

International Association for Intercultural Communication Studies



August 2-4, 2006
Wednesday, Thursday, Friday

DoubleTree Hotel, San Antonio, Texas, USA

Conference Co-Directors

Guo-Ming Chen, University of Rhode Island, USA
L. Brooks Hill, Trinity University, USA

Staff Assistance to the Program:
Bethany Richter, Trinity University
Susan Martin & Ashley Lundh, University of Rhode Island

WEDNESDAY, AUGUST 2

Code 101

Wednesday 9:00-10:45


Las Fuentes

| | | |
|-------------------------------------|--|--|
| Chair | Guo-Ming Chen, University of Rhode Island, USA | |
| Identities in Global Context | | |
| Panel | <p>"Cultural Identity and Globalization: Multimodal Metaphors in a Chinese Educational Advertisement." Ning Yu, University of Oklahoma, USA</p> <p>"Media, Globalization of Culture, and Identity Crisis." Sedigheh Babran, Islamic Azad University, Islamic Republic of Iran</p> <p>"Globalization Enhances Cultural Identity." Yi Wang, Harbin Engineering University, China</p> <p>"Identity, Culture, and Interaction: Perspectives for a Globalized World." Yana Grushina, Rutgers, the State University of New Jersey, USA</p> <p>"Pragmatic Diversity, Pragmatic Transfer, and Cultural Identity." Yuxin Jia, Harbin Institute of Technology, China</p> <p>"Visual Kei Otaku Identity - An Intercultural Analysis." Miyuki Hashimoto, University of Vienna, Austria</p> | |
| Respondent | Robert N. St. Clair, University of Louisville, USA | |

| | | |
|---|--|--------------|
| Code 102 | Wednesday 9:00-10:45 a.m. | Los Portales |
| Chair | S. Lily Mendoza, University of Denver, USA | |
| Linguistic Issues in Intercultural Context | | |
| Papers | <p>"Cultural Input in Non-English Major Classes." Jingfei Li, Harbin Institute of Technology, China</p> <p>"Contrastive Analysis of Compliment between English and Chinese." Xiao-Yu Hou, Harbin Institute of Technology, China</p> <p>"A Cross-Cultural Characterization of Chinese and English Written Discourses." Xue Li & Meng Meng, Harbin Institute of Technology, China</p> <p>"From Linguistic Knowledge to Cultural Awareness." Shuang Sun, Harbin Institute of Technology, China</p> <p>"Intercultural Awareness and the Teaching of College English Listening and Speaking Course in China." Han Guang & Liu Jingxin, Harbin Institute of Technology, China</p> <p>"Differences in the Process of Listening Chinese: Foreign Learners of Alphabetic Writing and Logographic Writing." An Ran & Zhang Shihai, South China University of Technology, China Miyuki Hashimoto, University of Vienna, Austria</p> | |

| | | |
|--|---|----------------|
| Code 103 | Wednesday 9:00-10:45 a.m. | Las Brisas III |
| Chair | Amin Karimnia, Islamic Azad University Fasa Branch, Iran | |
| Cultures Effect on Language Diversity | | |
| Papers | <p>"Still Surviving from Hurricane Katrina: Using Co-Cultural Theory to Examine Survivor Narratives." Brandy Fair & Demetria Obey, Grayson County College, USA</p> <p>"How to Tell a Story?: A Comparative Study on Discourse Marker Use in Oral Narratives by Mandarin Native and Non-native Speakers." Xiaoshi Li, University of Texas at San Antonio, USA</p> <p>"Who Wants to be a Millionaire": A New Narrative Form and an Old Myth." Xiaosui Xiao, Hong Kong Baptist University, Hong Kong</p> <p>"L2 Speakers' Voices Needed: An Interactional Sociolinguistic Perspective on EIL." James Hsiao-tzu Yang, Kun Shan University, Taiwan</p> <p>"The Issue of Chinese Letter-word Phrases." Zezhi Zheng, Xiamen University, China</p> <p>"Pragmatic Transfer of Learners with Higher Language Proficiency." Weijie Lin, Heilongjiang University, China</p> <p>"Globalization of English and Teaching EFL in China." Zhang Quan & Zhang Li, Nanjing University of Science and Technology & Southeast University, Nanjing, China</p> | |

| | | |
|--|--|-----------|
| Code 104 | Wednesday 9:00-10:45 a.m. | El Vitral |
| Chair | Zohreh R. Eslami, University of Texas A & M, USA | |
| Cultural Variety in Communication | | |
| Papers | <p>"Contextual Differences in Self-assertive Strategies in Japan." Satoshi Moriizumi, Nanzan Junior College, Japan</p> <p>"Cultural Factors and Rhetorical Structure/Appeals in Chinese Argumentation." Yingqin Liu, Texas Tech University, USA</p> <p>"Chinese Face and Face Work." Huanhuan Xu, Harbin Institute of Technology, China</p> <p>"A Study of the Cross-cultural Adaptation of Botswana Students as an Indicator for Academic Success at the Dental School of the University of the West Indies." William Smith, the University of the West Indies, St Augustine; Pralhad Sooknanan, University of Trinidad and Tobago</p> <p>"The Cross-Cultural Experiences and Social Accomplishments of Chinese Students in American Universities: An Ethnomethodological Approach." Juan Meng, the University of Alabama, USA</p> <p>"Cross-cultural Adaptation through Intercultural Language Socialization." Xingsong Shi, University of Texas at San Antonio, USA</p> | |

| Plenary I Welcome Ceremony and IAICS President Address | |
|---|--|
| Plenary I Wednesday 11:00-11:50 a.m. | Salon II |
| Introduction: | Professor L. Brooks Hill, Trinity University, USA |
| Plenary Speaker: |  Professor Bates L. Hoffer, Trinity University, USA |



Lunch (12:00-1:30 p.m.)

