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出國報告（出國類別：發表論文）

②

**News Representation of HIV/AIDS and
Drugs in Taiwan: How Harm
Reduction Program Changed the IDU
Profile（台灣毒癮愛滋新聞再現：減害
計畫的影響）**

服務機關：國立政治大學新聞系

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派赴國家：日本

出國期間：98/9/18 ~ 98/9/20

報告日期：99/1/10

國立政治大學發展國際一流大學及頂尖研究中心計畫 出國成果報告書（格式）

計畫編號 ¹	98H22	執行單位 ²	傳播學院
出國人員	徐美苓	出國日期	98 年 9 月 18 日至 98 年 9 月 20 日，共 3 日
出國地點 ³	日本熊本市 Kumamoto Gakuen University	出國經費 ⁴	98H22 傳播領域卓越 計劃
<p>報告內容摘要(請以 200 字～300 字中文說明)</p> <p>本研究主要目的在探討台灣 2004 年 1 月至 2007 年 12 月四年間，因實施減害計畫而導致主流媒體在報導毒癮愛滋議題的變化。本研究分析中國時報、聯合報以及蘋果日報三大平面媒體共 742 則相關新聞。分析結果顯示：將近三分之二的相關報導皆出現在較具聳動特色的地方版面。毒癮愛滋患者有近八成被框架成負面形象，像是加害者/偏差者、與無可救藥者。然自減害計畫實施後，媒體的呈現亦有了變化，包括負面框架的減少，及以可救助之病人框架的新聞量巨幅增加（從 9.4% 到 44.6%）。諷刺的是，在正面框架新聞中的真正英雄卻成了協助的社工或醫護人員。此外，我們也發現各毒癮者框架在媒體主題分佈、引述消息來源等方面的統計顯著差異。本研究最後提出對新聞報導實務以及毒癮愛滋相關政策方面的建議。</p>			
<p>內容請見附件。</p> <p style="text-align: center;">（本文⁵）</p>			
<p>採行之建議事項：</p> <p>內容請見附件。</p>			

出國人簽名： 徐美苓

日期：99/1/10

¹ 單位出國案如有 1 案以上，計畫編號請以頂大計畫辦公室核給之單位計畫編號 + 「-XX（單位自編 2 位出國案序號）」型式為之。如僅有 1 案，則以頂大計畫單位編號為之即可。

² 執行單位係指頂大計畫單位編號對應之單位。

³ 出國地點請寫前往之國家之大學、機關組織或會議名稱。

⁴ 出國經費指的是實際核銷金額，單位以元計。

⁵ 頁數不限，但應含「目的」、「過程」、「心得及建議」。

附件：

（一）目的

本人此次所參加的第十五屆國際跨文化交際學術研討會(The 15th International Conference on Cross-Cultural Communication)，主題為「跨文化傳播與跨社會語言環境或社會語言環境在地合作」(Intercultural Communication and Collaboration within and across Sociolinguistic Environments)，乃由國際跨文化傳播學會 (IAICS)於日本熊本市 Kumamoto Gakuen University 所舉行，有來自世界各國近千名的學者發表學術論文，參加會議者則不在其數。此會議自 1985 年以來，陸續在美國各地、墨西哥、韓國、台灣、澳洲、香港與中國大陸等地舉行，已逾二十年，此次持續共聚一堂，探討當今社會中文化與傳播、全球化與多元化和本土化等前瞻與熱門問題，並分享對跨文化傳播理論與實踐研究的成果與心得。現代科技的精進改變了人類互動的形式與內容，也帶來了政治、社會、道德與文化上的新課題與困境。因此，我們必須對跨文化差異、多樣性、不確定性、認同、世界秩序等議題，進行新的學術對話。故本年年會會議的主題旨在因應全球化時代的變化，增進跨文化傳播與跨社會語言環境或社會語言環境在地的合作。

