Thanks to SISU for hosting the 2016 IAICS conference

Conference Report
By Cecilia Guanfang Zhao
The 22nd IAICS International Conference was held at Shanghai International Studies University’s (SISU) Hongkou Campus July 1-3, 2016. Hosted by SISU’s School of English Studies, this year’s conference attracted more than 200 scholars from over a dozen countries and regions across the globe, including for example South Africa, Canada, the U.S., Germany, Hungary, the Netherlands, Japan, New Zealand, and China.

The theme of this year’s conference, “Culture, Communication & Cosmopolitanism,” encompassed a wide array of topics under the larger concept of intercultural communication studies. As Professor Zha Mingjian, Chair of the 2016 Conference Organizing Committee, pointed out at the opening session, this year’s conference not only re-examined language education, and literary and translation studies from the perspective of intercultural communication, but it also investigated various issues in media, politics, and cultural identity in intercultural communication.

The conference provided scholars and practitioners from various communities with opportunities to share their research and ideas, to interact and network, and to explore and discuss new means of inquiry into the various issues of cross-cultural communication. The successful convening of such a conference certainly helped to foster global intercultural sensitivity with stakeholders worldwide engaged in the discourse about diversity and trans-cultural communication issues.
Keynote Speeches

Ten renowned scholars were invited as keynote speakers at this year’s conference. They together presented to the audience eight plenary speeches.

Professor Guo-Ming CHEN (University of Rhode Island), IAICS president, started the first-day plenary session with his presidential address “Conceptualization and Operationalization of Intercultural Communication Competence.” He summarized the existing theoretical conceptions and operational definitions of the construct of ICC in the literature and pointed out new problems regarding the definition and measurement of ICC, especially in today’s human society that is undergoing rapid changes in nearly every aspect. The keynote speech ended with Professor Chen’s discussion of the challenges and directions for future research in this area.
Next, Professor Sandra L. BERMANN (Princeton University), Costen Professor of the Humanities, Professor of Comparative Literature, and former President of the American Comparative Literature Association, delivered her keynote speech “Comparative Literature Meets Translation Theory.”

Professor Bermann presented a historical review of the development of translation studies and the broadening interests of comparative literature and reflected on ways in which translation theory transforms major debates in the field from various perspectives. She ended her speech highlighting the role of literature and comparison in the global context and the challenges posed by translation studies.

On July 2, Professor Keyan G. TOMASELLI (University of Johannesburg), chief editor of the journal CriticalArts: South-North Cultural and Media Studies and co-editor of Journal of African Cinemas, critically examined in his speech—“‘Seeing Red’: Cultural Studies, Governmentality and Utility”—how the concept of cultural studies, becoming increasingly vague over the years, had travelled, and what forms it took in different sociological contexts and historical periods. In a sense, the notion of cultural studies has become a “conceptual monster that refuses orthodox scientific categories,” as Professor Tomaselli pointed out.

Professor MAO Sihui (Shantou University), Executive Director of IAICS, Director of the Shantou University’s English Language Centre and Professor of English and Comparative Cultural Studies, presented another keynote speech on “Oriental Imaginaries of Macao as the Veiled Other in Post-WWII Western Cinema.” He employed Edward Said’s conception and critique of Orientalism to examine how the image of Macao became “fabled for both its riches as the city of indulgence and for its sins as the wickedest city in the Far East.” Particularly, Professor Mao looked at how Post-WWII films in the West, especially Portuguese, British, French and American films, tended to reconstruct the image of Macao as the “veiled Other,” while also reflecting on the complexities behind such Eurocentric narratives about Macao.
Professor SUN Youzhong (Beijing Foreign Studies University), CAFIC president and Vice President of Beijing Foreign Studies University, then presented his keynote speech titled “Intercultural Teaching Principles and Methods: An Evaluation of Think English Textbook Series.” Professor Sun introduced the newly published English textbook series intended for use with junior students in English departments across Chinese universities, and highlighted the importance, and therefore integration, of intercultural competence as a major teaching and learning objective. Drawing on his experience of operationalizing the concept of intercultural competence with discrete and concrete teaching and learning tasks and proposing appropriate and effective instructional approaches and methods in the compilation of this textbook series, Professor Sun discussed the challenges classroom teachers might encounter when learning to incorporate this concept into their instruction and help students develop intercultural competence.

Professor Robert N. St. CLAIR (University of Louisville), Professor Emeritus, was unable to attend the conference. However Professor Joanna Radwanska Williams (Macao Polytechnic University), editor of the IAICS journal, Intercultural Communication Studies, presented his plenary talk on “The Biological Rationale for Revising Communication Theory: Mirror Neurons, Epigenetics, Brain Functions, and Lexicon-based Semantics.” Professor St. Clair’s paper illustrates how the development of modern science has brought about changes in communication theory, and how these changes particularly call for a new model of language—lexicon-based semantics. He argued that language is “not generated by the brain, but works on the basis of a network of neural functions that together form the various components of language. It follows therefore that communication is also exogenetic, and according to Professor St. Clair, the model of lexicon-based semantics could more accurately capture such an understanding.