| IAICS Publications Committee Meeting | |
|--------------------------------------|---|
| Time | Wednesday, 12:00pm-1:30 p.m |
| Place | TBA |
| Chair | L. Brooks Hill, Trinity University, USA |
| Members: | <p>Sarah Corona Berkin, Universidad de Guadalajara, Mexico</p> <p>John Baugh, Standford University, USA</p> <p>Erich Berendt, Seisen Women's University, Japan</p> <p>Guo-Ming Chen, University of Rhode Island, USA</p> <p>Ling Chen, Hong Kong Baptist University</p> <p>Wenzhong Hu, Beijing Foreign Languages Institute, China</p> <p>Yuxin Jia, Harbin Institute of Technology, China</p> <p>Bates Hoffer, Trinity University, USA</p> <p>Nobuyuki Honna, Aoyama Gakuin University, Japan</p> <p>Winfred P. Lehmann, University of Texas at Austin, USA</p> <p>Francisco Hernández Lomelí, Universidad de Guadalajara, Mexico</p> <p>Arturo Madrid, Trinity University, USA</p> <p>Manuel Medina, University of Lousiville, USA</p> <p>Peter H. Nelde, K. U. Brussels, Belgium</p> <p>Carmen de la Peza, Universidad Autónoma Metropolitana Ascapotzalco, Mexico</p> |

Shiwen Pan, Guangxi Normal University, China
 Robert N. St. Clair, University of Louisville, USA
 Takao Suzuki, Kyorin University, Japan
 Richard Wiseman, California State University, Fullerton, USA
 Lisa Wagner, University of Louisville, USA
 Yung-Yi Tang, Chinese Culture University, Taiwan

| | | |
|--|---|-------------|
| Code 105 | Wednesday 1:45-3:15 p.m. | Las Fuentes |
| Chair | J. Donald Ragsdale, Sam Houston State University, USA | |
| Cultural Variety in Communication | | |
| Papers | <p>"European Museums as Visual Persuasion: A Typological Approach." J. Donald Ragsdale, Sam Houston State University; Richard S. Bello, Sam Houston State University; Frances E. Brandau-Brown, Sam Houston State University; Terry M. Thibodeaux, Sam Houston State University; Brian R. Chapman, West Texas A&M University, USA</p> <p>"The Transformation of the Museum: Virtual and the Real." Bokyung Koo, the Florida State University, USA</p> <p>"Monuments, Museums and the Re-articulation of Nation: Pedagogies, Performances And Subaltern Apprehensions of Memory." Mario Rufer, El Colegio de México, Mexico</p> <p>"Narrations of the Nation: Explorations through the Visual Arts." Yissel Arce Padrón, El Colegio de México, Mexico</p> | |

| | | |
|---------------------------------|--|--------------|
| Code 106 | Wednesday 1:45-3:15 p.m. | Los Portales |
| Chair | Brandy Fair, Grayson County College, USA | |
| Gender and Communication | | |
| Papers | <p>"The Macho or the Metrosexual: The Branding of Masculinity in FHM Magazine in Singapore." Kavita Karan, Nanyang Technological University, Singapore Katherine Frith, Nanyang Technological University, Singapore Michele Khoo, Nanyang Technological University, Singapore</p> <p>"Beauty and Gender Performance as Perceived by the Non-Japanese Fans of the Takarazuka Revue." Tricia Salazar Okada, Osaka University, Japan</p> <p>"The Polite Verbal Behavior in Cross-gender Communication." Meng Xuemei, Li Jinling, Harbin Institute of Technology, China Wang Binhong, Harbin Institute of Technology, China</p> <p>"Movie Portrayals of Women in Public and Private Spaces by Iranian Female Directors." Ali R. Zohoori, Bradley University, USA</p> | |

| | | |
|---|---|----------------|
| Code 107 | Wednesday 1:45-3:15 p.m. | Las Brisas III |
| Chair | Chang Pu, University of Texas, San Antonio, USA | |
| Internet in Cross-Cultural Context | | |
| Panel | <p>"Navigating a Cross-Cultural Life with the Internet: A Preliminary Study of Chinese Students in the U.S." Min Wu, Purdue University, USA</p> <p>"Internet Use among International Students and Its Implication for Cross-cultural Adaptation." Wang Ying, Kent State University, USA</p> <p>"A Cross-Cultural Comparison of Online Social Networking: How and Why Netizens Have Personal Blogs." Seong-Eun Cho, Rutgers, the State University of New Jersey, USA</p> <p>"Interpersonal and Affective Features in Online Discourse of Web Blogs: A Cross-Cultural Study." Jung-ran Park, Drexel University, USA</p> | |
| Respondent | Musonda Kapatamoyo, Ohio University, USA | |

| | | |
|--------------------------------|--|-----------|
| Code 108 | Wednesday 1:45-3:15 p.m. | El Vitral |
| Chair | Xiaoshi Li, University of Texas at San Antonio, USA | |
| Movies in Asian Society | | |
| Papers | <p>"Westerners' Selective Reception of Chinese Movies - Analysis from the Perspective of Orientalism." Wang Guizhi & Miao Wei, Harbin Institute of Technology, China</p> | |

"From Asia to America: Studying Film Remakes across Multiple Cultures."
Shannan Heath Butler, Prairie View A&M University, USA

"Struggling Industry, Liberated Audiences, and the 'Cinemagoing': An Introduction to the Transnationalized Taiwan Film Culture in the Digital Era."
Vinnie Guo-Chiang Yu, Goldsmiths College, University of London, United Kingdom

"Chinese Movies in the 2005 Cannes Film Festival."
Szu-Yin Yeh, University of Shih Hsin, Taiwan

Code 109

Wednesday 3:30-5:00 p.m..

