

**The 15th Asia-Pacific Conference of the Association for Business Communication**  
**第15屆商務傳意協會亞太區研討會**  
**Conference Programme會議日程**

| Date                      | No.  | English Name  | Chinese Name (if available) | Abstract Title  | Time   | Venue       |                        |  |
|---------------------------|--|---|-----------------------------|---|--|-------------|------------------------|--|
| 9th June 2017 (Friday)    | <b>Conference Registration 會議報到</b>  |   |                             |   | <b>3:00pm-6:00pm</b>                         | <b>Y404</b> |                        |  |
|                           | <b>Pre-conference Workshops 會前工作坊</b>  |   |                             |   |  |             |                        |  |
|                           | 1  | Annette J. WATKINS  |                             | Academic Coaching: Promoting Motivation, Resilience and Accountability for Developmental Students | <b>3:00pm-4:00pm</b><br><b>4:30pm-6:00pm</b> | <b>Y403</b> |                        |  |
|                           | 2  | Jie WANG  |                             | Teaching Business Communication Through Relatable Cases   | <b>3:00pm-4:00pm</b>                         | <b>Y417</b> |                        |  |
|                           | <b>Tea Break 茶歇</b>  |   |                             |   | <b>4:00pm-4:30pm</b>                         |             |                        |  |
|                           | 3  | Cecilia LUI   |                             | Understanding Self, Understanding Others: Exploring Our Cultural DNA                              | <b>4:30pm-6:00 pm</b>                        | <b>Y417</b> |                        |  |
| 10th June 2017 (Saturday) | <b>Opening Ceremony of the Conference 開幕式</b>  |   |                             |   | <b>9:00am-10:00am</b>                        | <b>Y305</b> |                        |  |
|                           | Welcoming/ Opening Speeches by: 致辭嘉賓:<br><b>Prof Chetwyn Chan, Associate Vice President of PolyU</b><br>香港理工大學協理副校長, 陳智軒教授<br><b>Dr. LI Dechao, Associate Dean of FH</b><br>香港理工大學人文學院副院長, 李德超博士<br><b>Dr. Roxana FUNG, Associate Head of CBS</b><br>香港理工大學中文及雙語學系副系主任, 馮淑儀博士<br><b>Dr. Yunxia ZHU, Vice President of Asia Pacific Region, ABC</b><br>商務傳意協會亞太地區會長, 朱雲霞博士<br><b>Dr. Bertha DU-BABCOCK, Representative of ABC</b><br>商務傳意協會代表, Bertha DU-BABCOCK博士<br><b>Dr. Doreen WU, Co-chair of Conference Organizing Committee</b><br>第15屆商務傳意協會亞太區研討會組委會聯合主席, 吳東英博士 |   |                             |   |  |             |                        |  |
|                           | <b>Group Photo &amp; Tea Break 合影及茶歇</b>   |   |                             |   |  |             | <b>10:00am-10:30am</b> |  |
|                           | <b>Keynote Speech 1 主旨發言 1</b>   |   |                             |   |  |             |                        |  |
|                           | 1  | <b>ZHU Yunxia: Cross-cultural Discursive Competence for the New 'Globalization' Context: Using Language as a Tool</b><br>CHAIR: Bertha DU-BABCOCK |                             | <b>10:30am-11:30am</b>  | <b>Y305</b>                                  |             |                        |  |

