

WEDNESDAY CONFERENCE SCHEDULE

July 25, 2001 MORNING SESSION

WA 8:45-9:50 OPENING CEREMONY RM P

CoChairs: Ling Chen, Hong Kong Baptist University, Hong Kong
Shiwen Pan, Hong Kong Institute of Education, Hong Kong

Welcome Remarks

Professor Ching Fai Ng, President, HKBU
Professor Leonard Chu, Dean, School of Communication, HKBU

IAICS President's Address

Introduction: Ling Chen, Hong Kong Baptist University, Hong Kong

Speaker: **D. Ray Heisey**, Kent State University, USA

Advances in Communication and Culture

WB1 10:00- 11:00 PANEL SESSION (1) RMPA

The Role of Academic Institutions in the Process of Intercultural Understanding

Moderator: Robert N. St Clair, University of Louisville, USA

"Individualized Distance Education at Advanced Levels:A Model for the Humanities."
James F. Brennan, University of Louisville, USA

"Philosophical Views of Language: East vs. West."
Yuxin Jia, Harbin Institute of Technology, China

"Developing an International Joint Course."
Nobuyuki Honna, Aoyama Gakuin University, Japan

WB2 10:00- 11:00 PAPER SESSION (1) RM 1

Intercultural Ties: Making Friends, Making Family

Chair: Barry Pollock, University of Maryland, USA

"Conversational Content Disclosure toward a Friend by Adult Finns and Japanese."
Charles McHugh, Setsunan University, Japan

"Japan-Bangladesh Cultural Ties: From Heart to Heart."
Monir Hossain, Hitotsubashi University, Japan

"China, From the Eyes of Japanese Students."

Wang Hua, Peking University, China

"For Better or for Worse? Marriages between upscale Asian Females and Enlisted US Military Males."
Barry Pollock, University of Maryland, USA

"Annular Segmentation in the Context of Intercultural Communication."
Alexey I. Pavlov, St. Petersburg State University, Russia

WB3 10:00-11:00 PANEL SESSION (2) RM2

Language and Intercultural Communication

Chair and Moderator: Jan W. Walls, Simon Fraser University, Canada

"Language Transfer: Automaticity and Misunderstanding."
Liang Tao, Ohio University, USA

(Reverse Transfer and Strategies in Intercultural Communication."
Fuhua Liu, Jilin University, China

"Categories of Miscommunication: A Linguistic View."
Thomas Perry, Simon Fraser University, Canada



WB4 10:00-11:00 PAPER SESSION in CHINESE (I) RM3

Chinese Communication and Media

Chair: Xiao Xiaosui, Hong Kong Baptist University, Hong Kong

"Playing with Fire in a Safe Haven: Media and the Rise of Chinese Nationalism in the 1990's."
Huang Yu, Hong Kong Baptist University, Hong Kong

"Fact, Assumption or Fabrication?- the Use of Language in the Media and its Effects on Communication."
Wu Qianlong, Zhongshan University, China

"The Special Function and the Essential Limitations of Mass Culture."
Xiaohua Wang, Shenzhen University, China

"Globalization's Cultural Impacts on the National Minorities."
Guan Shijie, Peking University, China

(Global Discourse: Sacred Words and Large Discourse)."

Fang Han Wen, Suzhou University, China



WC1 11:10-12:40 PANEL SESSION (3) RMP

Culture and Communication: an East Asian Perspective (1)

Chair: Steven C. Combs, Loyola Marymount University, USA
Respondent: Guo-Ming Chen, University of Rhode Island, USA

"Toward an Asian Communication Theory: Some Initial Assumptions."
Yoshitaka Miike, University of New Mexico, USA

"Debate on Asian Cultural Values: an Implication to East Asian Communication."
Reta Gilbert, Eastern Washington University, USA

"Taoist and Buddhist Perspectives on Interpersonal Conflicts, Emotions, and Adversities."
Rueyling Chuang, California State University, San Bernardino, USA

"Chinese Political Communication: Roots in Asian Rhetoric and Impacts on Contemporary Chinese Thought, Culture, and Behavior."
Lucy Xing Lu, DePaul University, USA

WC2 11:10-12:40 PAPER SESSION (3) RM1

Communication in Educational Contexts across Cultures

Chair: Bernie Anderson, Hong Kong Baptist University, Hong Kong

"Communication Adaptability and Cultural Adjustment of Students Studying Abroad: Does Region Matter? "
Haslina H. Hamzah, Hamzah Omar and Zolidia Ku Mahamad, University of Strathclyde, Scotland

"Factors Related to the Anxieties of University Students in Japan and China."
Junko Tsujino, Mayumi Higa, Xinying Huang, and Tadashi Inuihara, Kwansai Gakuin University, Japan

"The Rise of Maltese in Malta: Social and Educational Perspectives."
Lydia Sciriha, University of Malta, Malta