Las Fuentes

Chair

Valarie F. Broderick, University of Texas at San Antonio, USA

Perspectives on Advertising across Cultures

Papers

"Role of Global Advertisers in Local Development - A Study of the Effect of Marketing Communication on Enhancement of Quality of Life in a Rural District in the State of West Bengal, India."
Lata Kumar, University of Madras, India

"Comparison and Application in Advertising between Western Countries and China."
Wang Ning, Harbin Engineering University, China

"Gender, Personality and Attitude toward Advertising: A Cross Sub-cultural Comparative Study between Taiwanese and US Consumers."
Sheng-Ping Tao, Fu Hsing Kang College, Taiwan

"International Advertising: Global Products with Local Messages."
Yi Wang, Harbin Engineering University, China

| | | |
|---|--|--------------|
| Code 110 | Wednesday 3:30-5:00 p.m. | Los Portales |
| Chair | Tim Walters, Zayed University, United Arab Emirates | |
| Issues on Intercultural Communication Competence | | |
| Panel | <p>"Intercultural Sensitivity among the Students of Ethnic Minorities in Iran." Hossein Hassani, Tehran University, Iran</p> <p>"Exploration of Intercultural Communicative Competence." Song Li & Song Min, Harbin Institute of Technology, China</p> <p>"Intercultural Communication Competence of Catalan Teenagers." Ruth Vilà Baños, University of Barcelona, Spain</p> <p>"The Intercultural Communication Competence Inventory - A Psychometrically Sound Yet Practical Tool for Academics and Practitioners." Bernd Kupka & André Everett, University of Otago, New Zealand; Susan Wildermuth, University of Wisconsin-Whitewater, USA</p> <p>"Voyage of Discovery: Media Use and Intercultural Sensitivity on Semester at Sea." Lynne Masel Walters, Texas A&M University, USA; Timothy N. Walters, Abu Dhabi, United Arab Emirates</p> | |
| Respondent | Zohreh R. Eslami, University of Texas A & M, USA | |

| | | |
|---|--|----------------|
| Code 111 | Wednesday 3:30-5:00 p.m. | Las Brisas III |
| Chair | Robert Vaagan, Oslo University College, Norway | |
| Media, Politics, and Nationalism | | |
| Papers | <p>"How is Nationalism Framed in Mainland China with Different Level of Government Control: Case Study of China-Japanese Relationship." Vivian Chiu, the Chinese University of Hong Kong, Hong Kong</p> <p>"The Relationship between Russian President Putin's Media Reforms and His Ideological Tendency." Wu Fei & Hu Feng-Yung, JiNan University, China</p> <p>"The Construction of Taiwanese as Chinese: A Public Relations Approach to Examine China's Political Discourse to Taiwan." Po-Lin Pan, University of Alabama, USA</p> <p>"Behind the Modern Facade of Communist China: Authoritarian Control of Information as Everyday Phenomenon." Chin-Yunn Yang, New York University, USA</p> <p>"The Initial Establishment of Chinese Propaganda Tactics." Pei-Ling Lee, Bowling Green State University, USA</p> | |

| | | |
|----------|--------------------------|-----------|
| Code 112 | Wednesday 3:30-5:00 p.m. | El Vitral |
|----------|--------------------------|-----------|

| | |
|-------|--|
| Chair | Renitha Rampersad, Durban University of Technology, South Africa |
|-------|--|

Health Communication in Different Nations

Papers

"The Changing Perception of Weight Loss Pills: An Analysis of Newspaper Reports in Taiwan." Dienfang Chou, Tzu Chi University, Taiwan

"Globalization and Its Impact on the World Health Crises."

Walter E. Rodríguez University of Louisville, USA

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

"Challenge Faced by a Community Health Center in Hawaii: Serving Micronesian Migrants." Lisa Yoda, University of Hawaii at Manoa, USA

"Communication and Smoking: Examining the Communication and Culture of Marketing and Promotional Materials about Smoking."

Kandi L. Walker, University of Louisville, USA

Lee Ridner, University of Louisville, USA

IAICS President Reception

Bates L. Hoffer, 2005-2007

| | |
|-------|--------------------|
| Time: | 6:00 p.m.-7:30 p.m |
| Place | TBA |

End of Wednesday

THURSDAY, AUGUST 3

| | | |
|---|--|-------------|
| Code 201 | Thursday 9:00-10:45 a.m. | Las Fuentes |
| Chair | Bernd Kupka, University of Otago, New Zealand | |
| Differences in Intercultural Communication | | |
| Panel | <p>"A Contrastive Study of Four Cultural Differences in Every Day Conversation between English and Persian." Amin Karimnia, Islamic Azad University Fasa Branch, Iran</p> <p>"Reaffirming or Abolishing Cultural Differences? Neutralization of Cultural Differences in Literary Translation." Darja D. Hribar, University of Maribor, Slovenia</p> <p>"Who's Afraid of an Englishman?" Li Jinling & Meng Xuemei, Harbin Institute of Technology, China</p> <p>"A Web-based Survey on British Pragmatics Acceptability for Japanese Refusals: Toward Intercultural Pragmatics." Yasuhiro Fujiwara, Chugoku Junior College, Japan</p> <p>"An Analysis of the Rhetorical and Relational Communication Orientations: A Focus Group Approach." Qingwen Dong, University of the Pacific, USA Emily Lopez Padilla, University of the Pacific, USA Christopher Claus, University of the Pacific, USA</p> <p>"Invitations and Intercultural (Mis)communications." Zohreh R. Eslami, University of Texas A & M, USA; Abbass Eslaim-Rasekh, Esfahan University, Iran</p> | |
| Respondent | L. Brooks Hill, Trinity University, USA | |

| | | |
|---------------------------------------|---|--------------|
| Code 202 | Thursday 9:00-10:45 a.m. | Los Portales |
| Chair | Robert N. St. Clair, University of Louisville, USA | |
| Issues on Language Acquisition | | |
| Papers | <p>"Discourse-level Problems in Chinese EFL Students' Argumentative Writing." Ai-Hua Liu,- Harbin Institute of Technology, China Qing Chang, Harbin Institute of Technology, China "A Survey of Cultural Learning in EFL Classes in China." Bing-Yan Shi, Harbin Institute of Technology, China "Raising EFL Students' Cultural Awareness in the Teaching of English Speaking." Zhou Zhinan & Zhang Dazhu, Harbin Institute of Technology, China</p> <p>"How To Overcome In-class Silence of Chinese Learners of English." Dong Yanyan, Harbin Institute of Technology, China</p> <p>"Teachers' Language and EFL Classroom." Meng Xuemei, Zhu Xiaohui, & Li Jinling Harbin Institute of Technology, China</p> <p>"The Necessity and the Ways of Learning English Classical Literature in Teaching English as a Foreign Language in China from Three New Aspects." Hua Zhou, Harbin Institute of Technology, China</p> | |

