



IAICS 2022 Conference Schedule at a Glance

**The 27th International Conference of the International Association for Intercultural Communication Studies
June 27– July 1, 2022**

Monday June 27, 2022		
Time	Main Room	
8:15 – 8:28	Opening remarks by WLC Chair Linda Rouillard Welcome: Melissa Gregory . Dean of College of Arts and Letters, University of Toledo Welcome to UT: Gregory Postel . President. University of Toledo.	
8:30 – 8:55	IAICS President’s Address Joanna Radwańska-Williams Reflections on the History of IAICS	
Time	Break-out room: 1	Break-out room: 2
9:00-9:25	Liping Chen & Hanwen Fang Toward Transculturality and Pragmatic Universalism: The Architectonics of Marxist-Confucian Approach in Intercultural Communication Studies	Syarizan Dalib , Muhamad Umar Nadeem, MohamadOthman Yeop Abdullah, Haslina Halim, Sintok, Kedah, & Sayang Nurshahrizleen Ramlan Intercultural Competence in Malaysia: A Probing on Migrant Workers’ Perspective
9:25 – 9:50	Xuelai Jia & Song Li What can We Learn from COVID-19 about Interculturality: A Call for an Anthropocosmic Approach to Intercultural Communication	Hanzhao LIN Conceptualizing Caring in Intercultural Communication: Revisiting ‘Caring and Its Relationship to Critical Thinking’ Twenty Years Later and Moving Forward
9:51 – 9:59	Virtual Coffee/Tea Break	
10:00 - 10: 25	Keynote Speaker: Jim Neuliep A Contextual Model of Intercultural Communication	
10:25 - 10:29	Virtual Coffee/Tea Break	
10:30 -10:55	Mitrajit Biswas Social Media Communication Pattern for Disruptive Consumer Engagement during Pandemic	Yowei Kang & Kenneth C. C. Yang “To Vax or Not to Vax. That is Divisive”: A Comparative Text Mining Analysis of U.S. Media in Different Political Spectrum
11:00 – 11:25	Rhoda Abiolu, Nthuna Juliet Ramohai Linda Z. Liganiso Rethinking educational priorities and the shift to online learning in South Africa in view of Covid-19	Liang Xiao & Chai Su Construction and Dissemination of the image of China in the post Epidemic Era: Taking “Long Time No See, Wuhan” as an Example *(presentation in Chinese)
11:30 – 11:55	Ru Ying Cross-Cultural Short Videos from “Other” Perspective---Foreign Net Celebrities on Red Book	Zedong Zhao An Intercultural Analysis of Interactional Metadiscourse Used in the Chairperson’s Statements of Corporate Social Responsibility Reports
12:00 – 12:34	Lunch Break	
12:35 – 1:00	Eujeong Park Faculty Professional Development in Collaborative Course Design	Shuko Takeshita Marital Behavior among Turkish Residents in Japan

1:00 – 1:25	Lu Tan & Jiebing Liang A Review of Online Youth Subculture Research in China: A Visual Mapping Analysis Based on CiteSpace	Yan Wang The Influence of Watching Makeup videos of the Younger Generation on Makeup Intention
1:25 – 1:50	Ying Wu Challenges and Opportunities for Higher Education beyond Pandemic	Xueying Wu Appealing to Reasons: Intercultural Attempts at the Establishment of World Community of fighting against Pandemic
1:51 – 1:59	Virtual Coffee/Tea Break	
2:00 – 2:25	László Kovács New Challenges, New Skills, New Strategies - Developing Business Professional Skills and Competencies in an Online Environment	Ekaterina Dmitrievna Vasilyeva Does Saving Face Help to Achieve Communication Goals?
2:25 – 2: 50	Yowei Kang & Kenneth C. C. Yang Regulatory Responses and Emerging Regulatory Debates of Live-Streaming Influencers in Taiwan: A Text Mining Study	Julin Xu & Zhengqin Liu Deconstruction of Social Power Relations in the Film Help
2:51 – 2:59	Virtual Coffee/Tea Break	
3:00 – 3:25	Naim M. I. Aburaddi Religion and Environmental Justice: How the Turkish Government Utilized Faith-based Campaigns to Reduce Food Waste	Nora Faubl Development of Intercultural Competences in a Multicultural Environment among Medical Students *(Presentation in German)
3:25 – 3:50	David Balosa Global Intercultural Citizenship: A Critical Radical Humanist Theory in Intercultural Communication Studies	Hiba B. Ibrahim Examining Intercultural Communication Research in the COVID-19 Pandemic: A Critical Review
3:51 – 4:15	Networking	

