

Conference Programme

The 21st International Conference of IAICS cum The 11th Biennial International Conference of CAFIC 第二十一屆國際跨文化交際學會年會 暨 第十一屆中國跨文化交際國際研討會

會議日程

Day 1 (July 15, 2015)			Venue
8:00-9:00	Conference Registration 會議註冊		Foyer Z-209
9:00-10:00	Opening Ceremony 開幕式 Welcome/Opening Speeches by: Prof. Ping-kong Alexander WAI, Vice President (Research Development) Prof. Winnie CHENG, Associate Dean of FH Prof. SHI Dingxu, Head of CBS Prof. Guo-Ming CHEN, President of IAICS Prof. SUN Youzhong, President of CAFIC Dr. Doreen D. WU, Chair of Conference Organizing Committee		Z-209
10:00-10:30	Group Photo & Tea Break 集體照與茶歇		Foyer Z-209
10:30-11:30	KEYNOTE SPEECH 1: Guo-Ming CHEN: <i>An Explication and Application of the Chinese Zhong Dao Management Model</i> CHAIR: Margaret D’SILVA		Z-209
11:30-12:30	KEYNOTE SPEECH 2: SUN Youzhong: <i>Intercultural Competence and Critical Thinking</i> CHAIR: CHAN Shui Duen		
12:30-14:00	Lunch 午餐		Foyer Z-209
14:00-15:30	Parallel Session 1		Venue
	Session 1.1 Corporate Culture and Communication CHAIRS: Edwin R. McDaniel, Cindy Ngai		Z-204
	1	Representing Europeanness in Chinese advertising language	

July 15 14:00-15:30	2	A Review on Study of Cultural Integration in the Context of Transnational Mergers and Acquisitions: A Scientometric Analysis of Literature, from 2001 to 2014	Bei-Ting He	Z-204
	3	A Comparative Study of Corporate Cultural Values in Mergers and Acquisitions	Renzhong Peng, Weiping Wu, Ting Li	
	4	Communicating in Globalized Organizations: The Challenge for Transnational Companies	Edwin R. McDaniel	
	5	Corporate Culture Construction in Small-medium-sized Chinese Cross-border E-commerce Businesses	Zhang Ying	
	6	Structural Differences in Functionally Equivalent Texts: A Contrastive Analysis of the State of Union Address and the Report on the Work of Government	Zhuang Qiu	
	Session 1.2 ICS and Language Education CHAIRS: Song Li, Zhao-hua Shen			Z-206
	1	Interculturalization of English language education in the context of native-speakerism dominance in mainland China	Song Li	
	2	Language Learning through Cultural Interaction: Tendency and Implications for Classroom EFL Learning in China	Li Siqing	
	3	Demystifying Photographic Illustrations in College English Textbooks: A Semiotic Analysis	Juming Shen	
	4	Situating English as a Lingua Franca in Context: Narratives From Japanese and Chinese Classrooms	Patrick Ng Chin Leong, Patrick Shaou-Whea Dodge	
	5	The Effect of Multi-media Advance Organizers on Chinese College Students' ESP Reading Comprehension	Zhao-hua Shen	
	6	The Effectiveness of Context-Based Writing Process in College English Program	Tan Lianxiang	
	Session 1.3 Translation Studies CHAIRS: Lavinia Heller, Xu Minhui			Z-208
	1	English Translation of Chinese Philosophical Content in University Mottoes: Critiques and Suggestions	Ma Zuqiong	
	2	External-structure as a Linguistic Translation Problem: from surface-structure through deep-structure to external-structure	Yan Pei-heng, Chen Si	
	3	Birth of Meme Translation Units: Declaration of Molecular Translatology	Huan-Nai Huang, Cai-Qiao Yin	

July 15 14:00-15:30	4	Cultural Hybridity in the Translation of Hong Kong Literature	Audrey Heijns	Z-208
	5	Western ideas about de-westernizing Translation Studies	Lavinia Heller	
	6	The effectiveness of thick translation in intercultural communication	Xu Minhui	
	Session 1.4 Social Media and Communication CHAIRS: Md. Habibul Alam, Feng Wei			Z-210
	1	We-chatting: Social Networking Tool in Mobile & the Development of Intercultural Sensitivity	Yongyi Mo	
	2	You Are What You Post in “Circle of Friends” of WeChat: A Perspective from Personality Trait	Cheng-Long Lin	
	3	Democratizing through Social Media: Studying Few Cases of Facebook and Blog in Bangladesh	Md. Harun-Or-Rashid	
	4	Effectiveness of Media in Strengthening Local Government	Md. Habibul Alam	
	5	Cultural Hybridity in the New Media Era: An example of MOOCs	Meng Jiaojiao	
	Session 1.5 公共外交 (Public Diplomacy) CHAIRS: 安然, 林雍璇			Z-212
	1	“惡的政府”: 美國芝加哥大學停辦孔子學院事件報導分析	安然, 許萌萌	
	2	國家論辯修辭: 以中日駐英大使BBC釣魚島辯論為	聶薇	
	3	中國高校華裔新生代公共外交能力相關性研究	方豔芹	
	4	全球化背景下的“文化外交”模式及中國應對策略分	穀名飛	
	5	增強文化自信的思考	趙彥萍	
	6	服貿懶人包 來源可信度與議題涉入度探討	林雍璇, 張惠蓉	
	Session 1.6 Online Communities and Their Images of Self and Others CHAIRS: David Kurt Herold, Francescc Olivotti			Z-410
	1	Gazing at the other – Chinese media presentations of Germany	Eunice Abbey, Allan Bahroun, Francesca Olivotti	
	2	Identity formation and confirmation in online communities	Monique Rimkus, Olivier Ruelle	
	3	Communities of access? Crowdsourced translation groups on Chinese participatory media platforms	Yu Chuan, De Seta Gabriele	

July 15 14:00-15:30	4	Online media and the confirmation of identities	David Kurt Herold	Z-410
	5	Virtuality in Mobile Internet Age: Consuming Unlicensed Fantasy Fiction in Tieba	Xinkai Huang	
	Session 1.7 Comparative Discourse Studies CHAIRS: Jing He, Wei Yong-Kang			Z-411
	1	A Dreamland of Women: A Comparative Study of Metaphorical Images in Chen Ran's and Amy Tan's Fiction	Jing He	
	2	Language as a Mirror of Culture: A Contrastive Study of American and Chinese Values Through Proverbs	Xiangyang Zhang	
	3	An Analysis on Parallel Texts of Four Generations under One Roof and the Yellow Storm: A Comparative Stylistic Study	Zhang Lulu	
	4	Images of Xinjiang in Modern European Travel Writings under the Perspective of Cultural Studies	Wen-Yu Zhang	
	5	Prominent Chinese Terms and Their Profound Cultural Roots	Dexin Tian	
	6	Rhetorical Traditions in Comparison: High Context vs. Low Context	Wei Yong-Kang	
	Session 1.8 Culture and Communication CHAIRS: Chun-Shuo James Hsu, Hsiumei Teng			Z-412
	1	Tourist Satisfaction Research on Taiwanese Cultural and Creative Industry- Yunlin Storyland	Chun-Shuo James Hsu, Jiin-Chyuan Mark Lai, Jui-Huang Sun	
	2	The Study on the Correlation between the Emotional Effects of Aroma Experience on Impulsive Buying Behavior	Pei-Tzu Wu, Chun-Shuo James Hsu, Jiin-Chyuan Mark Lai	
	3	The Research of Cultural Images Demonstrated in Taiwanese Advertisements	Jiin-Chyuan Mark Lai, Chun-Shuo James Hsu, Tsui-Lien Shen	

