IAICS

International Association for Intercultural Communication Studies

THE UNIVERSITY OF **TOLEDO**

International Association for Intercultural Communication Studies

The 27th International Conference

Conference Program

Virtual Conference

June 27- July 1, 2022

Conference Theme

Life and Communication Interrupted: Challenges and
Opportunities for Intercultural Communication beyond Pandemic

Welcome Remarks by President of IAICS

On behalf of IAICS, I welcome all of you to the 27th International Conference of the International Association for Intercultural Communication Studies. The online organization of this conference is pioneering in its scope. On the online platform, we are connected throughout the world to share our academic interests and forge new friendships. May our discussions of the impact of the pandemic on our life and communication yield valuable insights that will help guide our changing world. From the bottom of my heart, I thank the conference conveners, Gaby Semaan and Kasumi Yamazaki; Linda Rouillard, Chair of the Department of World Languages and Cultures; the leadership of the University of Toledo, including President, Gregory Postal, and Dean of the College of Arts and Letters, Melissa Gregory; as well as the faculty, staff and students, and all other persons involved in the organization of this historic conference.

I wish you all a very fruitful, memorable and enjoyable conference!

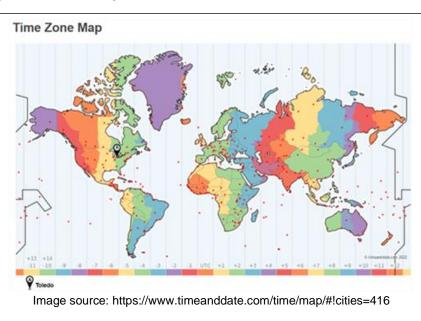Joanna Radwańska-William

Schedule's Time Zones

The conference schedule and times shown in the program reflect Eastern Day Time (EDT), which is the daytime of host university, the University of Toledo, Toledo, Ohio. USA.

Provided are three online resources for time-conversion:

1- dayspedia

2- timeanddate

3- 24timezones

Sample Time Difference with Toledo Toledo, Ohio USA 8:00 a.m.	
Canberra: 10:00 p.m.	London: 1:00 p.m.
Cape Town: 2:00 p.m.	Tokyo: 9:00 p.m.
Baghdad: 3:00 p.m.	Shanghai: 8:00 p.m.

Image source: https://www.timeanddate.com/time/map/#!cities=416

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

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

About IAICS

The International Association for Intercultural Communication Studies (IAICS) consists of scholars from a range of the cultural sciences who are dedicated to doing research on communication across cultures. The group meets annually at different locations around the world.

IAICS membership is made up of participants from over 32 countries. These participants meet annually to discuss common research interests. The results of their investigations are published in the journal of the organization, Intercultural Communication Studies (ICS).

IAICS originated from a series of Asian-American conferences run by the late Dr. John Koo at the University of Alaska and Arizona State University. In 1985, the first international conference on "Cross-Cultural Communication: East and West" was held in Seoul, Korea. The group met every two years, alternating between North America and Asia. Asian conferences were held in Harbin (China), Tainan (Taiwan), and Hong Kong (China). In North America the conferences were held in San Antonio (Texas), Tempe (Arizona), and Louisville (Kentucky). Since 2003, the conference has been held on an annual basis.

IAICS PAST PRESIDENTS

Margaret U. D'Silva, University of Alabama, USA (2019-2021)

Robert W. Vaagan, Oslo Metropolitan University, Norway (2017-2019)

Guo-Ming Chen, University of Rhode Island, USA (2015-2017)

Robert N. St. Clair, University of Louisville, USA (2013-2015)

Song Li, Harbin Institute of Technology, China (2011-2013)

L. Brooks Hill, Trinity University, USA (2009-2011)

Nobuyuki Honna, Aoyama Gakuin University, Japan (2007-2009)

Bates L. Hoffer, Trinity University, USA (2005-2007)

Jia Yuxin, Harbin Institute of Technology, China (2003-2005)

D. Ray Heisey, Kent State University, USA (2001-2003)

Masanori Higa, Ryukoku University, Japan (1999-2001)

L. Brooks Hill, Trinity University, USA (1995-1999)

IAICS Officers

President: Joanna Radwańska-Williams, Macao Polytechnic University, Macao, China

Executive Director: Keith Lloyd, Kent State University at Stark, USA

Secretary: Kenneth C. C. Yang, University of Texas at El Paso, USA

ICS General Editor: Joanna Radwańska -Williams, Macao Polytechnic University, Macao, China

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Intercultural Communication Studies (ICS), the journal of the International Association for Intercultural Communication Studies (IAICS), is committed to publishing quality research in the area of intercultural communication. All manuscripts submitted to the journal should include thorough research that brings something new and pertinent to the field of intercultural communication.

About The University of Toledo

The University of Toledo is one of just 27 public research Universities in the country to offer such a comprehensive menu of academic options— 250+ undergraduate and graduate degree programs across the arts, business, education, engineering, law, medicine, natural sciences, nursing and pharmacy.

At UToledo, it's all about the possibilities and opportunities. At The University of Toledo, we are driven to think smarter, tackle challenges and improve lives. We are renowned for research in the areas of astronomy and astrophysics; solar energy, water quality and sustainable technologies; and cell architecture and dynamics. Other areas of unique distinction include human trafficking, disability studies, hypertension and precision medicine.

UToledo has 22 academic programs — including undergraduate, graduate, online and professional programs — that are nationally ranked by U.S. News & World Report.

We empower our students to achieve and reach their goals — personally, academically and professionally. Our student outcomes attest to the power of a supportive campus community to our students' success.

About the Department of World Languages and Cultures

The Department of World Languages and Cultures (WLC) at the University of Toledo connects students to the world. The department's published and award-winning faculty guide students through the challenges and rewards of a rigorous curriculum and show them how they can take their learning abroad. WLC is located in the beautiful Memorial Field House; its state-of-the-art learning center is a media driven learning lab that is reserved for students who study a world-language or culture. The department offers graduate degrees in French, German and Spanish; it also offers BA in Asian Studies, French, German, Middle East Studies and Spanish. WLC also offers minors in Arabic, French, German, Japanese, and Spanish along with World Cultures certificates in Intercultural Competence, Issues in second Language Teaching, Spanish Translation and Interpretation, and in World Language Proficiency.

Local Organizing Committee

Conference Chair: **Gaby Semaan, Ph.D.**   Administrative Support: **Charlene Gary, BA**

Conference Assistant Chair: **Kasumi Yamazaki, Ph.D.** Logistic Support: **Youmna Karim, MBA**

Technical Support: **Raj Nagisetty, Abd**

Keynote Speakers

In the order they appear on the schedule

James W. Neuliep

Dr. Neuliep is professor emeritus at St. Norbert College. He is the author of Intercultural Communication: A Contextual Approach which is a best-selling book in the field and is now in its 8th edition. Neuliep has published and presented over 100 manuscripts. He is currently an Associate Editor of the International Journal of Intercultural Relationships and the former editor of the Journal of Intercultural Communication Research. Neuliep has served on the editorial boards of Communication Reports, Communication Research Reports, Communication Studies; International and Intercultural Communication, Journal of Communication; Journal of Applied Communication Research; Journal of Social Behavior and Personality; and Communication Quarterly.

Dany Doueiri

Dr. Doueiri is Professor of Language and Culture at California State University, San Bernardino. He serves on the board of directors of many non-profit organizations and consults with educational and government institutions in the areas of teacher training. He is the recipient of multiple awards for teaching excellence, advising, and has secured more than 12 million dollars in educational grants. Dr. Doueiri has many publications and presentations at national and International conferences. He has recently chaired the 2nd International conference of the Arab Studies Quarterly and is currently working on a co-authored book project entitled *The Mosaic of Contemporary Cultures of the Arabic Speaking Countries.*

Melissa Chimera

Melissa Chimera is a conservationist and Hawaiʻi Island artist of Lebanese and Filipino ancestry. She studied natural resources management at the University of Hawaiʻi and worked for two decades as a conservation manager. Her paintings, textiles and installations are research-based and investigate species extinction, globalization and human migration. Chimera has exhibited across the U.S., Asia and the Middle East and is the recipient of the Catherine E. B. Cox Award and finalist for the Lange-Taylor Prize. Her work resides in the collections of the Arab American National Museum, the Honolulu Museum of Art, and the Hawaiʻi State Foundation of Culture and the Arts.

Keynote Speakers

In the order they appear on the schedule

Christopher Witulski

Dr. Witulski is an Assistant Teaching Professor in ethnomusicology at Bowling Green State University. He is the author of The Gnawa Lions: Opportunity and Authenticity in Moroccan Ritual Music (2018, Indiana University Press) and Focus: Music and Religion of Morocco (2019, Routledge Press), two books focusing on changes in sacred performance practices in contemporary Morocco and across North Africa.

Lixian Jin

Dr. Jin is Chair Professor in Applied Linguistics and Dean of Faculty of Humanities and Social Sciences at City University of Macau, after being Chair Professor and having worked at University of Nottingham Ningbo China for over 4 years and at British universities in the UK for 30 years. She has taught linguistics, English language teaching, intercultural communication, qualitative research methods and clinical linguistics and assessments; and led international research teams in Britain, Singapore, Malaysia and China on ELT, intercultural learning, children with dyslexia and language assessment tools in Chinese, Malay and Guajarati for children with language impairment. She has conducted many school and university English teacher training and workshops for 30 years in China and worldwide. Her over 200 publications focus on researching cultures of learning, intercultural communication, metaphor and narrative analysis and bilingual clinical assessments.

Connecting to the Virtual Conference

This year, we will be using Cisco Webex to conduct our entire conference on-line. To participate, you will need either to acquire and install the Webex application OR use the webbased version of Webex.

GETTING READY
You can download an appropriate version of Webex here: https://www.webex.com/downloads.html
You may also choose to connect using your web browser, without installing the Webex application. This should still allow you to share a Powerpoint or other media.
For instructions on using the web-based version of Webex, go to:
 https://help.webex.com/en-us/article/9eed9t/Get-started-with-the-Webex-Meetings-web-app

Shortly before the Conference, you will receive an invitation e-mail from the Conference Chair that will contain the basic instructions and information you need in order to join the conference.

It is strongly recommended that you test your audio and video beforehand (even before the practice sessions, which will occur about a week before the LACUS conference).
To check your audio before a meeting, go here for instructions:
https://help.webex.com/en-us/nt5e0df/Webex-Test-Your-Audio-Before-a-Call-or-Meeting

Presentations' Logistics

Virtual Locations:

President's address and keynote speakers' presentations will take place in the main virtual room.

For all other presentations, we will have two break out rooms (Break out Room 1 and 2). If you are presenting, please consult the conference program to know which room your presentation is assigned to and join that room a few minutes before the start time of the session.

Duration:

Each presentation will have 25 minutes including Q/A. We encourage each presenter to plan on a 20-minute presentation or less, so they allow a few minutes for audience engagement and respect the time of the presenters following them.

Reminder to all presenters:

If you are a presenter, please present in the order listed in the conference schedule. Conference attendees will have the ability to go in and out of the online rooms based on their interest.

Reminders to all attending:

- Please keep your microphone muted if you are not participating in Q/A or discussion session.
- Raise your virtual hand to comment or ask a question.
- Practice common virtual meetings etiquette.

IAICS Virtual Conference Program

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** 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

IAICS Virtual Conference Program

Monday June 27, 2022		
Time	**Break-out room: 1**	**Break-out room: 1**
11:00 – 11:25	**Rhoda Abiolu, Nthuna J. Ramohai, & Linda Z. Linganiso** 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** A Review of Online Youth Subculture Research in China: A Visual Mapping Analysis Based on CiteSpace	**Wang Yan** 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?

IAICS Virtual Conference Program

Time	Break-out room: 1	Break-out room: 2
	Monday June 27, 2022	
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	

Source : https://www.utoledo.edu/campus/about/mission.html

IAICS Virtual Conference Program

Tuesday June 28, 2022		
Time	**Break-out room: 1**	**Break-out room: 2**
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** 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**	

IAICS Virtual Conference Program

Tuesday June 28, 2022		
Time	**Break-out room: 1**	**Break-out room: 2**
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** Champaign Meets Shanghai: Zooming through Challenges and Opportunities *(presentation in Chinese)	**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	

Downtown Toledo & Maumee River   Toledo Video ▶

IAICS Virtual Conference Program

Wednesday June 29, 2022		
Time	**Break-out room: 1**	**Break-out room: 2**
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 Discourse Analysis on Philippine Daily Inquirer's Coverage of Same-Sex Marriage News	**Jin Zhang** Transdisciplinary Research on Intelligence Computational Linguistics

IAICS Virtual Conference Program

Wednesday June 29, 2022		
Time	**Break-out room: 1**	**Break-out room: 2**
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 & Jiebing Liang** 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	

IAICS Virtual Conference Program

Wednesday June 29, 2022		
Time	Break-out room: 1	Break-out room: 2
3:00 – 3:25	**Marcy Bauman** 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	

University of Toledo: University Hall Building

IAICS Virtual Conference Program

Thursday June 30, 2022		
Time	**Break-out room: 1**	**Break-out room: 2**
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** 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**	

IAICS Virtual Conference Program

Thursday June 30, 2022		
Time	**Break-out room: 1**	**Break-out room: 2**
11:30 – 11:55	**Rhoda Abiolu, Nthuna J. Ramohai Linda Z. Linganiso & 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 Communication in University Curricula: Towards Curbing Xenophobic Traits Among South African Students	**Liu Shan & Chai Su** The Spread of Chinese Values from a Pandemic-themed Movie: A Case Study of Chinese Doctors
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	

IAICS Virtual Conference Program

Thursday June 30, 2022

Time	Break-out room: 1	Break-out room: 2
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	

IAICS Virtual Conference Program

Friday July 1, 2022		
Time	**Break-out room: 1**	**Break-out room: 2**
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 & Lu Tan** Online Social Viewing: Cross-cultural Adoption and Uses of Bullet-screen Videos
12:00 – 12:34	**Lunch Break**	

IAICS Virtual Conference Program

	Friday July 1, 2022	
Time	**Break-out room: 1**	**Break-out room: 2**
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 Eelf-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		
2:00 – 3:00	**Concluding Remarks & Networking**	
8:00 – 10:00 p.m.	**IAICS Post-Conference Board Meeting**	

IAICS Virtual Conference Abstracts

President's Address

Joanna Radwańska-Williams   **Macao Polytechnic University**

Reflections on the History of IAICS

My first encounter with IAICS was at the 1991 conference in Taiwan. At that time, the conference was named "Cross-cultural communication: East and West". This prescient initiative of several founding scholars changed my worldview. I have observed that other colleagues in IAICS have similarly been impacted and sensitized to the international need for intercultural communication. Since those initial years, the association and the conference have been renamed so as to reflect the global reach of our scholarship and membership. We are now not only concerned with East-West communication, but also with North-South communication, and with multiple cross-cultural relations and trajectories. We are an interdisciplinary association spanning linguistics, translation studies, philology and language teaching, cultural studies, communication, literature, history, anthropology, sociology, journalism, and other related fields. This presidential address traces the history of the association, drawing upon the archives of IAICS and my personal experience.