Tuesday June 28, 2022		
Time	Break-out room: A	Break-out room: B
8:30 – 8:55	Guo Zhiyou & Chai Su A Tentative Study on the Similarities and Differences between the East and the West through the Analysis of Selected Reports concerning the Covid-19 Pandemic Worldwide	Song Li & Cui Qiqi Social Media as Language Management Mechanism for Intercultural Crisis Communication: Case Study of WeChat Communication for the International Community in Weihai City during COVID-19 Pandemic
9:00 – 9:25	Yufeng Liu & Dechao Li Multimodal Metaphor (Re)framing: A Critical Analysis of the Promotional Image of China's Hubei Province in the Post-Pandemic Era on New Media	Xiangnan Li Intercultural Conflicts and Changes in Power Relations after the Pandemic: A Micro Study Based on WeChat Exchanges between Chinese and French Trade Partners

9:25 – 9:50	Mike Garant & Martin Parsons Linear Study of Online Podcasting Project between China and Japan	Barry Kavanagh Assessing AI-based paraphrasing tools for a CLIL intercultural communication academic writing class.
9:51 – 9:59	Virtual Coffee/Tea Break	
10:00 - 10: 25	Hongjing Liao Reconstruction of Cultural Realities: Developing the Symbolic Competence of Advanced-level Chinese EFL Learners through Critical Incidents	Lu Tan & Jiebing Liang Exploring the Effectiveness of Cultural Communication in Transcultural Fandom: An Empirical Analysis Based on the Chuang 2021 Fan Community
10:25 – 10:50	Weixin Zeng Reconstructing Click-worthiness Via Sensationalism: Translating News Headlines on Chinese Social Media	Shiqi Wang The Spreading Method and Strategy of Guangzhou Flower Fair under the Post-epidemic Background
10:51 – 10:59	Virtual Coffee/Tea Break	
11:00 – 11:25	Keynote speaker: Dany Doueiri Alphabet, NFTs, and Beyond: How a Tiny Virus Disrupted Global Education and Why We Cannot Go Back	
11:30 – 11:55	Keith Stallings Lloyd English has always been “Englishes”: Time to Stop Privileging Native Versions	Xiaoshu Zhu Is Negotiation Training important for Dealing with Chinese Business People? – An Analysis of the Beliefs and Needs of Business People in Three Countries
12:00 – 12:34	Lunch Break	
12:35 – 1:00	Li Ni Empathy Elements in Chinese Anti-Epidemic Songs *(presentation in Spanish)	Li Liu Construction of Framing System of Chinese Discourse in the COVID-19 pandemic— “Community with Shared Future for Mankind” as a case study
1:00 – 1: 25	Leslie Bai #Life Connected With Hashtag During Pandemic: Intertextuality and Transculturality to Critical Digital Literacy	Lu Tan & Jiebing Liang Versailles Literature: Anxiety and Imagination about Identity
1:25 – 1:50	Elizaveta Burmistrova To Encounter the Global: Case as a Tool for Shaping Intercultural Communicative Competence in the Context of EFL Teaching and Learning	Yingying Ye Reinventing the Education of Intercultural Competence in China
1:51 – 1:59	Virtual Coffee/Tea Break	
2:00 – 2:25	Nadya Izzaamiouine Intercultural Communicative Competence in Foreign Language Teaching and Learning: A Comparison of the Situation in Morocco and Germany in Tertiary Education	Hanadi Behairi Covid-19 Pandemic’s Impact on Digital Arabic Rhetoric