July 15 14:00-15:30	4	The Study of Picture Interpretations in Cultural Communication	Jiin-Chyuan Mark Lai, Hsiumei Teng, Chien-Hong Stanley Lee	Z-412
	5	The Yi-Jing Method to Show the Changes of Energy	Hsiumei Teng, Jiin-Chyuan Mark Lai, Shu-Ting Lily Hsu	
	6	The Course of Nature Direct Culture Spirit and Culture Development	Fan Xiyuan	
	Session 1.9 Transcultural Communication CHAIRS: Joanna Radwańska-Williams, Fu Meirong			Z-413
	1	Vigilance and Reflection behind Translation -- Cultural "Borrowism"	Yang Liling	
	2	Reconstruction of China's Cultural Self-esteem through Interaction with the World	Yang Xianming	
	3	Cultural Re-adaptation of the Chinese Returnees of American Boxer Indemnity Scholarship Program: The Case of Academia Sinica Members of 1948 in Humanities and Social Sciences	Fu Meirong, Song Tingting	
	4	The image of Russia and Russians in contemporary Chinese publicist writings (literary aspects)	Nadezhda Khuziyatova, Mariya Panina	
	5	Cross-cultural comparison of social movements: The case of Occupy Wall Street and Aam Aadmi Party	Margaret U. D' Silva, Greg B. Leichty	
	6	Reading the City: The Linguistic and Semiotic Landscape of Macao's San Ma Lo	Joanna Radwańska-Williams	
	Session 1.10 Conflict, Mediation and Negotiation CHAIRS: Munzhedzi James Mafela, Shujun Lu			Z-414
	1	"Building Blocks" Instead of "Road Blocks": Examining the Complementariness of Asia-Centric and U.S./Euro-Centric Paradigms of Communication	Julia M. McClenon (黎思月)	
	2	A new order of global ethic in the perspective of cross culture	Shujun Lu	
	3	From the Ground: A Case Study of Native Title vs. Big Government	Linda Grace Cari ño	

July 15 14:00-15:30	4	Intercultural Conflict Management and the Generational Aspect: A Depiction in Elelwani	Munzhedzi James Mafela	Z-414
	5	Invisible and Unwelcomed People: Chinese Railroad Workers	Jing Shi	
	6	The Use of Microblog among Interethnic Students and the Promotion of Network Communication Literacy: A Research on Virtual Learning Team	Xiao Jun, Wang Wan	
15:30-16:00	Tea Break 茶歇			Foyer Z-209
16:00-18:00	Parallel Session 2			Venue
	Session 2.1 Cultural Perception and Practices			Z-204
	CHAIRS: Kara Chan, Loskutnikova Margarita Alexandrovna			
	1	Perception and practices of healthy eating: a comparison study among adolescents in Hong Kong and Mainland China	Kara Chan, Gerard Prendergast, Yanni Ma	
	2	What makes the food commercials sticky with Chinese adolescents?	Kara Chan, Tommy Tse, Daisy Tam, Patrick Wong	
	3	Ebola as Political, Economical and Social Tool in Mass-Media of USA and Russia	Loskutnikova Margarita Alexandrovna	
	4	Increasing Intersubjectivity in American Presidential Speeches: An Illustration of Anti-Intellectual Public Presidency	Yang Haihong	
	5	The Ambiguity of Turandot’s Chineseness	Yu Hong	
	6	Understanding Self, Understanding Others: Exploring our Cultural DNA	Lui Cecilia Wai Ching	
	Session 2.2 Interculturality, Subjectivity and the Nation: Between Negotiation and Conflict			Z-206
	CHAIRS: Sarah Corona-Berkin, Frida Gorbach			
	1	Migrants, Television News and Identities	Francisco Hernández Lomelí	
	2	The Mexican National Anthem (MNA) as a national identifier in Mexican children	Sarah Corona-Berkin	

July 15 16:00-18:00	3	Mexican Language policies and Inter-culturality: between negotiation and conflict	Carmen de la Peza Casares	Z-206
	4	Anthropology and the nation-state	Frida Gorbach	
	Session 2.3 Translation Studies CHAIRS: Li Dechao, Hu Gengshen			
	1	A corpus-based study of <i>a</i> , <i>an</i> and <i>the</i> and their environments: insights from lexical priming theory	Li Dechao	
	2	A New Look at Intercultural /international Communication: from a Perspective of Eco-Translatology	Hu Gengshen	
	3	Translation and Introduction of Chinese Female Literature in the 1980's by Gladys Yang -- A Post-Colonial Feminist Approach	Huiping Wang	Z-208
	4	Constructing PolyU parallel corpus of Chinese-English contemporary texts (PCCE): potential and preliminary findings	Zha Jianshe, Li Dechao	
	5	From Tradition to Modernity and Post-modernity – Revisiting Derrida's "Relevant Translation"	Du Yiwei	
	6	黎薩爾〈訣別詞〉的東亞流通-以新發現的幾個譯本為中心	Yan-Yan Zhang	
	Session 2.4 媒體與跨文化傳播 (Media and Transcultural Communication) CHAIRS: 李崗, 梁珊珊			
	1	中國對外傳播新聞特稿敘事分析——以人民網為例	汪琪	Z-210
	2	反迷的身份認同與文化意義：以對“夏洛克 福爾摩斯”的負面評價為例	方玲玲	
	3	“中國高鐵走出去”的跨文化挑戰	李崗, 黃丹丹	
	4	美國摔角節目WWE之台灣觀眾接收分析研究	羅士宏	
	Session 2.5 社交媒體的交際與傳播 (Social Media and Communication) CHAIRS: 安然, Xiao Jun			
	1	「友盡」於微博？初探社會議題網路討論中的網路異質性與認知衝突	王喆	
	2	社交媒體對於陸生來台就學適應與社交互動之影響	江亦瑄, 黃雅琴, 劉思藝, 林千惠	Z-212
	3	傳播的另一種回歸：網路表情符號在社交媒體的流行——以emoji表情為研究物件	張美靜	
	4	臺灣選舉宣傳中社交媒體的使用研究	嶽春穎	
	5	Non-Discussants? New Media Technology Acceptance and Professional Learning For Minority Students	Xiao Jun, Chen Yu	

July 15 16:00-18:00	6	傳播個體、跨文化與新媒體：傳播能力研究的新動向—基於對中文核心期刊、CSSCI索引期刊文章的分析	安然, 魏先鵬	Z-212
	Session 2.6 Intercultural Communication Competence CHAIRS: Alpatova Svetlana, Ip Wei Hing			Z-410
	1	Pilot Study of Chinese University Students' Intercultural Education and Intercultural Communication Competence Status -- Case Study at Ocean University of China	Mengyu Li, Fengqiao Wen	
	2	Role of Culture in the Acquisition of CSL – From the Perspective of Intercultural Communication Competence	Ip Wei Hing	
	3	Some concepts in Russian tradition and intercultural communication competence	Alpatova Svetlana	
	4	The design of Courseware of Intercultural Communication and its benefit for Teaching and Learning	Zhao-Feng Jiang	
	Session 2.7 Language in Communication CHAIRS: Viktoriya Zavyalova, Patrick Ng Chin Leong			Z-411
	1	How to embody national outlook by the ways of representing the amount of idiom in Chinese	Nan Hong Yu, Liu Fen	
	2	Interphonology of Asian Englishes as Manifestation of Linguocultural Hybridity	Viktoriya Zavyalova	
	3	A Comparative Study of Multicultural/Intercultural Educational Policies of Hong Kong China from a post-colonial Perspective with that within Germany	Sun Xueke	
	4	Endangerment of the Chinese language in Singapore: Current issues and concerns	Patrick Ng Chin Leong	
	Session 2.8 Multilingualism and Multiculturalism CHAIRS: Baeva L.V., Xiao Long-fu			Z-412
	1	Investigating Linguistic Landscape on Multilingual Campus under the Framework of Hymes' "SPEAKING MODEL"	Jing-Jing Wang	
	2	New Frontiers of Global World	Baeva L.V.	
	3	On Intercultural Communication Studies in Conditions of Modernity	Feng Xiaoding	
	4	On the Construction of African American Cultural Identity under a Multicultural Environment	Chen Yan-hui, Liu Wen-liang, Yao Chun-yu	