Two other keynote speeches were delivered on July 3. First, Professors ZHANG Hongling and Steve KULICH (Shanghai International Studies University), Directors of the SISU Intercultural Institute, and Dr. CHI Ruobing, together presented the design and production process of an “Intercultural Communication” MOOC course. The speakers then discussed the qualitative and quantitative evaluation of the online course and talked
about “how an international MOOC platform can help enhance the disciplinary development of intercultural communication and serve the strategic objectives of the Chinese national foreign language educational policy.”

Finally, Professor ZHA Mingjian (Shanghai International Studies University), Dean of the School of English Studies and SISU Graduate School, presented his keynote speech titled “Cross-cultural Exchanges between China and the Rest of the World: From the Perspective of Comparative Literature.” Professor Zha argued that despite the increasing cross-cultural exchange between China and the rest of the world, there remains a lack of an effective discourse system that can facilitate communication between China and the rest of the world. He believes that comparative literature can help establish such a discourse system and the fundamental principles for cross-cultural dialogue and communications. While methods of comparative literature can lend themselves to the development of cross-cultural communication, the questions and issues arising from ineffective communication can also serve as new areas of research for comparative literature studies.

**Parallel Sessions**

Centered on this year’s conference theme “Culture, Communication, and Cosmopolitanism,” the 26 parallel sessions over two days covered a wide range of topics and concerns in the field, including, for example:

- ICS and literary studies
- ICS and language education
- Language and cross-cultural communication
- Intercultural research and literary cosmopolitanism
- Transcultural and global competence
- Translation studies
- Multicultural pedagogy
- Intercultural competence for Chinese and global communication contexts
- Comparative cultural studies
- Media, publication and entertainment
- Media and transcultural communication
• Postmodernism cultural studies
• Cultural diplomacy and the power of discourse
• Race, gender, migration and identity
• Cultural adaption and transformation
• Cross-cultural practice in the context of globalization

Presenters and participants held productive and constructive conversations on these topics and session chairs were also able to report back to the audience as a whole on the last day to give everyone a succinct and refreshing recap of the key points and discussions coming out of many parallel sessions.

Outstanding Paper Award for Young Scholars
The “Outstanding Paper Award for Young Scholars” was first introduced at last year’s conference to encourage and recognize young scholars in intercultural communication studies. This year, 6 finalists, coming out of a rigorous blind review of a total of 20 submissions, were invited to present and defend their papers at the conference. Led by Professor AN Ran, a panel of judges including professors Joanna RADWANSKA-WILLIAMS, MAO Sihui, Margaret D’SILVA, and Doreen WU listened to the presentations and raised questions for the presenters to clarify or further elaborate on immediately after their presentations. Based on a comprehensive assessment of the quality of the paper as well as that of the presentation, the panel arrived at their final decision on the awards. The awardees are as follows:
First prize

Dr. MAI Nguyen-Phuong-Mai (Associate Professor, Amsterdam University of Applied Sciences, The Netherlands), “A New Model of Culture Metaphor and Mental Programming Analysis: Incorporating Insight from Evolutionary Biology.”

Second prize

CHEN Yuchi (Graduate Student, Shanghai International Studies University, China), “Examining the Correlation of Media Coverage of Magazines and Time on Regard of LGBT Community,” and Dr. WANG Fei (School of Foreign Studies, Anhui Normal University, China), “Becoming an Intercultural Speaker: A Narrative Study of an Immigrant Chinese Language Teacher’s Professional Identity.”

Third prize

XUAN Ben-Ang (Undergraduate Student, School of English Studies, Shanghai International Studies University, China), “Register and Rhyme: A Stylistic Approach to Literarily Functional Equivalence in Fang Chong’s Translation of ‘The Book of the Duchess’ ”; CHEN Qinhan (MSc., University of Warwick), “Intercultural Communication in a World Music Community of Practice: A Case Study of Warwick World Music Group an Warwick Fused from an Identity Construction Perspective”; and ZHANG Keqing (Graduate Student, Beijing
Intercultural Communication Studies, the IAICS Journal

IAICS publishes its journal *Intercultural Communication Studies* three times per year. Members receive copies at no charge as a benefit of membership.

However, IAICS also provides issues on line. To access them, and for full information about ICS, follow this link: [http://web.uri.edu/iaics/ics-content-list/](http://web.uri.edu/iaics/ics-content-list/).