2:25 – 2: 50	Masrokhin Masrokhin & Sultan Turkan Intercultural Competence in Bilingual Classes in Islamic Higher Education in Indonesia: Strategies and Challenges	Wisam Abdul Jabbar Post-Pandemic Digital Education and Intracultural Epistemic crisis in the Arab World
2:51 – 2:59	Virtual Coffee/Tea Break	
3:00 – 3:25	Ruijie Zhao & Wang Yan Champaign Meets Shanghai: Zooming through Challenges and Opportunities	Viktoriya Lvovna Zavyalova Teaching Phonetics Revisited
3:25 – 3:50	Yingqin Liu Culture’s Role in Assessing Politeness	Roland Denis Sussex Public health and communication during the Covid pandemic
3:51 – 4:15	Networking	

Wednesday June 29, 2022		
Time	Break-out room: A	Break-out room: B
8:30 – 8:55	Jean -Yves Le Corre Cultural Factors and Ethics in Transnational Higher Education: The Role of Virtual Constructivist Learning Environments	Kolawole Waziri Olagboyega A Descriptive Grammar of Prepositional Constructions in Japanese English
9:00 – 9:25	Pang Hui Lian Culturally Dependent Pragmatic Strategies: A Comparative Analysis of Readers’ Criticism Speech Acts on Chinese and American News Websites	Tianying Yun & Tong Duan Cross-cultural Adaptation of Chinese Students in America beyond Pandemic
9:25 – 9:50	Chan-Sheng Kuo & Yowei Kang A Study of Affecting Factors on Mobile Learning Intention and Learning Effectiveness of Mobile Learning for ERP Curriculum	Qihui Zeng & Yuxia Li Cross-cultural Adaptation during the COVID Pandemic: A Study of Chinese Students in the UK
9:51 – 9:59	Virtual Coffee/Tea Break	
10:00 – 10: 25	Yan Wang Exploring the Emotional Visibility of Chinese People in the Online Workplace	Emmanuel K. Ngwainmbi Communicating Health Issues in Africa during Pandemics: An Examination of Socio-Cultural Factors
10:30 – 10:55	Na Liu & Yuanyuan Chai Measuring Chinese University Teachers’ Perception of Intercultural Communicative Competence and Their Practices for Teaching Culture in EFL Classrooms	Judy Yoneoka Organization and Implementation of a Virtual Summer Study Abroad Program for Japanese Students during the Covid 19 Pandemic
10:55 – 10:59	Virtual Coffee/Tea Break	
11:00 – 11:25	Jericho Quijano Zafra Catholicism in the Philippines, Gay Marriage, and Secular Journalism: Perceived Inference and Critical	Jin Zhang Transdisciplinary Research on Intelligence Computational Linguistics

	Discourse Analysis on Philippine Daily Inquirer's Coverage of Same-Sex Marriage News	
11:30 – 11:55	Xueying Yu American Political Concept and Its Imposed Interpretation from the Perspective of COVID-19 s Pandemic Control	Di Zhang The Cross-cultural Interpretation of Chinese Generation and Regeneration (sheng-sheng) Thought Under COVID-19
12:00 – 12:34	Lunch Break	
12:35 – 1:00	Lu Tan The Magic of Self-Realization: A Study of Otome Games in the Late Modern Perspective	Gracy Samjetsabam The New Languages of the Pandemic: A Discourse Analysis
1:00 – 1: 25	Arwa Noubi Public Sphere During the Corona Crisis - from George Floyd to Sheikh Jarrah	Yan Wang A Comparative Study of the Discourse-Pragmatic Usages of Teasing in Japanese and English Conversations
1:25 –1:50	Mojca Kompara Lukancic Alternative Ways of Language Acquisition: The Introduction of Movement in Language Acquisition	Yunying Zhang Beijing Olympics 2008 vs. 2022: Is There Any Change in People's Online Responses Following Their Respective Opening Ceremony?
1:51 – 1:59	Virtual Coffee/Tea Break	
2:00 – 2:25	Keynote speaker: Melissa Chimera Immigration and Politics as Art: Challenges and Opportunities as a Studio Artist during the Pandemic	
2:25 – 2: 50	Ula Merie The River as a Shared Heritage Symbol: Khidr Elias between Cultural Diversity and Heritage Authenticity	Ming-Yi Wu Looking Back and Moving Forward: Exploring How Psychological and Demographic Factors Affect Consumer Behaviors amid the COVID-19 Pandemic with Decision Tree Analysis
2:51 – 2:59	Virtual Coffee/Tea Break	
3:00 – 3:25	Marcy Bauman & Song Li One Virus, One World: Chinese and American Students Compare Covid-19 signage	Mary Miller Meares & Eunhui Kim Technology as a Tool for Increasing Intercultural Sensitivity During the Pandemic
3:25 – 3:50	Ana Clotilde Thome Williams Intercultural Communication and Gamification during the Pandemic: Solving a "Murder Mystery" in Portuguese	Kenneth C. C. Yang & Yowei Kang Mobile Technologies in the Greater China Region: A Text Mining Analysis of Balancing Acts between Economic Development and Socio-Political Transformation in Media Discourses
3:51 – 4:15	Networking	

