



International Association for Intercultural Communication Studies

Volume 6 Issue 1

IAICS *e-Newsletter*

November 2015

Join us in Shanghai for the 2016 IAICS Conference!

IAICS looks forward to welcoming you to our 22nd international conference in Shanghai, China July 1 – 3, 2016. See the conference Call for Submissions, next page.

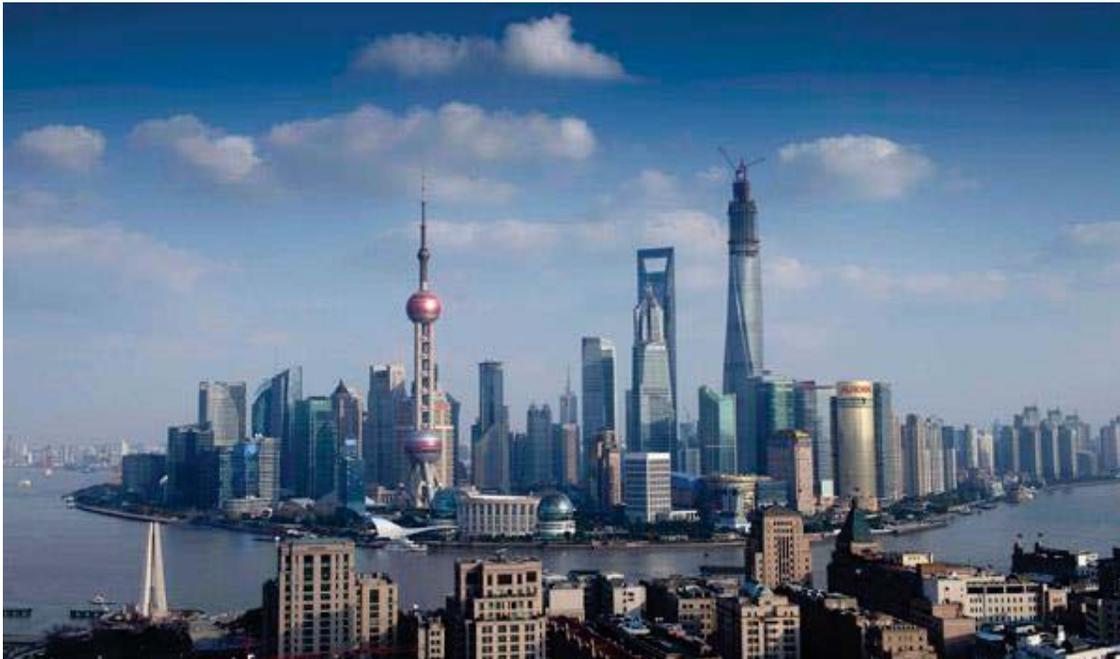


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Thank you Hong Kong Polytechnic University for hosting 2015 conference

IAICS is grateful to Hong Kong Polytechnic University for generously hosting our conference during July this year. We especially want to thank Doreen Wu for heading up the planning committee and generally being in charge of everything that we enjoyed and benefitted from during our annual congress. Please see Doreen's conference report beginning on page four.



**The 22nd International Conference of the International
Association for Intercultural Communication Studies
(IAICS)
Call for Submissions**

Conference Theme: “Culture, Communication, and Cosmopolitanism”

Conference Time: July 1-3, 2016

Conference Venue: Shanghai International Studies University, Shanghai

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 global intercultural sensitivity and involve educators, business professionals, students 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:

Cosmopolitanism in culture	Intercultural communication and cosmopolitanism
Cosmopolitanism in literature	Time and space in culture / literature
Language and culture	Intercultural communication and nationality
Language and identity	Comparative culture
Interculturality in literature	Intercultural communication and interculturality
Media and interculture	Internet intercultural communication
Multi cultures and interculturality	Intercultural communication competence
Culture and travel writing	Intercultural education
Cross-cultural encounters	Interculture and human resource management
Comparative poetics	Interculture and public policy

Comparative literature	Transnational enterprises and intercultural communication
Imagology	Cultural study theories
Literature and religion	Culture and diplomacy
Literature and film	Language planning and policy
Translation studies	Intercultural pragmatics
Foreign Language Teaching as Intercultural 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 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, panel/workshop proposals, and roundtable discussion sessions by 10th March, 2016.