| | | |
|--|---|----------------|
| Code 203 | Thursday 9:00-10:45 a.m. | Las Brisas III |
| Chair | Wang Li, Jiangnan University, China | |
| Language Acquisition and Related Issues | | |
| Panel | <p>"Language Policy in Multilingual Nations: A Case Study of Language Policy Development in the Grand-Duchy of Luxembourg." Corinne Weisgerber, Rice University, USA</p> <p>"Language Accommodation: Syncretism and the Role of South African Broadcasting Corporation (SABC) in a Transformed Linguistic Landscape." Musonda Kapatamoyo, Ohio University, USA</p> <p>"Differences between Reader/Writer Responsible Languages Reflected in EFL Learners' Writing." Xiukun Qi, Harbin Institute of Technology, China</p> <p>"The Sequencing of Strokes in Chinese Characters: Implications for Foreign Students Learning Chinese." An Ran & Shan Yunming, South China University of Technology, China</p> <p>"What is the Best Predictor for the Improvement of English Skills in the Case of Japanese Foreign Language Learners in ESL Program Abroad?" Shigeo Uematsu, Setsunan University, Japan</p> <p>"Cultural Impacts on Indirectness in English Writings of Chinese ESL/EFL Learners." Fei Xi, Harbin Institute of Technology, China Han Guang, Harbin Institute of Technology, China</p> | |

| | |
|------------|---|
| Respondent | Doreen D. Wu, Hong Kong Polytechnic University, Hong Kong |
|------------|---|

| | | |
|----------|--------------------------|-----------|
| Code 204 | Thursday 9:00-10:45 a.m. | El Vitral |
|----------|--------------------------|-----------|

| | |
|-------|---|
| Chair | Victor Lux Tonn, Salve Regina University, USA |
|-------|---|

Issues on Cultural Identity

| | |
|--------|---|
| Papers | <p>"The Influence of American Higher Education and Cultural Identity on the Communicative Behavior Preferences of Chinese and Caucasian Students in Hawaii." Rosemary Chai, Nanyang Technological University, Singapore; Gary Fontaine, University of Hawaii at Manoa, USA</p> <p>"The Core and the Peripheral: A Ten-year Inquiry into Identities Structure of Young Adults in Shanghai." Shu-Tian Zhang, Fudan University, China</p> <p>"A Four Legged Duck? Chinese Restaurant Culture in the U.S. and Chinese-American Identity Development from a Cross-cultural Communication Perspective." Vincent (Tzu-Wen) Cheng, Borough of Manhattan Community College/CUNY, USA</p> <p>"The Identities of College Students in Quemoy (Kinmen)." Jian-Feng Wei, National Kinmen Institute of Technology, Taiwan</p> <p>"Redefining South Africanness: Reclaiming Identity in Broadcasting, Advertising and ICT." Lucky Madikiza, Development Bank of Southern Africa, South Africa</p> <p>"The Many Faces of Singaporeans and Singaporean Chinese: Self- and Other- Ascribed Labels." Rosemary Chai, Nanyang Technological University, Singapore</p> |
|--------|---|

| | |
|------------|--|
| Respondent | S. Lily Mendoza, University of Denver, USA |
|------------|--|

Conference Co-director Address

| | |
|---|---|
| Plenary II Thursday 11:00-11:50 a.m. | Salon II |
| Introduction: | Dr. Guo-Ming Chen, University of Rhode Island |

Plenary Speaker:



Professor L. Brooks Hill, Trinity University

Lunch (12:00-1:30 p.m.)

IAICS Board of Directors Meeting

| | |
|----------------|------------------|
| Time: Thursday | 12:00 -1:30 p.m. |
| Place: | TBA |

Chair



Robert St. Clair, University of Louisville, USA

Members:

L. Brooks Hill, Trinity University, USA
 Bates L. Hoffer, Trinity University, USA
 Nobuyuki Honna, Aoyama Gakuin University, Japan
 Yuxin Jia, Harbin Institute of Technology, China
 Guo-Ming Chen, University of Rhode Island, USA

| | | |
|----------|-------------------------|-------------|
| Code 205 | Thursday 1:45-3:15 p.m. | Las Fuentes |
|----------|-------------------------|-------------|

| | |
|-------|---|
| Chair | Pei-Ling Lee, Bowling Green State University, USA |
|-------|---|

Technology, Culture, and Communication

Papers

"Instant Messaging: Using New Technology - the Role of Gender and Age."
 Un Chu Angie Hwang, University of Texas, San Antonio, USA

"The Impact of Internet on Reading and Information Practices."
 Elsa Ramirez Natoina University of Mexico, Mexico.

"ICT Adoption in Organization: A Case Study of TV News Digitalization."
 Tsui-Chuan Lin, University of Hawaii at Manoa, USA

"Similarities and Differences of Usage of Mobile Communication Technologies between American and Taiwanese Students in Pubic Settings."
 Yi-Fan Chen, Rutgers, The State University of New Jersey, USA

"International TV Programming as Opportunities for Intercultural Dialogue."
 Gabriela de L. Pedroza Villarreal, Tec de Monterrey Campus Monterrey, México

| | | |
|----------|-------------------------|--------------|
| Code 206 | Thursday 1:45-3:15 p.m. | Los Portales |
|----------|-------------------------|--------------|

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

Religion, Ethnicity, and Multiculturalism

Papers

"Interfaith Initiatives: Promoting Interfaith Dialogue and Tolerance through Media."
 Ally Ostrowski, University of Colorado, USA

"Letters to the Great Body Teachers in Tzu Chi Medical School: A Spiritual Interaction."
 Guo-Ming Chen, University of Rhode Island