Thursday June 30, 2022

Time	Break-out room: A	Break-out room: B
8:30 – 8:55	Chie Saito Chronological Change of the Linguistic Landscape in Japan after the COVID-19 Pandemic	Kailun Yan Critical Discourse Analysis of Intercultural Communication Strategies – A Case Study of the Documentary “The Lockdown: One Month in Wuhan
9:00 – 9:25	Matthew Sung Multilingualism, Identity and Intercultural Communication: A multiple case study of Asian international students’ experiences in Hong Kong	Zhao Jiao Jue Legitimacy and Recontextualization of Dialect News Releases: A Case Study of Two Pandemic News Texts in Qujing City, Yunnan Province
9:25 – 9:50	Jing-Jing Wang Language Planning and Policy	Yoshinori Nishijima What is Expected of the Clerks by Wearing “In-training” Tags? An Analysis of Roles of the Tags
9:51 – 9:59	Virtual Coffee/Tea Break	
10:00 – 10: 25	Chenyu Shen & Jirong Guo Public Health Crisis and Political Accountability: Examining Government-Media Communication at Chinese Press Conferences during the Covid-19 Pandemic	Songli Han, Yaoyu Wei & James Howard Williams Cross-Cultural Adaptation of International Students from China in American Universities in DMV Area during the COVID-19 Pandemic
10:25 – 10:50	Yanshu Sun Effect of Parenting and Co-parenting on Internet Addiction: A Moderation Analysis	Yizhu Qian & Yang Liu Intensified Otherness and Imperative Improvement of Social Support System --- An Empirical Study on International Students in China in the Post-pandemic Era
10:51 – 10:59	Virtual Coffee/Tea Break	
11:00 – 11:25	Keynote speaker: Chris Witulski The National Arab Orchestra’s Cultural Diplomacy at Home And Abroad	
11:30 – 11:55	Rhoda Abiolu, Nthuna Juliet Ramohai Linda Z. Liganiso & Hosea O. Patrick Nurturing a Sense of Confidence and Belonging in the Classroom through Reflective Writing: A Durban University of Technology example	Yowei Kang & Chan-Sheng Kuo Will Cultural Factors Explain the Representations of E-Sports Players as a Global Phenomenon: A Comparative Computational Framing Analysis
12:00 – 12:34	Lunch Break	
12:35 – 1:00	Phalandwa Abraham Mulaudzi The Southern African Indigenous Health Communication Practices Beyond COVID-19 with Reference to “Le Akela Malata” and “Ndala Ya Matshona” Songs	Mojca Kompara Lukancic Active and Inclusive Teaching of Literacy and Communication Skills
1:00 – 1: 25	Oluyinka Osunkunle The Need for Intercultural	Liu Shan & Chai Su The Spread of Chinese Values from a