"Cross-Cultural Communication in South Africa: Contrasts in Interactional Norms in Tertiary Education."
Sally Hunt, Rhodes University, South Africa

WC3 11:10-12:40 PAPER SESSION (4) RM2

Communication and IT Culture

Chair: Jeffrey S. Wilkinson, Hong Kong Baptist University, Hong Kong

"Communication of Japanese Elderly in the Information Age Society."
Fumie Kumagai, Kyorin University, Japan

"In the Name of God Communicating Culture through Video Workshop."
Fahimeh Marefat, Allameh Tabatabaiee University, Iran

"URL Use and Predicators: A Preliminary Study."
Jeffrey S. Wilkinson and Vivian Sheer, Hong Kong Baptist University, Hong Kong

"Sorry Communication: Apologies in E-Mail Discourse."
Brent Poole, Human International, Japan

"Developing a Culture of Electronic Communication in the Academe: Cultural Influences on Email Use and Faculty-Student Interaction." Lilna Beth P. Somera, University of Guan, USA

WC4 11:10-12:40 PAPER SESSION in CHINESE (II) RM3

Culture and Literature: Chinese and Western

Chair: Xiao Xiaosui, Hong Kong Baptist University, Hong Kong

(The Correlation between the West and the East: A Study of Tianru Yin)."

Chen Yihai, Shanghai Normal University China

(Blending of Intersecting Feelings and Images of Chinese and Western Poetry)."

Duan Chu-fa, Teaching and Research Section of Lianhua County, China

"Values, a Key of Cross-Cultural Communication: A Comparison of Chinese and Western Value Systems."

Qin Yanrong, Zhongshan University, China

"Surviving the Borderline Area: Reading of 'Outsider Fiction' by Female Chinese Writers of the 90's."

Yinghong Li, Institute of Asian Cultural Studies, International Christian University, Japan

"Attempts to Reinforce Cultural Education in English Teaching."

Li Mu, Harbin Institute of Technology, China

July 25 2001 AFTERNOON SESSION

WD1 2:00-3:00 PAPER SESSION (5) RM PA

English in Non-English Speaking Societies

Chair: Jiang Jin, Suzhou University, China

"Variety of English in African Culture."

Jiang Jin, Suzhou University, China

"Attitudes towards English Language Learning in Higher Education in Japan, and the Place of English in Japanese Society."

Sanae Tsuda and Elsom Lafaye, Tokaigakuen University, Japan

"Culture - Language in Contact between Vietnamese and Foreign Languages: Appearance of Foreign Elements in Vietnamese and Attitude to it."

Nguyen Van Khang, Institute of Linguistics of Vietnam

WD2 2:00-3:30 PAPER SESSION (6) RM1

Intercultural Communication: Ways and Means

Chair: Brooks Hill, Trinity University, USA

"Ethnic Humor as Cultural Mediation."

Brooks Hill and Brandon Fitzgerald, Trinity University, USA

"An Appreciative Approach to the Heterogeneous Culture in Intercultural Communication."

Li Benxian, Xi'an Foreign Language University, China

"Measuring Intercultural Sensitivity in Different Cultural Context."

Wolfgang Fritz and Antje Möllenberg, Technical University of Braunschweig, Germany, and Guo-Ming Chen, University of Rhode Island, USA

"Ideological Uses of (Mis)Understanding in Intercultural Communication."

Shi-Xu, University of Ulster at Jordanstown, UK

"Sojourn in the Globalized Classroom: Strategies for Building Intercultural Competence through Global Issues and Volunteerism."

David L. Brooks, Kitasato University, Japan

WD3 2:00- 3:30 PAPER SESSION (7) RM2**Chinese Language, Chinese Culture**

Chair: Wang Song, Harbin Institute of Technology, China

"Is Hong Kong Cantonese More or Less Similar to Standard Chinese: A Comparison of Cantonese Vocabulary in Guangzhou and Hong Kong."

Chun-Fat Lau, Hong Kong Polytechnic University, Hong Kong

"Is Chinese Impossible to Learn? --- An Initiation into Chinese."

Lei Hong and Antonio Moreira, University of Aveiro, Portugal

"The Study of Traditional Chinese Humor."

Zhang Chunxing, Harbin Institute of Technology, China

"Different Attitudes towards Chinese Cultural Values and Civilization: A Comparative Study of Gu Hongming and Lin Yutang."

Liu Chang-yuan and Wang Song, Harbin Institute of Technology, China

WD4 2:00-3:30 PAPER SESSION (8) RM3**Language, Meaning, and Mind**

Chair: Jeffrey Wilkinson, Hong Kong Baptist University

"Causative-Inchoative Alternation and its Licensing."

Satomi Satoh, Akita Prefectural University, Japan

"Exchanging Meaning in Cross-Cultural Communication: the Role and Significance of Verbal Style."