Submission to: ses@shisu.edu.cn; iaics2016@shisu.edu.cn

Conference Working Languages: English and Chinese

Conference host: School of English Studies, Shanghai International Studies University

Conference website: http://infadm.shisu.edu.cn/_s81/main.psp ;
<http://www.uri.edu/iaics/>

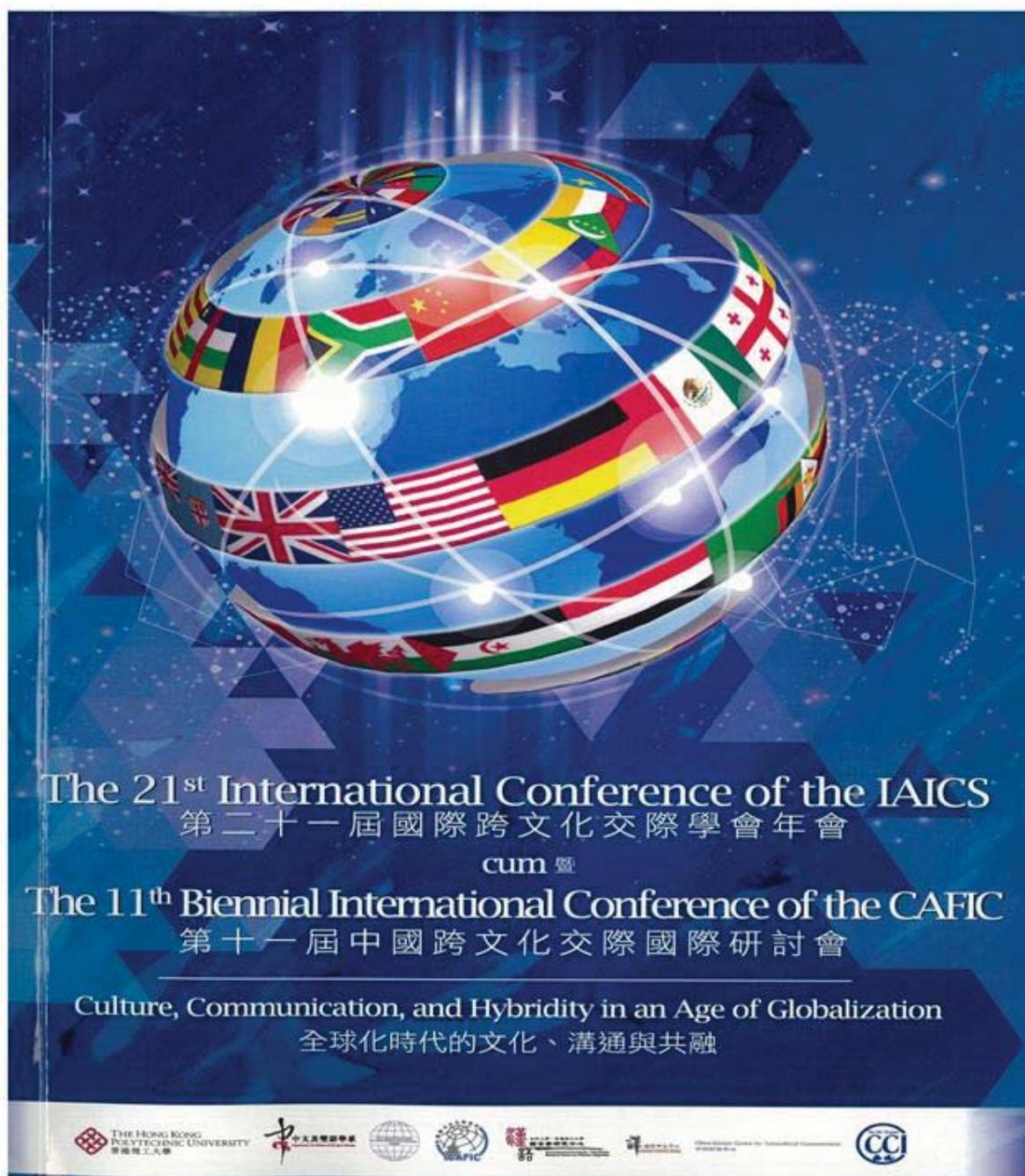
Sample Abstract

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 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.