	Communication in University Curricula: Towards Curbing Xenophobic Traits Among South African Students	Pandemic-themed Movie: A Case Study of Chinese Doctors *(presentation in Chinese)
1:25 – 1:50	Jana Kassem Communicating Racism in American Newspapers Reporting on The Punitive Expedition	Afaf Ali Nash Transdialectology and Songs for Developing Arabic Discursive Competencies
1:51 – 1:59	Virtual Coffee/Tea Break	
2:00 – 2:25	Raees Calafato & Fei Tang Multilingual Dispositions, Multilingual and Multicultural Competence, and Identity-Related Dynamics Among Multiethnic University Students in China	Yan Wang & Wang Zhijun Pandemic Humor during Covid-19 Lockdowns: A Comparative Study of the Chinese and the English Social Media Humors
2:25 – 2: 50	William Carney Multicultural Latin: A Case Study	Kejia Sun New Aesthetics and New Format: The Development of Interactive Movie in the Post-COVID-19 Era
2:51 – 2:59	Virtual Coffee/Tea Break	
3:00 – 3:25	Yoko Mori Cultural Diplomacy through Academic Development Lens	Kenneth C. C. Yang & Yowei Kang The Demise of Hong-Kong’s One Country, Two Systems in Chinese and Foreign Media: A Comparative and Cross-National Text Mining Analysis of Major Social Protests
3:25 – 3:50	Nina Nassif Women Rights in the Middle East and North Africa: Accomplishments and Challenges	Elizabeth Marie Root “English is my Knight”: Descriptions of Perceived Agency within the Hegemony of English
3:51 – 4:15	Networking	

Friday July 1, 2022		
Time	Break-out room: A	Break-out room: B
8:30 – 8:55	Yuchen Cai & Su Chai A Tentative Study on Gansu’s Current Situation of Translation and Interpretation Talents Training in the Context of COVID-19 Pandemic	Yan Li Translation of Emotion in Literature from the Perspective of Translator Behavior Criticism: A case study of the two Chinese versions of David Copperfield
9:00 – 9:25	Su Chai & Yanfeng Zhao Double Refraction: A Dynamic Mechanism of Translating Eastern and Western Classics	Xiaonan Jiang, Zida Wang & Brooke Wessel Apart/Together: Challenges and Opportunities for Exhibition Curation During Pandemic
9:25 – 9:50	Md Ruhul Kabir & Kara Chan "Do We Even Have a Voice?" Health Providers’ Perspectives on The Patient Accommodation Strategies in Bangladesh	Gaby Semaan & Rui Lui Mid-Semester Switch Online: Students’ Attitudes, Challenges and Opportunities in an Intercultural Communication Class
9:51 – 9:59	Virtual Coffee/Tea Break	

10:00 – 10: 25	Bo Jiang A Study on Textbook Evaluation Criteria for the Teaching of Culture	Chan-Sheng Kuo & Yowei Kang Exploring the Factors Affecting Action Learning Intentions from the Integrated Technology Acceptance Model: An Investigation of ERP Courses
10:25 – 10:50	Hongyan Lan A Japanese Woman’s Life Journey through Narration	Song Li, Ren Xiaomin & Zhang Jin Virtual ethnography for engaged intercultural learning: Experiences and reflections of summer school experiential learning activities in the context of COVID-19 pandemic
10:51 – 10:59	Virtual Coffee/Tea Break	
11:00 – 11:25	Keynote speaker: Lixian Jin The Power of Metaphors in Intercultural Communication	
11:30 – 11:55	Yanjin Liu The Happy Prince and the Heartbroken Audience: Literary Canon and its Emotive Reception	Youwen Ma Online Social Viewing: Cross-cultural Adoption and Uses of Bullet-screen Videos
12:00 – 12:34	Lunch Break	
12:35 – 1:00	Nour Aladdin Culture Hybridity and Ambivalent Identities in Anglophone Literature Post Lebanese Civil War	Zhaohui Tian Exploring New Approaches in the Chinese-African Communication Context: A Politeness Evaluation Perspective
1:00 – 1: 25	Inge Marie Urbancic & April Mattix-Foster Exploring Intercultural Competence: A Practical Framework for Connecting Diverse Cultures, Societies and Ideologies and Forming Understanding, Friendship and Peace	Yan Wang Would You Like to Go on a Date with Me? Exploring the Construction of Self-Presentation and Trust in Online Social Platforms
1:25 – 1:50	Gaby Semaan Arab Refugees in Germany: Multifaceted Shifts in Narrative and Cultural Identity	Yahia H. Zoubir & Souadou Lagdaf The Political, Cultural, and Religious Impact of the Pandemic on Mauritanian Society
1:51 – 1:59	Coffee/Tea Break	
2:00 – 3:00	Concluding Remarks and Networking	
8:00 – 10:00 p.m.	IAICS Board Meeting post-Conference	

Reminder: all presenters must register and be a current member of IAICS to present.

Membership and Registration: <https://utep.questionpro.com/t/AOz7EZgOzy>