(Editor Joanna Radwanska-Williams holds up a copy in the first photo on the next page.)
The conference ended with presentations of the Young Scholars awards and IAICS service plaques to the outstanding members who have made significant contributions to the development of this organization over the years, as well as the organizing chairs of this year’s conference—Professor ZHA Mingjian & Professor WANG Xin.

Comments on the conference

“I have been teaching in China for several years, and this is the second time I have come to the conference. It is a good opportunity to reconnect with people and so many opportunities to hear about interesting new research.” Jean-Yves LeCorre, Xi’an Jiatong-Liverpool University International Business School Suzhou

“I have an excellent impression of the conference. Compared to some other conferences it is not so huge, so it is more intimate and friendly. But it is a very English centered view of IC, very few participants from Europe. But very inspiring presentations.” Agnes Jenei, National University of Public Service, Budapest, Hungary

“I enjoyed everything but wish that there was a more structured way for people to interact with each other. I think it would be helpful if we could have some sort of moderated conversation or activity with all the participants together. It could help build cohesiveness.” Vincent Cheng, Borough of Manhattan Community College, The City University of New York

“I attended for the first time in Hong Kong last year. Very inspiring and very interesting learning experience. I enjoyed meeting new colleagues and look forward to attending next year.” Vincent Merk, Eindhoven University of Technology, The Netherlands
“Very informative! I come from a region where intercultural communication has not received a lot of attention. I used to be the only teacher in my college to teach IC, but now I have one colleague who is here at the conference. Before he came I used to feel a little bit lonely. But now at the conference I have met so many teachers and concerned about so many issues in IC, and it encourages me to do more in this field.” Ke Wei, Guanxi University

“It’s not just a conference, but an intercultural experience. That is the best thing. I like that even though 80 percent of the conference attendees are Chinese, China as a topic does not dominate the conference. There is a wide range of research. Very warm people, very helpful staff. What can be improved are some of the logistics. For example the parallel sessions are too long and you feel stuck in one session and you can’t go to others. The way the abstracts are put together makes it difficult to match up to the program book. Also, I would appreciate all the names and addresses listed in the back of the program booklet to be in English. It is impossible for me to find people whose names are in Chinese characters. But these logistical things. The overall conference was great!” Phuong-Mai Nguyen, University of Applied Sciences, The Netherlands
Johannesburg Meets Shanghai

By Joanna Radwańska-Williams, 3rd July 2016 @Shanghai, China

"I'm feeling overwhelmed by the skyscrapers," said Keyan Tomaselli. Charmed by my colleague, I contemplate the cultural implications.

In Johannesburg, the two tallest buildings are fifty storeys high. They can be counted.
In Shanghai, tall buildings are as numerous as the stars, urban Pleiades, their neon signs obscuring the real stars. Star-scrappers, star-erasers.

I think of termite mounds in the savannah, every bit as advanced in architecture, more ecological, but miniature, and non-human.

Back to Shanghai.
How can we deconstruct its skyward sprawl? We should strike down the Tower of Babel, said Jehovah, lest human beings become like gods. That was five thousand years ago.

Now, human beings marvel at their own creations, erasing the age-old implications of memories and stars.
Publications


Presentations and Other Announcements

Erich Berendt has been invited as a speaker on "Cultures of Learning" three times in the past year: Asiatic Society of Japan lecture on "Reflections on Cultures of Learning," Tokyo (April 20, 2015); Japan Association of College English Teachers Discourse-Pragmatics SIG on "Researching Cultures of Learning" Rikkyo University, Tokyo (Oct. 20, 2015); and plenary speaker at Srinakharinwot University, Bangkok conference Pedagogical and Cultural Approaches in Western Language Learning theme, "Language Learning in our Connected World Cultures of Learning" May 12, 2016.

Priscilla Young has established and will direct the English Skills Center at Peking University Shenzhen Graduate School, HSBC Business School. The center will assist students with writing, presentation skills and reading.

One man and three women on a rowing boat

*Contributed by Vincent Merk, Eindhoven University of Technology, The Netherlands*

It was a beautiful sunny day and a man took his mother, wife and daughter for a trip on his rowing boat. All four people were delighted by this short voyage. But suddenly the weather deteriorated and a heavy storm...
set in. The boat came in great difficulties and eventually overturned and sank. The man, although equipped with strong arms, could carry only one of the three women with him swimming ashore. Which of the three did he take back to safety?

Roughly speaking, the choices people make facing this tragic dilemma depend partly on their own cultural background. Many people spontaneously choose the daughter, because she has a future life as a young lady. Others go for the mother as she is the only one from this trio who is irreplaceable. Indeed, the man can remarry and have kids again with his new wife, but he cannot replace his sole and only mother. Incidentally, few people vote for the wife; she is apparently number three in the triad.