"Toward an Integrated Method of Multiculturalism."
 Ehsan Shaghasemi, Tehran University, Iran

"The Meanings of Language in a Hispanic Catholic Community: Accounts of a Mexican Living in the US." Ma. Eugenia González-Alafita, Tecnológico de Monterrey-Campus Monterrey, Mexico
 "Degree of Economic Openness and Ethnic Peace A Comparison of Sri Lanka and Malaysia."
 Navaratnam Ravinthirakumaran, University of Colombo, Sri Lanka

| | | |
|----------|-------------------------|----------------|
| Code 207 | Thursday 1:45-3:15 p.m. | Las Brisas III |
|----------|-------------------------|----------------|

| | |
|-------|---|
| Chair | Xiaosui Xiao, Hong Kong Baptist University, Hong Kong |
|-------|---|

Culture and Communication

Papers

"Multilingual Media Communication in Cultural China."
Doreen D. Wu, the Hong Kong Polytechnic University, Hong Kong

"Determinants of Cross Cultural Media Usage Patterns in the United Arab Emirates."
Tim Walters, Zayed University;
Abu Dhabi, United Arab Emirates

"Crime Coverage on the Press and Public Opinion at the Beginning of the Mexican Modern Press." Marcela Suárez, Universidad Autónoma Metropolitana, Mexico

"Culture and Health: The Role of the Media."
Jennifer L. Gregg, University of Louisville, USA

Code 208

Thursday 1:45-3:15 p.m.

El Vitral

Chair

Margaret D'Silva, University of Louisville, USA

HIV/AIDS and Health Communication

Papers

"Factors Affecting Intentions to Seek Information about STDs and HIV/AIDS among Taiwanese College Students."
Hung-Yi Lu, National Chung Cheng University, Taiwan

"Effective Communication Campaigns Employed by South African Corporations to Educate Employees on HIV/AIDS."
Renitha Rampersad, Durban University of Technology, South Africa

"The Planning and Management of HIV/AIDS Communication Campaigns at Institutions of Higher Learning in South Africa."
Veena Rawjee, Durban Institute of Technology, South Africa

"A Disease that 'Has a Woman's Face': The Social Construction of Gender and Sexuality in HIV/AIDS Discourses."
Jing Chong, Penn State University, USA

| | | |
|--------------------------------|---|-------------|
| Code 209 | Thursday 3:30-5:00 p.m. | Las Fuentes |
| Chair | Dienfang Chou, Tzu Chi University, Taiwan | |
| Women and Communication | | |
| Papers | <p>"Survey of Women Victims of Family Violence." Guadalupe Victorica, Universidad Autónoma de Nuevo León</p> <p>"The Science of Youth: Representations of Ageless Femininity in Women's Magazine Skincare Advertising." Jen-Yi Chen, Cardiff University, United Kingdom</p> <p>"Global Forms of Resistance and Empowerment? An Organizational Analysis of Transnational Feminist Networks." Sarah E. Dempsey & Patricia S. Parker, University of North Carolina, USA; Kathleen J. Krone, University of Nebraska, USA</p> <p>"Media Literacy: Accessibility and Skills among Malaysian Women." Norsiah Abdul Hamid, Universiti Utara Malaysia, Malaysia Che Su Mustafa, Universiti Utara Malaysia, Malaysia</p> <p>"Minor Health Problems, Communication, and Marital Life Stages." Kandi L. Walker, University of Louisville, USA Joy L. Hart, University of Louisville, USA A. Scott LaJoie, University of Louisville, USA</p> | |

| | | |
|--|---|--------------|
| Code 210 | Thursday 3:30-5:00 p.m. | Los Portales |
| Chair | Rui Zhang, Shanghai International Studies University, China | |
| Culture, Communication, and Globalization | | |
| Papers | <p>"Chinese Cultural Transformation in the Context of Globalization." Liu Changyuan, Harbin Institute of Technology, China Wang Song, Harbin Institute of Technology, China</p> <p>"A Dialectic Model of Cultural Globalization." Donna Miller, Jefferson Community and Technical College, USA; David Bruenger, University of Texas, San Antonio, USA</p> <p>"Changes of Chinese Culture in the Age of Intercultural Communication." Li Manli, Harbin Institute of Technology, China Li Wei, Harbin Institute of Technology, China</p> <p>"Children's Consumer Behavior in the Age of Globalization: Examples from India and Mexico." Margaret D'Silva, University of Louisville, USA; Guadalupe Victorica Reyes, Universidad Autónoma de Nuevo León, Mexico</p> <p>"Conflicts and Resolutions of Traditional Confucian Ethics in Contemporary China." Xiaohong Li, Harbin Institute of Technology, China Xiangyu Wang, Harbin Institute of Technology, China</p> | |

| | |
|------------|---|
| Respondent | Victor Lux Tonn, Salve Regina University, USA |
|------------|---|

| | | |
|----------|-------------------------|----------------|
| Code 211 | Thursday 3:30-5:00 p.m. | Las Brisas III |
|----------|-------------------------|----------------|

| | |
|-------|---|
| Chair | Ali R. Zohoori, Bradley University, USA |
|-------|---|

Film, Art, and Communication

Papers

"Globalization and Jia Zhangke's Cinematic Discontents in 'The World'."
Hongbing Zhang, Northwestern University, USA

"A Postcolonial Discourse of Hong Kong Cinemas: Comparative Analyses of Wong Kai Wai's Films."
Po-Lin Pan, University of Alabama, USA

"A Comparative Study of Middle-aged Marital Life in China and America -Reflections on a Chinese Film and an American Novel."
Jinling Li, Harbin Institute of Technology, China

"The Street Gazette and the Sensational Events Give the Mexico Porfiriano."
Guadalupe Ríos de la Torre, Universidad Autónoma Metropolitana-Azcapotzalco, México