July 15 16:00-18:00	5	Our University Students' Cognitive Schemata of Foreign Cultures-A Reflective Perspective	Xiao Long-fu	Z-412
	Session 2.9 Conflict, Mediation and Negotiation CHAIRS: Xia Guang, Jon Bruschke			Z-413
	1	Media Coverage of Muslims, Perceived Threats, Ethnocentrism, and Intercultural Contact: Applying Cultivation Theory, Integrated Threat Theory, and the Contact Hypothesis	Jon Bruschke	
	2	Quantitative Study of Face-Negotiation Behaviors in Intercultural Conflicting Context	Chen Yan-hui, Chen Jia-xun	
	3	The Culture of Electoral Violence in Nigeria: Causes and Consequences	Yusuf Sulayman	
	4	When China globalizes Its Presence: Revisiting the “Civilizational Clash” Thesis	Xia Guang	
	5	In defence of orthodoxy Jews -- The Jewish study of captain Queeg in the Caine Mutiny	Dong Li	
	Section 2.10 ICS and Language Education CHAIRS: Kolawole Olagboyega, David Yuen			Z-414
	1	“Japanese English”: A Descriptive Grammar of the Educated Written English in Japan	Kolawole Olagboyega	
	2	Assessing Undergraduate Global Awareness Programs: Quantitatively Predicting and Adjusting Student Intercultural Readiness Outcomes	Justin C. Velten, Carley H. Dodd	
	3	Current Perspectives on Mother –tongue Based Instruction and their Relationship to Students’ Academic Performances	Ma. Theresa B. Valerio	
	4	Staff Teams or Staff Team? Ways to Enhance Students’ Intercultural Integration from Staff’s Perspective	Junxia Hou, Liuqun Yang	
	5	Imagined discourse communities of pre-professional students in Japan	Dawn Lucovich	
19:30-21:00	Board meeting of IAICS IAICS理事會/ICS編委會			AG-507

Day 2 (July 16, 2015)				
8:00-9:00	Conference Registration 會議註冊		Foyer Z-209	
9:00-9:45	KEYNOTE SPEECH 3: Michael Harris BOND: <i>Self-identification as a World Citizen across Nations, Generations and Genders: The Importance of Doing Multi-cultural Studies in Communication</i> CHAIR: MAO Sihui		Z-209	
9:45-10:30	KEYNOTE SPEECH 4: Juliane HOUSE: <i>Translation as Intercultural Communication</i> CHAIR: LI Dechao			
10:30-11:00	Tea Break 茶歇		Foyer Z-209	
11:00-12:30	Parallel Session 3		Venue	
	Session 3.1 Embracing Similarities and Bridging Differences in an Age of Globalization CHAIRS: Hairong Feng, Bo Feng		Z-206	
	1	A Mediation Model of Giving Advice Intention across Two Cultures		Hairong Feng, Weiqing Zhang, Weiqing Huang, Sooyeon Hong
	2	Comparing the Effects of Argumentation and Facework on Americans and Chinese’ Responses to Advice in Supportive Interactions		Bo Feng, Wenjing Pan, JooYoung Jang, Siyue Li
	Session 3.2 Global and Digital Education CHAIRS: Jozsef Szakos, Wang Junju			Z-208
	1	Global Chinese Teachers: Intercultural Communication Studies, as the Backbone of TCFL Teacher Education	Jozsef Szakos	
	2	Creating a Sense of Community on a University Campus	Vincent Merk	
	3	Traditional Chinese Educational Thoughts to International Learners of Chinese: Perceptions and Attribution	Wang Junju, Lin Jia	
	4	Re-entry Cultural Shock in Chinese Students Returning from Overseas	Shaoying Tong, Frank Sligo	

July 16 11:00-12:30	Session 3.3 Interpreting and Business Translation CHAIRS: Binhua Wang, Marija Todorova		Z-210
	1	Describing the Norms of Target-language Communication in Interpreting Based on the Corpus of CEIPPC	Binhua Wang
	2	Interpreters in Mediation	Marija Todorova
	3	Analysis of A Survey on the Application of Translation Brief in Enterprises and Institutions in China and Inspirations on Translation Teaching	Yanqun Zou
	4	Coupling in Brand Names Translation: A Case Study of Five Brands Owned by the Coca-Cola Company	Meng Zhang
	Session 3.4 大眾傳播 (Media Communication) CHAIRS: 賴玉釵, 趙丹彤		Z-212
	1	國家、民族與國貨廣告	侯凡躍
	2	從西方國家形象塑造看中國國家形象的跨文化傳播策略——以90後大學生心目中的「法國」為例	麻曉淼
	3	《中國好声音》的模式移植與自我創新	王超然
	4	星巴克品牌跨文化傳播中的空間關係	張夢蝶, 黃丹丹
	5	當代中國乳製品企業食品安全話語研究	趙丹彤
	6	新聞敘事之跨媒介轉述與閱聽人美感反應：以新聞攝影改編為繪本為例	賴玉釵
	Session 3.5 跨文化交際與教學研究 (ICS & Language Education) CHAIRS: 徐三喬, 陳建林		Z-410
	1	獨立學院課堂教學的英語輸出	夏佳佳
	2	跨文化交際與英語教學：交叉與融合	徐三喬
	3	標識語的認知研究與商務語言二語習得	陳建林
	4	淺談言語交際過程中詞語的變異現象	翟志祥
	5	體驗式跨文化能力培養模式探索 -- 核心通識課「跨文化溝通」之「夥伴計畫」個案研究	虞怡達, 歐陽曉琴
	Session 3.6 Cross-Cultural Adaptation CHAIRS: Michael Veracka, Patrick Ng		Z-411
	1	Cross-cultural adaptation of Hong Kong, Macau and Taiwan students in Mainland universities to the social world in and out of the universities	Yonggang Fu
	2	Cultural Aspects of Key Performance Indicators Setting in Chinese Context: Some Learnings from Empirical Evidence	Jean-Yves Le Corre

