



International Association for Intercultural Communication Studies

Volume 5 Issue 2

IAICS *e-Newsletter*

December 2014

IAICS/CAFIC Conference Set for July 2015

The 21st international conference of the International Association for Intercultural Communication Studies (IAICS) will be joined by the China Association for Intercultural Communication (CAFIC) as it presents its 11th biennial international conference. Hosted by and located at the Hong Kong Polytechnic University, the annual event will take place July 15 – 18. This year's conference theme is "Culture, Communication, and Hybridity in an Age of Globalization." Please see the following pages for the Call for Submissions or go to the conference website at http://www.cbs.polyu.edu.hk/2015iaics_cafic/ or the IAICS website at <http://www.uri.edu/iaics/>.



Hong Kong City Buildings by Yinan Chen at www.publicdomainpictures.net

**The 21st International Conference of the International
Association for Intercultural Communication Studies (IAICS)
The 11th Biennial International Conference of the China Association for
Intercultural Communication (CAFIC)**

Conference Theme: “Culture, Communication, and Hybridity in an Age of Globalization

Conference Time: July 15-18, 2015

Conference Venue: The Hong Kong Polytechnic University, Hong Kong

Call for Submissions

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 findings to facilitate understanding across cultures;
- To foster global intercultural and other stakeholders worldwide in the discourse about diversity and transcultural communication issues.

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

Advertising and marketing across cultures	Intercultural and multilingual education
Bilingual and multilingual communication	Intercultural pragmatics
Bilingual education	Interethnic communication and relations
Comparative literature	Interpersonal communication and relations
Conflict, mediation and negotiation	Language and cultural hybridity
Cultures	Language planning and policy
Corporate culture and management	Media and transcultural communication
Crisis/risk communication	Multiple cultures and interculturality
Cross-cultural adaptation	Philosophy and human behavior patterns
Cross-cultural interaction	Psychological communication studies
Culture and diplomacy	Public opinions and public policy
Digital communication across cultures	Public relations
Ethnic studies	Rhetorical communication
Gender issues and communication	Second language education
Glocalization	Social media and communication
Group/Organizational communication	Sustainability and globalization
Health communication	Transculturality in global context
Intercultural communication competence	Translation studies
Intercultural communication and politics	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
- Panel proposals reflecting the conference theme may be submitted. All panel proposals should provide a 100-word 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 panel/workshop proposals and roundtable discussion sessions by February 28.

Submission to:

iaics-cafic.2015@polyu.edu.hk OR dongyingwu@ymail.com

Conference working languages:

English and Chinese

Conference host:

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

Conference websites:

http://www.cbs.polyu.edu.hk/2015iaics_cafic/
<http://www.uri.edu/iaics/>

Sample Abstract

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 for the purpose of analyses in this study. 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 for the study in this line of research were discussed as well.

Thank you, University of Rhode Island

IAICS is grateful to the University of Rhode Island for hosting the 2014 Conference held at their downtown Providence campus, July 31 – August 3. Follow this link to view the photo album:

<http://harrington.uri.edu/iaics/iaics-conference/2014-iaics-photo-album/>

- Berendt, E. (2013). *Facing Finality: Cognitive and Cultural Studies on Death and Dying*. The Institute for Intercultural Communication at Louisville University, available through Amazon.com.
- Berendt, E. (2013). Poles Apart: Protocols of Expectations about Finnish and Thai Teacher. In M. Cortazzi & L. Jin (Eds.), *Researching Cultures of Learning*, Palgrave Macmillan.
- Chen, G. M. (2014). Intercultural communication competence: Summary of 30-year research and directions for future study. In X-d. Dai & G. M. Chen (Eds.), *Intercultural communication competence: Conceptualization and its development in cultural contexts and interactions* (pp. 14-40). London: Cambridge Scholars.
- Chen, G. M. (2014). Harmony as the foundation of Chinese communication. In M. B. Hinner (Ed.), *Chinese culture in a cross-cultural comparison* (pp. 191-209). New York: Peter Lang.
- Chung, A., & Wu, D., (2013). Between tradition and modernity: Image representations of women in *Cosmopolitan*, China.
- Dai, X-d., & Chen, G. M. (Eds.). (2014). *Intercultural communication competence: Conceptualization and its development in cultural contexts and interactions*. London: Cambridge Scholars.
- Holmes, S., (2014). Intercultural communicative performance and the body: Exploring in and beyond the third culture model. *Contemporary Pragmatism*, December issue.
- Li, M. Y., & Prosser, M. (2014). *Chinese Communicating Interculturally* (North American edition: *Communicating Interculturally*), Beijing: Higher Education Press.
- McDaniel, E. (2014). The macrostructural elements of intercultural communication in international conflict negotiations: Modeling the Sino-Japanese Diaoyu/Senkaku Islands dispute. *The Journal of International Relations*, 38, published by the National Chengchi University Department of Diplomacy.
- Wu, D., Huang., H. & Liu, M. (2014). Competing and hybridized discourses in Chinese news reporting: Case studies of three key newspapers in Southern China. *Journal of Multicultural Discourses*, pp. 1 – 18.
- Young, P. (2015). Guangzhou, Florida, and memories of my mother's love of flowers. In H. Jialiang (黄嘉亮) (Ed.). *Guangzhou through the eyes of foreigners, blossoming flower city* (洋眼看广州缤纷花城 多彩广州), pp. 1-9, Guangzhou Publishing House (广州出版社).

