



International Association for Intercultural Communication Studies

Volume 4 Issue 2

IAICS *e-Newsletter*

December 2013



Meet your IAICS colleagues in the USA for our 2014 conference!

Each year IAICS moves its annual conference to another part of the world. This year we look forward to seeing our colleagues from July 31 – August 4 at our 20th international conference to be held in Providence, Rhode Island. (The smallest state in the USA, Rhode Island is less than an hour's drive south of Boston, Massachusetts and about a 3 1/2 hour drive east of New York City.) Please see the call for papers, next page. (Photo: http://www.providencesrestaurants.com/photo/Providence_RI/union-plaza-providence-ri)

Thanks to our generous Russian hosts at 2013 conference

IAICS is grateful to our Russian members for their generous hospitality during the 2013 IAICS conference last October in Vladivostok. Planning gets underway a couple of years in advance of the conference, and it is an effort shared by IAICS members across the world. Yet, the bulk of the work takes place in the host country. We thank our Russian committee and conference hosts at Far Eastern Federal University for their warmth and care of conference guests.



Scenes from the 2013 IAICS conference. Thanks to Maria Lebedko for the photos!

Enhancing Global Community, Resilience and Sustainability Through Intercultural Communication

CALL FOR PAPERS

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

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

July 31-August 4, 2014

People around the world are interconnected, interdependent and mobile. Scholars and practitioners are more aware of the necessity to develop strong intercultural relations, based on mutual understanding in the context of intercultural interaction. Intercultural Communication has become a dominant paradigm connecting a range of disciplines. Globalization and increased diversity heighten the risk of communication failures and misunderstandings due to ethnocentrism, prejudice, sexism and environmental, social, and technological issues. They include Climate Change; Pollution and Resource Depletion; Global Food and Water Supply; Impact of Information Technology and Social Media; Political Oppression, Conflict and War; Poverty; Societal Security and Personal Safety. Global communication plays a key role in solving these problems. Increasingly we must learn to rely on each other, build resilience, resolve conflicts peacefully, and strive for social equity by enhancing intercultural communication.

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

Conference goals

- provide scholars, educators and practitioners from different cultural communities with opportunities to interact, network and benefit from each other's research and expertise related to intercultural communication issues;

- synthesize research perspectives and foster interdisciplinary scholarly dialogue for developing integrated approaches to complex problems of communication across cultures;
- advance the methodology for intercultural communication research and disseminate practical findings to facilitate understanding across cultures;
- foster the importance of global cultural awareness and involve educators, business professionals, students and other stakeholders worldwide in the discourse about diversity and intercultural communication issues.

The International Association for Intercultural Communication Studies is soliciting submissions for the 20th International Conference on Cross-Cultural Communication to be held at the University of Rhode Island, USA, July 31-August 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
- 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 language: English

Conference website: Harrington.uri.edu/iaics; facebook.com/IAICS; twitter.com/IAICS2014#

Sample Abstract

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

Publications

- Chen, G. M. (2013). A zhong dao model of management in global context. *Intercultural communication Studies*, 22(1), 1-8.
- Chen, G. M. (2014). The two faces of Chinese communication. In M. K. Asante, Y. Miike, & J. Yin (Eds.), *The global intercultural communication reader* (pp. 273-282). New York: Routledge.
- Chen, G. M. (2014). An alternative view of identity. In L. A. Samovar, R. E. Porter, E. R. McDaniel, & C. S. Roy (Eds.), *Intercultural communication: A reader* (pp. 61-69). Boston, MA: Cengage Learning.
- Chen, G. M. (2014). Seeking common ground while accepting differences through tolerance: U.S.-China intercultural communication in global community. In L. A. Samovar, R. E. Porter, E. R. McDaniel, & C. S. Roy (Eds.), *Intercultural communication: A reader* (pp. 465-471). Boston, MA: Cengage Learning.
- McDaniel, E. (with L. A. Samovar, R. E. Porter, & C. S. Roy) (Eds.). (2014) *Intercultural communication: A reader*. Boston, MA: Cengage Learning.
- Ngwainmbi, E. (2013). Recognizing the Latino immigrant space in the American neighborhood and creating a community for peaceful coexistence. *Journal of Development and Communication Studies*, 2(2 & 3), 359-379.
- Lebedko, Maria. (2013). Chapter one. Theory and practice of stereotypes in intercultural communication. In Stephanie Ann Houghton, Yumiko Furumura, Maria Lebedko, Song Li (Eds.), *Critical Cultural Awareness, Managing Stereotypes through Intercultural (Language) Education*. Cambridge scholars Publishing. – 2013. pp. p.4-23.
- Lebedko, Maria. (2013). Chapter twelve. Stereotype Management in Intercultural Education Through the Analysis of Critical Incidents. In Stephanie Ann Houghton, Yumiko Furumura, Maria Lebedko, Song Li (Eds.), *Critical Cultural Awareness, Managing Stereotypes through Intercultural (Language) Education*. Cambridge Scholars Publishing. pp. 249-275.
- Lebedko, Maria, Dudaryonok, Svetlana (2013). Migration as the Process of Intercultural communication: Developing mutual understanding between contacting cultures. [in Russian: Migratsiya kak protsess Mezhekulturnoi Kommunikatsii]. *Humanity Studies East Siberia and the Far East*. [Zhurnal: Gumanitarnye Issledovaniya v Vostochnoi Sibiri i na Dal'nem Vostoke]. # 4 (24). (Print) ISSN 1997- 2857. ISSN 2076-8575 (online). The journal is recommended by the Highest Attestation Committee (VAK of Russia). The article is in the Russian Database RINTS.