July 16 11:00-12:30	3	Modern Garden Design: Reinterpreting Cultural Meaning Within the Information Age	Michael Veracka	Z-411
	4	Dissecting Gangnam Style through the Lens of Cultural Studies	Charoensap Piyawan	
	5	Intercultural Adaptation of Arabic-Speaking Students in China	Zhang Yu, Song Li	
	6	The Cross-cultural Cognition: Understanding of the Art Presentation of Color	Zhiqiang Dai, Zexing Qiao, Bin Xu	
	Session 3.7 Non-verbal Communication CHAIRS: Kara Patricia Agbayani, Jianhua Yang			Z-412
	1	What Happened Last Night: A Study on the Effects of Alcohol-Consumption in the Non-verbal Communication Pattern among Selected College Students	Kara Patricia Agbayani, Kayena Din, Fritzie Rose Guingab, Donna Nikki Vargas	
	2	Emotions in Tattoos	Sheena Clarissa Balanay, Aubrey Janine Cabaluan, Jereck Decena, Krissel Vilorio	
	3	How People Use Silence and other Nonverbal Ways to Communicate	Jianhua Yang	
	4	Non Verbal Communication study on Proxemics and Body language: When is near, too near: A study on the behavior of local Jeepney commuters in Baguio City	Duran Leoncio Ernesto IV, Magayon Jenina Mae, Nuevo Ama Paula, Pring Jasper	
	Session 3.8 Re-constructing Self through Another: Negotiating Tradition and Westernization in 20th Century China, Hong Kong and Taiwan CHAIRS: Ricardo K. S. Mak, Catherine S. Chan			Z-413
	1	Between Modernity and Spiritual Inwardness: Zong Baihua's Aesthetics and He Lin's Ideas of "Inner Sageliness"	Ricardo K. S. Mak	
	2	The Modern Chinoiserie: Remapping Contemporary East Asian Chinese Communities through Popular Music	Catherine S. Chan	

July 16 11:00-12:30	3	East-West Hybridity in Early 20th Century Hong Kong Comics: A Study of Renjian	Chu Wai Li	Z-413
	Session 3.9 Public Opinions and Public Policy CHAIRS: Romanova Anna, Dan Li			Z-414
	1	Types of Intercultural Communications in the Caucasus in the Period of Early Frontier	Romanova Anna	
	2	On the Value of Public Diplomacy of Confucius Institute: Take the Practice of Cardiff Confucius Institute as an Example	Dan Li	
	3	Transnational in Appearance, National at Core: Looking into Obama's Immigration Policy Reform	Yiru Niu	
12:30-14:00	Board meeting of CAFIC 中國跨文化交際學會常務理事會			Z-204
12:30-14:00	Lunch 午餐			Foyer Z-209
14:00-15:30	Parallel Session 4			Venue
	Session 4.1 Gender and Communication CHAIRS: Timchenko Viktoriia, Victoria Jansen-Akulicheva			Z-206
	1	Hybridity and Third Space in Bharati Mukherjee's Jasmine	Weiwei Shen	
	2	Masculinity Crisis: The Construction of Male Subjectivity in main stream Chinese Movies	Lan Mi	
	3	Political Rhetoric and Gender	Sheveleva Alla, Timchenko Viktoriia	
	4	Pragmatic aspect of the concept of gender in the language of advertising	Victoria Jansen-Akulicheva	
	5	The "Rights" Rhetoric in Speaking for Chinese Women's Development: A Cultural Approach towards Political Discourse Analysis	Na Yang	
	6	A General Understanding of Male-Female Miscommunication	Wang Li	
	Session 4.2 Language Planning and Multilingual Education CHAIRS: Rosalina A. Mendigo, Jimmy Balud Fong			Z-208

July 16 14:00-15:30	1	No Tongues Tied: Improving the Implementation of the Philippine Department of Education's Mother Tongue Based-Multi-Lingual Education (MTB-MLE)	Anna Christie Torres, Rosalina Mendigo, Ma. Rosario Florendo, Alejandro Ciencia	Z-208
	2	Documenting Best Practices in the Implementation of DepEd's Mother-Tongue Based-Multilingual Education	Maria Rosario Florendo	
	3	Language Varieties and the Production and Translation of Texts for MTB-MLE in Baguio City, Philippines	Rosalina A. Mendigo	
	4	Forging a National Orthography to Bridge Multilingual Communities And to Reform Education in the Philippines	Jimmy Balud Fong	
	5	Intercultural Communication Competence as an Academic Practice in Higher Education Institutions of Baguio City, Philippines	Orville B. Tatcho	
	Session 4.3 Translation Studies CHAIRS: Li Bo, 劉士祥			Z-210
	1	The Chinese Translation of Foreign Detective Stories in <i>The Chinese Mail</i> (1904-07)	Li Bo	
	2	文化語境視角下的海南旅遊文化漢英翻譯	劉士祥, 朱兵豔	
	3	How to be a Qualified Movie and TV Drama Translator: From the Perspective of Cross-cultural Communication	Liu Yu	
	4	Intercultural Tourism English Translation in Hainan International Tourism Island	Man Yi	
	5	The Study on Chinese-English Translation of Public Signs for Tourism	Lan-Chun Wang	
	6	Transculturality in Classic Poetry Translation on Birds	Hong Ai (Leslie) Bai	
	7	海南特色餐飲文化外宣翻譯：問題與策略	朱兵豔, 劉士祥	
	Session 4.4 比較傳播與文化 (Comparative Media and Cultural Studies) CHAIRS: 毛新青, 李瑩			Z-212
	1	文化多樣性及全球化文化的自然觀和生物觀	趙丹陽	
	2	價值衝突與身份焦慮：傳統情義文化在香港黑道電影中的再現與重構	毛新青	
	3	從美籍華人移民之變遷看中美文化價值觀之衝突與融合及其影響與作用	李瑩	
	4	遺產小道：概念、方法及其實踐--以大運河遺產小道北京段為例	玄增星	

July 16 14:00-15:30	Session 4.5 跨文化交際與多語教育 (ICS and Language Education) CHAIRS: 謝超香, 徐小雄		Z-410
	1	孤獨症兒童的內隱學習研究及其臨床應用	謝超香, 李姍澤
	2	中外學生跨文化對話空間在跨文化教育中的建立與應用	劉諾楠
	3	從跨文化交際角度看俄羅斯學生對在華漢語教師教學行為的期待	徐小雄, 拉夫
	4	求同存“意”——論同一語言符號下的跨文化因素實效性應用	吳飛
	5	來華留學生預科教育課堂教學中的文化導入	范智明
	6	對外漢語教學中的跨文化意識研究	韓文妍
	Session 4.6 Intercultural Communication Competence CHAIRS: Xiaodong Dai, Timothy Chan		Z-411
	1	The Exploration of Students' Cultivation on Cross-culture Communication Ability	Hua-Xing Li
	2	The Moral Dimension of Intercultural Communication Competence	Xiaodong Dai
	3	An Emic Construct of Intercultural Competence in Chinese College EFL	Wang Qiang
	4	Design Thinking for Intercultural Competency	Timothy Chan
	Session 4.7 Verbal & Non-verbal Communication CHAIRS: Oksana Gnezdechko, Lin Tao		Z-412
	1	The Difference of non-verbal communication behavior between China and three ASIAN countries and Interpretation Strategies	Zhao-Feng Jiang
	2	Acceptance of Chinese Traditional Cultural Values -- A Case study of Science and Engineering Students from Huazhong University of Science and Technology	Wei Zhang
	3	Memory is Beneficial for Survival Processing	Oksana Gnezdechko
	4	The Study of Picture Interpretations in Cultural Communication	Hsiumei Teng, Chien-Hong Stanley Lee, Jiin-Chyuan Mark Lai
	5	Romantic Relationship between Teacher and Student: A Multiple Case Study	Gary P. Lagatiera
	6	Face-threatening Acts in Verbal Communication	Lin Tao