| Keynote Speech 2 主旨發言 2                            |          |   |    |  |                 |      |
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|  | 2        | Michael L. KENT: Mediated Engagement: Rhizomatous Dialogue in the Digital Age<br>CHAIR: Doreen WU |    |  | 11:30am-12:30pm | Y305 |
|  | Lunch 午餐 |   |    | 12:30pm-2:00pm   | V Cuisine 彩晶軒   |      |
| Session 1.1 Issues in Digital Communication (數位傳播) |          |   |    |  |                 |      |
| CHAIRS: Gail FOREY, LEE Meihua                     |          |   |    |  |                 |      |
| 10th June<br>2017<br>(Saturday)                    | 1        | Gail FOREY &<br>Jane LOCKWOOD   |    | Virtual communication in Asian workplaces  | 2:00pm-3:40pm   | Y403 |
|  | 2        | LEE Meihua  |    | Imagined Cyber Community: A Study on Overseas Hakka Audiences' Self-categorized Ethnic Identity in the Age of Digitalization         |                 |      |
|  | 3        | SUN Lu  | 孫璐 | Potential and Concerns: The Business Communication and Journalism in Big Data Era  |                 |      |
|  | 4        | Qin XIE & Zhiyao<br>LIANG   |    | Principles of Generating Data for Educational Communication  |                 |      |
|  | 5        | ZENG Fan-Bin &<br>LU Yuxuan   |    | The Internet Use, Political Efficacy and Political Participation of Occupational Middle Class: Based on 2013 national sample         |                 |      |
| Session 1.2 Advertising & Branding (廣告與品牌)         |          |   |    |  |                 |      |
| CHAIRS: DING Shaoyan, Giovanna PUPPIN              |          |   |    |  |                 |      |
| 10th June<br>2017<br>(Saturday)                    | 1        | Giovanna PUPPIN   |    | Branding China through Olympic Public Service Announcements (PSAs): An Exploration of the "Beijing Opera Series" (Jingju xilie 京劇系列) | 2:00pm-3:40pm   | Y407 |
|  | 2        | DING Shaoyan  |    | Cultural Differences and Reception of Advertising --- Exploring Transcultural Advertising in and Outside China                       |                 |      |
|  | 3        | Henry Amo<br>MENSAH   |    | Towards a discursive construction of commodification of semiotic signs in the advertising space of Lesotho                           |                 |      |
|  | 4        | Kenneth C. C.<br>YANG & Yowei<br>KANG   |    | Narrative Adverting, Storytelling, and Impacts on Consumer Brand Experience  |                 |      |

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|   | 5 | Judit HIDASI             |         | The Impact of Slogans used as Communication Tools for Country Branding  |                      |             |
| <b>Session 1.3 Comparative Study of Persuasion (說服性語篇的比較研究)</b> |   |                          |         |   |                      |             |
| CHAIRS: Bertha DU-BABCOCK, YAN Jinglan                          |   |                          |         |   |                      |             |
| <b>10th June 2017 (Saturday)</b>                                | 1 | CHEN Yifei & YAN Jinglan | 陳逸飛、顏靜蘭 | 中英國家領導人在跨文化語境演講中互文性的批評話語分析  | <b>2:00pm-3:40pm</b> | <b>Y411</b> |
|   | 2 | LIU Xin                  | 劉馨      | Inter-cultural Study on Individualism-Collectivism Discrepancy between Chinese and Australian Media Reports on Nobel Prize Winner Tu Youyou |                      |             |
|   | 3 | Oscareale YEUNG          |         | Intercultural Differences and Interdiscursive Hybridity in Hong Kong and Mainland Marketing Brochures                                       |                      |             |
|   | 4 | Bertha DU-BABCOCK        |         | Culture and Identity on Persuasive Business Messages: A Comparative Study   |                      |             |
|   | 5 | Liang SHAN & Hang YIN    | 單梁、殷航   | A Contrastive Analysis of Chinese and American Coverage on Beijing APEC Meetings in New Media Context                                       |                      |             |
| <b>Session 1.4 商務英語 (Business English)</b>                      |   |                          |         |   |                      |             |
| CHAIRS: Kenichi SATO, Momotaro TAKAMORI                         |   |                          |         |   |                      |             |
| <b>10th June 2017 (Saturday)</b>                                | 1 | Momotaro TAKAMORI        |         | Design Thinking as Common Language of Global Business and Obstacles for Further Permeation  | <b>2:00pm-3:40pm</b> | <b>Y412</b> |
|   | 2 | Kenichi SATO             |         | BELF in English-mandate Policies: Possibilities and Challenges in the Japanese Context  |                      |             |
|   | 3 | ZHAO Fan                 | 趙凡      | Intercultural Business Communication Competence Cultivation for College Students under the Background of Enterprise Internationalization    |                      |             |
|   | 4 | Misa FUJIO               |         | The Linguistic Challenges Facing Japanese Business-Major Students in Becoming Globally-Minded Leaders                                       |                      |             |
| <b>Session 1.5 商務英語 (Business English)</b>                      |   |                          |         |   |                      |             |
| CHAIRS: GUO Jun, JIANG Hong                                     |   |                          |         |   |                      |             |
| <b>10th June 2017 (Saturday)</b>                                | 1 | GUO Jun                  | 郭珺      | 在“來慕 (LEM)”英語中筆譯教學操作辦法初步探究  | <b>2:00pm-3:40pm</b> | <b>Y416</b> |
|   | 2 | JIANG Hong               | 江紅      | 在“來慕 (LEM)”英語中工作室文化的初步探究  |                      |             |
|   | 3 | LI Shunmei               | 李順梅     | 在“來慕 (LEM)”英語中資訊素養課程嵌入合作的初步觀察探究   |                      |             |