Keynote Speakers
(In Alphabetical Order of the Speaker's Last Name)

Dany Doueiri   **California State University San Bernardino**

Alphabet, NFTs, and Beyond: How a Tiny Virus Disrupted Global Education and Why We Cannot Go Back

The rising reliance on online education is a testament of its indispensable place in the future "classroom" landscape. The COVID-19 pandemic, a significant disruptor of our global educational system, has undoubtedly expedited the adoption of this new delivery medium. This presentation argues the futility of discussing the merit of returning to a strictly face-to-face classroom. Online education, with all of its forms and shortcomings, is here to stay. It has opened a myriad of opportunities that are too critical and promising to be discarded. It will highlight some transformational as opposed to transitional practices that nurture inter and intra-cultural communication which instructors may want to consider adopting as new frontiers are being explored, traditional methods are being reinvented, and best practices are being redefined.

IAICS Virtual Conference Abstracts

Keynote Speakers
(In Alphabetical Order of the Speaker's Last Name)

Lixian Jin   **City University of Macau**

The Power of Metaphors in Intercultural Communication

The use of metaphors can be powerful in daily and intercultural communication settings in order to achieve an effect when non-metaphor talks would not do so. This speech will present a qualitative research method – metaphor and elicited metaphor analyses – to examine how metaphors used are capable to reveal the insights of the speakers and to convey meanings beyond the words illustrated. The metaphors can be more memorable, persuasive and sharper through drama. Data are drawn from sets of Covid-19 lockdown periods to show local people's feelings, frustrations and attitudes with humour through the dialect metaphor expressions shared within the same community and publicized to outside communities interculturally. Other metaphor data by students from China and Malaysia are also presented to show a range of perceptions, views and values about intercultural communication. It is vital to understand the full range of their thoughts in order to provide a productive environment for the teaching and learning of intercultural communication. During the Covid-19, students are in a context of learning characterized by online teaching, impersonal contact and in social isolation. This mode of study may have to be a new norm for education. The skills of learning intercultural communication become even more essential for Covid-19 and post Covid-19 teaching and learning.

Melissa Chimera   **Oil & Mixed Media Artist, Hawaii**

Immigration and Politics as Art: Challenges and Opportunities as a Studio Artist during the Pandemic

As an exhibiting studio artist working remotely on Hawai`i Island, the past two years of isolation have presented challenges, insights and unanticipated rewards. My paintings and installations weave together both my Filipino and Lebanese heritage in the context of immigration, memory and identity. As with other fields of inquiry, my studio practice requires both being in the world to inform the content as well as periods of solitude to realize the project at hand. As planned in-person exhibitions became virtual, curators, artists and our subjects easily collaborated across distances, while the experience of art through our screens became flattened and fragmented. As dodging Covid became a full-time job, those of us with the privilege of continuing a studio practice found ourselves absorbed more than ever with the state of politics and health, while peering through a window to connect with, understand and capture the world around us.

IAICS Virtual Conference Abstracts

Keynote Speakers

James Neuliep   **Professor Emeritus at St. Norbert College**

A Contextual Model of Intercultural Communication.

Neuliep's presentation will focus on his contextual model of intercultural communication. The contextual model identifies the various contexts that define intercultural communication. The largest, outer circle of the model represents the cultural context. All communicative exchanges occur within some dominant cultural milieu. Within the cultural context is the microcultural context. Within most cultures numerous co-cultural groups coexist. These groups, called microcultures, are in some way different from the dominant cultural environment. The difference could be legal, ethnicity, race, or language. Within the cultural and microcultural contexts is the environmental context. This context is the physical, geographical location of the interaction and its affect on interaction. The perceptual context refers to the individual characteristics of each interactant, including cognitions, attitudes, dispositions, and motivations. Specifically, the perceptual context refers to how an individual gathers, stores, and retrieves information. The circles connecting the perceptual contexts in the model form the sociorelational context. This refers to the relationship between the interactants. Whenever two people come together and interact, they establish a relationship. Neuliep will discuss each of these contexts and provide cultural examples of each.

Christopher Witulsk   **Bowling Green State University**

The National Arab Orchestra's Cultural Diplomacy at Home and Abroad

Since its founding in 2010, the National Arab Orchestra has represented the complex nature of doing cultural diplomacy within the United States and internationally. This project's focus on an American arts organization lends insight into how cultural diplomacy operates along a wide range of vectors depending on the specific project, setting, goals, and target audience. It also highlights how the identities of the participants are layered and contextual. Through interviews with organizers, donors, audiences, and the professional musicians who regularly travel from across the country to perform with the NAO—and my own experiences as an occasional performer with the group—this work outlines the wide range of priorities and expectations that are laid upon a single organization representing both an art form (Arab music) and a minority community (Arab-Americans), even when the group's makeup is far from homogenous.

Wisam Abdul Jabbar   **University of Alberta**

Title: Post-Pandemic Digital Education and Intracultural Epistemic crisis in the Arab World

 Prior to the spread of COVID-19, there had been a few serious initiatives to promote distance learning, or e-learning, at the level of higher education in the Arab world. As the pandemic spread across the globe and universities were forced to deliver courses online, the Arab world greeted distance learning with apprehension and institutional resistance. This presentation identifies this malady and explores the epistemological framework of the three main components of the Arabic/Islamic view of education: tarbiya (comportment), ta'lim (education), and ta'adib (discipline). How does this tripartite model of education impose epistemic challenges that impede the integration of digital learning? How does this crisis inform intracultural education in the Arab world as well as give it its unique intercultural attributes? This presentation deconstructs what epistemologically constitutes education to determine what is being lost in communication and perhaps manage to bridge the digital divide.

Rhoda Abiolu,   **Durban University of Technology**
Nthuna J. Ramohai
Linda Z. Linganiso
Hosea O. Patrick

Title: Nurturing a Sense of Confidence and Belonging in the Classroom through Reflective Writing: A Durban University of Technology Example

Reflective writing is an important skill that students at the Durban University of Technology, acquire through modules offered by the Centre for General Education, particularly Cornerstone. The skill is significant because studies have shown that it enables students to develop a great sense of self-knowledge and efficacy. But these have not been properly utilised for student agency, and identity formation, especially in South Africa. In this paper, we argue that reflective writing helps the students to engage actively with the process of transformative education, breaking away from the traditional role of lecturer-students. This can be effective for fostering confidence, identity building, a sense of community and belongingness, creating a space for participation and 'valued involvement' for students. This practice of inclusivity underpins transformative learning and the need for more relevant approaches in education in tackling societal issues. It also forms the basis for a participatory cultural approach in educational encounters.

> We should never denigrate any other culture but rather help people to understand the relationship between their own culture and the dominant culture. When you understand another culture or language, it does not mean that you have to lose your own culture.
>
> Edward T. Hall

Nour Aladdin   Western University, Canada

Title: Culture Hybridity and Ambivalent Identities in Anglophone Literature Post Lebanese Civil War

My paper examines the complexities in constructing, reconstructing, and deconstructing cultural and diasporic identities in post-Lebanese civil war literature written in the diaspora. I consider Lebanese Canadian Rawi Hage's 'De Niro's Game' and Lebanese American Patricia Sarrafian Ward's 'The Bullet Connection' and identify three shared themes: exile, cultural hybridity between Lebanon and their respective diasporic country, and memory of the war and its trauma. I argue that the texts are a form of resistance literature, and the authors, by writing about the war in English attempt to reconcile their relationship with Lebanon and their Canadian/American identity. I draw from Edward Said's concept of exile and Homi Bhabha's theory of hybridity and ambivalence to reinforce one's native and diasporic blurred identit ies. I suggest the authors did not voluntarily or involuntarily become part of the diaspora but instead the choice was ambivalent which puts their identities at war with each other.

Leslie Bai   **University of Colorado Denver**

Title: #LifeConnectedWithHashtag During Pandemic: Intertextuality and Transculturality to Critical Digital Literacy

The pandemic paused the world and everyone's life. The news about the increasing numbers of Covid-19 cases and the control strategies that each country, district, city are taking have pushed ordinary people to more voluntarily turn to the network world. As a result, it opens up a new way of connection through online communication (with Hashtag as a typical representative), and meanwhile, the features of low-finance and low-technology of online communication enable more people to provide a large amount of the immediate, unfiltered/uncensored information, which immediately challenges many concepts which have been heatedly discussed pre-pandemic, such as communicative competence, media literacy, critical discourse analysis. Therefore, a new systematic practice of Critical Digital Literacies (CDL) with a set of sub-literacies become critical for every user to cope with everyday life. This presentation discusses how to use the functions of intertextuality and transculturality of network to equip users with Critical Digital Literacies.

Language alone protects us from the scariness of things with no names. Language alone is meditation.

Toni Morrison

三个臭皮匠，頂個諸葛亮。

[lit.] Three smelly cobblers with their wits combined equal Zhuge liang, the master mind.

Chinese Proverb

From Zhang, ICS XXV: 3 (2016)

David Balosa   **Independent Scholar/Philadelphia School District**

Title: Global Intercultural Citizenship: A Critical Radical Humanist Theory in Intercultural Communication Studies.

This study critiques some current notions of global citizenship in intercultural communication studies and proposes a theory of "global intercultural citizenship" (Balosa, 2022a) as a more inclusive approach to foster equity, diversity, inclusion, and human dignity for all. I employ existential sociolinguistics as theoretical framework and engage in philosophical reflection to address the question: How can the theory of global intercultural citizenship foster the decolonization of global sociocultural and politico-economic policies for a mindset of sustainable transformational interculturality, sustainable development, and human dignity for all? I argue that global citizenship as an elitist notion favors powerful social forces to the detriment of less powerful and their cultures. To achieve global intercultural solidarity and sustainable development for all, we need a global intercultural citizenship mindset—a disposition that may lead us toward what I call "existential justice" (Balosa, 2022b, p. 7289).

Mitrajit Biswas   **O.P. Jindal Global University**

Title: Social Media Communication pattern for disruptive consumer engagement during pandemic

The idea for the paper is to bring forth an understanding of how social media content was generated by brands to maintain relationships with consumers. This paper attempts to study the way of looking at content strategies and how it affected the consumers at large. For this the paper will look into interviews and survey-based methods to understand the underlined question. It will allow a greater greater understanding of the way how the brands communicate and engage with the overall scenario of the post pandemic situation. The idea would be to get the responses both in the form of the explained answers as the numerical forms with enough data to substantiate the working of the branded communication. It is how the overall scenario of the paper would be to get the desired results in intends to get out of the paper. The idea would be to get the responses both in the form of the explained answers as the numerical forms with enough data to substantiate the working of the branded communication.

Rhoda Abiolu, Nthuna J. Ramohai   **Durban University of Technology**
Linda Z. Linganiso
Title: Rethinking educational priorities and the shift to online learning in South Africa in view of Covid-19

When Covid-19 hit South Africa, its educational sector took a great knock, forcing schools and higher education institutions to close doors to face-to-face instruction and open opportunities for online learning and teaching. Owing to this, we seek to examine current arguments around the kinds of engagement occurring within the South African higher education landscape and how this shapes the course of education during a pandemic outbreak. We also scrutinise the practicality of online reflective writing as an instrument to critically understand student experiences concerning online curriculum

adjustment within South Africa. We use the Durban University of Technology's Cornerstone reflective writing assessment tool, as a model to explore the views of students around online learning. By establishing these perceptions, we recommend a practicable framework for reformatting educational priorities in curriculum development thereby showcasing a more inclusive approach to attending tohe the gaps and educational requirements of students.

Marcy Bauman   **Lansing Community College**
Song Li   **Harbin Institute of Technology**

Title: One Virus, One World?: Chinese and American students compare Covid-19 Signange

For three semesters, my colleague Song Li and I have collaborated with our Business Writing classes, using shared assignments designed to foster intercultural awareness. During the fall, 2020 and spring, 2021 semesters, our common project focused on analyzing Covid signage in our two countries. Students established relationships via email, then exchanged examples of Covid signage. All students wrote comparisons of the signs given from each country. Finally, students shared their reports. The common experience of Covid-19 provided a rare and immediate opportunity for students to compare their lived-through experience with peers halfway around the world. What did we learn? We all learned a great deal about different cultural values embedded in our countries' signage. Students learned about the day-to-day lives of people across the globe. Instructors learned that the chasm between our cultures is deep, but even small efforts can make big changes in understanding.

Hanadi Behairi   **Umm al-Qura University**

Title: Covid-19 pandemics impact on digital Arabic rhetoric

The writers' digital creative text was measured by the ability to use the word to generate meanings, ideas, and artistic images. In the covid-19 pandemic everything radically changed, the creative text becomes measured according to emerging standards, due to the means of expression not depending on solely the word. During the period of the Corona-19 pandemic, digital Arabic rhetoric has taken many forms. Similarly, how most of them relied on strengthening the means of communication and influencing the recipient, to maintain the ability to express and not submit to social isolation. Importantly, in digital communication in social media (Twitter) the form of word communication, picture communication, voice communication, and intensifying the elements of influence accord to the nature of their technical components. The paper reviews forms of digital Arabic rhetoric during the Corona-19 pandemic and analyzes the rhetorical influence methods that contributed to the success of communication during the crisis.

Elizaveta Burmistrova   **Moscow City University (Institute of Foreign Languages)**

Title: To Encounter the Global: Case as a Tool for Shaping Intercultural Communicative Competence in the Context of EFL Teaching and Learning

Much of the impetus for redefining the role and methodology of teaching English as a foreign language (EFL) arises out of cross-cultural communication clashes students are likely to encounter in today's increasingly globalizing world. As a key objective of EFL teaching and learning, shaping intercultural

communicative competence requires proactive teaching and problem-based learning tools design aimed at acquiring necessary intercultural attitudes, knowledge, and skills. Among the latter, significant promise is shown by the case studies method, also referred to as the critical incident technique. An exemplary case includes a real-life incident description, a problem-solving task for group analysis, and the information support required. The presentation aims to justify the model of the case based on the types of critical incidents together with its structural components, as well as illustrate a hypothetical example of the case activity as an efficient learning tool designed with the empirical evidence from the research undertaken.

Yuchen Cai & Su Chai   **Lanzhou University**

Title: A Tentative Study on Gansu's Current Situation of Translation and Interpretation Talents Training in the Context of COVID-19 Pandemic

With the implementation of the Belt and Road Initiative, the market demand for practice-oriented language service talents in Gansu China is rising sharply in recent years, but language talents cannot meet the market demand due to its less-developed translator and interpreter talents training model. The spread of COVID-19 pandemic has had a negative impact on the language service industry, leading to a lower employment rate of MTI (Master of Translation and Interpretation) graduates. Therefore, the study applies the questionnaire survey to explore the market demand for qualified in-house translators and interpreters and the employment status of MTI graduates as to put forward feasible suggestions for the training of translators and interpreters. The findings of the study demonstrate that MTI training institutions should expand cooperation with the government, enterprises and translation associations, optimize the curriculum development, and increase practice opportunities to improve the training quality of translator and interpreter talents.

Raees Calafato   **University of South-Eastern Norway**
Fei Tang   **Yunnan University**

Title: Multilingual dispositions, multilingual and multicultural competence, and identity-related dynamics among multiethnic university students in China

China is a rich tapestry of languages and ethnicities, with its citizens representing one of the largest groups of language learners globally, both inside and outside the country's borders. This phenomenon is partly due to the Chinese government's ambitious Belt and Road initiative, which calls for a diversification of language programs beyond English at the university level to boost the multilingual and multicultural competence of Chinese citizens, who are often already multilingual because of their knowledge of diverse Chinese dialects and minority languages. Seeking to understand how Chinese citizens may contribute to establishing such bonds, a questionnaire-based study, involving 248 university students from over 20 provinces in China, was conducted to explore their cultural orientations, multilingual dispositions, multilingual and multicultural competence, and identity-related beliefs. This presentation will discuss the implications for initiatives like the Belt and Road initiative, in which a strong emphasis is placed on promoting multilingualism and multiculturalism.