July 16 14:00-15:30	Session 4.8 Social Media Communication CHAIRS: Jieyun Feng, Priscilla Young		Z-413
	1	State-owned or otherwise: The Cross-ownership Communication of Chinese Banks' Identities on Sina Weibo	Feng Wei
	2	The Use of Social Media for Tourism Destination Marketing in the Chinese Context -- A Discourse Analytic Perspective	Jieyun Feng
	3	Facework on social media: A cross-cultural study of global brands on Weibo and Twitter	Chaoyuan Li, Doreen D. Y. Wu
	4	Social Media, Gender, and Intercultural Adjustment Strategies	Priscilla Young, Xiaohui Pan
	5	A Study on 'Marathon' Microblog Tag Circle Based on Social Network Analysis	Xiangning Tian
	Session 4.9 ICS and Language Education CHAIRS: Ling Chen, Exelsis Deo Astillo Deloy		Z-414
	1	De-ethnicization of Culture and the Presercation of Native Language among Indigenous Students	Exelsis Deo Astillo Deloy
	2	Effects of learning strategies and metacognition on fifteen-year-old's reading literacy performance	Jie Li
	3	English Teaching Situation of Xin Jiang Minority Students with Bilingual Education -- A Case Study in Xin Jiang Agricultural University	Ling Chen, Mao-qiong Liu
	4	'I want my college diploma': Cases of students surmounting the causes of dropping out	Arnulfo Masong
15:30-16:00	Tea Break 茶歇		Foyer Z-209
16:00-18:00	Parallel Session 5		Venue
	Session 5.1 Organizational and External Corporate Communication CHAIRS: Raymond Cheng, Margaret Brunton		Z-206
	1	Moral emotions in culturally diverse organisations: Institutional ethnocentrism and a globalised nursing workforce	Catherine Cook, Margaret Brunton
	2	Organization Space: It is rather felt than thought	Chai-Lee Lim
	3	The internal marketing as a tool for retaining talent in organizations: A case study	Jairo Izidio, Andr éCorredoura
	4	East meets West: self-presentation strategies on websites: Professional coaches in Hong Kong a case study	Andrew Choi

July 16 16:00-18:00	Session 5.2 Gender and Communication CHAIRS: Jeanne H. Tuan, Haijing Tu		Z-208
	1	Reversing “Feminine Mystique”: More Women Choosing to be “Opt-out” Mothers?	Keqing Zhang
	2	Am I Beautiful? Beauty, Media, and Teenage Girls in Singapore	Trudy Chua, Leanne Chang
	3	Female and male responses to criticisms in the workplace: A comparison of Taiwanese and American employees	Jeanne H. Tuan
	4	Feminist Perspective of Cross-Gender Power Relation in Caryl Churchill’s Top Girls	Tan Nian, Ding Yanwen
	5	How diverse communicators view power relations	Fuyuko Takita Ruetenik
	Session 5.3 Translation Studies CHAIRS: 馬會娟, Cheng-Long Xiao		Z-210
	1	中國現代小說在英語世界的早期翻譯和出版	馬會娟
	2	A Comparative Study of the Translation of <i>Hong Lou Meng</i>	Po Kan Lo
	3	Could Lao She’s Teahouse Be Translated into Cantonese?	Wang Bo
	4	A Study of Idiom Translating Strategies Between English and Chinese	Shuo Wang
	5	On Strategies of C-E News Translation: From the Perspective of Intercultural Communication	Cheng-Long Xiao
	Session 5.4 比較傳播與文化 (Comparative media and cultural studies) CHAIRS: 曾秀芹, 邱凌		Z-212
	1	儒家思想在西方國家的公眾認知與傳播現狀	邱凌
	2	後殖民與現代性：中西語境中的張藝謀電影	章輝
	3	林風眠的跨文化“雜菜” -- 從洋裝《品茗》和戲裝《肖像》看林風眠“現代畫”的東西調和	蔣嶽紅
	4	體育廣告與性別文化研究	沙芮伊
	5	跨文化傳播視域下的中美廣告研究 ——以化妝品廣告語言為例	李馨爾
	Session 5.5 跨文化交際能力的培養 (Intercultural Communication Competence) CHAIRS: 劉晨華, 楊洋		Z-410
	1	多元識讀教學模式在跨文化交際能力培養中的應用	胡華芳

July 16 16:00-18:00	2	大學英語教學中跨文化交際能力的培養	袁莉莉	Z-410
	3	“滲透式”跨文化交際能力培養模式構建	劉晨華	
	4	跨文化交際能力測試（ICCT）的開發與模式研究	楊洋	
	5	國際漢語教師跨文化交際能力培養的再思考	劉紅	
	6	《跨文化交際》課程對理工類大學生跨文化敏感度的影響研究	王錄	
	Session 5.6 Media Discourse Analysis CHAIRS: Ray T. Donahue, Zhang Lejin			Z-411
	1	Gender Specifications in Political Discourse	Timchenko Viktoriia	
	2	A comparative study of ideological and discursal representations of Hong Kong in international online news during and after 2014 Occupy Central	Lan Li, Meng Ye	
	3	Rhetoric and code-switching in Korean popular music:K-pop in 2008-2013	Haerin Kim	
	4	Rhetoric of Trade Dispute: An Intercultural Decoding	Ray T. Donahue	
	5	Communicating Higher Education Through Social Media and Distance Education	Theresa Rajack-Talley, Natasacha Jones	
	6	Chinese Discourse Style in Social Media Age	Yuan Chang	
	Session 5.7 Ethnic Studies CHAIRS: Lebedko Maria G., 趙冬			Z-412
	1	Realization of Ethnic Stereotypes in Creolized Texts	Lebedko Maria G.	
	2	Russian, Belorussian and Northern Baltic Interrelation in Regional Musical Culture and Ethnic Traditions	Gadzhieva Aishat	
	3	Taoist and Buddhist Healing Mantras in Jinzhuang Village: An Ethnographical Study	趙冬	
	4	The Expectations and Needs of Different Ethnic Groups in Malaysia in Leader-Member Exchange (LMX): Similarities and Differences	Hooi-San Noew Hassan Abu Bakar	
	Session 5.8 Gender Issues and Communication CHAIRS: Alla Sheveleva, Mulaudzi Phalandwa Abraham			Z-413
	1	Gender Specifications in Political Discourse	Alla Sheveleva	
	2	To Be or Not to Be: The Images of Men and Women as Reflected in Indigenour (folk) Music in Southern African Communities	Mulaudzi Phalandwa Abraham	

July 16 16:00-18:00	3	The relational maintenance strategies employed by coming out homosexuals and their original family members	Pei-Wen Lee	Z-413
	4	Radical Equity: A case study of the use of gendered Chinese third person pronouns in Taiwan’s third grade social studies textbooks	Vincent (Tzu-Wen) Cheng	
	5	The Selfie, the Instagram and the Narcissist	Harvey P. Aquino	
	Session 5.9 Discourse Analysis CHAIRS: Gang Zhou, Patrick Shaou-Whea Dodge			Z-414
	1	The Interface of Cultures in Han JIN’s Novel “Waiting” as a Bilingual Writer	Gang Zhou, Xiaochun Niu	
	2	The Liberal Spirit in <i>A Dream of Red Mansions</i>	Rui Yi	
	3	U.S.-China Research: Reflexivity, Hybridity, and Liminality in the International IRB Process	Patrick Shaou-Whea Dodge	
	4	Engineering Ethics in Light of Intercultural Communication & Social Constructivism– An Evolving Pluralism Landscape of Core Values & Epistemologies	Long (Steven) Zhang	
	5	The Cultural Connotation of Body Sign	Wei Li	
19:00-21:00	Conference Dinner 會議晚宴 Venue: 煌府置富都會海景廳, Banquet Specialist at Fortune Metropolis			
Day 3 (July 17, 2015)				
8:00-9:00	Conference Registration 會議註冊			Foyer Z-209
9:00-9:45	KEYNOTE SPEECH 5 Keyan G TOMASELLI: <i>Ubuntu and Intercultural Communication: Power, Inclusion and Exclusion</i> CHAIR: Joanna RADWANSKA-WILLIAMS			Z-209
9:45-10:30	KEYNOTE SPEECH 6 Dániel Z. KADAR: <i>(Im)Politeness, Metapragmatics, and Intercultural Communication</i> CHAIR: Doreen D. WU			
10:30-11:00	Tea Break 茶歇			Foyer Z-209
11:00-12:30	Parallel Session 6			Venue
	Session 6.1 Media and Transcultural Communication CHAIRS: Sobel Ka Lok Chan, Robert W.Vaagan			Z-206