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|   | 4           | YE Shuting & AN Zihui              | 葉書婷、安子暉 | 在“來慕（LEM）”英語中學習者角色的初步觀察探究  |                      |             |
| <b>Session 1.6 身份表徵與建構 (Identity Representation &amp; Construction)</b>     |             |                                    |         |  |                      |             |
| CHAIRS: Yen-chieh LO, LUO Jinru   |             |                                    |         |  |                      |             |
| <b>10th June 2017 (Saturday)</b>  | 1           | Yen-chieh LO                       |         | Stigma for dementia in news stories:How older people and ageism represented in the naming of cognitive disorders                 | <b>2:00pm-3:40pm</b> | <b>Y417</b> |
|   | 2           | LUO Jinru                          |         | Dim Sum as a Construction of the Cantonese Identity  |                      |             |
|   | 3           | LIU Jiali                          | 劉佳麗     | 對城市開放空間的闕限性探討——以澳門聖保祿大教堂遺址為例   |                      |             |
|   | 4           | SONG Yanan                         | 宋亞楠     | 香港懷舊電影研究   |                      |             |
|   | 5           | TAN Nian                           | 譚念      | Reflection of Gender and Political Issues in Top Girls by Caryl Churchill  |                      |             |
|   | Tea break茶歇 |                                    |         |  | <b>3:40-4:00 pm</b>  |             |
| <b>Session 2.1 Digitalization &amp; Relational Communication (數位化與關係傳播)</b> |             |                                    |         |  |                      |             |
| CHAIRS: FENG Wei, Keyan G. TOMASELLI  |             |                                    |         |  |                      |             |
| <b>10th June 2017 (Saturday)</b>  | 1           | FENG Wei                           | 馮薇      | Corporate rapport management in the online shopping reviews: strategies and implications   | <b>4:00pm-6:00pm</b> | <b>Y403</b> |
|   | 2           | LUO Xue                            | 羅雪      | Dialogical Strategy on Social Media of Chinese State-Owned Enterprise in Africa--- A Case Study of Kenyan Standard Gauge Railway |                      |             |
|   | 3           | NIU Xiaochun & ZHOU Gang           |         | HUAWEI's Dialogue with the World: "Building a Better Connected World"  |                      |             |
|   | 4           | QIAN Chen                          |         | Interpersonal (Dis)affiliation of Third Party Offence in Online Discussion Boards  |                      |             |
|   | 5           | Keyan G. TOMASELLI & Marc CALDWELL |         | Corporate Communication - Adversarial, Transmission, Dialogical  |                      |             |
|   | 6           | Doreen D. WU & ZHANG Min           |         | Building Credibility and Rapport by Airline Companies on Social Media  |                      |             |
| <b>Session 2.2 新媒體與大數據分析 (New Media &amp; Big Data Analysis)</b>            |             |                                    |         |  |                      |             |
| CHAIRS: Terrill Reid MCLAIN, WAN Xiaohong                                   |             |                                    |         |  |                      |             |
|   | 1           | WAN Xiaohong                       | 萬曉紅     | 社會化媒體網路輿論動員的成因與機制探析——以裡約奧運“孫楊霍頓事件”為例   |                      |             |