This story gives an indication of how people view the chronology of past, present and future. In Western, somehow future-oriented cultures, most people vote for the daughter because “the future belongs to the young.” In other cultures, many view the past as important and go for the mother. Consider this African proverb: “Everybody has been young before, but not everybody has been old before,” illustrating the importance of a longer past in the lives of the people. These cultures value seniority, old age and grey hair (eminence grise).

This riddle is originally Moroccan. When asking the Moroccans about their choices, you get various answers, as I experienced recently in a class. Because it is not only cultural as I mentioned above, but also generational. Hence, young Moroccans easily go for the daughter, too; but they fully understand that others (i.e. their parents) would choose the mother.

Story telling is used more and more in (intercultural) education. Stories often reveal more than a long theory and are generally very much appreciated by the learners who usually recall them well.
Towards an Integrative East-West Communications Paradigm

Call for Submissions

This special section of China Media Research invites scholars from various disciplines to submit manuscripts on the theme of “Towards an Integrative East-West Communications Paradigm.” A lack of philosophical integration between Eastern and Western research paradigms presents one of the main challenges in global academic research today. In addition, there is little evidence to suggest that scholars are actively addressing this issue despite the repeated calls for integration.

The fragmentation is particularly salient in communications research, which remains anchored in Western values, perspectives and constructs. This special section aims to explore how indigenous Eastern philosophical frameworks could serve as a source of inspiration for theory building and reconstruction and contribute towards achieving integration between Western and Eastern communications paradigms.

Following these considerations, scholars are invited to submit their original manuscripts that address the following topics, among others:

- Cultural transformation/dialogue between East and West;
- Paradigmatic assumptions of Chinese communication in the global context;
- Integration of theoretical and practical aspects of the Chinese/Eastern philosophical concepts (such as harmony);
- Yin Yang balancing as a framework for overcoming dualism;
- Contrasting static and dynamic frameworks for cultural analysis;
- Methods for achieving an etic-emic integration in communications research.
Submissions must not have been previously published nor be under consideration by another publication. An extended abstract (up to 1,000 words) or a complete paper at the first stage of the reviewing process will be accepted. All the submissions must be received by October 15, 2016. If the extended abstract is accepted, the complete manuscript must be received by February 15, 2017. Manuscripts should be prepared in accordance with the APA publication manual (6th edition) and should not exceed 8,000 words including tables and references. All manuscripts will be peer reviewed, and the authors will be notified of the final acceptance/rejection decision. Please visit www.chinamediaresearch.net for more information about the quarterly journal of China Media Research, which publishes both print and online versions.

Please direct questions and submissions to the CMR special section guest editor Ivana Beveridge at Ivana.beveridge@sunrise-education.com

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**Call for Submissions**

The Athens Journal of Mass Media and Communications invites submissions, with no submission or publication cost. The journal sponsors a number of conferences organized by the Mass Media and Communication Research Unit. For more information, contact Dr. Gregory T. Papanikos, President, Athens Institute for Education and Research at info@athensconference.gr.
The Crab Lady
By Vanessa Wynder Quainoo

*Written in Ghana, West Africa at Elmina Coastline where multitudes of vendors selling fish, seafood and crafts line the water’s edge.*

The foot bridge lay spanned
Across swirling currents
Crevices on both sides
Old ladies and young men

Selling wares
Selling fish

The air heavy of salt
And sardines, snails and crabs
Lying, crawling
In the sun
On woven mats

Was there
Amidst it all
Her face,
Somehow soft, but
Chiseled features
Exquisite
Like a bronze silhouette
Against the backdrop
Of a golden sun
Mirrored across the ocean
She was on a ledge
Jutting into the water
A wooden block
Darkened from the many years
Greenish moss floated
Beneath bare feet

Then her eyes met mine
The Crab Lady
Made me see Her
Who she really was
Regal, poised
As if about to dance
At a queenly tea
An African Gala
To shame
Even the British

With linen, porcelain
Elaborate Lace and
petits fours from
Akan confectioners

Princes dressed
In finest Kente
Ashanti Noblemen
Nodding to
Receive Her Grace....
And then, with raised hand
The unlikely and urgent plea
Startling me from my
Imagined Soiree

She spoke in shrill contest

*“Koto, Koto” (Crab, Crab for sale...)

How is it
That a Crab Lady
Could make worlds
Collide?

*The word “koto” is actually spelled with a half open ‘o’.
It is pronounced kutu with the u sound as in cup

The author is Associate Professor in Communication Studies at the University of Rhode Island, USA. She also serves as the director of the Africana Studies Program, where as part of her duties she travels to West Africa during the summer. Her poem is reminiscent of one of her experiences in Ghana.
About the IAICS Newsletter
IAICS e-Newsletter is the official newsletter of the International Association for Intercultural Communication Studies and is published annually following the IAICS conference. The 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.

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