Post Conference Report



The Hong Kong Polytechnic University

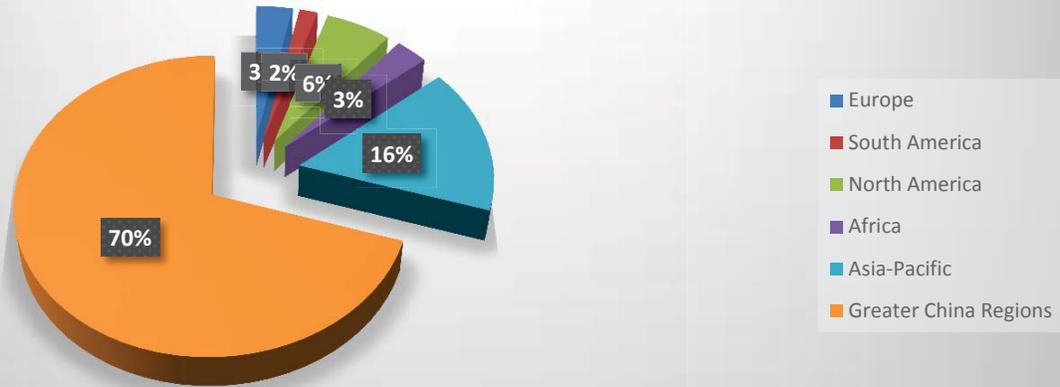
July 15-18, 2015



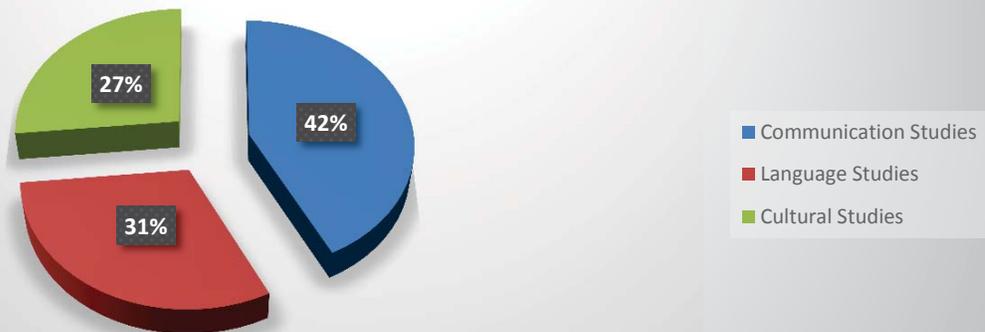
The 21st IAICS International Conference was held jointly with the 11th Biennial International Conference of CAFIC (China Association for Intercultural Communication) between July 15-18, 2015 at The Hong Kong Polytechnic University. The event built on the success of last year's conference and added several significant features including Outstanding Paper Award to Young Scholars, as well as expanding the number of participants and sessions organized.

The conference theme was "Culture, Communication, and Hybridity in an Age of Globalization," and the conference program featured input of 278 speakers from nineteen countries representing five different continents across the globe (see Figure 1). Bringing together leading experts, academics and practitioners from different disciplines such as communication studies, language studies, and cultural studies (see Figure 2), the conference proved an excellent opportunity for networking, for exchanging ideas and exploring possible further collaborations among colleagues in the field.

Region Representation



Discipline Representation



KEYNOTE SPEECHES

Six internationally renowned scholars representing different disciplines in the field of intercultural communication studies were invited as keynote speakers at the conference. Prof. Guo-Ming CHEN (University of Rhode Island), IAICS president-elect, greeted the plenary session with his speech “An Explication and Application of the Chinese Zhong Dao Management Model.” Recently developed from the ambicultural perspective, the Zhong Dao Contingency Model of Management is comprised of the three dimensions of self-cultivation, context profundity, and action dexterity. It emphasizes holistic equilibrium, productive integration, and interrelated harmony, and aims to reach a state of multicultural/multicontextual



co-existence. Prof. Chen's speech further refined the conceptualization of zhong dao and added in more crucial elements to improve and enrich the model for further application in management practice.

Prof. SUN Youzhong (Beijing Foreign Studies University), CAFIC president, presented a keynote speech titled "Intercultural Competence and Critical Thinking", emphasizing the close connection between intercultural competence and critical thinking. Based on a comprehensive analysis of existing theoretical paradigms and training models in the two realms, Prof. Sun proposed a tri-dimensional framework that explains the relationship between critical thinking and intercultural competence. He concluded that an in-depth understanding of the three dimensions of the relationship between critical thinking and intercultural competence is crucial for foreign language education, which should integrate not only intercultural education but also critical thinking education.



The third keynote speech was "Self-identification as a World Citizen across Nations, Generations and Genders: The Importance of Doing Multi-cultural Studies in Communication," by Prof. Michael Harris BOND (The Hong Kong Polytechnic University). Prof. Bond argued that the willingness to identify oneself as a world citizen may be an essential component of our human capacity to survive the interdependencies of the 21st century and analyzed how other identity claims, viz., as an autonomous individual, member of one's local community, or of one's nation, might weaken or amplify one's claim to be a world citizen.



