013). The construction of national image in media and the management of intercultural conflicts. In R. S. Fortner & P. M. Fackler (Eds.), *International Handbook of Media and Mass Communication Theory*. Oxford, UK: Blackwell.

Lebedko, M. (2012). *Practicing Intercultural Communication (In English)*. Vladivostok: Marine State University Press [Mor.gos.yn-t Press]. ISBN 978-5-8343-0753-2. This project was made possible through funding by the U.S. Department of State. Grant # S-RS500-11-GR-215

Zhukova, I., Lebedko, M., Proshina, Z. Yuzefovich, N. (2013). *Dictionary of Intercultural Communication Terms. [Slovar Terminov Mezkhkulturnoi Kommunikatsii]*. Editors: Maria Lebedko and Zoya Proshina. Moscow: FLINTA, NAUKA [SCIENCE]. – 623 pp. ISBN 978-5-9765-1085-8 (FLINTA); ISBN 978-5-02037446-1 (NAUKA).

Read ICS online

IAICS members enjoy receiving the printed edition of ICS. However, anyone may read our journal online at this address: <http://www.uri.edu/iaics/journal/index.php>. Below is the table of contents for the current issue.

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**The 6th Conference of Contemporary Chinese
Discourse Studies
December 1-3, 2013 Hong Kong, China**

Call for Papers (No. 01)

We are pleased to announce that the Department of Chinese and Bilingual Studies, the Hong Kong Polytechnic University, and the Centre for Contemporary Chinese Discourse Studies, Zhejiang University, will jointly hold the 6th Conference of Contemporary Chinese Discourse Studies between December 1st and 3rd, 2013 in Hong Kong.

Conference Theme:

Towards Interdisciplinary and Intercultural Perspectives on Contemporary Chinese Language and Communication

Topic areas (in alphabetical order) are broadly defined in, but are not limited to, the following:

- Chinese Academic Discourse
- Chinese Business Discourse
- Chinese Literary Discourse
- Discourses of China's Development
- Globalizing Chinese Language and Culture
- Language Contact and Change in Cultural China TAO Hongyin,
- Linguistic and Cultural Diversity in Cultural China
- New Media & Chinese Discursive Practice
- Translation and Interpreting Studies

IMPORTANT DATES

Deadline for abstract submission: 16th August 2013

Early bird registration: HK\$800 (registered before 13th September 2013)

Regular registration: HK\$1200

Registration Cancellation: 31st October 2013 (no refund of registration fees after this date.)

ABSTRACT SUBMISSION

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/poster proposal abstracts must be between 250-300 word with 3-5 keywords and be submitted with a brief narrative bio-note and contact information to: ccc6p@polyu.edu.hk.

CONFERENCE ORGANISING COMMITTEE

Co-Chairs:

Doreen WU, Department of Chinese and Bilingual Studies, The Hong Kong Polytechnic University
SHI-Xu, Centre for Contemporary Chinese Discourse Studies, Zhejiang University

Deputy Chair:

Cindy NGAI, Department of Chinese and Bilingual Studies, The Hong Kong Polytechnic University

SCIENTIFIC COMMITTEE FOR THE CONFERENCE

(in alphabetical order)

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CONFERENCE SITES

There are two conference sites: <http://cccds6.cbs.polyu.edu.hk> and www.discourses.org.cn, respectively; in the latter information about the previous conferences can be seen.

ABSTRACT/PAPER SUBMISSION & ENQUIRIES

Please submit your abstract of paper to this email: cccds6p@polyu.edu.hk

For any other enquiries about the conference, please email to: cccds6q@polyu.edu.hk



Hong Kong graffiti.

About the 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.

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.

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