Karen Fontenot, Southeastern Louisiana University, USA

"Socio-Cultural Conditions and Cognitive Abilities: an Empirical Study."

Biook Behnam, Tabriz Teacher Education University, Iran

"The Effect of the Ideograph and Alphabet on the Chinese and Western Mind- A Tentative Comparative Study of the Effect of Writing Media."

Jia Xuelai and Jia Xuerui, Harbin Institute of technology, China

WE1 3:40-5:40 PANEL SESSION (4) RMPA**Dimensions of Creating Understanding in Cross-Cultural Contexts and the Roles of Vocabulary**

Chair: Erich Berendt, Seisen University, Japan

Discussant: Robert N. St. Clair, University of Louisville, USA

"A Cognitive Study of Time Conceptualizations in Spanish and Japanese."

Naoko Ochi, Seisen University, Japan

"A Study of Collocation in English and Japanese Noun-Verb Combinations."

Taeko Koya, Waseda University, Japan

"Expressing Cultural Aspects in Indian English Literature: A Study of the Use and Explanation of Related Vocabulary."

Keiko Tanita, Seisen University, Tokyo, Japan

"Experimental Notes on Some Relationships between Cross-Cultural Communication and the Mental Lexicon."
Michiko Nakano, Waseda University, Japan

WE2 3:40-5:10 PAPER SESSION (9) RM1

Teaching Language, Teaching Culture

Chair: Song Li, Harbin Institute of Technology, China

"An Integrated Approach to the Teaching of Culture in the ESL Classroom."
Cai Wei, Tsinghua University, China

"Teaching Cross-Cultural Politeness Strategies."
Thomas Mach, Miyazaki International College, Japan

"Training Chinese Students to be 'Western Learners'." Phyllis Wachob,
Nanyang Technological University, Singapore

"A Report on the Investigation of Chinese Learners' Intercultural Competence."
Song Li and Fu Li, Harbin Institute of Technology, Harbin, China

"The Loss of Cultural Identity and the Loss of Language Competency: A Case Study."
Wang Jianqi, Ohio State University, USA

WE3 3:40-5:10 PAPER SESSION (10) RM2

**Organization Communication:
Cultural Practice and Intercultural Encounter**

Chair: Kara Chan, Hong Kong Baptist University, Hong Kong

"Making Intercultural Teams Work." Priya Abraham, Your Partner for Intercultural Competence, Austria
"MNC Cross Cultural Communications: the Case of the Renault Nissan Global Partnership"
Sophie Cacciaguidi and James Cunningham, National University of Ireland, Ireland

"Cultures within Culture: Unity and Diversity of Two Generations of Employees in State-Owned Enterprises."
Liu Shuang, the University of Queensland, Australia

"The Development of Appropriate Crisis Response Strategies for Chinese-based Consumers: Putting Message back in its Socio-cultural Context in Crisis Communication."
Betty Ka Man Lee, City University of Hong Kong

"Spokesperson Role Portrayal in Television advertising in Romania: an Analysis of Romanian versus Foreign Commercials."
Lalita A. Manrai, University of Delaware, USA, Ajay K. Manrai, University of Delaware, USA, Dana-Nicoleta Lascu, University of Richmond, USA

WE4 3:40-5:10 PAPER SESSION (11) RM3

Intercultural Communication in the Classroom

Chair: Stefan Bucher, Tamkang University, Taiwan

"A South African Model for Cross-Cultural Communication as a Subject in Tertiary Educational Institutions."
Ingrid Bonanni, M L Sultan Technikon, South Africa

"Cultural Difference as an Educational Challenge."

Stefan Bucher, Tamkang University, Taiwan

"Avoiding Cultrual Conflicts in Classrooms."
Han Zhe, Harbin Institute of Technology at Weihai, China

"What Colour was that Light anyway? Accidents, Near Misses and Traffic Jams in the Intracultural Intersections of Vietnamese EFL classrooms."
Lori Morris, Southeast Asia World University Service of Canada, Vietnam

THURSDAY CONFERENCE SCHEDULE

July 26 2001 THURSDAY MORNING SESSION

RA 8:45-9:20 PLENARY SESSION RMP

Introduction: Bates Hoffer, Trinity University, USA
Speaker: Robert N. St. Clair, University of Louisville, USA

Metaphorical Blends, Recruited Frames and Metaphors across Cultures

RB1 9:30-11:00 PANEL SESSION (5) RM PA

Culture, Communication and Media

Chair: Xiaosui Xiao, Hong Kong Baptist University, Hong Kong
Respondent: Lucy Xing Lu, DePaul University, USA

"Comparison of Chinese and American Views on World Opinion: A Rhetorical Study of Media Reports."
Minmin Wang, Rider College, USA

"Ghost in the Shell: Identity Formation via Cybercultural Communication."
Matt George, Loyla Marymount University, USA