（二）過程

三天會議期間的議程主要圍繞在總共計有以下 18 個主題：資訊科技與文化 (Information technology and culture)、人際/文化間傳播 (Interpersonal/intercultural communication)、文化間/全球傳播能力 (Intercultural / global communication competence)、語言與文化教育 (Language and cultural education)、語言與媒體 (Language and media)、語言與社會 (Language and society)、語言態度 (Language attitude)、語言改變與語言穩定性 (Language change and language stability)、語言政策 (Language policy)、媒體與文化 (Media and culture)、媒體素養 (Media literacy)、修辭研究 (Rhetoric studies)、跨文化風險傳播 (Risk communication across cultures)、文化間傳播理論的多重角度 (Theory of intercultural communication from different perspectives)、文化間研究的方法 (Research methodology in intercultural communication studies)、翻譯理論 (Translation theory)、跨文化口語與非口語傳播 (Verbal and nonverbal communication across cultures)、跨文化人際傳播 (Interpersonal

communication across cultures) 等。此次會議有其專屬網站，裡面有相當豐富各類資料與訊息，如下：

<http://www2.kumagaku.ac.jp/teacher/~judy/cgi/pmwiki/pmwiki.php?n=IAICS2009.Homepage>

<http://www.uri.edu/iaics/>

本人參與此國際會議共有兩篇論文發表，一為以第一作者發表的論文「台灣毒癮愛滋新聞再現：減害計畫的影響」"*News representation of HIV/AIDS and drugs in Taiwan: How the harm reduction program changed the IDU profile*"，被安排在「健康傳播」的分論壇中。此分論壇除了本人的論文，尚有來自美國、新加坡與日本的研究者發表相關論文。另一為以第二作者發表的論文「科學資訊與風險溝通：台灣全球暖化網站內容分析」"*Science information and risk communication on the Web: A content analysis of global warming issue in Taiwan*"，被安排在「語言與網際網路」(Language and the Internet) 的分論壇中。此分論壇除了本人的論文，尚有來自台灣、中國與日本的研究者發表相關論文。

就本人以第一作者並申請此次補助的論文「台灣毒癮愛滋新聞再現：減害計畫的影響」內容而言，此研究乃本人國科會計畫的部分結果，主要目的在探討台灣 2004 年 1 月至 2007 年 12 月四年間，因實施減害計畫而導致主流媒體在報導毒癮愛滋議題的變化。本研究主要是分析中國時報、聯合報以及蘋果日報三大平面媒體共 742 則相關新聞。分析結果顯示：大部分的相關報導皆出現在較具聳動特色的地方版面，將近三分之二。毒癮愛滋患者有近八成被框架成負面形象，像是加害者/偏差者、與無可救藥者。然自減害計畫實施後，媒體的呈現亦有了變化，包括負面框架的減少，以及以可救助之病人框架的巨幅增加（從 9.4% 到 44.6%）。諷刺的是，在正面框架新聞中的真正英雄卻成了協助的社工或醫護人員。此外，我們也發現了各毒癮者框架在媒體主題分佈、引述消息來源等方面的統計顯著差異。最後，本研究提出對新聞報導實務以及毒癮愛滋相關政策方面的建議。大體言，本論文仍需要有更多後續研究去挖掘上述結果的深層原因。然而在本論文發表後，會場內外都得到不少有關此論文現象面與研究面的回饋，可謂獲益良多。

（三）心得及建議

基於政大目前朝向學術國際化與追求學術卓越的目標，參與此國際學術會議除了

能增加政大在國際上的能見度，也能增添學術國際化的面向。對傳播學院與新聞系言，學術國際化也一直是多年以及未來發展的重點。過去傳播界同仁（包括本人在內）所參與的國際學術會議多半與主流大眾傳播研究有關，至於跨文化傳播以及跨領域對話性質的學術會議則較少。因此，IAICS 的參與正能發揮增加學術國際化與全球化的多樣與多元特性。對我個人的研究興趣，特別是風險傳播領域言，這幾年本人所進行的計畫主題正屬於跨文化與跨領域之性質。無論是此次本人以第一作者發表的論文「台灣毒癮愛滋新聞再現：減害計畫的影響」，或是以第二作者發表的論文「科學資訊與風險溝通：台灣全球暖化網站內容分析」皆有此特色。參與此國際會議並發表論文，除了與跨領域的各國學者分享研究經驗外，亦藉由獲取回饋，豐富本人研究的面向。