"Youth Popular Culture and Media Commercialization in China: A Case Study of the Entertainment TV Program Super Girl."
Yu Zheng & Joseph Man Chan, the Chinese University of Hong Kong, Hong Kong

| | | |
|----------|-------------------------|-----------|
| Code 212 | Thursday 3:30-5:00 p.m. | El Vitral |
|----------|-------------------------|-----------|

| | |
|-------|---|
| Chair | Un Chu Angie Hwang, University of Texas, San Antonio, USA |
|-------|---|

Culture, Media, and Work

Papers

"The Uses of and Gratifications Derived from Bulletin Board Systems (BBS) in China."
Youling Liu, State University of New York at Buffalo, USA

"A Dramatic Analysis of Donald Trump's Rhetoric in Reality TV Show 'The Apprentice'."
Wei-Jung Chang, Shih Hsin University, Taiwan

"The Effects of Social Reference Group and Social Network on Consumer Blog Advertising Adoption."
Kenneth C. C. Yang, University of Texas at El Paso, USA

"Cultural Persuadables in College Students Project Work."
Natalia Kovalyova, University of Texas at Austin, USA

"A Definition of Romani Careers."
Elena Gabor, Purdue University, USA



Trip to Trinity University

Colloquial Fun - Floor Show by L. Brooks Hill and Scott Baird

Time

6:00 p.m.-7:30 p.m

(Free buses and refreshments)

End of Thursday

FRIDAY, AUGUST 4

| | | |
|--------------------------------|---|-------------|
| Code 301 | Friday 9:00-10:450 a.m. | Las Fuentes |
| Chair | Musonda Kapatamoyo, Ohio University, USA | |
| Translation and Culture | | |
| Papers | <p>"Cultural Metamorphosis in Translation: A Case Study of the Domestication in One Chinese Version of Uncle Tom's Cabin." Lin Yupeng, Hefei University of Technology, China</p> <p>"Foreinizing and Domesticating - a Proposition in Translation Studies." Zhu Xiaohui & Meng Xuemei, Harbin Institute of Technology, China</p> <p>"Re-framing National Memory: Philippine Colonial History in Postcolonial Translation." S. Lily Mendoza, University of Denver, USA</p> <p>"A Pragmatic Study of Cultural Context in Humor Translation." Chunxing Zhang, Harbin Institute of Technology, China</p> <p>"Translation Studies: Lessons in Language Difference for International Communication Research." Kenton T. Wilkinson, University of Texas at San Antonio, USA</p> <p>"On Translation of Rhetorical Techniques in Comedy." Qianyu Wang, Harbin Institute of Technology, China Xiangyu Wang, Harbin Institute of Technology, China</p> | |

| | | |
|----------|---|--------------|
| Code 302 | Friday 9:00-10:450 p.m.a.m. | Los Portales |
| Chair | Bernd Kupka, University of Otago, New Zealand | |

Issues on Intercultural Communication

Papers

- "Intercultural Communication Studies in China: Past, Present and Future."
Zhang Dazhu, Harbin Teachers' University, China
Zhou Zhinan, Harbin Teachers' University, China
- "Intercultural Research in Technical Communication: Issues of Validity, Reliability, and Generalizability."
Natalia Matveeva, Texas Tech University, USA
- "The Relevance of Cultural Identities to Language Learning Research in the Chinese Context."
Yihong Gao, Peking University, China
- "Cultural Adjustment: Reconsidering the Issues."
Cecilia Ikeguchi, Faculty of International Communication, Japan
- "A Pedagogical Study of the Cross-Cultural Negotiation Rhetoric for Global Negotiators."
Peter Y. H. Chen, National Taipei University, Taiwan
- "Interpersonal Communication and Face-work toward Group Knowledge Building in Computer Mediated Communication: A Case Study of a Synchronous Channel."
Jung-ran Park, Drexel University, USA
- "Research-Action-Participation and Intercultural Communication: Notes for the Development of a Research Line."
Marta Rizo García, Universidad Autónoma de la Ciudad de México, Mexico

| | | |
|--|---|----------------|
| Code 303 | Friday 9:00-10:45 a.m. | Las Brisas III |
| Chair | Rosemary Chai, Nanyang Technological University, Singapore | |
| Conflict, Value, and Communication in Different Cultural Contexts | | |
| Panel | <p>"The Effect of Situational and Relational Factors on Conflict Styles." Rui Zhang, Shanghai International Studies University, China</p> <p>"Cultural Conflicts in an Intercultural Classroom Discourse and Interpretations from a Cultural Perspective." Yuqin Zhao, Harbin Institute of Technology, China Song Min, Harbin Institute of Technology, China</p> <p>"Perceived Threats, Ethnocentrism, and Intercultural Communication Apprehension." Zeeba Khan, California State University, Fullerton, USA Richard L. Wiseman, California State University, Fullerton, USA</p> <p>"Cultural Validity of the Rosenberg Self-Esteem Scale (1965): Does the Conventional Scale Reflect the Societal Values of Japanese?" Shinichi Takahara, Japan Pedro R. Portes, University of Louisville and University of Georgia, USA Mambeena Sekhon, University of Louisville, USA</p> <p>"Gift Giving Culture in China and its Cultural Values." Chen Zhuo & Han Guang, Harbin Institute of Technology, China</p> <p>"Contrasts of the Values Embedded in the Shame Culture and the Guilt Culture." Li Wei, Harbin Institute of Technology, China Li Manli, Harbin Institute of Technology, China</p> | |
| Respondent | Brandy Fair, Grayson County College, USA | |

| | | |
|----------|-------------------------|-----------|
| Code 304 | Friday 9:00-10:45 a.m.. | El Vitral |
|----------|-------------------------|-----------|

| | | |
|-------|---|--|
| Chair | L. Brooks Hill, Trinity University, USA | |
|-------|---|--|