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| <b>10th June 2017 (Saturday)</b>   | 2 | ZENG Fan-Bin                      | 曾凡斌        | 大資料應用於輿論研究的現狀與反思*  | <b>4:00pm-6:00pm</b> | <b>Y407</b> |
|  | 3 | LU Xi                             | 陸希         | 「有妳好在哪裡？」台灣新住民的浪漫與悲哀——國際移民日「有妳真好，謝謝」系列活動之跨媒介敘事批評 (The Narrative Critique of International Immigrants Day Cross-media Expression)   |                      |             |
|  | 4 | Terrill Reid MCLAIN               |            | Social Media and Cultural Barriers   |                      |             |
| <b>Session 2.3 廣告與公共關係管理 (Advertising &amp; Public Relations Management)</b> |   |                                   |            |  |                      |             |
| CHAIRS: Lydia Tsui, Kenneth C. C. YANG                                       |   |                                   |            |  |                      |             |
| <b>10th June 2017 (Saturday)</b>   | 1 | DUAN Chao & YAN Jinglan           | 段超、顏靜蘭     | A Case Study on Apple's Advertisements from the Perspective of Intercultural Communication   | <b>4:00pm-6:00pm</b> | <b>Y411</b> |
|  | 2 | LIU Chao, TAN Yanwen, & XIN Jiapo | 劉超、譚燕雯、辛嘉坡 | HTML5廣告的消費者體驗對品牌態度的影響研究  |                      |             |
|  | 3 | CHEN Lu                           | 陳璐         | 從區隔到交流、融入：新時期加拿大春節行銷傳播的跨文化分析及建議 (From Distinction to Communication and Integration: Cross-cultural Study and Suggestions on Spring Festival Marketing and Communication of Canadian Market in New Age) |                      |             |
|  | 4 | YANG Ying                         | 楊穎         | 廣告研究的論辯理論視角  |                      |             |
|  | 5 | Kenneth C. C. YANG & Yowei KANG   |            | Integrating Big Data Analytics into Advertising Curriculum: Opportunities and Challenges in an International Context   |                      |             |
|  | 6 | Qian Chao                         | 錢超         | 公共關係美學的探索：以香港巴塞爾藝術展為例  |                      |             |
| <b>Session 2.4 商務英語 (Business English)</b>                                   |   |                                   |            |  |                      |             |
| CHAIRS: Yeonkwon JUNG, LIU Huiying   |   |                                   |            |  |                      |             |
| <b>10th June 2017 (Saturday)</b>   | 1 | LIU Huiying                       |            | 任務型CLIL在商務英語教學中應用的行動研究<br>An Action Research on the Application of Task-based CLIL in Business English Teaching  | <b>4:00pm-6:00pm</b> | <b>Y412</b> |
|  | 2 | Yeonkwon JUNG                     |            | Research on Business Communication in Korea  |                      |             |
|  | 3 | WANG Tao                          | 汪濤         | Exploring the Philosophical and Artistic Values in Business English Teaching Practice  |                      |             |
|  | 4 | Atsuko KANEKO                     |            | Developing communication competency through intercultural experience: What is transferable?  |                      |             |

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|  | 5                           | Adele Yifan ZHANG  |     | Coaching: A Fresh Look at Teaching Soft Skills in Business Schools  |                      |                              |
| <b>Session 2.5 Corpus-assisted Anlaysis (語料庫輔助研究)</b>                            |                             |  |     |   |                      |                              |
| CHAIRS: LIU Ming, Seiji NOMURA   |                             |  |     |   |                      |                              |
| <b>10th June 2017 (Saturday)</b>   | 1                           | LIU Ming   | 劉明  | Discursive Constructions of iPhone in the Keynote Speeches of iPhone Launch Events: A Corpus-assisted Discourse Study | <b>4:00pm-6:00pm</b> | <b>Y416</b>                  |
|  | 2                           | Grace LIM  |     | Image Construction in Shareholder's letter: Similarity and differences of US and Chinese firms                        |                      |                              |
|  | 3                           | Chie URAWA   |     | A Corpus-Based Genre Analysis of Cautionary Statements in the Corporate Annual Reports: Sony and Panasonic            |                      |                              |
|  | 4                           | Seiji NOMURA   |     | An Analysis of Office Communications from Psychological Perspective   |                      |                              |
| <b>Session 2.6 Developing Intercultural Communication Competence (發展跨文化交際能力)</b> |                             |  |     |   |                      |                              |
| CHAIRS: Marie-Therese CLAES, Enid LEE  |                             |  |     |   |                      |                              |
| <b>10th June 2017 (Saturday)</b>   | 1                           | John CHOCCEE, Yossiri YOSSATORN  |     | ARE UNIVERSITIES FOSTERING WORLMINDEDNESS?  | <b>4:00pm-6:00pm</b> | <b>Y417</b>                  |
|  | 2                           | Marie-Therese CLAES  |     | Kathoey's of Thailand: Discrimination or Culture Clash in International Business?                                     |                      |                              |
|  | 3                           | YAN Jinglan  | 顏靜蘭 | Study on Intercultural Communication Awareness through Short Term Exchange Programme                                  |                      |                              |
|  | 4                           | YAO Chunyu   | 姚春雨 | A Meta-analysis of The Existing Assessment Tools for Chinese College Students' Intercultural Communication Competence |                      |                              |
|  | 5                           | Enid LEE   |     | Decoding Verbal and Nonverbal Signs: A Comparative Study of Native and Non-native Speakers                            |                      |                              |
|  | <b>Conference Dinner 晚宴</b> |  |     |   | <b>7:00pm-9:00pm</b> | <b>PolyU Staff Club 職員會所</b> |
| <b>Keynote Speech 3 主旨發言 3</b>   |                             |  |     |   |                      |                              |
|  | 3                           | 陳先紅: 從卓越到陽光: 中國公共關係研究的本土化探索<br><b>CHEN Xianhong: From Excellence to Sunshine PR: A Modified General Theory for Chinese Public Relations</b><br>CHAIR: YU Zhaohui |     |   | <b>8:30am-9:10am</b> | <b>Y305</b>                  |
| <b>Keynote Speech 4 主旨發言 4</b>   |                             |  |     |   |                      |                              |

