



International Association for Intercultural Communication Studies

Culture, Communication and Adaptation in Global Context

Call for Papers

The 16th International Conference of the International Association for Intercultural Communication Studies South China University of Technology, Guangzhou, P.R.China. June 18-20, 2010

Globalization enters a world in which people of different cultural backgrounds increasingly come to depend on one another. It not only impacts every aspect of our personal and social life, but also leads to a higher level of interdependence and interconnectedness between people and people, organization and organization, and government to government in different cultures. The advent of this new era of telecommunication and human interconnection especially brings with it questions of identity, adaptation, language, ethics, community, power, and social order in the process of global communication. Thus, to understand these questions and develop intercultural communication competence becomes indispensable for reaching a productive and successful life in the 21st century. Consequently, increasing discussions among scholars in different disciplines have been focused on key issues and trends regarding globalization, communication, and adaptation in global context.

As an interdisciplinary conference on human communication across cultures, the International Association for Intercultural Communication Studies (IAICS) is now soliciting submissions for the 16th International Conference on Cross-Cultural Communication to be held on June 18-20, 2010 at South China University of Technology, Guangzhou, one of the largest cities in the People's Republic of China. Papers reflecting diverse theoretical perspectives and both quantitative and qualitative methodological approaches are encouraged. Topic areas are broadly defined as, but not limited to, the following:

- Advertising
- Business communication across cultures
- Communication accommodation
- Communication and globalization
- Computer mediated communication
- Conflict and negotiation
- Crisis management
- Cross-cultural adaptation
- Cross-cultural training
- Cross-cultural communication education
- Cultural and linguistic diversity
- Cultural identity and globalization
- Digital communication
- Ethnicity and communication
- Group/organizational communication across cultures
- Harmony and diversity
- Health communication across cultures

- Information technology and culture
- Interpersonal/intercultural communication
- Intercultural communication competence
- Language and cultural Education
- Language and media
- Language and society
- Language attitude
- Language change and language stability
- Language policy
- Media and culture
- Media literacy
- New media and globalization
- nonverbal communication across cultures
- Rhetoric studies
- Risk communication across cultures
- Translation theory
- Verbal communication across cultures

Guideline for Submissions

Categories: Abstract, panel proposal, and workshop proposal may be accepted:

- Abstract: 150-250 words in English. The abstract must conform to the format of the sample abstract listed at the end of this news.
- Panel proposal: Panel proposals reflecting the conference theme may be submitted. All panel proposals should provide a 200-300 word rationale and 150-250 word abstract of each panellist's paper.
- Workshop: Workshop proposals relevant to the conference theme may be submitted. Proposal is expected to be 3-5 pages in length, single spaced.

Deadline: Please submit the abstract, the complete panel proposal, and the complete workshop proposal by **January 15, 2010**. All submissions will be carefully reviewed. Completed paper should be done by the time of the conference. Authors will be informed at the conference where to send the completed paper and when the deadline is for the consideration of being published in the issues of the IAICS journal, *Intercultural Communication Studies*, which will be devoted to conference papers.

Submission to: AN Ran at iaics2010@yahoo.com.cn

Hosts: International Association for Intercultural Communication Studies and South China University of Technology

Co-Organizers: China Association for Intercultural Communication and China Association for International Education

Organizer: Cross-Cultural Communication Research Center of South China University of Technology

Conference website: <http://www2.scut.edu.cn/interculture/IAICS2010/>;
<http://www.uri.edu/iaics/>

Conference language: English and Chinese

Sample Abstract

The Development and Validation of the Intercultural Sensitivity Scale

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Keywords: Intercultural Sensitivity Scale, reliability, validity, intercultural communication

The present study developed and assessed reliability and validity of a new instrument, the Intercultural Sensitivity Scale (ISS). Based on a review of the literature, 44 items thought to be important for intercultural sensitivity were generated. A sample of 414 college students rated these items and generated a 24-item final version of the instrument which contains five factors. An assessment of concurrent validity from 162 participants indicated that the ISS was significantly correlated with other related scales, including interaction attentiveness, impression rewarding, self-esteem, self-monitoring, and perspective taking. In addition, the predicted validity test from 174 participants showed that individuals with high ISS scores also scored high in intercultural effectiveness and intercultural communication attitude scales. Potential limitations and future direction of the study were discussed as well.

“全球背景下的文化、传播与适应” 第16届国际跨文化交际学会年会征文通知

全球化拉近了人与人之间的距离，世界成为一个地球村。毋庸置疑，全球化使个体之间、组织之间及各国政府之间相互依存、相互渗透的程度不断加深。随着信息技术的更新与发展和人类交往的频繁，全球传播过程中产生的身份、适应、语言、伦理、社区、权力和社会秩序等一系列问题也日益突显。厘清跨文化传播过程中出现的种种纷争与问题、培养跨文化传播与适应能力成为当今生活中不可或缺的基本要素。各领域的专家学者纷纷在全球视野下各抒己见，关注并探讨全球化、跨文化传播与适应等诸方面的问题。

“第16届国际跨文化传播年会”定于2010年6月18日至20日在中国广州华南理工大学召开。作为以跨文化传播为主题的跨学科会议，国际跨文化交际学会开始征文。现真诚地邀请各位专家学者踊跃投稿。凡能展现多元视角，采用定量或定性研究方法的论文均可能被采用。

会议议题（不限于此）：

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|-------------|--------------|
| 1.广告 | 18.信息技术与文化 |
| 2.跨文化传播教育 | 19.媒介素养 |
| 3.国际商务沟通 | 20.人际/文化间传播 |
| 4.文化和语言多样性 | 21.新媒介与全球化 |
| 5.沟通适应 | 22.跨文化竞争力 |
| 6.文化身份和全球化 | 23.文化间非语言传播 |
| 7.传播与全球化 | 24.语言与文化教育 |
| 8.新媒介与数字传播 | 25.修辞学 |
| 9.计算机媒介传播 | 26.语言与媒介 |
| 10.种族与传播 | 27.语言与社会 |
| 11.冲突与协商 | 28.文化间风险传播 |
| 12.小团体/组织传播 | 29.语言态度 |
| 13.危机管理 | 30.翻译理论 |
| 14.跨文化适应 | 31.语言变迁及其稳定性 |
| 15.和谐与多样性 | 32.文化间语言传播 |
| 16.跨文化训练 | 33.语言政策 |
| 17.文化间健康传播 | 34.媒介与文化 |

论文提交相关信息：

提交类型：摘要、专题讨论提案、工作坊提案

摘要：中文400-500字，格式参见英文版中的摘要样文。

专题讨论提案：提案概要中文400-500字，以及该专题小组各成员论文摘要中文400-500字。

工作坊提案：中文1500字左右。

提交日期：有意在大会上发言的学者请于2010年1月15日之前提交摘要、完整的专题讨论提案或者工作坊提案。会务组将请专家仔细审阅所有提交的摘要、提案。另外，本次年会上将会告知“国际跨文化交际学会”会刊《跨文化传播研究》（*Intercultural Communication Studies*）的相关录稿信息。

主办单位：国际跨文化交际学会、华南理工大学

协办单位：中国跨文化交际学会、中国高等教育学会外国留学生教育管理分会

承办单位：华南理工大学跨文化传播研究中心

会议工作语言：英语、汉语

会议网址页：<http://www2.scut.edu.cn/interculture/IAICS2010>; <http://www.uri.edu/iaics>