Song, L. (with S.A. Houghton, Y. Furumura, & M. Lebdko) (Eds.). (2013). *Critical Cultural Awareness, Managing Stereotypes through Intercultural (Language) Education*. Cambridge Scholars Publishing.

Young, P. & Chen, G.M. (2013)). The impact of an individual's spirituality on communication in the workplace. *China Media Research*. 9(3), pp. 99-110.

News from our Russian Members

The Russian members of IAICS from Astrakhan, Anna Romanova and Sergey Yakushenkov, took an active part in scientific research of the problems of intercultural communication as well as popularization of the main ideas of intercultural communication theory. Many new articles on the topic were published. Among them an article in one of the leading Russian journals, *Questions of Philosophy*, №3, 2013, under the title, "The Stranger as Objective Reality given to us in Sensations and Thoughts." The article gives an analysis of the concept of the Stranger and its evolution. The authors show the complexity and paradox of construction of our relations with the Stranger, both at the level of (ontology) objective reality, and at the level of reflections of various kinds, from the philosophical to the artistic. On the one hand we are afraid of the Stranger and try to avoid him, on the other hand we are trying to approach him, to understand him and accept at the policy of multiculturalism and on the level of artistic reflection. Unfortunately, as recent events have shown, the two trends are not always productive.

Romanova and S. Yakushenkov took part in two conferences devoted to the problem of intercultural communication: The 4th International Conference on English, Discourse and Intercultural Communication in Macao and Urumchi in June, 2013, and their reflections on the conference were published in the Russian journal *Caspian Region: Politics, Economy, Culture*, №3, 2013, under the title "Macao-Urumchi: another China." They also took part in the conference "Multilingualism and Intercultural Communication" which was held in Prague, Czech Republic, the 11-13d of October, 2013.

One of the leading publishing houses of Russia, ROSSPEN, published a new book by A. Romanova and S. Yakushenkov under the title, *The Stranger and Cultural Security* (Moscow, 2013).

The editorial board of *Caspian Region: Politics, Economy, Culture* (Astrakhan State University Press) has undergone reorganization. New prominent scholars were appointed. Among them are historian Michail Khodarkovkiy (Chicago, USA), Mao Shihui (Macao, China), Tomas Macho (Berlin, Germany), Oktai Aliev (Baku, Azerbaijan), among others.

At the present moment S. Yakushenkov and A. Romanova are on the road to organizing a new scientific structure within Astrakhan State University (Russia) – Frontier Studies Center. For the last several years they focused their attention on different problems of intercultural communications in the frontier territories. Due to the fact that the Southern Volga and the Northern Caspian Region had been a territory of the Russian Frontier, the new center it will analyze various aspects of frontier intercultural relations. It will deal with the history, cultural history, typology and other characteristics of the frontier in regional and global aspects.

Во втором номере журнала «Каспийский регион: политика, экономика, культура» намечено провести круглый стол по теоретическим и практическим проблемам фронтир. Основные вопросы круглого стола: Можно ли считать фронтир не только разлом между цивилизацией и варварством, но и границу между различными культурами одного уровня развития? Является ли понятие фронтир в применении к инновационным научным направлениям синонимом классического термина? Насколько мы можем говорить об актуальности фронтир исследований на современном этапе? Какова специфика межкультурных коммуникаций на фронтир территориях?

The second issue of *The Caspian: Politics, Economics, Culture* is scheduled to hold a round table discussion on the theoretical and practical problems of the frontier. The main issues: whether the frontier is only a rift between civilization and barbarism or also the border between different cultures of the same level of development; whether the notion of the frontier in the application of innovative scientific directions is synonymous with the classical term; how can we talk about the relevance of frontier research for the present stage; and what are the distinguishing features of intercultural communications at the frontier territories. The organizers of the round table invite all scholars interested in the problems of frontier theory.