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| 11th June<br>2017<br>(Sunday)  | 4                              | 于運全：中國春節文化品牌傳播的效果研究——以2016年海外10國受眾調查為例<br><b>YU Yunquan: Effects of China's Spring Festival branding: A Survey of Overseas Audiences in 2016</b><br>CHAIR: RAN Yongping |  | 9:10am-9:50am  | Y305            |      |
|  | <b>Keynote Speech 5 主旨發言 5</b> |   |  |  |                 |      |
|  | 5                              | 吳飛：國際傳播理論研究的困境與範式創新<br><b>WU Fei: Challenges and Paradigm Innovation in International Communication Studies</b><br>CHAIR: SHI-xu  |  | 9:50am-10:30am   | Y305            |      |
|  | Tea break茶歇                    |   |  | 10:30am-11:00am  |                 |      |
| <b>Session 3.1 Negotiation &amp; Crisis Management (磋商與危機管理)</b><br>CHAIRS: RAN Yongping, ZHANG Min              |                                |   |  |  |                 |      |
| 11th June<br>2017<br>(Sunday)  | 1                              | Yuichiro<br>YAMAMOTO  |  | A Study of “Getting to YES” of the Harvard Negotiation Project :<br>Emotions and Communication Styles for Japanese Business People                                       | 11:00 am-1:00pm | Y403 |
|  | 2                              | Shun-itsu<br>NAKASAKO   |  | The Importance of Providing a Concrete Picture in Doing Negotiation  |                 |      |
|  | 3                              | RAN Yongping &<br>ZHAO Linsen   |  | Building Affection-Based Face in Conflict Mediation  |                 |      |
|  | 4                              | Yoichi SATO   |  | How Japanese exhibit disagreement in English-speaking business: With a<br>focus on pragmatic negotiation   |                 |      |
|  | 5                              | SHI-xu  |  | <b>The Chinese Discourse of Trade Disputes</b> A study of China’s trade<br>friction with the EU as cultural (competing) discourses                                       |                 |      |
| <b>Session 3.2 Management &amp; Organizational Communication (管理與組織傳播)</b><br>CHAIRS: Stella Chiu, Miyuki TAKINO |                                |   |  |  |                 |      |
| 11th June<br>2017<br>(Sunday)  | 1                              | Miyuki TAKINO   |  | Using Multiple Languages in the Age of English as a Business Lingua<br>Franca (BELF): Bilingual Japanese Managers’ Perspective   | 11:00 am-1:00pm | Y407 |
|  | 2                              | Jean-Yves LE<br>CORRE   |  | Rationality and behaviours in performance management systems: a model<br>based on empirical evidence   |                 |      |
|  | 3                              | LIU Ping  |  | Doing power: MPEs as pragmatic manipulation in BELF meeting<br>interactions  |                 |      |
|  | 4                              | Ikushi<br>YAMAGUCHI   |  | An Exploratory Study on the Relationships between Various Dimensions<br>of Organizational Communication and Turnover Intention of Workers at<br>Japanese Care Facilities |                 |      |