William Carney   **Cameron University**

Title: Multicultural Latin: A Case Study

Those arguing for undergraduate teaching of Latin often do so because of a belief that the Latin language serves to "teach students to think" or because they believe that Roman virtues are a cornerstone of Western civilization and that the teaching of Latin transmits these values. This presentation argues for Latin teaching as an entrée into other languages and cultures. The results of a case study were presented in which students in two introductory Latin courses were asked to consider the use of the Latin language in the late Roman Empire and Middle Ages. While using Maharaj's (2020) non-instrumental approach to Latin translation, these courses asked students to consider how various linguistic and cultural communities used Latin (e.g., using Latin for legal documents in Britain) and how the diverse uses of Latin reflect cultural values for people ranging from the Berbers of North Africa to the Germanic tribes in Europe.

Su Chai & Yanfeng Zhao   **Lanzhou University**

Title: Double Refraction: A Dynamic Mechanism of Translating Eastern and Western Classics
(Presentation in Chinese)
Based on the concept of "refraction" in physics, André Lefevere puts forward "Refraction Theory" in translation studies. However, he fails to make a further study of the subjective-objective mechanism in the translation process and does not take account of the multitudinous dynamic relations among ST (source text), the translator, TT (target text) and the target culture. Translation is not a phenomenon of "Single Refraction" as Lefevere mentions, but a complicated process of "Double Refraction". Exemplified by English translations of Chinese classics Sun Tzu on the Art of War: The Oldest Military Treatise in the World, The Four Books, and Chinese translations of Arthur Miller's drama Death of a Salesman, Rabindranath Tagore's poetry Stray Birds, this paper expounds on Double Refraction Theory and its four translation models, to reproduce the overall process of ST entering the target culture, examine the receptions of translated works, and further clarify the underlying social motivations.

~~**Chun-Fu Chen**   **Fu Jen Catholic University**~~

~~**Title:** Social Entrepreneurship as the Venue of Media Participation for Immigrants: The Case Study of "New Citizens Television" in Taiwan~~

~~The present study chooses New Citizens Television (NCTV), the first media-based social enterprise founded by 25 Vietnamese new immigrants in Taiwan, as the case for inquiry. Departing from the perspective of "media and participation in post-migrant societies" (Thomas et al., 2019), the study aims to explore the mechanisms, forms, processes and social relationships manifested in the participatory culture of social entrepreneurship. In-depth interviews were conducted with Vietnamese new immigrants and Taiwanese practitioners who, in different ways, participate in business administration and content production at NCTV. Qualitative data drawn from the interviews highlight three important features of NCTV in fostering intercultural communication – media participation, co-creation and empowerment. By analyzing the dimensions of access, interaction, collaboration and participation~~

~~within the media sphere of NCTV, the findings also reveal the unique intercultural values of social entrepreneurship in the studies of communication and transnational migration.~~

Liping Chen & Hanwen Fang   **Beijing International Studies University**

Title: Toward Transculturality and Pragmatic Universalism: The Architectonics of Marxist-Confucian Approach in Intercultural Communication Studies

In the Post-pandemic era, the combination of philosophical social sciences with Marxism as an open theoretical system and the heritage of Confucianism provides a feasible and ongoing approach to Intercultural Communication Studies. Modern Confucianism has transformed the traditional Confucianism of the "Benevolence" and "the middle way" into the ontology and epistemology in modern Confucianism. The "the middle way" of Confucianism and the "dialectical way" of Marxism share common values in that they both emphasize seeking common ground while preserving differences, and strive to seek common path of development. The present study elaborates on the architectonics of Marxist-Confucian Approach in Intercultural Communication Studies to probe into the liminal space in the encounter between cultures and the generative potential of transculturality in the exploration of a pragmatic universalism in the Post-pandemic era.

Syarizan Dalib   **Universiti Utara Malaysia**
Muhamad Umar Nadeem,
MohamadOthman Yeop Abdullah, Haslina Halim, Sintok, Kedah, & Sayang Nurshahrizleen Ramlan
Title: Intercultural competence in Malaysia: A probing on migrant workers' perspective

Global lockdowns and restricted social interactions due to the Covid-19 pandemic have opened opportunities for people to become more attuned to "the other" and find new meanings of competent communication. Since migrant workers are often viewed as the other within a host society, it is thus timely to seek an understanding of their perspectives on intercultural competence. Drawing from Deardorff's (2004, 2006) work, the paper explores how migrant workers perceive intercultural competence in the Malaysian context. Respondents were selected from three economic sectors, namely, plantation, manufacturing, and construction. Fourteen in-depth interviews with respondents from six countries were carried out. A qualitative analysis following Braun and Clarks' (2006) approach to thematic analysis was conducted. Findings revealed that intercultural competence requires migrant workers' cultural understanding and language ability. The findings suggest implications including the need to reconsider intercultural competence among migrant workers and the need to embrace "the other" in intercultural communication.

活用なき学問は、無学に等しい。（福沢諭吉）

Learning without conjugation is equal to ignorance.

Yukichi Fukuzawa

Nora Faubl   **University of Pécs, Medical School**

Title: Development of intercultural competences in a multicultural environment among medical students

Our study focused on the development of intercultural competence and sensitivity among Hungarian and foreign students, both in relation to the 60 different cultures arriving in Pécs and to the Hungarian hosting community. Among other aspects, our research sought to identify the areas where differences between the original and the host culture are most evident, and the factors that slow down or support integration during adaptation to another culture. Among the foreign medical students arriving in Hungary, the main challenges in adapting to the host environment were socialization, language and communication differences, and dealing with unpleasant situations. However, it can be observed, that as the training period progressed, the difficulties resulting from these differences decreased, and students became more able to move in an ethnorelative direction and to appreciate the positive aspects of the multicultural environment.

Mike Garant   **Beijing Institute of Technology, Zhuhai**
Martin Parsons   **Hannan University**

Title: Linear study of online podcasting project between China and Japan

The COVID-19 pandemic caused turmoil and led to education going online around most of the world, including in China and Japan, for long periods. However, this also created opportunities to develop innovative, online projects utilizing the global internet. Looking to the future, how did online teaching from 2020 to 2022 effect the development of digital literacy among students who experienced it? How can the internet be utilized across national boundaries to enhance educational and cultural possibilities? How can online teaching be used to increase proficiency in EFL/ESL learners? This presentation will introduce an ongoing, online, exchange project between China and Japan that seeks to enhance learners intercultural, digital literacy and EFL proficiencies. Encouraging results have emerged, which point to possible future directions for educational practice in difficult times. The development of the project, results and future plans will be discussed.

The more you try to be interested in other people, the more you find out about yourself.

Thea Astley

Guo Zhiyou & Chai Su   **Lanzhou University**

Title: 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

Language is not only the carrier of the culture but also mirrors it. We can get to know the characteristics of certain cultures by analyzing the corresponding languages in a scientific manner. The cultural differences and similarities among countries can be partially summarized through the analysis of the reports concerning the pandemic worldwide from the press like CNN, BBC, The New York Times, The Times and China Daily. The outbreak of Covid-19 not only helps unveil the mask in terms of cultures across the world but also offer us a valuable channel for us to get to know and explore the methods to facilitate the intercultural communication between the east and west. This paper aims to analyze the reports of some authoritative press to figure out the differences and similarities among different cultures and this article will be of use to provide insightful suggestions for better achieving intercultural communication.

Songli Han   **Huazhong Agricultural University**
Yaoyu Wei   **Shanghai Jiaotong University**
James Howard Williams   **The George Washington University**

Title: Cross-cultural adaptation of international students from China in American universities in DMV area during the COVID-19 pandemic

The purpose of the research aimed to find the most influential factor in cross-cultural adaptation of Chinese international students in their overseas study and the major challenges during their stay in the US and how they adapted themselves in the US before and after the outbreak of COVID-19. The research analyzed 110 responses and 14 interviews results from Chinese international students in seven American universities in DMV area (DC, Virginia and Maryland). SCAS, BPAS, AAS are employed for a questionnaire survey, which is published on Qualtrics. Quirkos is used for semi-structured interviews. Findings revealed that the Chinese students who are more psychologically positive show a better adaptation in the transition of different cultures, particularly under the COVID-19 pandemic. The research expects to assist Chinese international students to adapt themselves during the overseas study as well as inform policymakers, administrators, and educators in both Chinese and American universities to improve services.

Hiba B. Ibrahim   **York University**

Title: Examining intercultural communication research in the COVID-19 pandemic: A critical review

COVID-19 pandemic has led to a rise of social justice, human rights, and solidarity issues, putting pressure on the capacities of societies for intercultural awareness. It has also encouraged researchers to explore aspects of critical intercultural awareness, intercultural identities, and cross-cultural collaborations. This critical review looks at the contemporary study of intercultural communication including emerging meanings and methodological approaches in light of the impacts of the COVID-19 pandemic on 'intercultural communication and dialogue' and '

intercultural learning'. By examining published research in leading peer-reviewed journals in the field, this review outlines the most investigated intercultural communication-related themes during the COVID-19 pandemic. It examines intercultural meanings and/or theoretical frameworks and methodological approaches when researching intercultural communication during the pandemic, and discusses the challenges emerging when exploring intercultural communication in novel learning mediums. In addition, the review outlines a set of crucial issues to which attention must be paid in future research.

Nadya Izzaamiouine   **Bonn Universität**

Title: Intercultural Communicative Competence in Foreign Language Teaching and Learning: A Comparison of the Situation in Morocco and Germany in Tertiary Education

Modern communication increases interaction which, in turn, urges learners to communicate with people who are geographically distant, and linguistically and culturally different. Foreign language education is itself an intercultural enterprise (Secru, L et al, 2005). My empirical research aims to identify the intercultural communicative competence (ICC) teaching strategies during COVID-19 and their impact on students' performance in the English departments at Moulay Ismail University (Meknes, Morocco) and Bonn University (Bonn, Germany). This research seeks (a) to test the level of ICC of students and (b) to compare it among participants based on intercultural affiliation and abroad experience. The objective of my presentation is to share the outcome of an empirical study with an outlook into current results and applications. The focus is stressing the importance of integrating ICC into our teaching approach, reflecting upon the teaching techniques to develop ICC and identifying ways to acquire ICC beyond the classroom walls.

Xuelai Jia & Song Li   **Harbin Institute of Technology**

Title: What can we learn from COVID-19 about interculturality: A call for an anthropocosmic approach to intercultural communication

This study will address the challenges of diversity and multiculturalism from an anthropocosmic approach to intercultural communication that has been advocated by Jia Yuxin in recent years (2016, 2018, 2019). Drawing from the New Confucian spiritual humanism (Tu Weiming, 2006, 2018), and different from the prevailing anthropocentric approach in much of the literature and practice in intercultural communication today, the anthropocosmic approach orients towards reconciliation

between conflicts of diversity on the one hand, and on the other hand, it also recognizes the autonomy of the self in relation to the cultural other which is often reduced to selflessness in the decentering trend of multiculturalism. The study will point out that the ethics of "being for both self and other" in the anthropocosmic vision of global intercultural communication will ensure harmony with diversity for a multicultural global community of a shared future in the 21st century.

Xiaonan Jiang   **Shandong University; Florida State University**
Zida Wang & Brooke Wessel   **Florida State University**
Title: Apart/Together: Challenges and Opportunities Florida State University for Exhibition Curation During Pandemic

In 2020, six FSU graduate students co-curated a hybrid exhibition Apart/Together, aiming to support the community to appreciate friendship during the hard time of COVID. The exhibition showcased the artworks of two contemporary artists, from the U.S. and China respectively, centering on the theme of friendship. The curatorial team consisted of students from China and the U.S. As co-curators, we took advantage of our diversity and explored the opportunity for intercultural communication through a collaborative and inclusive curatorial process. The experience of co-curating with culturally diverse colleagues was a valuable opportunity for us to develop active listening, mutual understanding and the cultivation of the sense of empathy, which we believe is the basis of cultural competency. We benefit from this reciprocal learning experience, and we strongly advocate that cultural competency is the key to breaking out of the status of being apart and bringing individuals together beyond the pandemic.

Bo Jiang   **Harbin Engineering University**

Title: A Study on Textbook Evaluation Criteria for the Teaching of Culture

If language teaching is closely connected with the teaching of culture, a textbook is also a most essential constituent to the teaching of culture. This study mainly focuses on common textbook evaluation criteria for the teaching of culture: recency, realism, topics, stereotyping, task design and extra information. Since these criteria appear to be unsupported with theoretical or empirical grounding in research, this paper attempts to evaluate them and proposes recommendations with a view to creating an analytical tool for future analysis of cultural construction in textbooks. By applying these criteria to the studying of one series of College English textbook used in higher education in China, It finds out that the series focuses mainly on American cultures, and although the materials chosen are in general out-of-date, authenticity and varieties of topics are properly considered.

Zhao Jiao Jue   **Yunnan Normal University**

Title: Legitimacy and Recontextualization of Dialect News Releases: A Case Study of Two Pandemic News Texts in Qujing City, Yunnan Province

With data from "Letter to Friends Working Outside by Yunnan Provincial Human Resources and Social Security Department" released on January 14, 2021 by the official media Qujing M and the "Old Village Head's Publicity for the Pandemic" released one week later in the Qujing dialect, the study, following the philosophy that things develop as a result of the combination of their internal and external causes, analyzes the texts using the media discourse strategy for keeping their legitimacy and interprets the

inner connection between them from a recontextualization perspective. The research finds that the two texts utilized two features of the news legitimacy discourse strategy to maintain their own legitimacy. The latter news dialect version text has further proved to be a legitimate discourse and is thus the recontextualization of the former. These two news texts have proved to work effectively for the anti-pandemic purpose.

Md Ruhul Kabir & Kara Chan   **Hong Kong Baptist University**

Title: "Do We Even Have a Voice?" Health Providers' Perspectives on The Patient Accommodation Strategies in Bangladesh

Using communication accommodation theory, this study tried to understand how providers perceive, engage, and accommodate patients' needs in maternity wards during the time of covid-19. This qualitative exploratory study used a semi-structured interview guide to conduct in-depth face-to-face interviews of ten healthcare providers in two government-funded public health facilities in Bangladesh. The interview data were analyzed using MAXQDA 2020 software. The thematic analysis demonstrated that nurses and midwives faced conceivable neglect from patients and their attendees due to possible service and facility limitations, indicating their low status and control within the service operation. Despite efforts to address patients' emotional and psychological concerns, providers appear to avoid confronting patients and their irate visitors. Since the emergence of covid-19, health providers duties have been accentuated from different angles, affecting their interaction process. Unimodal convergence emerged when providers accepted patients' arguments about the systematic inadequacy of service facilities.

Yowei Kang   **National Chung Hsing University**
Kenneth C. C. Yang   **The University of Texas at El Paso**

Title: "To Vax or Not to Vax. That is Divisive": A Comparative Text Mining Analysis of U.S. Media in Different Political Spectrum

The words "Vax" and Vaccine" have been chosen as the 2021 words of the year by the Oxford English Dictionary (Lim, 2021). While the words "anti-vax" and "anti-vaxxer" are not unique to the emergence of the COVID-19 Pandemic, these two words only appeared within a decade in response of influenza vaccine (Lim, 2021). A preliminary and cursory overview of U.S. media demonstrates that right-leaning media have often framed Vax or not Vax decision as personal freedom and liberty, as well as the effects of natural immunity. In contrast, their counterparts have focused on public health. In this computational text mining analysis of media discourses in the U.S., we analyze how media have framed the COVID-19 and VAX mandates. We focus on the media framing from the different political spectrum and provide an empirical assessment of this contentious public health and policy debate in the U.S.