Prof. Juliane HOUSE's (Hamburg University) plenary was titled "Translation as Intercultural Communication." She regarded translation as a particular kind of intercultural communication and reviewed the essential concept in translation -- functional equivalence, which can be achieved when a translation has a function in the target culture comparable to the function its original has in its cultural context. Intercultural understanding and communication in translation can be reached along two very different paths: overt and covert translation. The distinction between these two types of translation reflects different ways of re-contextualization.



Prof. Keyan G. TOMASELLI (University of Johannesburg), chief editor of the SSCI journal *Critical Arts: South-North Cultural and Media Studies*, critically examined two paradigms of being that historically characterized inter-racial and intercultural relations in South Africa in his keynote speech "Ubuntu and Intercultural Communication: Power, Inclusion and Exclusion." Prof. Tomaselli indicated that the two narratives – though on opposite sides



of the ideological fence – were to represent two sides of the same discursive coin and that both needed to be critiqued in terms of who controls resources, access and meaning-making.

Prof. Dániel Z. KADAR (University of Huddersfield) is a linguist and pragmaticist. In his plenary“(Im)Politeness, Metapragmatics, and Intercultural Communication,” he pointed out that metapragmatics is an area of significant potential to capture intercultural differences in terms of (im)politeness, thus properly integrating metapragmatics into intercultural communication. By looking into a) the meaning(s) of terms that describe (im)politeness behavior in general, and b) the discursive use of these terms in intercultural communication, it is possible to capture both differences in the cultural-specific understandings of a phenomenon, and the intercultural communication issues that such differences imply.



PARALLEL SESSIONS

The agenda was organized around the conference theme and the parallel sessions covered a wide range of topics and concerns in the field, including:

- ❖ Comparative discourse analysis
- ❖ Conflict, mediation, and negotiation
- ❖ Corporate culture and communication
- ❖ Developing intercultural communication competence
- ❖ Ethnic studies
- ❖ Gender and communication
- ❖ Intercultural adaptation
- ❖ Intercultural communication and language teaching
- ❖ Interactional analysis
- ❖ Mass communication studies
- ❖ Non-verbal communication.
- ❖ Organizational communication
- ❖ Public diplomacy
- ❖ Social media communication
- ❖ Translation studies





EMERGENT STUDIES ON NEW MEDIA AND IC



Apart from conventionally popular topics such as language teaching, intercultural competence, translation studies, and media studies, social media studies became a repeated subject of parallel sessions, generating novel insights and discussions. The organizing chair of the conference Dr. Doreen D. WU presented a discussion “Sociolinguistics and Intercultural New Media Studies,” in which she reviewed existing literature on intercultural new media studies and pointed out how variationist sociolinguistics and interactional sociolinguistics can be well integrated with the advances in the communication discipline so as to contribute to our further understanding of new media and intercultural communication.



Other presentations related to new media included the following: “Effectiveness of Media in Strengthening Local Government” (by Md. Habibul ALAM), “Social Support on Twitter: The Case of the Philippine’s Fallen44” (by Robert John BAUTISTA), “The Use of Social Media for Tourism Destination Marketing in the Chinese





Context -- A Discourse Analytic Perspective” (by Jieyun FENG), “Corporate Identity Construction on Social Media” (by FENG Wei), “Democratizing through Social Media: Studying Few Cases of Facebook and Blog in Bangladesh” (by Md. HARUN-Or-Rashid), “You Are What You Post in “Circle of Friends” of We Chat: A Perspective from Personality Trait” (by Chenglong LIN), “Cultural Hybridity in the New Media Era: An example of MOOCs” (by MENG Jiaojiao), “Non-Discussants? New Media Technology Acceptance and Professional Learning For Minority Students” (by XIAO Jun & CHEN Yu), “The Use of Microblog among Interethnic Students and the Promotion of Network Communication Literacy: A Research on Virtual Learning Team” (by XIAO Jun & Wang Wan), “We-Chatting: Social Networking Tool in Mobile & the Development of Intercultural Sensitivity” (by Yongyi MO), “Facework on Social Media: A Cross-cultural Study of Global Brands on Weibo and Twitter” (by Chaoyuan LI & Doreen D. WU), “Internet Use Pattern and Addiction Motivations among Chinese Young Adults and Teenagers: A Model of Analysis” (by Yanshu SUN), “A Study on ‘Marathon’ Microblog Tag Circle Based on Social Network Analysis” (by TIAN Xiangning), “Exploring the Relationship between Privacy Concerns and Social Media Use among College Students: A Communication Privacy Management Perspective” (by Kenneth C. C. YANG & Yowei KANG), “Social Media, Gender, and Intercultural Adjustment Strategies” (by Priscilla YOUNG & Xiaohui PAN), etc.