**Session 3.3 Glocalization and Business Communication (全球本土化與商務溝通)**

CHAIRS: Du Huizhen, FENG Jieyun

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| <b>11th June<br/>2017<br/>(Sunday)</b> | 1 | FENG Jieyun                        | 馮捷蘊 | A Matter of Perspective: A Discursive Analysis of the Perceptions of Three Stakeholders of the Mutianyu Great Wall                    | <b>11:00 am-1:00pm</b> | <b>Y411</b> |
|  | 2 | Vincent MERK                       |     | Embedding a University Campus in its local Business Environment   |                        |             |
|  | 3 | David J. PARKER                    |     | An Investigation into the effects of culture on electronic word-of-mouth marketing for ESL businesses on social network sites         |                        |             |
|  | 4 | Tiffany CHING                      |     | Metadiscourse and persuasion: Environmental, social and governance reports in Hong Kong   |                        |             |
|  | 5 | Du Huizhen, Sun Juan, Wang Nailong |     | Localized Participatory Nuclear Risk Communication in China   |                        |             |
|  | 6 | Yi DENG & FENG William Dezheng     |     | Genre, interdiscursive mix and the marketization of higher education: A diachronic analysis of university annual reports in Hong Kong |                        |             |

**Session 3.4 公共關係與公共外交 (Public Relations and Public Diplomacy)**

CHAIRS: HUANG Dongsheng, YU Zhaohui

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| <b>11th June<br/>2017<br/>(Sunday)</b> | 1 | YU Zhaohui & LI Wei    | 于朝暉、李偉   | Research on Strategies of Corporate Diplomacy   | <b>11:00 am-1:00pm</b> | <b>Y412</b> |
|  | 2 | HUANG Dongsheng        | 黃東升      | Reconstruction of comprehensive PR idea and Optimization of Cognitive System of PR Think Tanks  |                        |             |
|  | 3 | ZHANG Peng & CAO Jing  | 張鵬<br>曹晶 | 從“概念舶來”到“初步內化”：“公共關係”見於《人民日報》的考證（1946-1996）(From Foreign Concept to the Primary Stage Sinicize: People's Daily and the Acceptation of “Public Relations” from 1946 to 1996) |                        |             |
|  | 4 | CHEN Xianhong & Shi Na | 陳先紅、史娜   | 公共關係 職業地圖 研究——廣東省公關專業人員職發展模式分析  |                        |             |

**Session 3.5 中國品牌傳播 (Branding China)**

CHAIRS: LIU Lei, ZHANG Lejin

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|--|---|---------|----|----------------------------------|--|--|
|  | 1 | LIU Lei | 劉磊 | 全球化傳播下中國電影的文化危機——中國電影“走出去”策略的再思考 |  |  |
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| <b>11th June 2017 (Sunday)</b>                          | 2              | ZHOU Hangyi                                       | 周航屹           | 社會生活的參與式“生成”：文化研究視野下跨媒體敘事的本質探析  | <b>11:00 am-1:00pm</b> | <b>Y416</b>          |
|   | 3              | TIAN Yuchen                                       | 田鬱辰           | 一帶一路上的玉文化融合戰略研究   |                        |                      |
|   | 4              | CAI Menghong                                      | 蔡夢虹           | “21世紀海上絲綢之路”戰略下中國茶文化的海外傳播與國家文化軟實力的提升 (Overseas Spread of Chinese Tea Culture under the Strategy of "The 21st Century Maritime Silk Road" and Promotion of Soft Power of National Culture) |                        |                      |
| <b>Session 3.6 跨文化交際 (Cross-cultural Communication)</b> |                |   |               |   |                        |                      |
| CHAIRS: LUO Hui, WANG Junju                             |                |   |               |   |                        |                      |
| <b>11th June 2017 (Sunday)</b>                          | 1              | LIN Jia & WANG Junju                              |               | Adaptation to the Learning Culture of Chinese Universities: Challenges and Coping Strategies  | <b>11:00 am-1:00pm</b> | <b>Y417</b>          |
|   | 2              | LUO Hui & HUANG Nina                              | 羅慧、黃妮娜        | 廈門大學印尼留學生的跨文化衝突與適應研究  |                        |                      |
|   | 3              | ZHANG Leisheng                                    | 張雷生           | 在華留學生和外籍教師群體的跨文化交際衝突研究  |                        |                      |
|   | 4              | JIN Shanshan & ZHANG Shanshan                     | 金閃閃、張珊珊       | 中國留學生的跨文化能力與適應性研究   |                        |                      |
|   | 5              | ZHENG Xuantong                                    | 鄭萱童           | A Case Study on Cross-cultural Adaptation among Overseas Students in China  |                        |                      |
|   | 6              | HU Nailin   | 胡乃麟           | 來華留學生跨文化適應研究與在華管理——以山東大學巴基斯坦籍留學生管理為例  |                        |                      |
|   | <b>Lunch午餐</b> |   |               |   |                        | <b>1:00pm-2:30pm</b> |
| <b>Session 4.1 社交媒體傳播 (Social Media Communication)</b>  |                |   |               |   |                        |                      |
| CHAIRS: WU Yulan, ZENG Fanbin                           |                |   |               |   |                        |                      |
| <b>11th June 2017 (Sunday)</b>                          | 1              | WU Yulan & LIU Jiayu                              | 吳玉蘭、劉佳宇       | “吳曉波頻道”STP戰略研究  | <b>2:30pm-3:50pm</b>   | <b>Y403</b>          |
|   | 2              | ZHANG Ruiyao, QIAN Chao, TIAN Yuchen, & WANG Jian | 張瑞瑤、錢超、田郁辰、王建 | 朋友圈“分組可見”功能與“印象管理”  |                        |                      |