Yowei Kang   **National Chung Hsing University**
Kenneth C. C. Yang   **The University of Texas at El Paso**

Title: Regulatory Responses and Emerging Regulatory Debates of Live-Streaming Influencers in Taiwan: A Text Mining Study

Live-streaming platforms and influencers have become important information sources among many young demographics in Taiwan. With many established media often cite these information sources, many live-streaming celebrities have become powerful influencers in viewers' behaviors, ranging from political campaigns to live-streaming commerce. During the COVID-19 Pandemic, some of these influencers have even become super-spreaders of mis-information. Unlike broadcasters or anchors in

conventional TV platforms, live-streaming influencers are often not regulated by either professional ethical standards or government policies that often fall behind the rapid change of communication technologies. Some emerging regulatory issues related to live-streaming influencers include conflict of interests, fake news, freedom of speech, press freedom, (advertising) endorsement, among others. This study employed a computational text mining method to examine recurrent keywords, phrases, and topics about the government's regulatory discourses, responses and debates about these important issues.

Yowei Kang　　　　　　　　　　　　　　　　**National Chung Hsing University**
Chan-Sheng Kuo　　　　　　　　　　　　　　　　　　　　**Shih Hsin University**

Title: Will Cultural Factors Explain the Representations of e-Sports Players as a Global Phenomenon: A Comparative Computational Framing Analysis

Popular e-Sports genres include first-person shooter, fighting and sports, multiplayer online battle arena (MOBA), and real-time strategy. Because of its popularity, e-Sports emerged as a global phenomenon which has international communication implications. Our study employed a computational framing analysis method to analyze articles selected from "Newspaper Source Plus", "Business Source Complete", and "Ei Village" databases. Our study aims to answer the questions: 1. What are the recurrent keywords, key phrases, and topics used to represent e-Sports players around the world? 2. are there any geographical differences in extracted keywords, key phrases, and topics to represent e-Sports players? Some of the noticeable keywords include "competitive", "streaming", "online", and "copyright". Our topical modeling analysis has generated three major topics/frames used to describe e-Sports players. These topics include "Live Streaming Policy Issue", "Copyright Ownership Issue", and "Player Characteristics. Our results indicate that countries vary in their live streaming policy issue related to e-Sports.

Jana Kassem　　　　　　　　　　　　　　　　　　　　**University of Toledo**

Title: Communicating Racism in American Newspapers Reporting on The Punitive Expedition

Author Thomas O'Brien outlines the notion of the 'American mission' throughout his book Making the Americas. Many historians recognize the excursion known as the "The Punitive Expedition" as a "spectacular failure". The story of American imperialism is reflected in how the American government dedicated extensive resources to search for one man: Francisco "Pancho" Villa. This paper analyzes the language and visual rhetoric used in the headlines and reporting in newspapers covering the mission the United States had during the Punitive Expedition. The presenter will discuss how the expedition was not only about a man-hunt but was evidence of the United States' racism, defense of their interests, and the overarching American Mission to Mexico during the early 20th Century.

Barry Kavanagh　　　　　　　　　　　　　　　　　　　　**Tohoku University**

Title: Assessing AI-based paraphrasing tools for a CLIL intercultural communication academic writing class.

With the advent of the internet and the digital age, plagiarism has become more prevalent within the foreign language classroom. There may be a number of reasons for this. This research aimed to examine the benefits and drawbacks of an AI-based paraphrasing tool employed in a CLIL Intercultural

Communication writing class at a Japanese university for EFL students. In the course students have to write an essay on an intercultural communication topic of their choice and include citations and references. A question this research wanted to investigate was whether or not paraphrasing tools can help students avoid plagiarism and help them paraphrase their sources in indirect citations. Combining a mixed methods research approach, results showed that although AI-based tools can motivate students and improve their knowledge of paraphrasing they cannot be considered a replacement for classroom teaching but instead act as an aid for student understanding.

Mojca Kompara Lukancic   **Faculty of Tourism, University of Maribor**

Title: Alternative ways of language acquisition: the introduction of movement in language acquisition

The aim of the paper is to address the issue of sedentarism in COVID-19 times and introduce movement in tertiary education curricula in the case of the acquisition of the Italian language. In view of the latest research focusing on sedentarism and its negative impact on health (Chandrasekaran, Ganesan, 2020; Narici, De Vito, Franchi, Paoli et al. 2020) as a student assignment in 2020 the students had the possibility to prepare a video. In view of promoting movement the study was oriented towards the preparation of video resources outside the classroom. In the survey 53 students from the University of Maribor participated. In this survey we wanted to show that the introduction of movement in language acquisition brings better results in the language acquisition process, compared to the language acquisition in a sedentary position

Mojca Kompara Lukancic   **Faculty of Tourism, University of Maribor**

Title: Active and inclusive teaching of literacy and communication skills

In the current post COVID times, when social exclusion is present and visible in many segments of our society, we develop an active and inclusive curriculum for developing communication skills by employing sign language, travel writing, and movement in teaching practice. Our Erasmus plus project aims at promoting inclusion, innovation, sustainability and a healthy lifestyle in an interdisciplinary frame by including project partners from Slovenia, Croatia, Germany and Italy. We develop literacy and communication skills through an innovative method of travel writing and movement and by employing sign language for online and classroom communication skills course at European universities and enhancing writing skills. The project supports individuals in the vertical frame of tertiary education and crates flexible and active learning pathways.

László Kovács   **Eötvös Loránd University**

Title: New challenges, new skills, new strategies - Developing business professional skills and competencies in an online environment

In early 2020 society was faced with the challenge of going online in days: education, work related activities and social life went into the virtual space. It is also predictable that some work-related

activities will remain – or go from time to time – online and working from home office will be not an exception. How can students be prepared for the challenges of working from home? Which (new) skills are needed and which skills need to be enhanced? To give answers to these questions, in early 2022 a

one-semester long pilot project was started at Eötvös Loránd University. During the project 15 students take part on an online course which aims to 1) show how business was and remains influenced by the pandemic and 2) to teach and show them new skills which are relevant when working in an online environment. The presentation will overview the project and share the results.

Chan-Sheng Kuo   **Shih Hsin University**
Yowei Kang   **National Chung Hsing University**

Title: A Study of Affecting Factors on Mobile Learning Intention and Learning Effectiveness of Mobile Learning for ERP Curriculum

Enterprise Resource Planning (ERP) system can integrate the resources and operation processes of various departments within the enterprise to help improve operational efficiency and increase the enterprises competitive advantage. Due to the importance of mobile learning of the ERP curriculum, this study investigates the critical variables that affect the mobile learning intention and learning effectiveness among learners and thus proposes a framework to explore the relationships among the study variables. An empirical study was conducted through Structural Equation Modeling to test the framework. Four hundred thirty valid samples were obtained and analyzed from an online survey in Taiwan. Our empirical results have confirmed that (1) Perceived usefulness, mobility, technology facilitating conditions, and trust positively affected mobile learning intention; (2) Perceived ease of use, social influence, trust, self-regulated learning, and mobile learning intention positively affected learning effectiveness. This study provides practical implications and managerial recommendations for merchants of mobile learning.

Chan-Sheng Kuo   **Shih Hsin University**
Yowei Kang   **National Chung Hsing University**

Title: Exploring the Factors Affecting Action Learning Intentions from the Integrated Technology Acceptance Model: An Investigation of ERP Courses

This study employed The Unified Theory of Acceptance and Use of Technology (UTAUT) proposed by Venkatesh et al. (2003) to explore the key influencing factors users of Enterprise Resource Planning ERP course and action learning intention in the action learning platform. These variables include variables derived from UTAUT (such as performance expectation, effort expectation, social influence, enabling conditions). We also added trust, stickiness, information quality, and self-directed learning, to explore the influence of users on action learning intentions. We collected 263 valid questionnaires through online questionnaires, and our empirical data from SEM analyses confirmed six out of eight hypotheses. We observed the positive effects between students' action learning intention and effort expectations, social influence, trust, stickiness degree, information quality, and self-directed learning. Moreover, our data also showed that performance expectations and enabling conditions had no significant impact on learners' action learning intention.

Hongyan Lan   **Fukuoka Jo Gakuin University**

Title: A Japanese Woman's Life Journey through Narration

This study focuses on a Japanese woman's life journey. Taking a narrative inquiry, the participant's perceptions of marriage, family, work and life value were summarized. As a senior citizen active in her career, the participant reflected on her life's "reality" which has been shaped and influenced by the political, socioeconomic backgrounds. Although the Japanese government has implemented a series of policies and laws to improve gender equality since post-war, according to "The Global Gender Report 2021" by the World Economic Forum, Japan's gender gap continues to be the lowest among the developed countries, with a ranking of no. 120 among all the 156 countries. The situation calls for the need of having more women's voices to be heard and reflected. This study will analyze the political and socioeconomic backgrounds and examines women's changes from the past to the present as well as the possibilities in the future.

Jean –Yves Le Corre   **Xi'an Jiaotong-Liverpool University**

Title: Cultural Factors and Ethics in Transnational Higher Education: the role of Virtual Constructivist Learning Environments

Cultural negotiations in transnational knowledge have been explored through various disciplines including clinical psychology, anthropology and sociology. The current study evaluates how Virtual Constructivist Learning Environments (VCLEs) can help learners engage into cultural negotiations to collectively construct hyper norms that help them resolve complex ethical dilemmas in multicultural contexts. It examined the role of socio-cognitive conflicts to facilitate group cognition in combined learning activities supported by the VCLE. The research was conducted in a cross-border web-based setting where students are enrolled in an online business competition across several universities in South-East Asia region. The study explored psychological factors that influence collaborative behaviors in cultural negotiations in the context of the VLCE to resolve differences in ethical judgements. VLCEs have emerged as an essential strategy and innovative mode of instructional design for many Transnational Education institutions in China and South-East Asia region in the current context of post -Covid crisis.

Song Li & Cui Qiqi   **Harbin Institute of Technology**

Title: 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

This study explores the unique role of social media in language management for intercultural crisis communication. For a case study on the topic, the authors look into the effective use of WeChat for crisis communication between the local community workers and the international community in Weihai City, China. Under the framework of Language Management Theory (Jernudd & Neustupný, 1987;

Neustupný & Nekvapil, 2003), questionnaire surveys and semi-structured interviews are conducted among some international residents in this Chinese coastal city. For data analysis, the authors made a close examination of the different stages of language management process in communication

in/through WeChat in the context of COVID-19 pandemic. It is concluded that social media such as WeChat functions as powerful linguistic, communicative and sociocultural mechanism for language management in intercultural crisis communication.

Song Li, Ren Xiaomin & Zhang Jin   **Harbin Institute of Technology**

Title: Virtual ethnography for engaged intercultural learning: Experiences and reflections of summer school experiential learning activities in the context of COVID-19 pandemic

By reporting on personal experiences and reflections on a series of experiential learning activities in the context of COVID-19 pandemic, the authors wish to demonstrate how virtual ethnography can greatly empower, enrich and enhance genuine intercultural learning in times of crisis when physical mobility has been severely impeded. The authors will first introduce the theoretical underpinnings for the development of these activities and then showcase how the learners have engaged in authentic intercultural learning through virtual fieldtrips and virtual multidimensional intercultural dialogues. Reflections from both the learners and instructors will be presented for a critical evaluation and for future implementation.

Yan Li   **Zhejiang Normal University**

Title: Translation of Emotion in Literature from the Perspective of Translator Behavior Criticism: A case Study of the Two Chinese Versions of David Copperfield

The Translator Behavior Criticism proposed by Zhou Lingshun is a critical study on translators' behavior within the sociological perspective, and translators' role in translation process as well as their general behavioral rules in dealing with texts (2014: 58). According to this theory, translators are both language and social beings. In translating, they make choices on the continuum of "seeking truth" and "being practical". Therefore, by taking the two Chinese versions of David Copperfield, namely, Lin Shu and Xu Tianhong's, this research is intending to seek how emotions were translated respectively in the two versions. Through analysis, the study is going to explore in which version emotions can better represent those of the original and how emotion translation can reach the balance on the continuum of "seeking truth and being practical". Key words: flow of emotion; translator emotion; the "Truth-seeking-Utility-attaining" Evaluative Model of Continuum towards translator behavior

There are things I can't force. I must adjust. There are times when the greatest change needed is a change of my viewpoint.

Jean-Jacques Rousseau

Xiangnan Li   **Guangdong University of Foreign Studies**

Title: Intercultural conflicts and changes in power relations after the pandemic: a micro study based on WeChat exchanges between Chinese and French trade partners

In the aftermath of the epidemic, China quickly closed its doors to the world, and foreign language practitioners, who make their living by communicating with the outside world, suffered a huge blow. What exactly is the impact of such external events on intercultural communication? Taking the intercultural communication between Chinese and French small and micro trade enterprises as an example, this paper tries to analyze the changes of intercultural communication after the epidemic from the perspective of intercultural conflict based on a participatory observation of WeChat communication and analysis of chat records. The frequency, causes, and characteristics of intercultural conflicts before and after the epidemic lead us to conclude that intercultural conflicts did not increase with the negative effects of the epidemic, on the contrary, the epidemic has brought about more of a change in power relations and a reduction and minimization of intercultural conflicts due to these changes.

Pang Hui Lian   **Jinan University**

Title: Culturally Dependent Pragmatic Strategies: a Comparative Analysis of Readers' Criticism Speech Acts on Chinese and American News Websites

The paper makes a comparative study on readers' criticism speech acts on Chinese and American News Websites from the perspective of Cross-cultural Pragmatics. It analyzes the similarities and differences in the use of criticism strategies of the news remarks via calculating frequencies and conducting Chi-square tests. The study further discusses the cultural norms that govern the pragmatic choices of the two groups of speech acts. Results indicate that there is significant difference between the two groups of criticism speech acts, yet such significance is mainly attributed to the applications of some of the strategies. In addition, the Chinese and American net-news readers show both common and divergent strategic preferences when the types of situational contexts vary. The findings suggest distinctive cultural norms, in which the internet's advocate of equality and personal freedom overrides the concepts of social hierarchy and collectivism in influencing criticism speech acts on the Chinese news websites.

Hongjing Liao   **Beijing Foreign Studies University**

Title: Reconstruction of cultural realities: Developing the symbolic competence of advanced-level Chinese EFL learners through critical incidents

Integrating intercultural communicative competence (ICC) in foreign language classrooms has been emphasized in China, yet scant research and guidance for teaching exist on the symbolic dimensions of ICC. This paper explores the use of critical incidents in developing the symbolic competence of advanced-level EFL learners. It examines how a group of EFL learners (N= 48) engaged with a critical incidents writing assignment as part of their study of English language and intercultural communication at a Chinese university. Thematic analysis of students writing, their own reflection processes and post-session interviews showed that they were engaging in a complex process of intercultural

communication that enabled them to represent and reconstruct cultural realities and their discoursal-self. This study highlights the symbolic value of intercultural teaching, and suggests potential benefits of critical incidents writing in providing a site for reframing intercultural experiences and realities, exercising and reflecting symbolic powers of language use.