"The Triangular Culture of Southeast Asian Refugees in the United States: the Nexus of Communication and Culture."
Steven C. Combs, Loyola Marymount University, USA

"From Media to Mixed Media: Feng Mengbo's Video Art."
Yomi Braester, University of Washington, USA

RB2 9:30-11:00 PAPER SESSION (12) RM1

Communication and (Re)Construction of Culture

Chair: Yu Huang, Hong Kong Baptist University

"Heritage, Identity and the (Re)Construction of Culture in Post- Colonial Urban Hong Kong."
Chun-Shing Chow and Elizabeth Teather, Hong Kong Baptist University, Hong Kong

"Cultural Change in Malta: a Media Perspective."
Mario Vassallo, University of Malta, Malta

"Cultural War between Confucianism and Christianity in Rural Korea."
Jeong Duk Yi, Chonbuk National University, Korea

"Popular Consumer Culture: A New Concept to Understand Contemporary Japan."
Marie Aizawa, Shokei Women's Junior College, Japan

RB3 9:30-11:00 PAPER SESSION (13) RM2

Culture in Images

Chair: Eva Man, Hong Kong Baptist University, Hong Kong

"Communication and the Images of the Body in Huichol Photographs."
Sarah Corona Berkin, Universidad De Guadalajara, Mexico

"Buddism Shines in the Eastern and Western Culture."
Yang Xiufen, Harbin Institute of Technology China

"Pan-Asian Cinemas and Flexible Accumulation."
Yueh-Yu Yeh, Hong Kong Baptist University and Darrell Davis, University of New South Wales, Australia

"Contemporary Malaysia Art: an Exploration of the Songket Motifs."
Azizi Bahauddin, Malaysia

"When Words Fail, Film Speaks."
Chen Ke-Li, Chongqing University of Medical Sciences, China

RB4 9:30-11:00 PAPER SESSION (14) RM3

Language and Discourse across Cultures

Chair: Rodolfo Jacobson, the University of Texas at San Antonio, USA

"Broadening Language Options in Formal Discourse: the Malaysian Perspective."
Rodolfo Jacobson, the University of Texas at San Antonio, USA

"A Model of Markedness for Intercultural Discourse."
Chen Jianping and Wang Guizhen, Guangdong University of Foreign Studies, China

"A Comparison of Discourse Structure in Chinese and American Newspaper Writings."
Cheng Cheng, Harbin Institute of Technology, China

"Contrastive Rhetoric of Japanese and English: an Analysis of Cross-cultural Differences in Political Discourse."
Toshiyuki Aizawa, University of Chicago, USA

"Sound Symbolism and Discourse Markers in Japanese and Chinese."
Dai Jin-Hui, Louisiana State University, USA

RC1 11:10-12:40 PANEL SESSION (6) RM PA

Intercultural Interaction in Different Cultural Contexts

Chair: Minmin Wang, Rider College, USA
Respondent: Ling Chen, Hong Kong Baptist University

"Exploring Intercultural Interactions in Multicultural Contexts: Proposal and Research Suggestions."

Jung-huel Becky Yeh , Shih Hsin University, Taiwan

"Cross-Cultural Contact and Adjustment Patterns of International Students in Korea."
I Ah Ha, Ewha Womans University, Korea

"To Share or Not to Share: Voicing Taiwanese Sojourners' Paradoxical Communication with Their Families in Long-Distance Relationships."
I-Li Chao, San Diego State University and Ning-Hsin Yang, Emerson College, USA

"Interaction of National Cultural Values and Organizational Culture: Conflict Management in Multinational Firms in Asia."
Kun Huang, University of Arizona, USA

RC2 11:10-12:40 PAPER SESSION (15) RM1

Texts and Discourses: Cross Cultural Comparisons

Chair: Laurence Dickie, Curtin University of Technology, Australia

"Eliciting Speech Act Data on Complaints: Cartoon-Prompt MCQ Verus Cartoon-Prompt DCT. "
Donna Tatsuki, Kobe University of Commerce, Japan

"Different Ways of Self-Construal: Implications to Cross-Cultural Marketing Communications."
Charlie Wang, University of New Haven, U.S.A.

"I'm Sari I was Sarong: A Cross-Cultural Examination of the Act of Apologising."
Laurence Dickie, Curtin University of Technology, Australia

"Argument Structure of Japanese and American Newspaper Discourse: Discourse Analysis of Reporters' and Reader's Columns."
Toru Yamashita, Fukuoka University of Education, Japan

"A Contrastive Analysis of Hedges in Chinese and English Scientific Writings."
Gao Xiaofang, Central China Normal University, China

RC3 11:10-12:40 PAPER SESSION (16) RM2

Sociolinguistic Approaches to Intercultural Communication

Chair: Michael J. Fontenot, Southern University at Baton Rouge, USA

"Intercultural Communication: Sociolinguistic Transfer and Stereotype."
Mohammad Amouzadeh, University of Isfahan, Iran