本人自返台任教近十六年來，幾乎每年都會利用國科會的國際會議出席補助，出國發表論文。這次幸得政大頂尖大學計畫的補助，讓本人又多增加了一次出國參與學術交流的機會。從本人數日的會議參與，深感國內傳播研究有必要從跨領域以及國際化的角度來進行。故以下建議主要則從此角度提出：

1. 相較於社會學與心理學等社會科學領域，傳播學門相對年輕，但近年來也面臨理論枯竭，須向外領域接支之情形。本人發表論文主題乃從跨領域角度出發，亦在會議討論中得到相當正面的回應，並令本人益發深信傳播學門須朝創新與突破發展的重要性。
2. 一如以往本人所參與的多項傳播或跨領域的國際會議，來自中國大陸的參與者日益增多，也在會議中扮演相當活躍的角色，我們可以感受到其強烈的企圖心與在國際發聲的積極行動。本年來自台灣的參與者不少，有近三十位，但多屬單打獨鬥，除了個別的參與與發表目的，並無共同以代表台灣為主的目標性行動。當然，中國大陸整體學術展現方式與台灣仍有一段差距，此現象是喜是憂或許見仁見智。但若台灣學界欲增加台灣學界在國際上的能見度與活動力，建議國內相關單位可考慮除了提供出席國際會議的實質補助外，亦能規劃團體主動參與國際會議各項活動的方案。此外，就大陸學者的參與狀況言，我們看到年輕的一輩，無論是在大陸或是在國外就讀者，都能使用精準流利的英語，以相當自信的方式提出犀利的問題與答辯，值得台灣學界多注意此變化。

3. 鑑於以上，本人同時也建議我們應多鼓勵台灣研究生出席國際會議的籲求。台灣地區的研究生可能是因為成長環境較為優渥，年幼時即有較多出國遊學的經驗，因此除了少數學生外，對於參與國際學術活動似乎並非相當積極。今年政大傳播學院有數名博士班學生參與此次會議論文發表，乃可喜現象。若政大未來能擴大鼓勵獎助方式，讓研究生能觀察到他們未來的可能競爭者的進步情形，也算是可發揮他山之石之效。

（四）其他：會議議程與活動照片

會議活動照片兩張：



圖一：會議註冊場地（日本熊本市 Kumamoto Gakuen University）



圖二：本人會議宣讀論文之照片

本人同時亦攜回 IAICS International Conference Program 會議行程表一份，如下：

IAICS

Accepted Papers And Panels For The IAICS Conference

Friday

SESSION 1 10:30-12:00

1A Business Communication

A Comparison Between Japanese and US Business Communication Strategies: Focusing on Dependence vs. Independence

Fuyuko Takita Ruetenik, Hiroshima City University, Japan

Empowering Japanese and American Coworkers: Testing the Interactive Acculturation Model in Japan

Adam Komisarof, Reitaku University, Japan

Effective Teaching Strategies for Diverse Learners of Business Communication: A Case Study from INTI University College, Malaysia

Arezou Zalipour, INTI University College, Malaysia

Dilani Sampath, INTI University College, Malaysia

1B Collaboration Across Cultures

Intercultural collaboration: Field forces, hibernation intervals and their interplay

Asim Satpathy, Infosys Leadership Institute, India

Internationalization as an Approach to Social Transition and Globalization through Educational Communication across Cultures

Xin-Ping Guan, Shenzhen Polytechnic, China

SME representatives' and intermediaries' perceptions of collaborative relationships in SME internationalization

Pipsa Purhonen, University of Jyväskylä, Finland

Engaging a Diverse Community by the Kumiai Way

Carolyn Kyyhkynen Lee, Rollins College, USA

1C Communication Skills and Strategies

Acculturation Strategies among Chinese College Students from the North in the South

Yi-An Wang, Hangzhou Dianzi University, China

Cultivating Students' Cultural Empathy Competence through Text-based Teaching

Peng Jinding, Central South University, China

Fu Ping, Hunan No.1 Normal

College, China

Communication Strategies Across Religious Culture: Taking Christianity and Buddhism in Taiwan as an example