Hanzhao Lin **Peking University**

Title: Conceptualizing Caring in Intercultural Communication: Revisiting 'CARING AND ITS RELATIONSHIP TO CRITICAL THINKING' Twenty Years Later and Moving Forward

Drawing from interdisciplinary insights, this presentation reiterates and calls for (re)conceptualizing caring in intercultural communication to (re)connect with people(s) and re-imagine possibilities of the future and academia with a caring/humanistic agenda, which is largely missing in critical thinking discourse and needed more than ever in today's increasingly tense, divided and uncertain world. Caring nurtures critical thinking through value-giving and listening to more voices before critical assessment, so one may be more willing and resourceful to rethink our assumptions and ideas that we bring to every intercultural conversations and interactions, boosting critical spirit by caring about what others have to say and the relevance and importance of their reasoning to avoid blind spot. If not taken seriously and allowed for, these voices might be neglected, othered, even silenced. Learning languages may increase our sensitivity to alternative ways of connecting and perceiving the world. Implications abound and suggestions are made.

Li Liu **Harbin Engineering University**

Title: Construction of Framing System of Chinese Discourse in the COVID-19 pandemic: "Community with Shared Future for Mankind" as a case study

The outbreak of COVID-19 manifests that all human beings are a "Community with Shared Future for Mankind", which was proposed by President Xi Jinping in 2017. Following Lakoff's frame theory, a mental structure that we use to understand and construct reality, this study focuses on the construction of framing system of Chinese discourse. To reduce the misinterpretation or misunderstanding of Chinese discourse worldwide, the research based on Xi's speeches collected from 2019 to 2021 on People Daily uses qualitative and quantitative methods to evaluate how "Community with Shared Future for Mankind" is constructed at intranational and international level, and to investigate the framing system of Chinese discourse at both levels. It finds out with the integration of discourse analysis and frame theory, intranational discourse system is governed by "Family of Chinese Nation Model" and international discourse system by "One world under Heaven Model".

Yizhu Qian & Yang Liu **Beijing Foreign Studies University**

Title: Intensified Otherness and Imperative Improvement of Social Support System --- An Empirical Study on International Students in China in the Post-pandemic Era

The COVID-19 pandemic has created a dramatic impact on global higher education, while international students have become one of the most vulnerable groups. Focusing on Western international students in China, this research critically examines the formulation of Otherness and the desirable social support during this pandemic. Semi-structured interviews with international students will be conducted.

Drawing from the postcolonial perspective, this research analyzed the cross-cultural adaptation of international students, and investigated the reasons why social support available failed to achieve the expected goal and aggravated the construction of Otherness within the context of international student mobility. The research also maps out social support expected by international students in China. The current study has theoretical and practical implications. It sheds light on the improvement and optimization of the current social support system providing feasible suggestions regarding how to help international students navigate their study abroad in Chinese higher education institutions.

Na Liu & Yuanyuan Chai   **Jingchu University of Technology**

Title: Measuring Chinese University Teachers' Perception of Intercultural Communicative Competence and Their Practices for Teaching Culture in EFL Classrooms

This study investigated the effect of Chinese EFL teachers' level of instruction, education, and experience on their perceptions of Intercultural Communicative Competence (ICC) and the effect of teachers' ICC perceptions on their practices of teaching culture in Chinese colleges. Based on the theories of ICC (Byram, 2009; Fantini, 2000; Sercu et al., 2005) and Zhou's (2011) 62-item Likert-scale questionnaire of ICC, this study intends to inquire 128 EFL teachers' (63 males, 65 females) perception of ICC. Semi-structured interview (with 13 EFL teachers) was used to examine the EFL teachers 'practices of teaching culture. The findings reveal that the comparison of the results from the participants' perceptions of ICC with those from the EFL teachers' experience, education, and instruction are basically consistent. It found that the participating teachers perceptions of ICC have a role in their self-perceived instructional practices, especially perceived cultural teaching objectives reflect various aspects of intercultural perception.

Yingqin Liu   **Cameron University**

Title: Culture's Role in Assessing Politeness

Intercultural pragmatics studies the way the language system is put to use in social encounters between human beings who have different first languages but communicate in a common language, and usually, represent different cultures. In fact, ideas about the appropriate language to mark politeness differ substantially from one culture to another. For example, if one has grown up in a culture that has directness as a valued way of showing solidarity, and uses direct commands "Give me that chair" to people whose culture is more orientated to indirectness and avoiding direct imposition, then one will be considered impolite. This paper focuses on analyzing samples of negative and positive face in the light of intercultural pragmatics and maintains that culture matters in evaluating the standards of politeness in an intercultural communication context.

Yanjin Liu   **The Hong Kong Polytechnic University**

Title: The Happy Prince and the heartbroken audience: literary canon and its emotive reception

The reception of fairy tales, a powerful discourse, undoubtedly concerns both children and adults within different cultures. This study therefore aims to investigate the readers' perceptions and emotive responses to literary canon and its translations. The sentiment analysis and keywords analysis will be

adopted to discern the emotive reception and main concepts of both ST readers and TT readers from a self-built dataset including online reviews of the literary canon and its translations in the Goodreads and Douban. The detailed sentiment analysis would be conducted via NRC Emotion Lexicon to unveil the emotions and sentiments embedded in the reviews and check: i) whether there are the same emotional flow or density between different ends and ii) any differences in main concepts observed in different readers. The observed patterns and norms would offer as an in-depth exploration towards the cognitive research into emotive reception in translation studies

Yufeng Liu & Dechao Li   **The Hong Kong Polytechnic University**

Title: Multimodal metaphor (re)framing: A critical analysis of the promotional image of China's Hubei Province in the post-pandemic era on new media

This study presents multimodal metaphors as (re)framing tools in the analysis of a 10-minute promotional video of Hubei Province produced by the Chinese government and circulated on new media platforms like YouTube, Douyin and WeChat Channels. The video introduces Hubei Province to the world in the pre-pandemic, pandemic and post-pandemic stage to erase the prejudiced "Wuhan virus" and "China virus" painted by Western media. Drawing upon the Metaphor Identification Procedure Vrije Universitei, multimodality of metaphors, and Critical Discourse Analysis, this study analyzes how the Chinese government attempts to reframe Hubei as a place of courage, prosperity and humanity via multimodal metaphors. The benefits and drawbacks of such metaphor usage are also discussed while indexed with appropriate contextual and socio-cultural relevancies. The study provides a hands-on practice of the CDA-based analysis of multimodal metaphors and justifies the feasibility of integrating translation, metaphor and semiotic studies through the sociological theory of framing.

Keith Stallings Lloyd   **Kent State University**

Title: English has always been "Englishes": Time to stop privileging native versions

Currently, Standard American and British English are promoted as benchmarks of English Language "Proficiency," and variations identified as deviations. "Native" speakers are privileged over non-natives in teaching and hiring; any who can speak and write English have greater economic and political access. This presentation questions that perspective. Since English developed from other "Englishes" -- Old, Middle, and Early Modern -- it was, even before it left the British Isles, a creole of Anglo-Saxon, Latin, Danish, and Norman French. The English language continues to evolve in Britain and the US, where "native" speakers ironically have to be taught standard English. From this perspective, rather than deviations, African American Vernacular, Jamaican, Spanglish, Hinglish, Konglish, Singlish, etc. are innovations similar to Irish, Scottish, and Welsh. "Standard" forms need to be seen contextually; English not an ownable object but rather a resource for communication; we need to value and teach global Englishes.

You give but little when you give of your possessions. It is when you give of yourself that you truly give.

Gibran Kahlil Gibran

Youwen Ma & Lu Tan   **Shanghai Jiao Tong University**

Title: Online social viewing: Cross-cultural adoption and uses of bullet-screen videos

Bullet-screen technology is creating a highly interactive online movie-watching experience and getting extremely popular among audience in China and Japan. Even though bullet screens are prevalent in East Asian countries, they haven't yet been widely adopted by mainstream video-sharing websites in the U.S. Several international e-venues are considering employing bullet-screen technology to optimize users' online experience. Little research has investigated how American audiences might respond to this new type of online video experience, nor has research compared user interactions across different cultural or international contexts. This study employed a comparative qualitative focus group approach to explore how American and Chinese viewers responded to and interacted with this new format of online videos. Three themes emerge from this investigation: (1) the unique affordances of this technology; (2) barriers to adoption and usage; and (3) cultural differences that impact the user experience. The theoretical and practical implications for bullet-screen technologies are discussed.

Masrokhin Masrokhin & Sultan Turkan   **Queens University**

Title: Intercultural Competence in Bilingual Classes in Islamic Higher Education in Indonesia: Strategies and Challenges.

In this globalised era, where the number of immigrants and mobilisation increase and people's interaction from diverse cultural backgrounds is unavoidable, there is demand and open window opportunities for EFL teachers to facilitate their students not only to be linguistically competent but also interculturally competent. By doing this, students are well-prepared for the situation and are able to communicate properly with people from different cultural backgrounds, values, and beliefs.With regard to the phenomenon above, teachers in Islamic Higher Education in Indonesia are also required to be able to equip their students with those competencies. Some strategies and challenges they face facilitating EFL students in Indonesian contexts to be linguistically and interculturally competent. This presentation will explore some strategies employed by EFL teachers in Islamic universities in Indonesia and challenges encountered by them in promoting intercultural competence amongst students in Islamic universities in Indonesia.

Mary Miller Mears & Eunhui Kim   **University Of Alabama**

Title: Technology as a Tool for Increasing Intercultural Sensitivity During the Pandemic

One paradox of technology is that it allows us to stay connected to people who we know or whose perspectives are similar to us (e.g., technology bubbles) while simultaneously allowing us to make connections with those from other cultures, expanding our understanding of those who are different from ourselves. In this paper, I explore the ways in which social media, traditional media, and other forms of technology allowed individuals to view the pandemic experience from the perspectives of those from other cultural groups, including different countries, different backgrounds, and different identities. While many around the world were forced to stay at home to reduce transmission of the

virus, computers and other devices became a window to seeing and reading about other people's experiences. Examples of comments from people who might never have interacted provide support for the idea that technology can be a tool for seeing strangers' with increasing complexity.

Ula Merie   **The University of Babylon**

Title: The River as a Shared Heritage symbol: Khidr Elias between Cultural Diversity and Heritage Authenticity

Mesopotamia's identity is integrated and rooted in symbolism. The region's civilizations, cultures, and traditions are inseparable from the legacies and the narratives of cultural heritage. Women in Mesopotamian societies hold a unique position to strengthen, maintain, and pass the intangible cultural heritage; women's narratives provide a window on local forms of syncretism, heritage, and traditions. Khidr Elias festival and the rituals associated with it along the Tigris river serve as a shared heritage among the different ethnic and religious groups in Iraq. This presentation will highlight accounts, narratives, and rituals of Khidr Elias festival and discuss how these rituals and their symbolism create a common identity and social cohesion among Sunni, Shia, Christian, Sabean-Mandaean, and Yazidi communities. The presenter will show how through the context of the place, narratives, architecture, symbolism, and relationship with the river, women have maintained and passed their group's cultural identities and contributed to peacebuilding.

Yoko Mori   **University of Otago**

Title: Cultural diplomacy through academic development lens

More than ever is the framework of cultural diplomacy pertinent to deepen mutual understanding between nations. Using this framework, I focus on the art of academic development (AD) which could provide insights for how developers can strengthen a sense of community across higher education worldwide. Though AD is increasingly becoming focused as a field and profession, literature on how this evolving area could contribute to cultural diplomacy is still scarce. As a part of my study on developers' professional identity in which I conducted semi-structured interviews to 19 developers in New Zealand and Japan, I explored how developers have perceived the art of AD. I learned it to be a complex mix of concepts and activities including personal growth, pragmatism, collegiality, and experiment, to name a few. The mosaic pieces are beginning to form an image of "hope" which provides implication for future AD within broader context of cultural diplomacy.

Phalandwa Abraham Mulaudzi   **University of South Africa**

Title: The Southern African Indigenous Health Communication Practices Beyond COVID-19 with Reference to "Le Akela Malata" and "Ndala Ya Matshona" Songs

This paper argues that the outbreak of Covid-19 disrupted health communication in many ways. As a result, health communication practices based on cultural perceptions of Western and African worldviews are severely affected. Northouse and Northouse (1992:3-4) sum up the understanding of health communication practices based on Western cultural perceptions as the transactions between

individuals who are attempting to maintain health. Among the Southern African indigenous communities health communication presented in the two songs goes beyond this definition, because the lyrics integrate the role for ancestors and local cultural norms in the promotion of health. These lyrics also reflect an African cultural practice which is not compatible with covid-19 regulations. The argument is that it is time for these communities to realize that cultural health communications are not static; therefore they should adjust to the regulations of Covid-19.

Afaf Ali Nash   **University of California Los Angeles**

Title: Transdialectology and Songs for Developing Arabic Discursive Competencies

Arabic competencies are defined by the level of proficiencies in at least two varieties: Modern Standard Arabic (MSA) for formal and textural skills and a spoken dialect for daily communications. This linguistic situation, known as diglossia, is a source of anxiety for learners and educators alike. Although the U.S. Arabic programs began in the mid-17th C, the debate around how to develop Arabic competencies among learners is still unsettled. A number of current models integrates teaching MSA and colloquial forms; yet the general focus remains on building formal skills. I argue that Arabic discursive competencies can be best developed by a plurilingual pedagogy built on knowledge of the historical heterogeneous nature of Arabic and present comparative interactional structures. In that vein, I introduce trans-dialectology as a framework for developing Arabic competencies. To activate this framework, I suggest songs as one of the theoretically and empirically fitting tools for teaching Arabic.

Nina Nassif   **University of Toledo**

Title: Women's Rights in the Middle East and North Africa: Accomplishments and Challenges

The Arab uprisings in 2011 which became known as the Arab spring, influenced women and gender in the Middle East and North Africa (MENA) region. The 2011 uprisings gave an opportunity for female political mobilization but at the same time also caused multiple crises and restructurings of domestic political orders. In this paper, I will highlight the political, cultural, social, and regional issues affecting women and their rights in some of the MENA countries. I will also highlight the accomplishments of four female activists from Saudi Arabia, Iraq, Syria, and Egypt. In addition, this paper will discuss current and future challenges facing women in the MENA region in the political, economic, judicial, and activism in public life.

Emmanuel K. Ngwainmbi   **Independent Researcher**

Title: Communicating Health Issues in Africa during Pandemics: An Examination of Socio-Cultural Factors

The linkage between development, international and national budgets, and disease is often missing. So does investigative journalism. Moreover, communication officers do not adequately construct or communicate health information leaving the masses vulnerable to infectious diseases and more reliant on unsafe traditional healing methods. This project seeks to provide the historical context of the flow

and sharing of information on covid-19. It describes how traditional media and social media platforms report pandemics and pollute communities and emerging businesses with fake news. It also analyzes the impact of such communication on young people's physical and mental health. Drawing on experiences from external healthcare providers like Doctors Without Borders, and the Center for Disease Control. The paper offers approaches for ministries of health and culture and international development agencies interested to work with locally trained healthcare journalists to provide proper messages that can better educate the public on pandemic management and prevention measures.

Li Ni   **Dalian University of Foreign Languages**

Title: Empathy elements in Chinese anti-epidemic songs

The sudden COVID-19 is a disaster and challenge to human. With different culture and different national conditions, each country has took different attitudes and measures in the fight against the virus. In order to defeat the virus as soon as possible and restore the old life, each country has its own way of fighting the epidemic. During this period, we have also created a lot of songs to encourage everyone to keep going. We express our emotions through songs expecting for a better future. We believe that the empathy characteristics in the songs are also a reflection of the cultural characteristics of a nation. This paper will take hundreds of songs during the anti-epidemic period in China as the research object, and analyze the empathy elements of the Chinese nation through word frequency analysis combined with national characteristics.