- Chen, G. M. (2014, May). Lectures on intercultural contextuality and globalization. Invited lectures at International Studies University, Beijing, China.
- Chen, G. M. (2014, October). In search of stability: Lessons from I Ching. An invited speech delivered at Grand Valley University, Grand Rapids, Michigan, USA.
- McDaniel, E. (2014, October). Invited lectures on intercultural communication in international trade in services, globalized organizations, and the future challenges for ICC in the global society, at the Harbin Institute of Technology, Harbin, China.
- Wu, D. (2014). Projects on social media and Chinese communications received grant funding: Investigating online Chinese communities and their patterns of interaction, funded by The Hong Kong Polytechnic University; and Investigating online youth communities in china, funded by the National Endowment for Humanities and Social Sciences, PR China.
- Young, P. (2014, November). Invited lectures at the English Department of Zijin College of Nanjing University of Science and Technology, Nanjing, China: Cultural impact on relationships, love and romance; and Intercultural communication in global society (for students); and Some thoughts on teaching and learning (for faculty).

Call for Papers

The 5th International Conference on English, Discourse and Intercultural Communication Macao (Part I – June 2nd – 5th, 2015) and Urumqi, Xinjiang Uygur Autonomous Region, China (Part II – June 5th – 8th, 2015)

The conference is co-organized by Macao Polytechnic Institute and the Education Bureau of Xinjiang Uygur Autonomous Region and Xinjiang Normal University (XJNU). The conference will consist of

- A. Keynote Speeches
- B. Plenary Presentations by Invited Speakers

- C. Parallel Paper Sessions
- D. Panel/Roundtable Discussions
- E. Workshops
- F. Poster Sessions

Abstracts of papers and abstracts of proposals for panel, poster and workshop sessions (150-180 words in English), together with a brief narrative bio-note in English (50-80 words) and contact information, are hereby warmly invited. Please fill in the online Preliminary Registration Form and abstract submission (<http://edic.ipm.edu.mo>), and indicate whether you would like to attend only Part I or Part II, or both Part I and Part II. The deadline for submitting abstracts/ proposals to Part I (Macao) is February 28th, 2015. We reserve the right to edit the abstract if needed.

The online abstract submission is for Part I only. The deadline for submitting abstracts/ proposals to Part II (Urumqi) is March 15th, 2015. Abstracts for Part II should be submitted separately to the Organizing Committee at XJNU.

Under the conference theme of English, Discourse and Intercultural Communication, the conference topics include, but are not restricted to, the following overlapping interdisciplinary categories:

A. English:

1. ELT (English Language Teaching) and training 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. Revisiting humanistic and other “traditional” approaches in the ELT/ESP classroom;
6. Creative writing in English in the global/ local context;
7. Language, ethnicity and gender studies.

B. Discourse:

1. Film and other visual media studies in the global/ local context;
2. New social, cultural and critical discourses in English language education;
3. New approaches to reading and teaching literatures in English;
4. Pragmatics and discourse analysis;
5. Gender, ethnicity and discourse studies.

C. 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. Bilingual education;
6. New / social media communication studies;
7. Gender and cross-cultural communication studies.

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All submissions will be carefully reviewed; official invitation letters and a Final Registration Confirmation Form will be sent by April 20th, 2015, 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 and meals will be covered for all participants whose abstracts/proposals have been accepted. Free shared accommodation, subject to budgetary constraints, may be offered to selected participants (in case of co-authorship, this applies to the first author).

For Part II in Urumqi, the conference registration fee is 1200 RMB (600 RMB for student participants in China).