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|  | 3 | ZENG Fanbin &<br>QIN Yi           | 曾凡斌,<br>覃毅 | 人民日報官方微博和微信公眾號的特點、異同和啟示  |                      |             |
|  | 4 | ZHANG Ning &<br>SU Youzhen        | 張甯、蘇<br>幼真 | 網路直播間裡的青年亞文化解析   |                      |             |
| <b>Session 4.2 文化與商務溝通 (Culture &amp; Business Communication)</b>  |   |                                   |            |  |                      |             |
| CHAIRS: HE Lan, ZHAO Qian  |   |                                   |            |  |                      |             |
| <b>11th June<br/>2017<br/>(Sunday)</b>                             | 1 | ZHAO Qian                         | 趙倩         | 跨文化人際衝突管理中的人情—德籍駐華員工工作中的衝突管理   | <b>2:30pm-3:50pm</b> | <b>Y407</b> |
|  | 2 | SONG Xiaosi                       | 宋曉思        | 主體間性視域下的跨文化經濟交際研究  |                      |             |
|  | 3 | ZHOU Yang                         | 周楊         | 現代公關啟蒙的歷史條件比較研究：基於美國、英國和中國的比較  |                      |             |
| <b>Session 4.3 翻譯學 (Translation Studies)</b>                       |   |                                   |            |  |                      |             |
| CHAIRS: Anthea H. Y. CHEUNG, XIAO Jiayan                           |   |                                   |            |  |                      |             |
| <b>11th June<br/>2017<br/>(Sunday)</b>                             | 1 | XIAO Jiayan, ZHU<br>Yudan, LU Yin |            | Translation as Cultural Communication: A Case Study of English<br>Translation of Meng Hao-jan's Poems  | <b>2:30pm-3:50pm</b> | <b>Y411</b> |
|  | 2 | HUI, Maggie                       |            | Translators' Risk Strategies for High-risk Items in Advertising Text:<br>An Exploratory Study of Translation Procedures and Justifications in a<br>Simulated Translator-Client Setting |                      |             |
|  | 3 | Anthea H. Y.<br>CHEUNG            |            | A compromise between incommensurability and commensurability: the<br>only possible way in rendering the Mahāyāna doctrine of kong空 (sūnyatā)<br>into English ?                         |                      |             |
| <b>Session 4.4 Language &amp; Business Communication (語言與商務溝通)</b> |   |                                   |            |  |                      |             |
| CHAIRS: WANG Bo, Lorraine Y. YAO                                   |   |                                   |            |  |                      |             |
| <b>11th June<br/>2017<br/>(Sunday)</b>                             | 1 | MA Yuanyi &<br>WANG Bo            |            | Invisible, Inherited, Infinite Power: A Systemic Functional Analysis of the<br>Verbal Announcements by Class Monitors from a Chinese Mainland<br>University                            | <b>2:30pm-3:50pm</b> | <b>Y412</b> |
|  | 2 | WANG Bo & Ma<br>Yuanyi            |            | How Notices Become Nuisances in College: A Systemic Functional<br>Analysis of the Notices from a Chinese Mainland University   |                      |             |
|  | 3 | WANG Guifang                      | 王貴芳        | On the Functions of Nominalization in International Business English<br>Contracts  |                      |             |
|  | 4 | Lorraine Y. YAO                   |            | English as a Lingua Franca: The use of English in the professional world<br>in Mainland China  |                      |             |