Arwa Noubi   **University, Assiut**

Title: Public Sphere During the Corona Crisis -from George Floyd to Sheikh Jarrah

Nations and governments of different countries have been keen to be present in the virtual reality via the Internet, and this has prompted some to argue that social media has promoted the return of Habermas's public sphere. This research paper aims to define the virtual public sphere after the Covid-19 crisis. As the pandemic has changed the daily lifestyles of people around the world, there is a so-called culture war raging behind our screens that is likely to change much in the future of the virtual public sphere. As virtual platforms seem to be showing an increasing willingness to engage in public debates and political change, the international virtual community has shown an unprecedented reaction, followed by a response from decision-makers, towards the issue of racism against black people after the murder of George Floyd, and also towards the Sheikh Jarrah neighborhood issue in Gaza and the Palestinian-Israeli conflict.

Yoshinori Nishijima   **Kanazawa University**

Title: What is expected of the clerks by wearing "in training" tags?:An Analysis of Roles of the Tags

At the cash registers of Japanese supermarkets, convenience stores, and other service establishments, you may see clerks wearing nametags with the words アルバイト ('part-time') or 研修

中 ('in training') on their chests. The "Part-time" sign states that the employee is a part-time worker, not a full-time employee. "In Training" sign means that the employee is "an apprentice until they learn the job duties while working on the actual job". What is the role of these nametags? And what is expected of them by wearing the name tag? The purpose of this study is to clarify what role name tags play from the perspective of both the person wearing them and the person looking at them. The results show that the custom of wearing such nametags is related to the rule of affixing beginner's marks to cars, and is one of the Japanese forms of communicating.

Kolawole Waziri Olagboyega   **Tsuru University**

Title: A Descriptive Grammar of Prepositional Constructions in Japanese English

As an attempt to conflate the existing pedagogical concept of "Standard English" and the theoretical notion of "standard non-native varieties of English", this study provides a descriptive grammar of English written by "educated Japanese". It looks at the stability of the claimed "characteristic" forms of "Japanese English", examines their incidence in a corpus of English written by "educated Japanese" and shows the statistical likelihood of their occurrence in particular syntactic environments. The realization of the grammatical category that is typically associated with the constituents of the prepositional phrases is examined in the English written by "educated Japanese". The study is intended to demonstrate to those concerned with teaching English particularly at the Universities and Colleges, the linguistic circumstances in which "Japanese" forms are typically produced, and to give some account of the reasons for this variation and how to set about correcting it whenever they occur in the classroom.

Oluyinka Osunkunle   **University of Fort Hare**

Title: The need for Intercultural Communication in University Curricula: Towards curbing Xenophobic traits among South African students

This study looks at intercultural relationships and communication among students in two South African universities and the challenges that exists. The study employed a qualitative research design and focus group interviews were conducted among local and international students and the findings revealed that while some participants coexist and relate well among themselves, majority of the participants believe that students from different cultures detest themselves at times. The findings also revealed that there is a possibility of future xenophobic attack in these universities and probably at other South African universities as well. It is recommended that intercultural communication should be part of university curriculum and that it be taught to first year students as they enroll at the university. This study believes that this will make the students to be capacitated and well knowledgeable on how to respect other peoples' cultures and thus accommodate them as they study.

> The first page sells the book. The last page sells your next book.
>
> Mickey Spillane

Eujeong Park   **Sunchon National University**

Title: Faculty Professional Development in Collaborative Course Design

This study explored faculty professional development through a specific course design at a medium-sized national university in South Korea. Three professors in an English education major participated in the project-based faculty professional development to design a course and plan to create course content. Data were collected through interviews, meeting agenda notes, faculty reflection logs, and relevant documents during the fall semester of 2021. Thematic analysis was used to identify emerging themes or incidents regarding issues from the faculty professional development. During the faculty professional development with designing a new course, four intriguing themes were identified for promoting faculty professional development and strengthening a faculty community of practice; (1) creating an adequate atmosphere for faculty professional development, (2) sharing various perspectives with cultural competence, (3) negotiating and accommodating the direction of course design and related research and (4) awareness of constraints of time management.

Elizabeth Marie Root   **Oregon State University**

Title: "English is my Knight": Descriptions of Perceived Agency within the Hegemony of English

Non-native speakers of English navigate the global dominance of English in nuanced ways. This study considers how self-identified English speakers perceive their own privileges and disadvantages; they have enacted aspects of complicity by dedicated effort to learn English but also benefit from English competence. Data was collected via focus group interviews in South Korea to examine how English speakers make sense of their relationship to the language and how this connects to perceived agency within the hegemony of English. Thematic analysis identified two themes: English as my Knight and English as my First Love. These themes connect to perceived agency in three ways: a) as enacted upon the participants through the process of being saved; b) as limited because they feel they cannot opt out of efforts to achieve competency; and c) in a more expanded manner since English ability opens up opportunities that might otherwise be unavailable.

Chie Saito   **Teikyo University**

Title: Chronological change of the linguistic landscape in Japan after the COVID-19 pandemic

This study focuses on the chronological change of the linguistic landscape in one specific facility for tourists in Japan. Japan held the Olympic games in 2021, although it was postponed a year because of the COVID-19 pandemic. In addition to this worldwide event, inbound tourism growth in Japan has made Japan's linguistic landscape more multilingual and organized. Saito (2012) reported how grammatical corrections on multilingual signage were made in a ropeway station in a touristy area over a few years. The current study will show the changes in the multilingual signs after the pandemic. Although it is difficult to prove the direct relationship between the pandemic and the signage observed, it may imply how the pandemic affects the linguistic landscape. The observation in 2022 shows the decrease in the number of multilingual signs and less diversity in the languages used.

Gracy Samjetsabam   **Manipal Institute of Communication (MIC)**

Title: The New Languages of the pandemic: A discourse Analysis

The COVID-19 pandemic has impacted language and culture bringing paradigm shifts in interpersonal as well as intrapersonal communications, which in turn have brought a huge impact on the intercultural as well as intracultural communications universally. The paper aims to explore a discourse analysis on how a set of "new languages" that cropped up during the pandemic have impacted and become a part of our identity and culture and how it has found expression in the many global pandemic writings on different platforms. Some sociolinguists used neologism and functional theory and argued that the new languages of the pandemic have served the need of the hour and in the future, the relevance of the language of the pandemic will be curved by the need of the context and function of the future time. Language matters in bringing a greater understanding of the times we live in and what lies ahead.

Gaby Semaan   **University of Toledo**
Rui Liu   **Yanshan University**

Title: Mid-Semester Switch Online: Students' Attitudes, Challenges and Opportunities in an Intercultural Communication Class

The presenters will share the results of a study exploring students' attitudes toward face-to-face and online intercultural communication course after they took half of the semester face to face and the other half online. Eighty five (85) students in three sections of the class were surveyed during the last two weeks of the semester. A total of 62 students attempted to take the survey out of which only 57 completed their attempts. Results showed that the majority of students preferred the face to face format and said that the lectures and activities in the face-to-face format were more effective and offered them more opportunities to master the class-material. The presenters will share the limitations, challenges, opportunities and lessons learned from this pandemic-forced experiment. The presentation will engage the audience discussing the implications of this study on teaching intercultural communication during and beyond pandemics.

Gaby Semaan   **University of Toledo**

Title: Arab Refugees in Germany: Multifaceted Shifts in Narrative and Cultural Identity

Germany witnessed in 2015-2016 a huge influx of refugees coming from all over the world. Out of the one million refugees who entered the country then, about 400,000 were of Arab origins coming mainly from Syria and Iraq. The number of Syrian refugees continued to grow and currently there is about half a million Syrian refugees in Germany. In this session, the presenter will discuss the multifaceted shifts that those refugees went through comparing and contrasting the narrative shifts of both the host-community' and the refugees' between 2016, 2018 and 2022 and discussing the shifts in cultural identity as those refugees continue to integrate into the German society at a time when Europe is witnessing the largest and fastest displacement movement of people since World War Two.

Liu Shan & Chai Su   **Lanzhou University**

Title: The Spread of Chinese Values from a Pandemic-themed movie: A Case Study of Chinese Doctors

Since the outbreak of COVID-19, a wealth of artistic works related with the pandemic have attracted much attention of Chinese and foreign scholars. As the first film about COVID-19 in Chinese Mainland, Chinese Doctors show how the Chinese people from every corner of the country provide as much support as possible for Wuhan, the first city of epidemic outbreak. This film not only shows the Chinese people's quality of caring for community instead of prioritizing themselves and their courage and determination to fight the disease to the end, but also conveys the China's collectivist spirit and humanitarianism of saving all lives to the people of the world.

Chenyu Shen & Jirong Guo   **Xi'an Jiaotong University**

Title: Public health crisis and political accountability: examining government-media communication at Chinese press conferences during the covid-19 pandemic

Routine Chinese press conference nowadays has already become a very common and popular platform for government-media communication. This study examines journalists' questions before and after the outbreak of the COVID-19 pandemic crisis at routine Chinese press conferences. The focus of the analysis is the variation of adversarialness contained in journalists' questions before and after the outbreak of the pandemic crisis. The coding of this study considered the characteristics of Chinese data and was based on a modified version of Clayman and Heritage's widely used coding systems for measuring adversarial questioning in U.S. press conferences. The results show that, there are variations on several indicators of adversarialness and the intensity of the indicators turns out to be different before and after the outbreak of the pandemic.

Kejia Sun   **Communication University of China**

Title: New Aesthetics and New Format: The Development of Interactive Movie in the Post-COVID-19 Era

Under the influence of COVID-19, the development of Chinese movie industry in 2020 has been forced to slow down or even pause. However, the crisis also contains new vitality and opportunity. Based on the needs during COVID-19 epidemic and current movie industry development, this paper believes that interactive movies and its aesthetics will become the new growth point of movie industry in the post-COVID-19 era. The huge increase in the scale of mobile users and online time during the COVID-19 epidemic is the foundation of online communication. The rapid development of digital technologies such as 5G, AI, VR, and AR has had a huge impact on movies and videos. The interactive movies that have emerged in recent years can not only meet the online video needs of the audience in the post-COVID -19 era, but also fully meet the aesthetic needs of audience experience, interaction, and virtuality.

Yanshu Sun   **Beijing Institute of Technology**

Title: Effect of Parenting and Co-parenting on Internet Addiction: A Moderation Analysis

This study is proposed to examine the intertwined effect of co-parenting styles on the relationship between parenting and internet addiction. When the different problematic parenting styles meet with each other, this study tries to explore whether an interaction term may produce a significant joint effect predicting internet disorder use. A total of 1200 self-report questionnaires from college and middle school students separately will be analyzed. The findings will yield a better understanding of the parenting and co-parenting effect and provide instruction for defending against internet addiction among the youth. This study will contribute to the knowledge pool of parent-child communication, family relationship, and youth study.

Matthew Sung   **City University of Hong Kong**

Title: Multilingualism, identity and intercultural communication: A multiple case study of Asian international students' experiences in Hong Kong

This paper reports findings of a multiple case study of Asian international students' experiences of language use and intercultural communication in an English-medium university in multilingual Hong Kong, with particular attention to how their multilingual language use and learning experiences shape their identity construction. Drawing on rich narratives of three international students from different national backgrounds, the study revealed that these international students not only appropriated English as a lingua franca to adapt to the new sociocultural environment, but also invested in their emerging multilingual competences in order to construct their unique multilingual identities and establish relationships with local and other international students. The findings also point to some tensions between their insistence on the use of English as an inclusive language and their desire to expand their multilingual repertoires for social integration. Furthermore, the findings highlight the highly individualized nature of their multilingual identity construction experiences in intercultural communication.

Roland Denis Sussex   **The University of Queensland**

Title: Public health and communication during the Covid pandemic

The sudden onset of the COVID pandemic early in 2020 created urgent demands on public health to provide effective and comprehensive guidance on how people could limit the spread of the virus, and to maximise their quality and length of life. Different countries reacted in different ways. Overall, the messaging was inconsistent, variable and often confusing.This paper analyses the content and rhetorical structure of public health messaging under COVID in Australia, in a variety of communication media, with comparative data especially from the UK and Vietnam, which activated different strategies and national myths. The growing literature on COVID messaging links up with the literature on propaganda and persuasive public language. The application of this investigation should ideally help us to manage the following episodes of COVID, and the pandemics which will surely follow in future, with more focus and effectiveness in this vital cross-cultural space.

Lu Tan & Jiebing Liang   **Shanghai Jiao Tong University**

Title: The Magic of Self-Realization: A Study of Otome Games in the Late Modern Perspective

Otome games are a kind of romance simulation game mainly for women, in which the female protagonist starts the plot and thus weaves various romantic stories. In the last few years, there has been a wave of otome game all over the world. With the advent of late modern society, video games are regarded as a paradigm of cultural goods in the field of late modern media forms because of their

unique narrative, aesthetics, design and fun. Late modern society pursues emotional satisfaction in everyday life. This study takes the most popular Chinese otome game Light and Night as the object of study, and explores how to construct a connection with the real world through the virtual game world, thus promoting players' emotional self-actualization, and how to respond to players' expectations of romantic relationships in both the meaningful and sensual levels of cultural practices.

Shuko Takeshita   **Aichi Gakuin University**

Title: Marital Behavior among Turkish Residents in Japan

In this study, spatial assimilation is examined as manifested by marital assimilation. Extending Gordon's assimilation model, Peach started that structural and marital assimilations fall under spatial assimilation. There have been a significant number of intermarriages between Turkish men and Japanese women in Japan. However, this cannot be taken as evidence of marital assimilation in which residents start to move beyond the border of their enclave. Rather, the many intermarriages can be attributed to the gender imbalance and the fact that some men sought out Japanese brides as a strategy for enabling them to stay in Japan. Most Japanese women married to Turkish men have converted to Islam and are raising their children as Muslims.

Lu Tan & Jiebing Liang   **Shanghai Jiao Tong University**

Title: A Review of Online Youth Subculture Research in China: A Visual Mapping Analysis Based on CiteSpace

Youth subculture has been a hot issue in recent years, and with the emergence of new media represented by the Internet, it has also brought a new turn to the development of youth subculture. Compared with Western countries, the study of online youth subculture in China has started late. In order to further clarify the structure and research trends of online youth subculture research in China, this paper uses the literature on CNKI from 2001 to 2021 as a sample, and uses the bibliometric analysis software CiteSpace to map the scientific knowledge of online youth subculture research. The results show that the research interest in online youth subculture in China has gradually deepened, mainly in the fields of subculture theory, online youth subculture presentation, online youth subculture production and youth education. For future development, it is important to pay attention to local theory construction and enrich interdisciplinary research ideas.

Lu Tan & Jiebing Liang   **Shanghai Jiao Tong University**

Title: Exploring the Effectiveness of Cultural Communication in Transcultural Fandom: An Empirical Analysis Based on the Chuang 2021 Fan Community

Driven by the wave of social networking, intercultural fandom have become a virtual media platform for global fans to conduct cross-cultural communication. In this context, this study takes the fandom of Chuang 2021, an international youth cultural exchange male talent show held in China, as an example, and uses a mixed method approach. The questionnaire method is used to compare the differences in fan types between Chinese fans and overseas fans based on the distribution characteristics of different fandom, and the method of online ethnography is used to analyze and compare the differences in the effectiveness of cultural export and cultural import in the program. This study uses a intercultural communication perspective to re-examine the fan culture phenomenon in the media globalization environment as well as to explore the effectiveness of culture transmission in the cross-cultural fandom, and to provide suggestions for the export and exchange of international youth culture.