OUTSTANDING PAPER AWARD FOR YOUNG SCHOLARS

In order to encourage young scholars in intercultural communication studies, the conference added a new feature, the “Outstanding Paper Award for Young Scholars.” After blind reviews by the scientific committee of IAICS led by Prof MAO Sihui, Executive Director of IAICS, and Prof. Joanna RADWANSKA-WILLIAMS, Editor of ICS, six authors



were nominated to present their papers at the conference on July 18. The final awardees are as follows: first prize – TU Haijing (Department of Communication, Indiana State University, USA) and Thomas KURZ (Salzburg University of Applied Sciences, Austria); second prize – John Robert R. BAUTISTA and his team (Wee Kim Wee School of Communication and Information, Nanyang Technological University) and LIU Wuyu (Department of Communication, Michigan State University); and third prize – LIU Ming (School of International Studies, Sun Yat-Sen University) and TANG Fang (School of Interpreting and Translation Studies, Guangdong University of Foreign Studies).



PARTICIPANT FEEDBACK

“It was a meaningful and well organized conference.”
IKEGUCHI Cecilia, Tsukuba Gakuin University, Japan

“There are several moments I would never forget about the 2015 IAICS Conference. Among them are the Outstanding Paper Award, the dinner at the Palace Wedding Banquet, many great panels where I had opportunities to know wonderful people from all over the world, and most of all, the thrilling moment when I heard my name being called for the 1st prize of THE OPA session at the closing ceremony of the conference!”

Haijing TU, Indiana State University, USA



“It was my first time in Hong Kong. Besides all the very interesting presentations, talks and conversations, it was the people that probably left the biggest impression. Engaged, highly professional, eager to learn new things and in parallel very sincere, friendly and willing to help at any time. I will definitely come back to Hong Kong and will keep the city, the university, the conference as well as the people at and around this conference in good memories and I am proud that I was invited to contribute my two cents to the overall event.”

Thomas KURZ, Salzburg University of Applied Sciences, Austria



“As one of the participants, I witnessed how dynamic the conference is because of the strong diversity of its participants.

It was truly intercultural in the sense that I really felt the ‘east meets west’ connection during the conference. The conference also gave me several insights of the essence of intercultural communication and how it can complement my future research endeavors.” John Robert BAUTISTA, Nanyang Technological University, Singapore.



“I am glad to meet smart colleagues here who are not only good but also nice! The scholars and the students hold respectful and hearty interactions, which has made the whole conference special.”

Yan Bing ZHANG, University of Kansas, USA



“I greatly enjoy the hospitality from the conference organizing committee! But I hope that in the future, the individuals who cannot make it to the conference should inform us in advance so that we won’t be disappointed at going to the sessions and find that they are not there.”

MAFELA Munzhedzi James, University of South Africa

“I find the methodologies presented in this conference very fantastic, such as experimentation, discourse or textural analysis, etc. Instead of presenting in the east/west direction, or along the line of China vs the US, I suggest that we should consider other directions in our discussions for the conference in the future. I think the conference is superb, in a word. ”

FONG Sawlim Jimmy Balud, University of the Philippines Baguio



“It is good to see some quantitative and well-conducted studies in the advertising field. Nonetheless, in the future, we can work more on researching advertising in the larger societal context.”

CHAN Kara, The Hong Kong Baptist University

“One of the great things for the conference is that so many of us are teachers, especially language teachers, like me. We should not only talk as researchers, but make impact on a wider public. Our teaching is one of the ways to do that. The conference is great for its enormous breadth, which deepens our knowledge about various aspects of intercultural communication.”

Don SNOW, Duke Kunshan University, China



“With a wide range of intercultural communication related topic areas and hundreds of scholars coming from all around the globe, it is really an academic feast for all the participants.”

Elva Minfen LIN, The Hong Kong Polytechnic University

I enjoyed the gala evening with the conference dinner on July 16th. Scholars and participants have performed in different languages and cultural art forms, creating a wonderfully diverse and harmonious intercultural world. It is indeed a most memorable and inspiring experience to be a part of this grand international conference.”