"Allah's Intercultural Messengers."
Michael J. Fontenot, Southern University at Baton Rouge, USA

"Sociolinguistic Transfer in Cross Culture Communication."
Chang Qing, Harbin Institue of Technology, China

"Production of the Nominal References in Persian, English and Interlangauge: A Sociolinguistic Perspective."
Rahabali Rayati Damavandi, Mazandaran University, Babolsar, Iran

RC4 11:10-12:40 PAPER SESSION (17) RM3

Cultural Exchange: Tourism and Immigration

Chair: D. Ray Heisey, Kent State University, USA

"Tourism as a Catalyzer of Intercultural Communication --Changes in the Minorities of Longsheng County, Guilin, China."
Zhou Peiyi, Guilin Institute of Tourism, China

"Immigration and the Transformation of the French-Language Minority in Toronto."
Normand Labrie, University of Toronto, Canada

"The Adaptation Process by A Chinese Immigrant Family: A Case Study."
Wang Xiaotian, Peking University, China and D. Ray Heisey, Kent State University, USA

"The Impact of International Tourism on Cultural Change."
Zaur Gasanov, Azerbaijan Academy of Sciences, Azerbaijan

"A New Theory on Global Inter-cultural Communication."
Richard Ni, Peking University, China

July 26 2001 AFTERNOON SESSION

RD1 2:00-3:30 PANEL SESSION (7) RM PA

The Making of a Japanese Dictionary of Asian English

Chair: Nobuyuki Honna, Aoyama Gakuin University, Japan

Nobuyuki Honna, Aoyama Gakuin University, Japan
Yuko Takeshita, Toyo Eiwa University, Japan
Toshiaki Kawahara, Kanazawa University of Economics, Japan
Hiroko Tina Tajima, Shirayari College, Japan

RD2 2:00-3:30 PAPER SESSION (18) RM1

Intercultural Approaches to Politics and Policies

Chair: Randall L Nadeau, Trinity University, USA

"Attempts Being Made to Combat Cultural Problems Created by Apartheid in South Africa."
Krish Chetty and Lula Gebreyesus, Africa Institute for Policy Analysis and Economic Integration, South Africa

"Political, Economic and Cultural Factors Influencing Media Privatization in the United Arab Emirates."
Qals M. R. Al-Tamimi, Uae University, United Arab Emirates

"Language and Meanings: Asia Pacific Perspectives on the Concepts of Security and Defense."
Clarita R. Carlos, National Defense College of the Philippines, Philippines

"Western Understandings of Confucianism and the Problem of Human Rights."
Randall L Nadeau, Trinity University, USA

"Controversial Language and Policy: the One-China Principle and the Taiwan Issue."
D. Ray Heisey, Kent State University, USA and Gao Ruili, Peking University, China

RD3 2:00-3:30 PAPER SESSION (19) RM2**Different Language, Different Culture**

Chair: Jenny S. L. Chung, Hong Kong Institute of Education, Hong Kong

"Argumentation."

Jenny S. L. Chung, Hong Kong Institute of Education, Hong Kong

"American Dream versus Chinese Dream."

Xu Jing, Beijing University of Posts and Telecommunication, China

"Human Nature Orientation and its Impact on Culture and Behavior: A Comparative Study of Innately 'Good' in China vs. Innately 'Evil' in the West." Li Wei and Liu Jingxin, Harbin Institute of Technology, China

"Openings and Closings of State of the Nation Addresses: A Cross-Cultural Comparison."

Mirjana N. Dedaic, Georgetown University, USA

"A Contrastive Analysis of Argumentative Texts in Chinese and English."

Xu Lisheng and Li Guangcai, Zhejiang University, China

RD4 2:00-3:30 PAPER SESSION (20) RM3**Media, Advertising, and Society**

Chair: Wendy S. Y. Wong, Hong Kong Baptist University

"Effects of Cultural Context on Marketing of Aesthetic Products."

Lalita Manrai and Rachel Green, University of Delaware, USA

"The Media, the Public Sphere and Intercultural Communication: Some Research Perspectives."

Hans Verstraeten, University Gent, Belgium

"Anti-Drug Public Service Announcements in Hong Kong."

Wendy S. Y. Wong, Hong Kong Baptist University; Lisa Cuklanz, Boston College, USA

"Intercultural Communication: the Problem to Analyze National Image of the World."

Bouda-Khanda Dachieva, Russia

"What Price Development?- Ecocriticism and the Media."

Michael McCausland, Guangxi Normal University, China

RE1 3:40-5:10 PANEL SESSION (8) RMP**Culture and Communication:
an East Asian Perspective (2)**

Chair: Guo-Ming Chen, University of Rhode Island, USA

Respondent: Rueyling Chuang, California State University-San Bernardino, USA

"Re-Orienting Cultural Modeling: Adapting the Yijing Ba Gua to Profiling Organizational and National Cultures."