July 17 11:00-12:30	1	Theory of new media's impact on national music on cross-cultural communication	Feixue Li	Z-206
	2	Hybridity in advertising space in Lesotho newspapers: Cross-Cultural communication perspective	Henry Amo Mensah	
	3	Cinema of the Future: Studies on Stereoscopic Technology, Aesthetics, and Hybrid –Identity of 3-D cinema: Avatar	Sobel Ka Lok Chan	
	4	Communicating culture: Norwegian culture festivals and media management	Robert W.Vaagan	
	5	The Digital Cupid: The Impact of FilipinoCupid.com on the Attitudes of Filipino Women Towards Online Dating	Jedidiah Reuben Clemente, Anjaleigh Maisie Panes, Elija Marie Daguio	
	6	Chinese Teens' Diversified Netnicks	Guohua Hu	
	Session 6.2 Intercultural Pragmatics CHAIRS: Gao Jingran, Yoshinori Nishijima			Z-208
	1	An Analysis of Website News Headlines within the Framework of the Cooperative Principle	Ma Yuanyi, Wang Bo	
	2	Australian and Omani compliment responses at higher education institutions: Appreciation	Arfat Awadh Ahmed Bait Jamil	
	3	Interaction and Politeness Strategies in a Macanese Classroom of Portuguese as a Foreign Language under the Perspective of Globalization and Super-diversity	Gao Jingran	
	4	Different Strategies in Apologizing Situations: A Contrastive Analysis of Functionally Equivalent Routine Formulas in Japanese and German	Yoshinori Nishijima	
	5	The Social and Pragmatic Interpretation of Language Variation	Zhou Wenling	
	Session 6.3 Multimodal Translation and Translation Technology CHAIRS: Yu-Ping Chen, Judy Yoneoka			Z-210
	1	Relating visual images to subtitle translation in Finding Nemo: A multi-semiotic interplay	Yu-Ping Chen, Wei Wang	
	2	The (Un)translatability of Alice's Adventures in Wonderland and its Chinese Translations	Zhan Xu (Samantha)	
	3	Evaluating the Translator's Inter-cultural Adaptation in Movie Translation-- A Case Study of Jia's Translation of Men in Black 3 and its adaptation by CCTV-6	Deng Ping	
	4	Blending Online Translation Technology with Offline Translation Methodology	Judy Yoneoka, Chie Saito, Joseph Tomei	

July 17 11:00-12:30	Session 6.4 跨文化互動 (Transcultural Studies)			Z-212
	CHAIRS: 阿日娜, 楊奕			
	1	中外學生跨文化互動模式構建 —以哈爾濱工業大學留學生教育為例	楊奕	
	2	中國文化在瑞典的傳播與影響	阿日娜	
	3	中美國際關係變化背景下《美國國別人權報告》對華人權問題用詞分析	何琳煜	
	4	我國少數民族文化對外傳播現狀調查	張軍	
	Session 6.5 跨文化交際與多語教育 (ICS and Language Education)			Z-410
	CHAIRS: 王鎡, 李卉			
	1	對外漢語教學中的跨文化交際研究	喬檸	
	2	對外漢語教學跨文化交流策略	張競文	
	3	初級對外漢語課堂跨文化障礙分析	張琳琳	
	4	跨文化交際中“文化休克”現象的成因及對策	王鎡	
	5	香港語文教育政策應該適時作出調整	李卉	
	Session 6.6 Media Discourse Analysis			Z-411
	CHAIRS: Hong Liang, Meihua Lee			
	1	A Contrastive Analysis of the Snowden Case Reports in <i>Washington Post</i> and <i>People's Daily</i>	Hong Liang	
	2	A Study of Diversification of the Hakka Ethnic Media in Taiwan	Meihua Lee	
	3	A Survey on the Degree of Media Literacy Dimensions Observation in IRIB Children Programs	Sedigheh Babran, Mahtab Esfandiary	
	4	Linguistic Choice and Code Switching Practices of Iloko Radio Announcers and Disc Jockeys: Motivations and Restraints	Jason Paolo R.	
	5	Does Genre Still Matter? Cultural Discount of American Movie in China	Qijun He, Mengyang Zhao	
	Session 6.7 Language in Communication			Z-412
	CHAIRS: Enid Lee, David Yuen			
	1	Animacy and Competition of Nouns and Relative Clause Production	Cao-Yi Min	
	2	Contrastive Analysis on the linguistic features of the English Abstracts of Scientific Paper by Chinese and Foreign Authors	Wang Min	
	3	Evaluation and Reflection on English Business Letters Writing of Chinese College Students	Jing, Xu	

July 17 11:00-12:30	4	An Intercultural Study of the Conceptual Metaphor of “Root”	Xu Liang-feng	Z-412
	5	The Use of L2 Fillers in L1 Conversation: How, What and Why	Enid Lee	
	6	Chinese Proverbs in American Linguaculture: Interaction of Worldviews	Ekaterina Iakovleva	
	Session 6.8 Cross-Cultural Adaptation CHAIRS: Ningkan Jiang, Zhengyu (Tracy) Zhang			Z-413
	1	A Study of Stereotyped Chinese in American TV-Series -- Based on Sitcoms, Soap Opera and Crime Drama	Lulu Hou, Fan Weiwei	
	2	Building a Global Perspective: Disseminating Chinese Culture via Overseas Media	Ningkan Jiang	
	3	Chinese Paroemias Quoted by the Russians	O. Nikolaeva	
	4	Collectively or Individually? : An Exploration of Factors Affecting Cross-Cultural Adaption among Chinese Students Study in the United States	Zhengyu (Tracy) Zhang	
	Session 6.9 Cross-Cultural Interaction CHAIRS: Don Snow, Yan Bing Zhang			Z-414
	1	A sensemaking model to understand Chinese employees' intercultural interaction with expatriate staff in a Sino-foreign cooperative university	Hongbo Dong	
	2	Affective Factors and Interpretive Judgments in Intercultural Encounters	Don Snow	
	3	Acculturation Strategies of Chinese Students Studying Abroad -- A Case Study on ECUST Students' Overseas Study Experience	Jinglan Yan, Chen Yifei	
	4	Chinese Sojourners' Attitudes toward Americans: Exploring the Influences of Communication, Relational Closeness, and Cultural Salience	Yan Bing Zhang, Makiko Imamura	
12:30-14:00	Lunch 午餐			Foyer Z-209
14:00-15:30	Parallel Session 7			Venue
	Session 7.1 Media Communication CHAIRS: Kenneth C. C. Yang, Emmanuel K. Ngwainmbi			Z-206
	1	The Ethics thinking of images in Intercultural Communication based on the analysis of “awareness of Image ”from the picture report “in the world” on Ifeng.com	Song Yongqin	