ZHANG Lejin, The Hong Kong Polytechnic University



“IAICS 2015 provided me with the opportunities to meet with many more scholars in intercultural and international communication, as well as linguistics scholars from different disciplines around the world. I met with scholars from mainland China, Hong Kong, Africa, the Netherlands, Oman, and so on. It was amazing to be exposed to various research ideas and methodologies from different perspectives via talking and getting to know them personally. I also regard it as another culture learning experience.”

Wuyu LIU, Michigan State University, USA



“The IAICS conference in Hong Kong was one of the best conferences I had ever attended. I would like to express my deep gratitude to the organizing committee and staff who have made this conference a memorable one. I wish IAICS more power and success in its future conferences!”

LIU Ming, Sun Yat-Sen University, China



Publications

Chen, G. M. (2015). Theorizing global community as cultural home in the new century. *International Journal of Intercultural Relations*, 46, 73-81.

Chen, G. M. (2015). 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. (2015). Seeking common ground while accepting differences through tolerance: U.S.-China intercultural communication in global community. In L. A. Samovar, E. Porter, E. McDaniel, & C. S. Roy (Eds.), *Intercultural communication: A reader* (pp. 465-471). Boston, MA: Cengage Learning.

- Chen, G. M. (2015). Harmony. In W. Leeds-Hurwitz (Ed.). *Key concepts in intercultural dialogue* (No. 52). Retrieved from, <http://centerforinterculturaldialogue.org>
- Chen, G. M. (2014). The present and future of intercultural communication study. In J. Hong (Ed.), *New trends in communication studies* (pp. 582-605). Beijing, China: Tsinghua University Press.
- Chen, G. M., & Xiao, X-s. (Eds.). (2014). Chinese philosophy and human communication [Special issue]. *China Media Research*, 4(4), 1-121.
- Dai, X.-d., & Chen, G. M. (2014). The construction of national image in the media and the management of intercultural conflicts. In R. S. Fortner & P. M. Fackler (Eds.), *International handbook of media and mass communication theory* (pp. 708-725). Hoboken, NJ: Wiley-Balckwell.
- Dai, X.-d., & Chen, G. M. (2015). On interculturality and intercultural communication competence. *China Media Research*, 11(3), 100-113.
- Jiang, M.(2015). English translation of Guangxi local dish names from the perspective of functional equivalence. *Journal of Guangxi Teachers Education University*, 39(4).
- Lurie, Joseph (2015). *Perception and deception: A mind-opening journey across cultures*. Cultural Detective.
- Petrović, D. S., Starčević, J., Chen, G. M., & Komnenić, D. (2015). Intercultural sensitivity scale: Proposal for a modified Serbian version. *Psihologija*, 48(3), 199-212.1
- Samovar, L., Porter, R., McDaniel, E. & Roy, C. (2016). *Communication between cultures*. Boston, MA: Wadsworth-Cengage.

Personal

- Chan, K. (Hong Kong Baptist University) & Zhanchun, F. (Huazhong University of Science and Technology, Wuhan, China). Improving communication of self-management behaviors among diabetes working adults: A qualitative study. Awarded a faculty research grant.
- Chan, K. (Hong Kong Baptist University) & Erni, J. (Department of Humanities and Creative Writing). Project for supporting 'independent enquiry study' among secondary school students: Media and cultural studies. Awarded knowledge transfer funding. (Kara become an empty-nester when her son started college in August!)
- Chen, G. M. (2015, July). An explication and application of the Chinese zhong dao management model. A keynote speech delivered at annual conference of the International Association for Intercultural Communication Studies. Hong Kong Polytechnic University, Hong Kong.

Chen, G. M. (2014, December). A Chinese perspective of conflict management and resolution. A keynote speech delivered at the 2014 SHNU International Conference of Intercultural Communication, Shanghai, P.R. China.

Jiang, M. Appointed in June as one of the judges for the Voices of the Future, 2015 APEC China. "It was a great experience to work with some of the experts in English and Chinese and Intercultural communication."

McDaniel, E. Invited to return to San Diego State University for the 2015-16 academic year. He will teach two upper-division intercultural communication classes.

Chinese Management in a Global Context

Call for Submissions

A Special Issue of China Media Research

This special issue (CMR-2016-04) invites scholars from across disciplines to examine Chinese management in a global context. The rapid development of the Chinese economy as well as the internationalization of Chinese firms in recent decades has warranted an opportunity for scholars to examine, refine, and develop a set of systematic knowledge regarding Chinese management from indigenous, non-Chinese (e.g., Western), and/or ambi-cultural perspectives. Papers dealing with the test or explication of principles, theories, or methods of Chinese management from different cultural or contextual aspects using qualitative and/or quantitative research methodologies are invited.