*Russian
architecture,
Harbin, China.*
(Photo by
Priscilla Young)

Presentations

- Chen, G. M. (2013, October). The present and future of Asian communication studies. An invited speech delivered at the University of Lugano. Lugano, Switzerland.
- Chen, G. M. (2013, October). The contextual flexibility of intercultural interaction in global community. A keynote speech delivered at annual conference of the International Association for Intercultural Communication Studies. Vladivostok, Russia.
- Chen, G. M. (2013, September). Development and validation of intercultural sensitivity scale. An invited speech delivered at the IV Forum on Intercultural Learning and Exchange. Colle di Val D'Elsa, Italy.
- Lebedko, Maria. (2013). The impact of global networking on intercultural communication: Exploring diversity to reach understanding across cultures. The 19th International Conference of the International Association for Intercultural Communication Studies, Vladivostok, Russia (Abstracts). p. 22.
- Lebedko, Maria. (2013, October). The impact of global networking on intercultural communication: Exploring diversity to reach understanding across cultures. Plenary paper presentation. The 19th International Conference of the International Association for Intercultural Communication Studies, Vladivostok, Russia.
- Song, L. (2013, October). Diversity, intercultural citizenship, and critical language-cultural awareness in foreign language education. A keynote speech delivered at the 19th International Conference of the International Association for Intercultural Communication Studies at Far Eastern Federal University, Vladivostok, Russian Federation.
- Song, L. (2013, November). From critical cultural awareness to critical language-cultural awareness for the interculturalization of foreign language education. Paper presentation at the 10th International Conference of China Association for Intercultural Communication Studies (CAFIC), Hainan University, Haikou, China.
- Young, P. (2013). East meets west: Supporting Chinese university students' English language skills through intercultural communication education. Paper presentation at the 10th International Conference of China Association for Intercultural Communication Studies (CAFIC), Hainan University, Haikou, China.
- Young, P. (2013, August). International study, intercultural awareness and interpersonal communication: A cross-cultural adventure! Invited lecture for the Office of International Student Affairs, Peking University Graduate School, Shenzhen, China.
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Personal

Achievement Award Presented to **Maria G. Lebedko** in Recognition of your service as IAICS-2013 Conference Planner From the Board of Directors. International Association of Intercultural Communication Studies.

Award to **Lebedko Maria Grigor'evna** for the active participation in organizing the XIX Conference of the International Association for Intercultural Communication Studies "Exploring Diversity to Reach Understanding across Cultures" from V.S. Kuznetsov, Director of the school "Regional and International Studies" FEFU, 2013. [Gramota Lebedko Marii Grigor'evnt za aktivnoye uchastiye v organizatsii XIX konferentsii Mezhdunarodnoi Assotsiatsii po izucheniyu problem mezhkul'turnoi kommunikatsii "Exploring Diversity to Reach Understanding across Cultures"] V.S. Kuznetsov, Director, Shkola regional'nykh i mezhdunarodnykh issledovaniy. 2013.

Award to **Lebedko Maria Grigor'evna**, professor, doctor of philological sciences, department of linguistics and intercultural communication for the significant contribution to teach highly professional specialists and great achievements in the professional activity in connection of 114 anniversary of FEFU. President of FEFU S.V. Ivanets. Vladivostok, 2013. [Gramota Lebedko Marii Grigor'evne, professoru, doktoru filologicheskikh nauk, kafedry lingvistiki i mezhkul'turnoi kommunikatsii za znachitel'ny vklad v delo podgotovki vysokoprofessional'nykh spetsialistov, uspekhi v professional'noi deyatelnosti v svyazi s prazdnovaniyem dnya Universiteta] Rector of FEFU S.V. Ivanets.

Emmanuel K. Ngwainmbi has been appointed chairperson and graduate professor in the Department of Mass Communication at Jackson State University, USA. He also was recently appointed to the editorial board of the Journal of Development and Communication Studies. He continues to serve on the editorial board of the Journal of Intercultural Disciplines (<http://www.devcomsjournalmw.org/editorial-team>).

Song Li has been appointed as vice-president of the China Association for Intercultural Communication Studies by the CAFIC Board of Directors. In October 2012 she received an Achievement Award from the IAICS Board of Directors in recognition of her service as IAICS President (2011-2013).

Priscilla L. Young has joined the Peking University HSBC Business School at PKU's Shenzhen Graduate School in Shenzhen, China, as senior lecturer. Her duties include teaching Business English for the MBA program.



Views of Wickford Village, Rhode Island.

(Photos by Priscilla Young)

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.

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Summer scene on the University of Rhode Island campus, Kingston.
(Photo by Priscilla Young)