July 17 14:00-15:30	2	The Evaluation of Observing Professional Ethics Principles in News Coverage by Official Iranian News Agencies	Sedigheh Babran, Mahbubeh Ataherian	Z-206
	3	The Intercultural Communication in the New Media Era	Xiulian Liu	
	4	Modern mass media in terms of culture, politics and social communications	Pak Leonid	
	5	Reconstructing African Democracies for Development through Intergroup Communication and Media	Emmanuel K. Ngwainmbi	
	6	A Comparative Study of Digital Game Curricula in Taiwan and the U.S.: Implications for Educating Future Global Digital Creative Industry Professionals	Yowei Kang, Kenneth C. C. Yang	
	Session 7.2 ICS and Learning CHAIRS: David J. Parker, Jia-Ling Wang			Z-208
	1	A Study on How Students Listen to Their Speech Coach during Speech Choir Rehearsals	Christian Ezekiel M. Fajardo	
	2	An Analysis of the Relationship between Learners' Personality Traits and EFL Learning	Jia-Ling Wang	
	3	An Investigation into Chinese students' Awareness of and Attitudes toward Plagiarism in L2 Academic Writing	Chunyan Liu, Jialing Cheng	
	4	An investigation into the cultural factors impacting online student learning success in Chinese and Korean ESL students	David J. Parker	
	5	College Adjustment of Contemporary Chinese Students	Sang Ma	
	Session 7.3 Social Media Issues CHAIRS: Kenneth C. C. Yang, Song Li			Z-210
	1	The Changing Facets of Collecting Digital Audiovisual Products: From Disc and Hard Drive to Cloud Storage	Vinnie Guo-Chiang Yu	
	2	Exploring the Relationship between Privacy Concerns and Social Media Use among College Students: A Communication Privacy Management Perspective	Kenneth C. C. Yang, Yowei Kang	
	3	Internet Use Pattern and Addiction Motivations among Chinese Young Adults and Teenagers: A Model of Analysis	Yanshu Sun	
	4	Social Media and Its Influence on the Credibility of Foundation -- A Case study of Four Foundations in China	Jing Ning	
	5	Social Media, Political Mobilization, and Civil Disobedience: A Case Study of March 18, 2014 Sunflower Student Movement in Taiwan	Kenneth C. C. Yang, Yowei Kang	

July 17 14:00-15:30	6	The Chinese View of Face as Represented in Microblog	Sun Li, Song Li	Z-210
	Session 7.4 Cross-Cultural Interaction CHAIRS: Yanrong Yvonne Chang, Barry Kavanagh			Z-212
	1	European tourists' communication in China: Affecting factors and barriers in the communication between	Borisz Vörös	
	2	Cultural Transfer by Colonialism -- An Exploration into Socio-cultural Differences Regarding Compliment Response Strategies Adopted by Hong Kong and British Undergraduates	Pang Tsz Yin Tiffany	
	3	Globalization and Intercultural Personhood	Yanrong Yvonne Chang	
	4	Environmental factors effecting the bringing up of a bilingual child: A study of the bilingual haafu in rural	Barry Kavanagh	
	Session 7.5 跨文化交際能力的培養 (Intercultural Communication Competence) CHAIRS: 安小可, 王恒			Z-410
	1	中泰非言語交際比較研究	王恒	
	2	論文化霸權的隱蔽性滲透——以好萊塢電影為中心	智琛	
	3	跨文化交際能力培養模式的實踐與研究——以雲南旅遊職業學院旅遊類專業為例	安小可	
	Session 7.6 Media Discourse Analysis CHAIRS: Li Liwen, Liu Ming			Z-411
	1	The Discursive Construction of Youth Cultural Identity in China's English Press	Jun-Hong Liu	
	2	Intercultural Differences and Interdiscursive Hybridity in Hong Kong and Mainland Marketing Brochures	Oscareale Yeung	
	3	Moral Panics, the Thai and British Media, and Ebola Virus Disease	Patama Satawedin, Rommanee Yingyong	
	4	Framing the Confucius Institute: Content Analysis of American National and Local Newspaper Coverage from 2004 to 2014	Zhang Mengjing	
	5	U.S. Coverage of the South China Disputes in the <i>New York Times</i> and the <i>Washington Post</i>	Li Liwen	

July 17 14:00-15:30	Session 7.7 Ethnic Studies CHAIRS: Shuko Takeshita, Rui Gao		Z-412
	1	Intermarriage and Japanese Identity	Shuko Takeshita
	2	The Structure of Social Networks to Spread the Ethnic Culture	Xie Dan
	3	“Njangi” Groups and Cultural Associations in the Drive towards Social Cohesion: The Bamenda Area, North West Cameroon	Cho Roland NKWah
	4	(Re)constructions: Empowering Cultural Performances	Shekinah Dorelle Queri
	5	Old Wine in a New Bottle?: Official Remembrance of the War of Resistance against Japan in post-Mao China	Rui Gao
	Session 7.8 Cross-Cultural Interaction and Adaptation CHAIRS: Yanwen Ding, Joy Gleason Carew		Z-413
	1	The Culture of Chinese American in Contemporary Chinese American Literature in an Age of Globalization	Yanwen Ding, Nian Tan
	2	The Truth about Deception: A Pragmatic Approach	Ying Chen
	3	W.E.B. Du Bois and the Peoples Republic of China: Building Solidarity for a New World	Joy Gleason Carew
	4	The Cross-cultural Adaptation Experience of Academic Expatriates in China	Jiexiu Chen
	Session 7.9 Cultural Anthropology CHAIRS: Tsung-Jen Shih, Yu Shuo		Z-414
	1	Intercultural Sensitivity of Buddhist Students Majoring in Business Administration	John Chocce
	2	On Spatial Language in Intercultural Communication based on Cultural Anthropology	Yu-Han Zhao
	3	Cultural Cognition and Public Perception of Nanotechnology	Tsung-Jen Shih
	4	Promoting Communication between Domestic and International Students in the US: Effectiveness of an International Buddy Program	Wuyu Liu, William A. Donohue
	5	Culture Matters: An Ethnographic Analysis of “Z” Department in the Academic Setting	Zhengyu (Tracy) Zhang
	6	Comparative Study of National Character between Hakka & Jews -- From Entrepreneurship Perspective	Wu Yaoyao
15:30-16:00	Tea Break 茶歇		Foyer Z-209
16:00-18:00	Parallel Session 8		Venue

July 17 16:00-18:00	Session 8.1 Trends and Research Methods in ICS CHAIRS: Xiwu Feng, Chaoyuan Li			Z-206
	1	Ethics and Challenges in Human Subjects Research in a Global Setting	Xiwu Feng	
	2	Rethinking New Intercultural Communication Research: A Case Study of Cultural Representation in Global Trade	Feng Lei	
	3	Trend of intercultural studies: A survey based on the international and domestic journal papers published from 2006 to 2013	Yanhong Hu	
	4	Sociolinguistics and Intercultural New Media Studies	Doreen D. Wu	
	5	Mikhail Bakhtin and the Rhetorical Tradition Revisited	Hsiao-Yung Wang	
	Session 8.2 語言與交際 (Language in Communication) CHAIRS: Li-ying Wu, 趙倩			Z-208
	1	The Linguistic Landscape of the Pineapple Cake Phenomenon	Li-ying Wu	
	2	An Intercultural Contrastive Analysis of the Speech Act of Refusal and the Refusal Strategies Employed by Chinese and U.S. Spokespersons: Q&A in Press Conferences Concerning the Missing Flight MH370	Li Chanyu	
	3	全球化背景下的漢語流行語的生成：以“辣媽”為例	王茜	
	4	德國外派員工在中德跨文化語境中的回避型衝突風格	趙倩	
	Session 8.3 新媒體與跨文化研究 (New Media & Intercultural Communication Studies) CHAIRS: William Feng, John Robert R. Bautista			Z-210
	1	新媒體文學的跨界現象與未來走勢	鐘麗茜	
	2	論新媒體背景下語言的跨文化傳播	王岩	
	3	Use of microblog tools in China as a channel to circumvent official censorship on environmental issues	Eliane Megumi Akemi Terui Villegas	
	4	Social Support on Twitter: The Case of the Philippine's #Fallen44	John Robert R. Bautista	
	5	The Impact of Wechat on English Studying Literacy for Visiting Scholars in America	Bin Li	
	6	“Does Facebook Facilitate Communication Across Cultures?”	Cecilia B. Ikeguchi	