Submissions must not have been previously published nor be under consideration by another publication. We'll accept the extended abstract (up to 1,000 words) of the paper at the first stage of the reviewing process. Please email Word attachment of the extended abstract to the guest editors, Dr. Guo-Ming Chen and Dr. Tony Fang at gmchen@uri.edu and tony.fang@sbs.su.se, respectively. (Although the formal deadline has passed, IAICS members may still submit.) The complete manuscript must be received by March 25, 2016 after the extended abstract is accepted. Accepted manuscripts should be prepared in accordance with APA style and should not exceed 8,000 words (including references). Please visit <http://www.chinamediaresearch.net> for more information about the quarterly journal of China Media Research. For inquiry, please contact Dr. Guo-Ming Chen at gmchen@uri.edu.

Report on the 5th International Conference on English, Discourse and Intercultural Communication (EDIC)

The 5th International Conference on English, Discourse and Intercultural Communication (EDIC), Part I, took place on June 2nd-5th at Macao Polytechnic Institute (June 2nd-5th, 2015), Macao S.A.R., and Part II at Xinjiang Normal University (June 5th-8th, 2015 in Urumqi, the capital of Xinjiang Uygur Autonomous Region of the People's Republic of China).

Nine years ago, the idea of co-organizing an international conference on English, Discourse and Intercultural Communication rose out of the close collaboration between the Office of the Secretary for Social Affairs and Culture of the Macao S.A.R. and the Education Department of Xinjiang Uygur Autonomous Region, through the joint efforts of Macao Polytechnic Institute and Xinjiang Normal University.

The conference arises from the common ground of intercultural heritage shared by Macao and Xinjiang. Both Macao and Xinjiang are marked with a history of intercultural exchange. Both owe their rich cultural heritage to the existence of ancient trading routes. As a former Portuguese territory, Macao has for centuries enjoyed a peaceful intercultural blending of East and West. Xinjiang, as part of the fabled Silk Road, has also been at a central crossroads of intercultural contact.

This year witnessed the 5th great gathering of scholars, educators and professionals who specialize in the teaching and research of subjects covered by the theme of the conference: English, Discourse and Intercultural Communication. In today's era of globalization, with the growing use of English comes the challenge of intercultural discourse – how to communicate and translate cultural values and characteristics to a diverse audience. The challenge of intercultural discourse confronts the communicators – both speakers and writers – with issues of the identity of self and other, and of cultural hybridity and blending of identities in a globalized world. The conference examines this multifaceted phenomenon from the perspectives of English language teaching, linguistics, translation and interpreting studies, intercultural communication studies, media studies and comparative cultural studies.

The keynote and plenary speakers in Part I of the conference included international experts in the fields of Applied Linguistics – Professor Roland Sussex (University of Queensland, Australia), Professor Istvan Kecskes (State University of New York at Albany, USA), Professor Cao Xianghong (Xinjiang Normal University, Urumqi, P. R. China); Translation – Professor Sun Chaofen (Stanford University, USA); Intercultural Communication -- Professor Jane Jackson (Chinese University of Hong Kong), Professor Doreen Wu (Hoong Kong Polytechnic University); and Cultural Studies – Professor Mao Sihui (Shantou University, P. R. China). Their speeches focused on aspects of English language use and pragmatic analysis; English-Chinese translation; intercultural problems of sojourners abroad; the sociolinguistics of intercultural media; and critical engagement challenges for cultural studies in China in the era of globalization.

Besides the plenary sessions, Part I of the conference included more than twenty parallel sessions of 4-5 papers each, focusing on various specialized topics, such as "Intercultural Communication Pedagogy", "Intercultural Contacts", "Literary Translation", "Translation and Interpretation Studies", "Critical Discourse Analysis", "Media Discourse Analysis", "English Language Teaching Methodology", "English Language Teaching and Research in China", "English for Specific Purposes", "ELT in the Classroom", "Language Attitudes", "Gender Studies", "Sociolinguistics" and "Applied Linguistics".

The conference is intercultural and international not only in its topics, but also in its participants. Scholars attending the conference came from Australia, Mainland China, Hong Kong, Indonesia, Iran, Macao, the Philippines, Russia, Singapore, Taiwan, Thailand, the UK, and the US, representing 55 different universities and institutions from all over the world.