Please email your inquiries to:

MPI-Bell Centre of English: edicmacao@ipm.edu.mo (Part I in Macao)

Organising Committee at XJNU: icedic2015@163.com (Part II in Urumqi)

Online Preliminary Registration Form and abstract submission for Part I (<http://edic.ipm.edu.mo>)

CALL FOR BOOK CHAPTER PROPOSALS

Title: Culture, Migration, and Health Communication in the Global Context

Editors: Dr. Yuping Mao, Assistant Professor, Department of Media and Communication, Erasmus University Rotterdam, the Netherlands, mao@eshcc.eur.nl<<mailto:mao@eshcc.eur.nl>>
Dr. Rukhsana Ahmed, Associate Professor, Department of Communication, University of Ottawa, Ottawa, ON, Canada, rahmed@uottawa.ca<<mailto:rahmed@uottawa.ca>>

Proposal Submission Deadline: January 15, 2015

With the globalization of the world, there is increasing migration happening across geographic regions within a country or across different countries. The migrant populations keep some of their original cultures with them that influence their communication about health outcomes. Meanwhile, migrant populations are constantly exposed to and adopting cultural values and practices in their host countries or regions, which gradually alter their health related communication and behaviors. On the one hand, migrants' health communication and behaviors have become an important social topic in many countries especially in North America and some European countries with a relatively long history of having immigrants from other countries. On the other hand, in countries like China, urbanization accelerates migration within the country, primarily with economically and socially disadvantaged population migrating from rural to urban areas. Both international and internal migration bring new challenges to public health systems. Our edited book aims to critically review theoretical frameworks and literature, as well as discuss new practices and lessons related to culture, migration, and health communication in different countries.

Scope and Recommended Topics:

We invite chapters that critically review the strengths and limitations of widely applied theoretical frameworks such as assimilation, acculturation, cultural adaptation, culture-centered approach, cultural safety, cultural competency, and intercultural sensitivity. The review of those theoretical frameworks should be embedded in public health and health communication contexts.

Taking a communication perspective, this edited book will examine how differences among different cultural communities relate to health communication at interpersonal, group, and societal levels. We are interested but not limited to chapters on the following topics:

- Health communication disparities among immigrant groups
- Health information diffusion among migrant groups
- Social support and migrant groups' health communication

This edited book will also discuss how content and format of media in combination with other social factors such as social capital and social networks influence individuals' health beliefs and behaviors. For instance, we are interested in receiving book chapters on the following topics:

- Comprehensive literature on media effects on migrants' health behaviors
- Media coverage and public discourse on migrants' health
- Media campaigns and migrant population

Health communication is always situated in certain social, political, historical, and cultural contexts. This book addresses a few important contextual factors that practitioners and researchers need to be aware of in research, practice, and policy making. As such we also solicit stimulating health communication cases on immigrants' health to be included with in-depth analysis of their unique contexts.

Target Audience:

The target audience for this book will consist of upper-level undergraduate students, graduate students, and faculty members and practitioners in both communication studies and health sciences, as well as their respective allied fields such as media studies, telecommunications, journalism, sociology, anthropology, cultural studies, medical science, nursing, public health, psychology/psychiatry, and medical informatics. In addition to speaking to an academic audience, authors are encouraged to write so as to provide valuable information and resources to practitioners, administrators, and policy makers working in the health sector.

Submission Guidelines:

Chapter proposals should include the following components:

1. A title page with contact information for all authors;
2. A 750-1200 word (including references), single-spaced extended abstract clearly explaining:
 - * The purpose and the contents of the proposed chapter; and
 - * How the proposed chapter relates to the overall objectives of the book;
3. A working bibliography - a list of potential resources for your chapter done in APA style (6th edition); and,
4. A brief biographical statement (maximum 200 words) written in the third person containing the following information:
 - * Current position and affiliation;
 - * Highest degree held, field, and institution granting that degree; and,
 - * Current area of research and/or current research project.

Submission Format and Procedures:

Please e-mail your title page, 750-1200 word extended abstract, working bibliography, and brief biographical statement (maximum 200 words) as a Word attachment (combine all files) to mao@eshcc.eur.nl or rahmed@uottawa.ca no later than January 15, 2015. Full chapters should be between 6,000-8,000 words, including references.

Important Dates:

- Chapter Proposal Due: January 15, 2015

- Notification of Acceptance, and Chapter Submission Guidelines: March 15, 2015
- First Draft of Full Chapters Due: July 15, 2015
- Review Result Returned: September 15, 5
- Revised Draft of Final Chapters (as needed) Due: November 1, 2015

Inquiries:

For inquiries, please contact editors Yuping Mao at mao@eshcc.eur.nl<mailto:mao@eshcc.eur.nl>, or Rukhsana Ahmed at rahmed@uottawa.ca<mailto:rahmed@uottawa.ca>.

NOTE: All written work should be prepared in English and conform to APA style (6th edition). Submitted work must not have been previously published or be under consideration for publication elsewhere. The editors will review all complete chapter proposals; however, there is no guarantee of eventual publication.

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. The 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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