Wei-wei Vivian Huang, National Chengchi University, Taiwan

Presenting Across the Cultural Divide

Jane Harland, Fukuoka University, Japan

1D Conflict Education, Communication and Management

Bringing Cultural Background Knowledge to the Surface to Better Understand

Cross-Cultural Conflict in Specific Contexts

Stephen B. Ryan, Yamagata University, Japan

Examining the Applicability of Situational Crisis Communication Theory in the Patterns between Crisis Situations and Strategies: A Meta-Analysis of Taiwan's Crisis Rhetorical Studies

Yi-Chen Debbie Wu, Fu-Jen Catholic University, Taiwan

Dialogicality in the Cultural Conflict : An Analysis of the Dispute over Homosexuals in Contemporary China

Jiu-quan Han, Hebei Agricultural University, China

Ning Sun, Hebei University

China

Friendships after Break-Ups: Relational Maintenance Strategies in Cross-Sex Post-Dating Relationships in Taiwan

Pei-Wen Lee, Shih Hsin University, Taiwan

1E Culture and Language

A Study of the Similarities of Idiomatic Expressions in Both Chinese and English Languages

Qiao Mengduo, Harbin Institute of Technology, China

Such a unique relationship... it must be Yuan Fen; Chinese cultural meanings of relations and actions in daily social settings

Sunny Lie, University of Massachusetts at Amherst, USA

How English Idioms Stumble Chinese University Learners

Li Huijie, Harbin Institute of Technology, China

Understanding Culture Through Language: The Japanese Concept of ‘Self’
Nerida Jarkey, University of Sydney, Australia

1F Culture in Education

A Critical and Comparative Study of the Curriculum Development of CFL Offered by Overseas Confucius Institute and EFL Curriculum in China

Hongqin Zhao, Zhejiang University, China

Jieping Fan, Zhejiang University, China

A Survey of the Deficiency in Conveying Chinese Culture in College English Teaching and Learning

Shi Bingyan, Harbin Institute of Technology, China

Wang Xuesong, Harbin Institute of Technology, China

Linguaculture: Uniting language and culture through literacy

Stephen Mackerras, Griffith University, Australia

Introduction of the Intercultural Development Inventory to a Long-term Study of Student Journals in an Undergraduate Intercultural Communication Course

Sherry Jett Barnes, Trinity Christian College, USA

1G Health Communication

Communicating Reiki communication in Singapore: An innovation-decision process

Trisha Tsui-Chuan Lin, Nanyang Technological University, Singapore

Soh Yijing Alvina, Nanyang Technological University, Singapore

Assessing the Relationship between Patients’ Ethnocentric Views and Patients’ Perceptions of Physicians’ Cultural Competence in Health Care Interactions

Rukhsana Ahmed, University of Ottawa, Canada

Benjamin R. Bates, Ohio University, USA

Basic Medical English Communication

Suzu Connor, Kyushu Sangyo University, Japan

News Representation of HIV/AIDS and Drugs in Taiwan: How the Harm Reduction Program Changed the IDU Profile

Mei-Ling Hsu, National Chengchi University, Taiwan

Pei-Ling Hsiung, National Chengchi University, Taiwan

Jo-Han Lai, National Chengchi University, Taiwan

Tzu-Hsien Wu, National Chengchi University, Taiwan

Sin-Yao Shih, National Chengchi University, Taiwan

1H

SESSION 2 14:30-16:00

2A English Language Teaching and Culture 1

Effects of oral communication courses on thinking and listening skills of Japanese learners: A case study of university students in debate and presentation classes

Hirofumi Kamada, Kyushu University, Japan

The Role of the Mother Language in English Language Teaching --- Talked by the Parties of Ethnic Minority Schools in Inner Mongolia

Gaoyouhan, Ochanomizu University, Japan

Action Research: Building a bridge in the foreign language classroom

Stella Millikan, Kyushu Sangyo University, Japan

An analysis of a Japanese school district's primary and secondary EFL program

Ron Martin, Rikkyo University, Japan

2B Computers in English Language Education

Video and the Collaborative ESL Classroom

Patrick Rates, Ritsumeikan University, Japan

Computer-and-classroom Based Multimedia College English Teaching Model

Wang Lixin, Harbin Institute of Technology, China

Qiao Mengduo, Harbin Institute of Technology, China

A Study of Multidimensional Interaction in Network-based Language Teaching (NBLT)