Lu Tan & Jiebing Liang   **Shanghai Jiao Tong University**

Title: Versailles Literature: Anxiety and Imagination about Identity

The main research object of this study is a kind of showing off that emerged on social platforms, named Versailles literature. Versailles literature shows off in a low-key way. The content of showing off is mainly related to personal wealth, appearance and social class. Through qualitative research method, this study makes a comprehensive review of the process from construction to deconstruction of Versailles literature, and analyzes the unique self-presentation of the creators of Versailles literature, as well as the psychological reasons and social class reasons behind this self-presentation.

Ana Clotilde Thome Williams   **Northwestern University**

Title: Intercultural Communication and Gamification during the Pandemic: solving a "Murder Mystery" in Portuguese

The Covid-19 pandemic brought educational complications due to social distancing and strict online interactions, thanks to the continuous advances in digital technologies, it has been possible to face these challenges and give a new perspective to intercultural communication in the language classroom. In this presentation, I will focus on a gamified narrative as a way to enhance student's attention, motivation and engagement, during a period of stagnation and isolation, as they learn a new language and develop intercultural communicative skills in Portuguese.Gamification can be simply defined as the application of "game-based mechanics, aesthetics and game thinking to engage people, motivate action, promote learning, and solve problems" (Kapp, 2012, p. 10). Because interaction supposes negotiation and problem-solving (Zimmerman, 2003), I decided to apply a game that I created to enhance focus among the participants, negotiation of meaning, identities and the application of socio-cultural and linguistic rules into specific situations in Portuguese.

Zhaohui Tan   **University of Warwick**

Title: Exploring new approaches in the Chinese-African communication context--A politeness evaluation perspective

Taking Kenya as a country focus and putting it under recent perspectives on pragmatics and politeness, this study explores Chinese-Kenyan workplace relating experience in Chinese-owned companies with the aim to offer new insights on Chinese-African communications. Data were collected through 25 interviews from 29 Chinese and Kenyan participants working in different Chinese companies and industries, converted into 182 short story data (Barkhuizen, 2016). Both interview and story data were analysed in MAXQDA to understand the personal relating process and the criteria they were drawing from when making evaluative judgements of their relations. The study offers alternative empirical insights into Chinese-Kenyan relations and communication from an intercultural politeness management perspective and the possible mismatches of the evaluative criteria that potentially cause communication tension in this context. The study draws particular attention to tensions around goals, rights and obligation and social-moral dimensions that had been underrepresented in intercultural and pragmatics literature.

Inge Marie Urbancic & April Mattix-Foster   **George Mason University**

Title: Exploring Intercultural Competence: A Practical Framework for Connecting Diverse Cultures, Societies and Ideologies and Forming Understanding, Friendship and Peace

Intercultural Competence (IC) provides a framework for the foundational knowledge and skills that allow us to become more successful in working with and among people of diverse cultures and backgrounds. Research has shown us that Intercultural Competence is not an intrinsically innate ability. Rather, it is a set of dispositions, capabilities, a mindset - that people learn and develop. Promoting Intercultural Competence requires thoughtful, intentional consideration, and active engagement. This presentation will offer a foundational discussion of Intercultural Competence and then offer tangible examples of promoting Intercultural Competence: the first example demonstrates promoting Intercultural Competence through organizational development in Pakistan; the second example centers on cultural exchange between the U.S. and Cuba.

Ekaterina Dmitrievna Vasilyeva   **National Research University Higher School of Economics**

Title: Does saving face help to achieve communication goals?

This study examined the impact of facework on communication efficiency in business interactions. The intention to save face may define the quality of relationships. Face threatening situations occur when perceived communication norms are violated and counterpart reactions and evaluations are different from expected ones. The aim of the study was to examine the influence of facework strategies on interaction outcome. We hypothesized that mutual-face and cooperation contribute to achieving relational goals in business interactions. We surveyed 380 Russian business professionals working in international companies. Results showed that mutual-face and cooperation positively related to communication satisfaction and willingness to communicate, while self-face and domination are negatively related to these measures of relational goals achievement. These results provide empirical

evidence that Russian managers face concerns and facework can be viewed as an additional factor that stimulates the achievement of relational goals in business interaction.

Yan Wang   **Carthage College**

Title: A comparative study of the discourse-pragmatic usages of teasing in Japanese and English conversations

Intercultural humor research has been focused on native and non-native speakers' communications. There is a lack of studies comparing different culture-specific preferences of teasing. With methodologies of Discourse Analysis and Conversation Analysis, this study examines authentic conversational data by young native speakers of Japan and the United States in a conversation corpus, Talkbank. It demonstrates that while Japanese speakers often use rhetorical questions or quotations to mock targets' utterances, actions, or intentions, English speakers tend to utilize more direct and harsh mocking comments, negative evaluations, or commands to tease the target. It also found that Japanese speakers manipulate honorific forms as a teasing device. If the English preferred way of teasing is called "biting," the Japanese way of teasing can be labeled as "tickling." In either of these youth cultures, it is common for multiple group members to tease one chosen target and "bonding" relation is formed among the teasers.

Yan Wang & Wang Zhijun   **Shanghai Customs College**

Title: Pandemic Humor during Covid-19 Lockdowns: A Comparative Study of the Chinese and the English Social Media Humors

In the midst of the COVID-19 pandemic, humour has been oozing from every corner of social media. As an effective coping mechanism against social complaints and personal anxieties induced by lockdowns, humour takes on different looks and express different mentalities in different cultures. This research, as a combination of quantitative and qualitative studies, selects 200 popular social media humours, half in Chinese and half in English, produced and circulated on social media platforms during the COVID-19 lockdowns. We categorize these scripts according to type, subject and goal, to find out how similar and different cultural values play a role in mediating humour among the Chinese and in the English-speaking world. The study employs the Focus Theory of Normative Conduct as a way of examining humours effectiveness as a social norm intervention during times of crisis. In the end, it seeks to increase understanding of humour and cultural differences and similarities.

Jing-Jing Wang   **Northwest A&F University**

Title: Language Planning and Policy

A Diachronic Investigation on the Multilingual Cityscape of China
The current study aims to provide a diachronic look at the multilingual cityscape of China, which takes the ancient and modern city, Xi'an as an example. Based on a preliminary survey on the linguistic landscape of Xi'an city conducted in 2015, this study will illustrate changes discovered on the language signboards displayed in the public space of the city in the past six years and further explore how languages in the public space are planned and managed by different agencies. Special attention will

be put on the formation of multilingual signboards, which indicates the "negotiated" multilingualism in practice.

Shiqi Wang   **Capital Normal University**

Title: The Spreading Method and Strategy of Guangzhou Flower Fair under the Post-epidemic Background

Facing the post-epidemic background, the running way of Guangzhou Flower Fair(a traditional activity for Spring Festival) needed to be transformed to keep the local recognition, sense of belonging, festival atmosphere and the communication between cultures. In order to tell well Chinese stories, 5 main points need to be focused on: the spreading of individual story about Flower Fair, the breakthrough of traditional way of selling, the integrated marketing communication, a game about the Flower Fair designed for the foreign friends and the nonprofit marketing.

Yan Wang   **Hong Kong Baptist University**

Title: Exploring the Emotional Visibility of Chinese People in the Online Workplace

The COVID-19 pandemic has changed people's media use behaviour, and also sparked a profound change in the online workplace. Communication-technology provides an online platform for people to gain visibility, present identity and knowledge skills. Through considering the narratives of individuals across a range of occupations in China, our research suggests three types of emotional visibility in the workplace: emotional paradoxes (inauthentic versus authentic emotions in interactions with colleagues), emotional expectations (expectations with work as the emotional goal) and rationalised emotional experiences. Furthermore, this exploration not only contributes to a deeper understanding of what and how Chinese people feel in the online workplace under the pressure of a pandemic, but also helps shed some critical light on emotional aspects of the online workplace in traditional and current theories of communication.

Yan Wang   **Hong Kong Baptist University**

Title: The Influence of Watching Makeup Videos of the Younger Generation on Makeup Intention

A growing body of research identifies that online social networks are increasingly being recognized as an important factor to spread-the-word and influence consumers' purchase intentions. In view of the para-social relationship, this study further investigates the role of social media consumption and the strength of a consumer's para-social relationship with makeup influencers and online influencers. The current findings demonstrate that changes in the consumption of make-up videos explain audiences' behaviour intention (e.g., makeup, exercise), which is moderated by the para-social relationship and the credibility of online influencers. This study also extends our knowledge on the influence of online influencers on intentions other than purchase intentions.

Yan Wang   **Hong Kong Baptist University**

Title: Would you like to go on a date with me? Exploring the construction of self-presentation and trust in online social platforms

The dating market is continuing its strong performance against the threat of the Covid-19. An increasing number of single adults are using online dating sites as an essential channel for recruitment. Through textual analysis and in-depth interviews, this study found that self-presentation and impression management through media such as images and audio-visuals, empowered by online technologies, is a process of self-identity construction. The construction of trust needs to be realised within the ethical norms of conversation. The phenomena of active singleness, active late marriage, active non-marriage, and active childlessness also reflect the group evolution of current views on marriage. Overall, the current finding draws attention to a variety of factors important in influencing dating outcomes.

Ying Wu   **Zhejiang Normal University**

Title: Challenges and Opportunities for Higher Education beyond Pandemic

Covid-19 affected higher educational institutions not just in Wuhan, China where the virus originated but all other higher educational institutions in 188 countries as of April 06, 2020. It has disrupted face-to-face teaching in schools globally. The use of remote learning as an emergency measure has affected students, faculty, support staff, and administrators. Educational countermeasures are taken to continue educating the students despite the COVID-19 predicaments. Based on the author's experiences, research, observations in the academe, COVID-19 guidelines, and the need for alternative solutions, this presentation discusses how higher education is affected and how it can respond to future challenges. We recommend educational institutions to produce studies to proliferate and document the impact of the pandemic to the educational system. There is also need for educational institutions to strengthen the practices in the curriculum and make it more responsive to the learning needs of the students beyond the conventional classrooms.

Xueying Wu   **Shanghai University**

Title: Appealing to Reasons: Intercultural Attempts at the Establishment of World Community of fighting against Pandemic

This study attempts to explore how to employ rhetorical appeals as the effective strategies to overcome cultural differences which create misunderstandings around the world. Since the pandemic of COVID 19, different countries take different measures to fight against it based on their social systems and medical traditions. Due to the ignorance of different culture traditions, some countries failed to learn some effective measurements practiced by some developing countries like China. To defeat the pandemic threatening the health of human beings, intercultural communication could work for exploring the possibilities of having the world community built. Thus a rhetorical framework for communication is needed.

Ming-Yi Wu   **Northeastern University**

Title: Looking Back and Moving Forward: Exploring How Psychological and Demographic Factors Affect Consumer Behaviors amid the COVID-19 Pandemic with Decision Tree Analysis

By analyzing survey data collected from 857 U.S. adults, this study explores how demographic factors may affect consumer behaviors amid the COVID-19 pandemic with decision tree analysis. Consumer demographics theory serves as the theoretical foundation for this study. Decision tree is used for data analysis because it is a powerful predictive analytics method. There are a number of important findings. First, the result of decision tree analysis suggested that age is the most important demographic factor that predicts consumers' overall online shopping behaviors. Second, education is the most important factor that predicts consumers' online grocery shopping behaviors. Third, education is the important factor for predicting consumers' panic buying behaviors. Fourth, age is the most important factor that predicts consumers' work from home behaviors. Finally, race is the most important factor that predicts consumers' watching TV behaviors. The results of this study bring additional insights about consumer behaviors amid the pandemic.

Liang Xiao & Chai Su   **Lanzhou University**

Title: Construction and Dissemination the image of China in the post Epidemic Era—Taking "Long Time No See, Wuhan" As an Example

In the post epidemic era, the international public opinion environment is complex. However, Japanese documentary director Takeuchi Liang presented a real image of China and in three dimensions in the post epidemic era from an objective, neutral and unbiased perspective, which enhanced mutual understanding and trust among the international public. This paper analyzes the successful experience of documentaries in constructing and disseminating the national image and explores a new path to improve the international communication ability of Chinese documentaries, so as to provide some enlightenment for the international communication of Chinese image.

Julin Xu & Zhengqin Liu   **Guangdong University of Foreign Studies**

Title: Deconstruction of Social Power Relations in the Film *Help*

The Help (2021) depicts a plain story of Sarah as a nursing worker of the Blue Sky Care Home in the UK during the first wave of Covid-19 pandemic. In the light of polysemy of word 'Help', different roles the heroine Sarah have played in the film are comprehensively illustrated. Discourse reflects the distribution and interaction of social power behind social phenomena. The underlying power relations between characters — Sarah and her manager Hercules, Sarah and her father, Sarah and the Care Home resident Tony are deconstructed by means of discourse analysis. The paper illuminates the subversion of the subaltern under the existing social power system.

Kailun Yan   **Xi'an Jiaotong University**

Title: Critical Discourse Analysis of Intercultural Communication Strategies – A Case Study of the Documentary "The Lockdown: One Month in Wuhan"

In the context of COVID-19, China Global Television Network (CGTN) launched an English-language documentary "The Lockdown: One Month in Wuhan", which achieved remarkable intercultural communication effects. From the perspective of intercultural communication, this paper analyzes the intercultural communication strategies of this documentary based on the theory of Critical Discourse Analysis (CDA), taking Fairclough's three-dimensional model of text, discursive practice and social practice as the analysis framework. It was found that the documentary uses intercultural communication strategies at different levels and achieves important functions. At the text level, the documentary highlights the main subjects in this event and depicts their efforts to fight against the epidemic. At the levels of discursive practice and social practice, the documentary has a positive effect on the construction of national image and national identity and provides practical guidance for the shooting of disaster documentaries under the background of public health emergencies.

Kenneth C.C. Yang   **The University of Texas at El Paso**
Yowei Kang   **National Chung Hsing University**
Title: Mobile Technologies in the Greater China Region: A Text Mining Analysis of Balancing Acts between Economic Development and Socio-Political Transformation in Media Discourses

The rapid global expansion of the information-communication technologies (ICTs) have become a pervasive contemporary human experience since they were first launched. In this study, we used a text mining technique to trace the representations of mobile technologies in the Greater China Region, and with the text analysis data, we aim to revisit the theoretical assumptions of extant theories. We argue that the development of mobile technologies as a dominant ICT genre in this region represents a series of balancing acts by the governments to reap the technology's economic benefits while maintaining tight control over its transformative power on existing political systems. Compared with China's ever-tighter control of the Internet through Golden Shield (or Jin Dun in Chinese) and the Great Fire Walls of China, the Chinese majority communities in the Greater China Region have demonstrated striking differences in balancing the impacts of these ICTs

Kenneth C.C. Yang   **The University of Texas at El Paso**
Yowei Kang   **National Chung Hsing University**

Title: 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

China's political changes had affected the promise of "One Country, Two Systems" when Hong Kong was returned to China in 1997 to protect Hong Kong with a high degree of autonomy for its people and ensure their lifestyle, social, and economic systems. In this computational text mining analysis of Chinese and foreign media discourses, we attempt to use a cross-national approach to analyze how media have described several major social movements to protect Hong Kong residents' civil liberties since the hand-over. We will focus on the cross-national media framing of significant protests such as

1) on July 1, 2003, the protest of Article 23 in Hong Kong's Basic Law; 2) Strive For Universal Suffrage in '07 & '08 and Oppose Government Collusion, Striving for Universal Suffrage (2004 to 2013); 3) Occupy Central with Love and Peace in 2013; 4) The Umbrella Movement in 2014; 5) Anti-Extradition Protests in 2019.