**Session 4.5 跨文化學習 (Cross-cultural Learning)**

CHAIRS: LI Jie, Aaron LOH

|                                |   |                                   |    |   |                      |             |
|--------------------------------|---|-----------------------------------|----|---|----------------------|-------------|
| <b>11th June 2017 (Sunday)</b> | 1 | LI Jie                            |    | Family socio-economic status, learning strategies and reading literacy: the case of China and the United States   | <b>2:30pm-3:50pm</b> | <b>Y416</b> |
|                                | 2 | ZHAO Jing                         | 趙靜 | 中國語境下EFL學習者文化身份焦慮研究   |                      |             |
|                                | 3 | LIAO Yongpeng                     |    | Messy Learning: A Meta-Synthesis Study of MOOC Literature on Students' Learning   |                      |             |
|                                | 4 | Aaron LOH & Nanyasopark SWASDIWAT |    | The Qualitative and Philosophical Aspects of the Use of Technology in Teaching and Learning: of University Business School Students in Diverse Stages of Economic Development |                      |             |

**Session 4.6 符號與敘事分析 (Semiotic & Narrative Analysis)**

CHAIRS: Raymond CHENG, WU Jianguo

|                                |                     |                           |         |  |                      |                      |
|--------------------------------|---------------------|---------------------------|---------|--|----------------------|----------------------|
| <b>11th June 2017 (Sunday)</b> | 1                   | CHEN Xianhong & HE Jianqi | 陳先紅、賀劍棋 | 講好漢字故事：從元話語分析到多模態話語分析 Storytelling of Chinese characters: From meta-discourse analysis to multimodal discourse analysis  | <b>2:30pm-3:50pm</b> | <b>Y417</b>          |
|                                | 2                   | CHAN Shou San             |         | A Tri-party Semiotics Approach for Advertising Polysemy: Luxury Brand Advertisement Analysis under the Framework of Roland Barthes, Mikhail Bakhtin, Gunter Kress and Theo van Leeuwen |                      |                      |
|                                | 3                   | QIN Yong                  | 秦勇      | Image Representation – A Semiotic Analysis of China's 10 Top International Hotel Companies' Web Ads as the Strategy for Glocalisation  |                      |                      |
|                                | 4                   | WU Jianguo                | 武建國     | 商業化大背景下媒體話語傳播中的重新語境化及意義轉換 (Understanding Recontextualization and Transformation in Media Discourse against the Background of Commodification)  |                      |                      |
|                                | <b>Tea break 茶歇</b> |                           |         |  |                      | <b>3:50pm-4:00pm</b> |

**Keynote Speech 6 主旨發言 6**

|          |  |                      |             |
|----------|--|----------------------|-------------|
| <b>6</b> | <b>Michael B. GOODMAN: The Transformation of Corporate Communication Strategy and Tactics</b><br>CHAIR: CHAN Shui-duen | <b>4:00pm-5:00pm</b> | <b>Y305</b> |
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**Keynote Speech 7 主旨發言 7**

|                               |  |   |               |      |
|-------------------------------|--|---|---------------|------|
| 11th June<br>2017<br>(Sunday) | 7  | <b>Lily AGONROY: Branding Strategies and Cultural Adaptation Challenges of a Global Travel Agency in a Greater China Business Context</b><br><b>CHAIR: Patrick NG</b> | 5:00pm-6:00pm | Y305 |
|                               | <b>Closing Ceremony of the Conference 閉幕式</b><br><b>Mr. Patrick NG, Co-chair of Conference Organizing Committee</b><br><b>第15屆商務傳意協會亞太區研討會組委會聯合主席，吳柏基先生</b><br><b>Dr. Doreen WU, Co-chair of Conference Organizing Committee</b><br><b>第15屆商務傳意協會亞太區研討會組委會聯合主席，吳東英博士</b> |   | 6:00pm-6:30pm | Y305 |