Mondo Sectar, Simon Fraser University, Canada

"Organizational Communication with Onomastic Strategies: the Chi-Si Approach."

Jensen Chung and Rudolph Busby, San Francisco State University, USA

"The Dao of Rhetoric: Revelations From the Tao of Steve."
Steven C. Combs, Loyola Marymount University, USA

"Tao-Discourse as a Power Game."
Xiaosui Xiao, Hong Kong Baptist University, Hong Kong

RE2 3:40-5:10 PAPER SESSION (21) RM1

Social Issues and Cultural Issues: Gender, Family, and Health Care

Chair: David H. Dobkins, Radford University, USA

"A Report on the Investigation into the Change in Family Structure and Young People's Attitude towards Marriage in China."
Chang Mei, Harbin Institute of Technology, China

"Cultural Approach to Cross-Sex Communication."
Li Jiehong, Harbin Institute of Technology, China

"Minority Perceptions of Healthcare."
David H. Dobkins and Jane Roberts, Radford University, USA

"Chinese Health Communication in the New Millennium."
Meiling Wang, University of the Sciences in Philadelphia, USA

RE3 3:40-5:10 PAPER SESSION (22) RM2

English Language Teaching in China

Chair: Robert N. St Clair, University of Louisville, USA

"Beyond Sensory Data: Intercultural Competence and TEFL in China."
Huizhong Shen and Ge Wang, University of Sydney, Australia

"Three Levels of Cultural Absorption in English Learning."
Xu Ruzhou, Beijing Normal University, China

"Studies on the English Teaching at the Earliest Mission Schools in China."
Gao Zhibin and Gu Weixing, South Jiangsu Development Academy, China

"Some Thoughts on Connotative Difference in English Language Teaching in China."
Zhang Quan, Southeast University, China

"Finding a Third Place: A Critical Survey of English Education as Cultural Product in China."
Lu Wei and Shen Suqin, Beijing Language and Cultural University, China

RE4 3:40-5:10 PAPER SESSION (23) RM3

Translation and the Translated

Chair: He Daokuan, Shenzhen University, China

"Marshall McLuhan in China."
He Daokuan, Shenzhen University, China

"Translating America: George Kao's Chinese Translation of the Great Gatsby."

Ip Chi Yin, Hong Kong University, Hong Kong

"Should the Court Interpreter be a Translation Machine?"
Yoko Nadamitsu, Josai International University, Japan

"Understanding the Words and Global Meaning in the Intercultural Context in Poetry Translation."
Lin Yupeng, Hefei University of Technology, China

"Translation and Localization Services as a Tool of Intercultural Communications in the Modern World."
Anton Rassadin, Russia

FRIDAY CONFERENCE SCHEDULE

July 27 2001 MORNING SESSION

FA 8:45-9:20 PLENARY SESSION RM P

Introduction: Brooks Hill, Trinity University, USA

Speakers:

Ling Chen, Hong Kong Baptist University, Hong Kong
Shiwen Pan, Hong Kong Institute of Education, Hong Kong

Communicating Cultural Identification and Identity

FB1 9:30- 11:00 PANEL SESSION (9) RMPA

Identity, Language, and Intercultural Communication

Chair: Mondo Selter, Simon Fraser University, Canada
Respondent: Steven C. Combs, Loyola Marymount University, USA

"Acquiring a Second Culture Through Discourse in a Second Language: How Learners Achieve Novel Points of View about Others."

Richard Berwick, Asia Pacific University, Japan

"Awareness of Paralinguistics Unique to the Japanese Culture: A Key to Successful Communication."

Cecilia B. Ikeguchi, Tsukuba Women's University, Japan

"Intercultural Communication and the Semiotic Square."

Igor E. Klyukanov, Eastern Washington University, USA

"Who am I: A Field Study of Leisure Activities in Urban Beijing."

Wang Wen Hong, the Chinese University of Hong Kong, Hong Kong

FB2 9:30-11:10 PAPER SESSION (24) RM1

Verbal Communication in Social Contexts

Chair: He Daokuan, Shenzhen University, China

"Exploration of Rhetorical English in Commercials."

Zeng Tao, Hunan University, China

"A Contrastive Study of English-Chinese Verbal Communication."

Zhang Qin, Central China Normal University, China

"Language Contact: Misunderstanding, Confusion and Conflicts."

Gao Hong, Lund University, Sweden

"The Universality of Jokes about 'the Stupid and the Canny'."

Zhou Hua Harbin Institute of Technology, China

"The Social Semiotic Authority of English in Hong Kong."

Terence Lo, Hong Kong Polytechnic University Hong Kong

FB3 9:30-11:00 PAPER SESSION (25) RM2

Change in Language, Change in Culture

Chair: Rodolfo Jacobson, the University of Texas at San Antonio, USA

"Language Shift among the Armenians of Jordan."