Yingying Ye   **University of Cologne**

Title: Reinventing the education of intercultural competence in China

Globalizing economic, security, ecological, and cultural interdependencies, especially the COVID-19 pandemic have removed the intercultural veil over some sections of society and revealed prevalent forms of injustice, xenophobia and racism. The truly global and lethal COVID-19 crisis has demonstrated that many traditional ideologies over the past decades have failed to help us to meet the new and unprecedented challenges. In this context, it is of great significance for China to reinvent intercultural competence with a consideration of the often deep-rooted and essential distinct differences in specific regions, traditions, and historical experiences. This paper challenges and critiques the curing concepts and connotations associated with intercultural competence, reflects on the ways for training intercultural competence in China, and try to break the current narrow understanding of intercultural competence, and explores theories and approaches that are truly appropriate to the Chinese and global experience.

Ru Ying   **Guangdong University of Foreign Studies; Changan University**

Title: Cross-cultural Short Videos from "Other" perspective---Foreign net celebrities on Red Book

The ongoing development of social media, short video, and live-streaming platforms has resulted in the "Internet Celebrity Economy" gradually migrating from social media to the public. Its growth has attracted and developed a new kind of "foreign net celebrity." This study analyzes ten grassroots foreign internet celebrities featured on Red Book. The sampling blogs are classified according to their forms, themes, and bloggers opinions toward Chinese culture using a content analysis approach. The findings demonstrate that foreign net celebrities contribute to the promotion of communication between Chinese and other cultures and to the growth of Chinas internet celebrity economy. However, a portion of the materials construct the national image from the perspective of "others," and excessive boasting occurs as well. As a result, it is necessary to form an objective and rational understanding of international net celebrities.

Judy Yoneoka   **Kumamoto Gakuen University**

Title: Organization and Implementation of a Virtual Summer Study Abroad Program for Japanese Students during the Covid 19 Pandemic

A major consequence of the Covid pandemic on university student life has been the impossibility of participating in study abroad programs. As the organizer/instructor in charge of one such program, the presenter decided to go online for summer 2021 rather than cancelling it altogether. A total of 25

students participated in this novel program, which offered a choice of online courses at 4 universities—three in the US and one in Canada.The process of finding partner universities, securing accreditation, and student recruitment and orientation through a spring semester preparation class will be outlined. In addition, student reactions to the program, including its strong and weak points as viewed by the participants, will be introduced.

Xueying Yu   **Guangdong University of Foreign Studies**

Title: American Political Concept and Its Imposed Interpretation from the Perspective of COVID-19 Pandemic Control

In this COVID-19 pandemic, the anti-pandemic strategies and their effects of the western countries represented by the United States essentially reflect that the contemporary western political philosophy has deviated from the highest value principle of being people-oriented. The various political beliefs embodied in the pandemic management in the United States have also become an imposed interpretation of succumbing to the pursuit of capital for profit, personal and political election needs. On the contrary, the governance practice of COVID-19 pandemic in China has become a model of public interpretation. It reveals that Marxist political philosophy always adheres to the highest value meaning of being people-oriented, and calls for the appearance of Chinese Marxist political philosophy at the realistic level.

Tianying Yun   **Jilin University**
Tong Duan   **Peng Lang Central Primary School**
Title: Cross-cultural Adaptation of Chinese Students in America beyond Pandemic

This paper aims to discuss the re-emerged culture shock and psychological adjustment of Chinese students during the COVID-19 pandemic in the United States. Investigations show that Chinese overseas students, who had acculturated to the American culture, have just experienced a more severe cultural shock than ever before. Reasons for that are various, in which the hatred and anti-Chinese sentiment and the misled information contribute a lot. What is encouraging is that some student's culture shock has been alleviated slightly with the coming end of the pandemic. This study attempts to offer a perspective to critically reflect on the changes of the students' cultural adaptation from the pandemic, as well as how we can rethink, and accordingly, take measures to restore these students' confidence and help them better contact with people from other cultures in this fast-changing and complex world.

Jericho Quijano Zafra   **Colegio de San Juan de Letran Manila**

Title: Catholicism in the Philippines, Gay Marriage, and Secular Journalism: Perceived Inference and Critical Discourse Analysis on Philippine Daily Inquirer's Coverage of Same-Sex Marriage News

This study analyzed the Philippine Daily Inquirer's coverage of same-sex marriage news to process the newspaper's framing practice and identify readers' perceived inference of same-sex marriage considering the Philippines as a Catholic-majority nation during the height of the issue in Congress and the pinnacle of emerging visibility of gender minorities in Philippine's media. Using Robert Entman's stages of evaluating news frames, the result of the study reveals that the broadsheet framed the same-

sex marriage issue politically. On the other hand, the conclusion of the interview shows the religious inference of readers on same-sex marriage news despite the broadsheet's meager inclusion of religious details; highlighting that despite the readers' clear perception of the difference between sacred and civil marriage, readers tend to rely on respecting their religious values. The researcher also utilized Critical Discourse Analysis of Norman Fairclough to solidify the discourse markers on the coverage and inference of the readers.

Viktoriya Lvovna Zavyalova   **Far Eastern Federal University**

Title: Teaching Phonetics Revisited

The spread of COVID-19 Coronavirus infection has spurred the process of using informational technologies and going online in almost all spheres of human activity. Education is no exception with distant learning gaining credence among both teachers and students, as it provides flexibility, interactivity, lower costs, personalization, as well as varied educational sources and tools. The presentation focuses on the new methods of teaching phonetics of a foreign language in a distance format and explores several web resources and platforms that can be applied for teaching and learning the segmental and suprasegmental units of English. The conclusion is made that a wide availability of modern technologies online allowing for interactive visualization in articulatory phonetics along with the plethora of audio and video materials for speech perception training has brought new insights for teaching English pronunciation.

Qihui Zeng & Yuxia Li   **University of International Business and Economics**

Title: Cross-cultural Adaptation during the COVID Pandemic: A Study of Chinese Students in the UK

This study investigates Chinese students' adaptation in the UK during the pandemic through questionnaire and interviews, aiming to observe the status quo of and the relationship between their cross-cultural adaptation and acculturation strategies. The factors affecting the students' adaptation would also be explored. Some important conclusions are listed below. First, separation strategy is preferred by the majority during the pandemic. Second, the students' adaptation results are generally satisfactory and positively correlate to all the four acculturation strategies. Third, Stress-Adaptation-Growth model is applicable to most students. Fourth, gender, personality, educational background, length of stay, family support and teaching method exert influences of different degrees on the students' adaptation results and choices of strategy. This study aims to respond to the calls of cross-cultural research in the post-pandemic era, enrich the studies of relevant topics, and provide reference and help for more Chinese students who plan to study abroad in the future.

If you want the cooperation of humans around you, you must make them feel they are important - and you do that by being genuine and humble.

Nelson Mandela

Weixin Zeng   **The Hong Kong Polytechnic University**

Title: Reconstructing Click-worthiness via Sensationalism: Translating News headlines on Chinese Social Media

This study investigated whether the headlines of the translated news on Reference News (hereinafter RN) WeChat account have been sensationalized for more traffic on WeChat. RNsis a prestigious Chinese official news agency providing high-quality translated foreign news. Its WeChat subscription account is now one of the most influential mainstream newspaper social media accounts in China. In this study, investigated whether the headlines of the translated news on RN's WeChat account have been sensationalized for more traffic on WeChat. Drawing on the clickbait features summarized by Lu and Pan (2021) with some modifications, this study analyzed the translated news headlines published on RN's WeChat account and their corresponding English counterparts. A prominent higher clickbait tendency was observed in the Chinese headlines compared with their English counterparts. The social media boom in China has prompted RN to adjust the translation practice, embracing popular journalistic techniques to attract more traffic and disseminate mainstream narratives.

Jin Zhang   **Shandong Youth University of Political Science**

Title: Transdisciplinary Research on Intelligence Computational Linguistics

In recent years, many disciplines including intelligence computational linguistics, transdisciplinary and so on are making full use of artificial intelligence, taking metaphor, emotional analyses with respect to semantics as the research orientations and breakthrough to deal with the semantic understanding in the process of natural linguistics. More and more scholars realize that in order to cope with the semantic understanding, it is also required to make use of the theoretical outcomes of traditional linguistics. The breakthrough could not be achieved by only exploring the traditional statistical methods. It is urgent to make use of intelligence computational linguistics and get the cognitive auto-modified data. Taking intelligence computational linguistics as an example, this paper expounds the transdisciplinary research of linguistics, and discusses the transdisciplinary characteristics and transdisciplinary research methods of intelligence computational linguistics.

Yunying Zhang   **Austin Peay State University**

Title: Beijing Olympics 2008 vs. 2022: Is There Any Change in People's Online Responses Following Their Respective Opening Ceremony?

On February 4th, 2022, Beijing became the first city in the world that has hosted both summer and winter Olympics. This unique status provided an opportunity for a comparative study to find whether people's perceptions and attitudes changed or not in 2008 vs. 2022 with regard to the two Beijing Olympics opening ceremonies. A total of $N = 5,000$ online comments ($n = 2,500$ following each opening ceremony) following the two opening ceremonies posted on YouTube were analyzed, using Netlytic coding. Discourse analysis further provided detailed examples to illustrate the key descriptive/theme findings that (1) people like the 2022 Beijing Olympics as much as (if not more than) they liked the 2008 Beijing Olympics. (2) Both opening ceremonies appear to be beautiful and

magnificent in the eyes of the online public. Theoretical and practical implications of such findings are discussed.

Di Zhang   **Communication University of China**

Title: The Cross-cultural Interpretation of Chinese Generation and Regeneration (sheng-sheng) Thought Under COVID-19

The study focuses on the consensus on life and conscience among humans since cherishing life is natural to human beings. "生生"("Generation and Regeneration") is the core of Confucianism's view of the universe and nature, and it is also the driving force of Confucian morality and ethics which is universal, social and transcendent. This paper compares the concepts of life in Chinese and Western cultures through a review of the literature related to the Chinese and Western views of life. The conclusion is that atheistic culture believes that life has more autonomy and agency and can regulate itself more actively, while theistic culture, especially monotheistic culture, believes that life is absolutely predetermined; meanwhile, such culture recognizes that life is "sacred" and life is at the mercy of God, and that human beings can only care for life, not harm it.

Ruijie Zhao   **Parkland College**
Wang Yan   **Shanghai Customs College**

Title: Champaign Meets Shanghai: Zooming through Challenges and Opportunities

Many schools across the world have had to terminate in-person instruction and rely on remote teaching because of Covid. In addition to witnessing how students and faculty have struggled to adjust to the new ways of teaching and learning, both presenters, one from Shanghai, one from Champaign, have observed how the intensified political tension between China and America has jeopardized opportunities for dialogues and collaborations. To address the pressing needs of implementing innovative pedagogy and enhancing international communication, the presenters created mediated learning communities for students. The introduction of Zoom meetings, conversations facilitated over WeChat, and production of videos have deepened the understanding of Chinese and American cultures. Students from both countries appreciate how this opportunity has broken down deep-rooted stereotypes and helped them form a more mature world view. The presentation concludes that though Covid presents challenges to educators, it breeds ideas for interaction, networking, and positive learning outcomes.

Zedong Zhao   **Guangdong University of Foreign Studies**

Title: An Intercultural Analysis of Interactional Metadiscourse Used in the Chairperson's Statements of Corporate Social Responsibility Reports

The present study sets out to explore the overall pattern of interactional metadiscourse use, its pragmatic effect, and the presumable correlation between intercultural values and the pattern of metadiscourse use in the leader's statement of CSRR.In order to realize these objectives, a total of 10 English CSRRs of Huawei from China and Apple from the U.S. in 2015-2019 were collected. Data was

analyzed quantitatively and qualitatively. Findings indicate 1) except for hedges, the other four sub-categories of interactional metadiscourse were used more frequently in Apple's leader's statements; 2) interactional metadiscourse could be used to enhance the rapport between writers and readers; 3) the interrelated cultures of individual, corporation and nation influence the choices of metadiscourse resources made by the leaders to some extent. The present study suggests that intercultural and metadiscoursive awareness should be further raised by writers or translators in Chinese transnational corporations to better adapt the target markets.

Xiaoshu Zhu   **University of International Business and Economics**

Title: Is negotiation training important for dealing with Chinese businesspeople? An analysis of the beliefs and needs of business people in three countries

The current study intends to determine the demands for targeted negotiation training during the pandemic period on how to deal with Chinese businesspeople. The survey was conducted to find out the demographics of potential negotiation trainees, their views on negotiations in general, and their needs in relation to negotiations with Chinese businesspeople in particular. For this purpose, we distributed a questionnaire in the three countries of Brazil, Mexico and Germany and received a total of 57 usable answers. Our most important findings are: Regardless of their origin, the respondents placed great value on negotiation training. The training contents of general interest are: developing negotiation skills, dealing with contract-related issues and building trust and stable business relationships. The following three topics are to the informants' particular liking: recognizing decision-makers in the Chinese negotiation team, dealing with legal issues in negotiations and typical Chinese moral values in relation to business life.

Yahia H. Zoubir   **KEDGE Business School (France)**
Souadou Lagdaf   **University of Catania (Italy)**

Title: The Political, Cultural, and Religious Impact of the Pandemic on Mauritanian Society

This paper analyzes the political, cultural, religious, and social impact caused by the COVID-19 pandemic in Mauritania, which had been divided between "believers" and "skeptics" with significant consequences. When Covid-19 spread to Mauritania, its impact affected the way of life of all Mauritanians. This caused them to wish to return to their Bedouin origins, away from urban centers and their complexities seen as favoring, if not producing, in the pandemic. Did this move of people result in a regression or change in city-country relations and in tribal life? Has the increased exposure of African societies to the pandemic resulted in a change of attitude toward the West? The paper that will be presented at the conference is based on interviews recorded in the summer of2021 and January 2022 in Mauritania. The interviewees represent large samples of Mauritanian society, ranging from government officials to poor citizens.

Thank you all for your presentations and for sharing your knowledge and scholarship

Looking forward to seeing you at our 28th International Conference

Location: City University of Macau
Dates: March 20 – March 24, 2024
Submission Opens: August 19, 2022

☺ Until We Meet Again ☺

Dear conference presenters and attendees,

On behalf of IAICS, the Conference Organizing Committee, our Department, College and University, we extend our sincere thanks to each and every one of you. Without you, keynote speakers, presenters and attendees, this conference would not have happened. It is your research and scholarship that makes such "scholarly banquets for thought" possible. The synergy and personal growth that such conference generate makes it worth all the hours of preparation t. As first-time hosts of such a large virtual international conference we express our gratitude to all the support and guidance we received from the current officers at IAICS and everyone who helped to make this conference happen. We acknowledge that no imperfect human can do something perfect; thus, we apologize for all the imperfections in this conference. We are very happy that we were able to have scholars from 22 countries come together, even though virtually, to share in the 125 sessions that this conference hosted. As we depart at the end of the conference, we recognize that we are still going through the Covid-19 tunnel and wish you all, and yours, continued health, safety and success.

Gaby Semaan & Kasumi Yamazaki