Language, Politics, and Cultural Expression

| | | |
|--------|--|--|
| Papers | <p>"Discursive Analysis of President Bush's Speech at Tsinghua University, China." Chang Pu, University of Texas, San Antonio, USA</p> <p>"The Chinese Characteristics of President Hu Jintao's Rhetoric." D. Ray Heisey, Kent State University, USA</p> <p>"Intercultural Solidarity and Speech Acts." Jamal Mahomed Rafiq, Mangosuthu Technikon, South Africa</p> <p>"Civic Speech: A Case Study of City Dialect." Wang Li, Jiangnan University, China</p> <p>"Teachers' Awareness: Research into Teachers' Categorizations of Linguistic and Cultural Diversity." Melinda Dooly, Universitat Autònoma de Barcelona, Spain</p> <p>"Theory and Dynamics of Contact: The Story of Nigerian Pidgin." David Oshorenoya Esizimotor, University of Ibadan, Nigeria</p> | |
|--------|--|--|

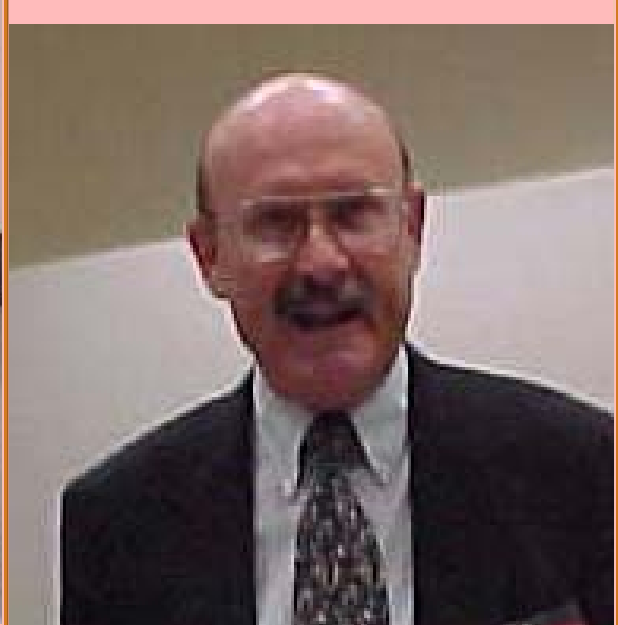
Face and Facework: East vs West [Workshop]

| | |
|---|----------|
| Plenary III Friday 11:00 a.m.-12:30 p.m. | Salon II |
|---|----------|

Moderators:

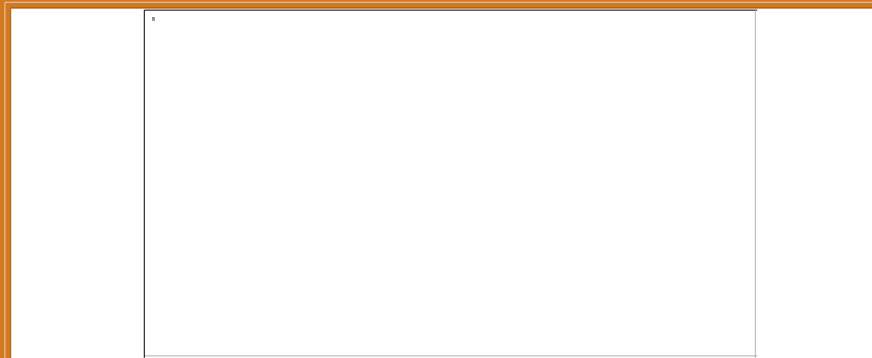


Yuxin Jia, Harbin Institute of Technology, China



Brooks Hill, Trinity University, USA

Participants: In addition to twenty persons from Harbin Institute of Technology and Trinity University, all audience is welcome to participate in this workshop.



Lunch (12:30-1:30 p.m.)

| | | |
|--|---|-------------|
| Code 305 | Friday 1:45-3:15 p.m. | Las Fuentes |
| Chair | Peter Y. H. Chen, National Taipei University, Taiwan | |
| Verbal/Nonverbal Aspects of Communication | | |
| Panel | <p>"Envisioning the Huichol Concept of Time: Realizing an Intercultural Collaboration." Maria Rogal, University of Florida, USA</p> <p>"A Huichol Calendar: Visual Communication and Time." Sarah Corona Berkin, Universidad de Guadalajara, Mexico; Maria Rogal, University of Florida, USA</p> <p>"Tourism 'Back in Time': Performing 'the Essence of Safari' in Africa." Mónica Cejas, El Colegio de Mexico, Mexico</p> <p>"When Frankness Goes Funky: Afro-Proxemics Meets Western Polemics at the Border of the Suburb." Jim Perkinson, University of Denver, USA</p> <p>"Verbal and Nonverbal Messages: A Comparative Study of Chinese and American Communicational Styles." Binyao Zheng, Kennesaw State University, USA</p> | |
| Respondent | Cecilia Ikeguchi, Faculty of International Communication, Japan | |

| | | |
|--|---|--------------|
| Code 306 | Friday 1:45-3:15 p.m. | Los Portales |
| Chair | Wu Fei, JiNan University, China | |
| Media and Communication in Different States | | |
| Papers | <p>"Norwegian Minorities, Media and Polyphony." Robert Vaagan, Oslo University College, Norway</p> <p>"MERCOSUR: The Regional State of South America." Ana Clotilde Thome Williams, University of Illinois, Urbana-Champaign; Robert N. St. Clair, University of Louisville, USA</p> <p>"Definitions against Practices: Institutional Logic in Petrochemical Risk Communication Processes at Tarragona." Farré Coma, Jordi, Rovirai Virgili University (URV), Spain</p> <p>"Mexican Rock and Collective Memory." Carmen de la Peza, Universidad Autónoma Metropolitana-Xochimilco, Mexico</p> <p>"Allies: The Communicative Experiences of People who Challenge Social Injustice on Behalf of Others." Sara DeTurk, University of Texas at San Antonio, USA</p> | |
| Respondent | Tim Walters, Zayed University, United Arab Emirates | |