Mahmoud Al-Khatib, University of Science and Technology, Jordan.

"The Holy Bible: A New Course for English Majors in Secular China."

Haibo Wang, Nanjing Normal University, China

"Context and Culture in Language Teaching."

Zou Jia-Xin, Institute of Technology-Weihai, China

FB4 9:30- 11:00 PAPER SESSION (26) RM3

Cultural Learning in Studying Abroad

Chair: Bernie Anderson, Hong Kong Baptist University, Hong Kong

"Pragmatic Knowledge of Japanese University Students in a Short Summer Study Abroad Program, Apologies: A Speech-Act Set."

Yuko Taguchi, Kobe Kaisei Women's University, Japan

"Empowering through Bilingualism and Biliteracy: A Case of Senior High School Returnee Students from China in Japan."

Akie Tomozawa, Momoyama Gakuin University, Japan

"Educating for Transformation through Cross-Cultural Exchanges: the Case of Goshen College and CEE."

Keith Graber-Miller, Goshen College, USA

"How Much University Students Think They have Changed following a Study Abroad Program."

Shigeo Uematsu, Setsunan University, Japan

"How do International Students Adjust to Life and Study in Perth?"

Pamela M. Hedges, Curtin University of Technology, Australia

FC1 11:10-12:40 PANEL SESSION (10) RM PA

The Impact of Intercultural Communication on Language Borrowing

Chair: Bates L. Hoffer, Trinity University, USA

"Cultural Contact and Language Borrowing."

Bates L. Hoffer, Trinity University, USA

"Some Thoughts on New Directions in Loan Linguistics."

Kumiko Takahara, University of Colorado at Boulder, Boulder, USA

"Semantic and Structural Shift Patterns of Gairaigo in Japanese."

Kimie Oshima, Meikai University, Japan

"A Morphological Study and Annotated Bibliography of English Loanwords in Contemporary Japanese: Conventional Scholarly Theories and Their Real-World Applications."

Danielle Rocheleau, University of Colorado at Boulder

FC2 11:10- 12:40 PAPER SESSION (27) RM1

Carriers of Culture: Literature and Rhetoric

Chair: Susan Stanford Friedman, University of Wisconsin-Madison, USA

"The Mouth Pieces and the Believing Game: Li Bo's Changgan Xing" and Fu Xuan's Yuzhang Xing Kuxiang Pien."

Chen Ya-Chen, Purdue University, USA

"International Cultural Studies: Domestic Spaces and Transnational Feminism in Virginia Woolf and Arundhati Roy."

Susan Stanford Friedman, University of Wisconsin-Madison, USA

"Analysis of Mencius' Theory of Rhetoric."

D. Ray Heisey, Kent State University, USA, Zhang Jianning, Peking University, China

"The Language of Islamic Mysticism and Persian Language."

Mirbagheri Fard, University of Isfahan, Iran

"Cultures in Crisis: America's Vietnam Misadventure in Greene's the Quiet American."

Ralph Samuelson, Guangxi Normal University, China

"Desire for China in Japanese Literature and Criticism."

Masako Ono, Teikyo University, Japan

FC3 11:10-12:40 PAPER SESSION (28) RM2

English Teachers and English Learners

Chair: Song Li, Harbin Institute of Technology, China

"A Survey of Non-English Majors' Sociocultural Competence."

Zhong Hua and Fan Weiwei, Huazhong University of Science and Technology, China

"Conflicts between Chinese and English Schemas that Affect Chinese Learners' Reading Comprehension."

Lu Ying Chun, Jinan University, China

"Teaching English as Communication: an Intercultural Perspective."

Fu Li and Song Li, Harbin Institute of Technology, China

"Comparison Structure in Vietnamese Idioms."

Mr. Huynh Cong Minh Hung, University of Education, Vietnam

"A Survey of Speech Production by Chinese EFL Learners."

Lifei Wang, Nanjing University, China

FC4 11:10-12:40 PAPER SESSION (29) RM3

**Critical Approaches to
Intercultural Communication**

Chair: Betty K. M. Lee, Hong Kong City University

"Storm Clouds over the Islands of the Dawn: A Study of the Marginalization, Integration and Assimilation of Native Cultures by a Dominant Culture, Using the New Zealand Maori as an Example."

Mary Etta Cook, Belmont University, USA

"Anxiety/Uncertainty Management (AUM) Theory: A Critical Examination of an Intercultural Communication Theory."

Masaki Yoshitake, University of Oklahoma, USA

"Reading Cultures: Using Indigenous Anthropology as a Critical Lens in Intercultural Communication. "

S. Lily Mendoza, University of Denver, USA

July 27 2001 AFTERNOON SESSION

FD1 2:00-4:00 PANEL SESSION (11) RMPA

**Marketing Communication Challenges in Developing Countries:
Perspectives across Countries and Industries**

Chair: Lalita A. Manrai, University of Delaware, Newark, USA

Moderator: Ajay Manrai, University of Delaware, USA

"An Environmental Analysis Model of the Effectiveness of Marketing Communication-Main Paper."