On June 5th, some of the international participants joined the delegation from Macao Polytechnic Institute to travel to Xinjiang Uygur Autonomous Region to continue Part II of the conference, hosted by Xinjiang Normal University.

The EDIC conference is biannual. The 6th International Conference on English, Discourse and Intercultural Communication will be held in June 2017. The Call for Papers will be sent out in December 2016. All intercultural communication scholars are warmly invited!



Call for Papers

Following the TESOL Symposium and past series of international conferences, the English Language Centre (ELC) of Shantou University will host its 8th international conference on TESOL from 15 to 17 April, 2016.

The conference theme is ***Bridging ELT Theory and Practice: Innovations and Reservations in the Digital Age***. As the development of technology has brought both opportunities and challenges to the ELT world, scholars have begun to address issues related to ELT to the integration of new technologies into the ELT classroom. Of particular interest is the conversation between traditional and innovative theories regarding the incorporation of technology into ELT. In this conference, we aim to provide a forum for researchers, practitioners, and graduate students to address issues of ELT, such as new trends and new theories and methodologies in the digital age. The organising committee welcomes conference proposals for **paper presentations**, **workshops**, and **poster displays** that address topics relevant to but not limited to the strands listed below:

- Critical Thinking and Critical Pedagogy
- Concepts and Beliefs of ELT
- TESOL Methodologies Revisited
- World Englishes/ English as a Lingua Franca
- Intercultural Communication/Awareness
- Language Learning and Motivation
- Learner Autonomy
- Language and Technology
- Impact of New Social Media on TESOL
- Testing and Assessment

NOTE:

1. Paper presentation (25m + 5m Q & A): Report on recent unpublished research
2. Workshop (1 hour): Demonstration of teaching, research or administrative skills or process
3. Poster (3 hours): Display work in progress or completed research results on a notice board and answer questions

*The working language of this conference is English

SUBMISSION GUIDELINES:

Each and every presenter/participant is expected to register online for a user account. By using the account, the presenter can then submit an abstract online. One presenter can submit only one proposal for the conference.

- Title of Presentation: Within 15 words
- Abstract for Presentation: 150-300 words
- Bio-note of Presenter(s): Within 100 words

SELECTION CRITERIA:

All proposals will be blind reviewed and selected by the Academic Review Committee based on relevance to conference theme, originality, quality, and contribution to the field. The Committee reserves the right to edit proposals.

IMPORTANT DATES:

- Deadline for Proposal Submission: 30 November 2015
- Notification of Acceptance: 8 January 2016
- Early Bird Registration and Payment Deadline: 15 February 2016
- Online Registration and Payment Deadline (presenters): 29 February 2016
- Online Registration and Payment Deadline (non-presenters): 31 March 2016
- Notification of Conference Programme: 21 March 2016

Early Bird Registration Fee: 720RMB (115USD)

Standard Rate: 800RMB (126USD)

Student Rate: 400RMB (63USD)

For non-presenters, on-site registration is accepted. Unfortunately, no refunds will be possible.

CONTACT INFORMATION:

Email Address: elcconf2016@stu.edu.cn

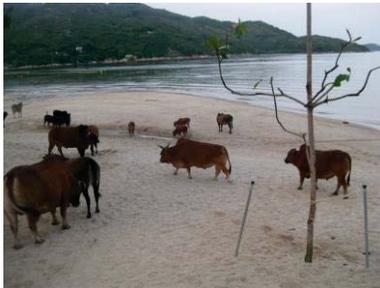
ELC website <http://elc.stu.edu.cn>

When the cows came home

Think of Hong Kong and you picture Victoria Harbor, sky scrapers, and hordes of people on the streets. So, a pleasant escape to one of the nearby islands means quiet beaches, small villages and general relaxation.

Imagine my surprise when a small herd of cattle filed down to the beach in front the resort where I stayed on Lantau Island a few days before joining the IAICS conference. According to the locals, dairy farming disappeared from the island years ago, but someone neglected to evacuate the cows. These days they seem right at home plodding along the roadway to the beach every day before sunset. Silvermine Beach Resort staff said that the cows like sleeping on the sand. (I've done plenty of beach camping, but I bring an air mattress!)

“Till the cows come home” is an English expression. Follow this link for a fun explanation: <http://www.phrases.org.uk/meanings/382900.html>



Story and photos by Priscilla L. Young
(More photos on page 22)

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

IAICS

Department of Communication Studies

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On Lantau Island

(photos by Priscilla Young)