| | | |
|---|--|----------------|
| Code 307 | Friday 1:45-3:15 p.m. | Las Brisas III |
| Chair | Paul Lakey, Abilene Christian University, USA | |
| Intercultural Assessment, Preparation, and Effectiveness | | |
| Papers | <p>"A New Instrument for Assessing Intercultural Effectiveness: The Intercultural Readiness Assessment." Carley H. Dodd, Abilene Christian University, USA</p> <p>"East Meets West: Chinese Leadership Research." Paul Lakey, Abilene Christian University, USA</p> <p>"Interactions between Culture Shock, Communication Apprehension, and World View." Cynthia S. Roper, Abilene Christian University, USA</p> | |

| | | |
|--|---|-----------|
| Code 308 | Friday 1:45-3:15 p.m. | El Vitral |
| Chair | Doreen D. Wu, Hong Kong Polytechnic University, Hong Kong | |
| Issues on Culture and Communication | | |
| Papers | <p>Towards a Contextual Perspective: Contrastive Rhetoric or Intercultural Rhetoric." Junhua Wang, Texas Tech University, USA</p> <p>"Consequences of 'Cultural Complexity'." Nader N. Chokr, Shandong University, China</p> <p>"Communicative Rationality: A Model for Intercultural Studies." Changfu Chang, Millersville University of Pennsylvania, USA</p> <p>"Making Future Educators More Globally-minded: A Transnational Teacher Training Project." Melinda Dooly, Universitat Aut3noma de Barcelona, Spain</p> <p>A Comparison of Family Communication and Institutional Communication of Boarding School Students Malaysia." Nuredayu Omar, The Northern University of Malaysia, Malaysia Che Su Mustaffa, Ph.D, The Northern University of Malaysia, Malaysia</p> | |

| | | |
|--|---|------------|
| Code 309 | Friday 3:30-5:00 p.m. | Las Fuente |
| Chair | Erich Berendt, Seisen University, Tokyo, Japan | |
| The Right to Kill; The Right to Die: The Contemporary Discourse in Japanese and English on Death and Dying" | | |
| Panel | <p>"On Capital Punishment and Euthanasia." Erich Berendt, Seisen University, Tokyo, Japan</p> <p>"On Suicide." Aya Maeda, Kogakuin University, Tokyo, Japan</p> <p>"On Abortion." Keiko Tanita, Seisen University, Tokyo, Japan</p> | |
| Respondent | Robert N.St. Clair, University of Louisville, USA | |

| | | |
|----------|-----------------------|--------------|
| Code 310 | Friday 3:30-5:00 p.m. | Los Portales |
|----------|-----------------------|--------------|

| | | |
|-------|---|--|
| Chair | Lin Yupeng, Hefei University of Technology, China | |
|-------|---|--|

Advertising and Culture

| | | |
|--------|---|--|
| Papers | "The Cross-cultural Factors in Advertisement Culture." Pan Li, Harbin Institute of Technology, China Cheng Jie, Harbin Institute of Technology, China | |
| | "A Study on the Chinese-English Codeswitching in Advertisements of China's Mass Media." Zhou Peiyi, Guilin Institute of Tourism, China Zhou Quan, Guilin Institute of Tourism, China | |
| | "The Effects of Consumer Cultural Dimensions on Adoption Behavior of Mobile Advertising." Kenneth C. C. Yang, University of Texas at El Paso, USA | |
| | "Gaming Advertisement Attitudes and the Rockstar Games Affect." Valarie F. Broderick, University of Texas at San Antonio, USA | |

| | | |
|----------|-----------------------|----------------|
| Code 311 | Friday 3:30-5:00 p.m. | Las Brisas III |
|----------|-----------------------|----------------|

| | | |
|-------|---|--|
| Chair | D. Ray Heisey, Kent State University, USA | |
|-------|---|--|

Faces of Communication and Globalization

| | | |
|------------|--|--|
| Panel | "The Allah Lexicon under Attack: The Impact of Globalization on the Arabic Language." John A. Morrow, Northern State University, USA | |
| | "The Empire's Representation in Operación Bolívar of Edgar Clément." Edelmira Ramírez Leyva, Universidad Autónoma Metropolitana-Unidad Azcapotzalco, México | |
| | "Applied Communicative Dimensions of Police-Civilian Interaction: Comparative Data from Eastern and Western Cultures." Christopher Hajek, University of Texas, San Antonio, USA | |
| | "China's Cultural Communication and Image Building in Central Asia: A Perspective on Cultural Communication." Ni Jianping, Fudan University | |
| | "Model of Campaign Based on Community Communication in the Motatan River Basin." Yalitzta Ramos, Docente de la Universidad Bolivariana de Venezuela, Venezuela | |
| Respondent | D. Ray Heisey, Kent State University, USA | |

| | | |
|----------|-----------------------|-----------|
| Code 312 | Friday 3:30-5:00 p.m. | El Vitral |
|----------|-----------------------|-----------|

| | | |
|-------|--|--|
| Chair | Natalia Matveeva, Texas Tech University, USA | |
|-------|--|--|

Communication in Different Contexts

Panel

"Chapanese" Standards for Communication, Evaluation, and Membership: A Case Study of a Pioneering Chinese-Foreign Joint Venture."

Izumi Funayama, Kumamoto University, Japan

"Introduction to the Systematic Foundations of Organizations and Communications."

Victor Lux Tonn, Salve Regina University, USA

"When Does Culture Matter?"

Stacy M. Smulowitz, Rutgers University, the State University of New Jersey, USA

"The Invisibility of Black Staff in Academic Settings: A Qualitative Analysis."

Vanessa Cunningham, Margaret D'Silva, & Keneka Cheatham, University of Louisville, USA

"Transborder Political Ideology: A Study of Mainland Chinese Immigrants in Hong Kong." Yuen-Sze

Tsui, The Chinese University of Hong Kong, Hong Kong

Respondent

Peter Y. H. Chen, National Taipei University, Taiwan

Banquet Event

| Time | Events |
|--------------|---------------|
| 6:45-7 pm | Cash Bar |
| 7-7:05 pm | Announcements |
| 7:05-7:15 pm | Awards |
| 7:15-8:30 pm | Banquet |
| 8:15-9:00 pm | Entertainment |
| Place | TBA |