Lalita A. Manrai, University of Delaware, USA

"Communication Strategies on the Beer Market in Romania."

Carmen Balan, Academy of Economic Studies, School of Trade, Romania

"McDonalds in China and India: A Comparative Analysis of Marketing Opportunities and Challenges."

Lalita A. Manrai and Ajay Manrai, University of Delaware, USA and Padmini Manrai, Caravel Academy, USA [Presenter]

"Marketing Communication Issues for Coca-Cola around the World."

Lalita A. Manrai, and Ajay Manrai, University of Delaware, USA, Arjun Manrai, Caravel Academy, USA

"Negotiating a Telecommunication Project in China."

Pervez Ghauri, Manchester School of Business, UK [Presenter] and Tony Fang, Stockholm School of Economics, Sweden

"Marketing Communications and Strategies of Companies in Central and Eastern Europe."

Svetla T. Marinova and Marin A. Marinov, Gloucestershire Business School, UK

"A Synthesis of Country and Industry Perspectives on Effectiveness of Marketing Communications-Discussant Paper."

Ajay K. Manrai, University of Delaware, Newark, USA

FD2 2:00-3:30 PAPER SESSION (30) RM 1

Culture in Sights, Sounds, and Shapes

Chair: Cheuk Pak Tong, Hong Kong Baptist University

"Dance and Architecture: A Cross-Disciplinary Study of Rhythm in the Formal Composition of Hindu Temple Architecture."
Upali Nanda and Y.C. Wong, National University of Singapore

"Systems of Seeing: Violent Images in Circulation."
James A. Steintrager, University of California-Irvine, USA

"The Controlling Ghosts: A Qualitative Analysis of the Reception and Restriction of Asian Cinema in the United States."
Sean Tierney and Andrew Tan, Howard University, USA

"'Dragonflying' beyond Cultural Constraints: the Transcultural Communication Phenomenon."
Marla Del Collins, Long Island University, Brooklyn, USA

"Musical Art of Karakalpaks: Cultural Exchange in Central Asia."
Kalmurza Kurbanov and Makset Karlibaev, Tashkent State Conservatory, Uzbekistan

FD3 2:00-3:30 PAPER SESSION (31) RM 2

Impact of IT on Culture and Communication

Chair: Ian Weber, Queensland University of Technology

"Impact of Information Technology on Chinese Traditional Industrial Thinking Model."
Jiang Zhenhuan, Luan Yan and Zhao Yuqin, Harbin Institute of Technology, Harbin, China

"Computer's Dependency on Alphabetic Languages and Chinese Language Reform."
Changfu Chang, Millersville University, USA

"China's Internet: Spritual Opium or Economic Freedom."
Ian Weber, Queensland University of Technology, Australia

"Net Generation and Communication."
Masako Isa, University of Okinawa, Japan

FE1 3:40-5:10 PAPER SESSION (31) RM 1

Intercultural Contact and Pragmatic Change

Chair: Amon Thavisak, Mahidol University, Thailand

"Comprehending Mixed-Code Writing: an Experiment."
Paul Felix, India

"Intercultural Understanding of International Business Contract Texts."
Hu Gengshen, Tsinghua University, China

"Differences between English and Chinese Words and Countermeasures of Cross-Cultural Communication."
Peng Qiurong, Yueyang Teachers College, China

"Thai Nicknames: A Growing Trend towards English-Related Terms."
Amon Thavisak, Mahidol University, Thailand

"Expanding Visions of Heritage Language Learners of Collegiate Chinese: Who, Why and How."
Pen-Pen Chen, Bryn Mawr College, USA

FE2 3:40-5:10 PAPER SESSION (32) RM 2

Communication and Linguistic Diversity

Chair: Marie J. Myers, Queen's University, Canada

"A Comparative Analysis of Swiss-German and Japanese Patterns of Communication."

Goh Abe, Tokushima Bunri University, Japan and Samuel Van Den Bergh, Winterthur Polytechnic, Switzerland

"Ancient Chinese and Western Linguistic Worldviews Revisited: A New Perspective."

Li Xiaoshi and Sun Benqing, Harbin Institute of Technology, China

"Factors Affecting Intercultural Communication."

Marie J. Myers, Queen's

University, Canada

FG1 5:20-6:00 PLENARY SESSION

IAICS Business Meeting & Banquet

at

Renfrew Seafood Restaurant

Moderator: Dr. D. Ray Heisey, President of IAICS

Report on Publication: Dr. Brooks Hill

Report on the Organization: Dr. Bates Hoffer, Executive Director

Closing Remarks: Conference Co-Chairs, Dr. Shiwen Pan and Dr. Ling Chen