July 17 16:00-18:00	Session 8.4 Intercultural and Multilingual Education			Z-212
	CHAIRS: Tao Yuanke, Su-chiao Chen			
	1	How Interpreting the Intercultural Differences of Discourse Markers in an English-Chinese Bilingual Learner’s Dictionary	Tao Yuanke	Z-212
	2	Journalism and Communication Studies of Higher Education: the Mode of Canada and the Choice of China	Hui Luo	
	3	Multilingual Communication in Urban Taiwan: A Case Study of Linguistic Landscape in Taipei	Su-chiao Chen	
	4	Status Quo and Challenge of the Multilingual Education in Mauritius	Li Xu	
	5	Study on Language Attitude and Cultural Awareness	Chen-Xu	
	6	Exploring Global Education in Japan: A study on the development of motivation with a use of LEGO® Serious Play Workshop	Kumiko Tsutsui, Izumi Funayama	
	Session 8.5 The Hybrid Space, Communicator and Social Mobilization			Z-410
	CHAIRS: Cecilia Fe L Sta Maria-Abalos, Brian D. Denman			
	1	The Hybrid Space, Communicator and Social Mobilization	Cecilia Fe L Sta Maria-Abalos, Patricia Anne Mandap-Mercado, Gilleia G. Oribello	
	2	Communication in The Hybrid Space: Identity, Power and Counter-Power and the (Re)Constructed Meaning of Social Mobilization	Cecilia Fe L Sta Maria-Abalos	
	3	The Hybrid Communicator	Patricia Anne Mandap-Mercado	
	4	The imagined ‘global thinker’ and the rubric	Brian D. Denman	
	Session 8.6 Intercultural Communication Competence			Z-411
	CHAIRS: Agnes Jenei, Huang Lei Vincent			
	1	Dissemination of Practical Findings to Facilitate Understanding Across Cultures at the National University of Public Service, Hungary	Agnes Jenei	
2	From Cross-Linguistic to Intercultural Learner — An Exploratory Study of Framing an Intervention Model for Intercultural Competence Development of Chinese EFL Learners in Higher Education	Xiaoqiu Fu		

July 17 16:00-18:00	3	Encoding Preferences of Winners’ Impromptu Speeches in “FLTRP Cup” English Speaking Contest: From the Perspective of Communication Models	Lei Fan, Weiwei Fan	Z-411
	4	When the Stress Is Communicatively Restricted ... : Exploring the Impact of Intercultural Communication Competence on Immigrant Employees’ Stress at Workplace	Huang Lei Vincent	
	Session 8.7 Assessing Intercultural Competence CHAIRS: Yi-an Wang, Dani Madrid-Morales			Z-412
	1	Developing and Assessing Learners’ Intercultural Competence in the Higher Education Context in China: An Examination of Ethnographic Interview Approach in an Intercultural Communication Course	Yi-an Wang, Steve. J. Kulich	
	2	An Empirical Study on International Business Professionals’ Cross-cultural Competency Assessment Index System	Sun Xiaojun	
	3	Emoticon use across cultures: creating an emoticon proficiency and competence measurement tool	Dani Madrid-Morales, Bolin Cao	
	Session 8.8 俄羅斯與中國公共外交與傳媒角色：傳統與現代（Cultural Diplomacy） CHAIRS: 吳非, 胡逢瑛			Z-413
	1	俄羅斯與中國公共外交與傳媒角色：傳統與現代	張晉升	
	2	俄羅斯媒體與公共外交在俄美關係中的角色及其對中國公共外交的啟示	吳非	
	3	俄羅斯公共外交特點：以克裡米亞事件後的俄中美俄關係為例	胡逢瑛	
4	墨子思想對於兩岸公共外交的啟示	孫長祥		
Day 4 (July 18, 2015)				
8:00-9:00	Conference Registration 會議註冊			Foyer Z-209
9:00-10:30	Presentations by nominated candidates of IAICS Outstanding Paper Award for Young Scholars CHAIRS: MAO Sihui, Joanna RADWANSKA-WILLIAMS			Z-205
	1	The Intricate Road of Supporting Equal Rights among Homosexuals: An Empirical Study in Singapore	BAUTISTA John Robert R., et al.	
	2	Sensemaking in Intercultural Business Collaborations Metaphoric Analysis as a Means of Analysing Interpersonal, Intercultural Communication	KURZ Thomas	

9:00-10:30	3	Competing Discourses over the Sino-US Currency Dispute: A Cross-Cultural Perspective	LIU Ming	Z-205
10:30-11:00	Tea Break 茶歇			Foyer Z-209
11:00-12:00	4	Cultural Differences in Perception of Family Obligation and Request Compliance in China and the US	LIU Wuyu, Mary J. BRESNAHAN	Z-205
11:00-12:00	5	A Comparative Study of Explication Patterns between Professional and Student Interpreters in Chinese-English Consecutive Interpreting	TANG Fang	
9:00-10:30	中國跨文化交際學會年輕學者優秀論文獎候選人發言 (Presentations by nominated candidates of CAFIC Outstanding Paper Award for Young Scholars) 主持人: 宋莉、戴曉東 (Chair: SONG Li, DAI Xiaodong)			Z-211
	1	新媒體、新身份: 企業官網與官微對企業文化的建構	李朝淵	
	2	文化定勢在跨文化廣告中的應用——以德國《明鏡》週刊廣告中關於中國的文化定勢為例	梁珊珊	
	3	代際視角下的爭議性廣告三項構成要素對受眾接受程度的影響研究	曾秀芹, 王一戎, 周韋妙	
10:30-11:00	Tea Break 茶歇			Foyer Z-209
11:00-12:00	4	《哈姆雷特》雙關語漢譯的文本分析與策略評估	張樂金	Z-211
	5	莫言與瑪爾克斯中篇小說的價值聚點解析	朱耀雲	
12:00-14:00	Lunch 午餐			Foyer Z-209
14:00-15:30	Closing Ceremony 閉幕式 1) Summary and evaluation of IC studies (chaired by Doreen WU) Speakers: CHAN Kara, FENG Jieyun, FONG Sawlim Jimmy Balud, IKEGUCHI Cecilia, MAFELA Munzhedzi James, MULAUDZI Phalandwa Abraham, NGAI Cindy, RADWANSKA-WILLIAMS Joanna, SNOW Don, WANG Binhua, and Yan Bing ZHANG 2) Presenting awards to young scholars of IAICS 3) Presenting awards to young scholars of CAFIC 4) Introducing the next conference in Shanghai (WANG Xin) 5) Conclusion by IAICS and CAFIC presidents (CHEN Guoming; SUN Youzhong)			Z-205
15:30-17:00	Qin Se Yoga Cultural Programme 暨琴與瑟瑜伽人生啟蒙演奏會			Z-207