Liu-Xuemei, Shanghai Business School, China

2C Writing in ELT

A Study of Contrastive Rhetoric between English and Farsi as Demonstrated Through EFL Students' Essays with Regard to Writing Ability and L2 Proficiency in the Comparison and Contrast Mode of Writing

Habib Soleimani, University of Isfahan, Iran

A Contrastive Study of Textual Cohesion and Coherence Problems in Chinese EFL

Abstract Writing in Engineering Discourse

Liu Li-da, Harbin Institute of Technology, China

Theory of Textual Patterns and Discourse Coherence in EFL Learners' Writing

Xiukun Qi, Harbin Institute of Technology, China

An Exploration of English Public Speaking Courses in China with Implication for the American Introductory Communication Course

Qiubei Gu, Shanghai International Studies University, China

2D Englishes, Linguistics and Language Choice 1

"Japanese English": A Descriptive Grammar of the Educated Written English in Japan

Kola Olagboyega, Akita International University, Japan

Language Attitudes of East Asian English Speakers towards Each Others' English

Mariko Kitazawa, University of Southampton, UK

A Preliminary Observation of Semantic Duplets in Thai: their Relation to the Northern Thai Dialect

Sorabud Rungrojsuwan, Mae Fah Luang University, Thailand

2E Media: Speech and Humor

Freedom of Speech and Democracy of Speech: Meaning, Context & Problem

Li Man, Tsinghua University, China

Cultural Values Reflected in Leaders' Speeches--a comparative analysis of Hu Jintao's speech after Sichuan earthquake and Bush's speech after Hurricane Katrina

Cai Yi, Harbin Institute of Technology, China

Zhao Yuqin, Harbin Institute of Technology, China

Culture, Creativity, Censorship: Social Construction of Singapore's Humor Industry

Trisha Tsui-Chuan Lin, Nanyang Technological University, Singapore

Soh Yijing Alvina

Development in English of Japanese Rakugo (Sit-Down Comedy) Performers

Kimie Oshima, Bunkyo Gakuin University, Japan

2F Gender Issues in Intercultural Communication

The Portrayal of Young Women in Music Videos: An Exploratory Study of the Perception of Women in Rap Music Videos by Young Men in Trinidad

Prahalad Sooknanan, University of Trinidad and Tobago, West Indies

Marriage Practices and Intercultural Communication: the case in African Languages

Munzhedzi James Mafela, University of South Africa, South Africa

An Investigation of Females' Reading on Homosexual Manga and Novels: A Yaoi Phenomenon in Taiwan

Dienfang Chou, Tzu Chi University, Taiwan

2G Language and Culture

Speaker-responsibility and hearer-responsibility-A comparison of the speaker's contribution to understanding in a conversation in Japanese and Korean

Sumi Yoon, Kanazawa University, Japan

Change of Language and Development of Society

Xiao-ling Jin, Harbin Institute of Technology, China

Language Expectations from Parents and the Language Growth of Chinese Primary and Secondary School Students

Wang Li, Jiangnan University, China

A Cross-cultural Study on Face and Favor (*mianzi* and *renqing*)

Yi-Hui Christine Huang, The Chinese University of Hong Kong, Hong Kong, China

2H PANEL Issues on Intercultural Communication

Chair, **Dienfang Chou**, Tzu Chi University, Taiwan

Panelists:

The Development and Validation of the Intercultural Effectiveness Scale

Tamra Portalla, University of Rhode Island, USA

Guo-Ming Chen, South China University of Technology, China/University of Rhode Island, USA

Communication and Globalization: Intercultural Communication Training

Wu Qiaoling, Peking University, China

Intersubjectivity and Interculturality

Xiaodong Dai, Shanghai Normal University, China

Cultural Avoidance and Cultural Communication in the Context of Globalization: A

Comparative Study of Television Culture in East Asia

Liu Chen, Beijing Foreign Studies University, China

SESSION 3 16:15-17:45

3A Health Literacy and Communication 1

Media Action in Health Literacy: A Teaching Case on Energy Drinks Advertising

Cheng-yu Lin, National Chengchi University, Taiwan, Feng Chia University, Taiwan
The Development of Cross-Cultural Health Communication Campaign Strategy to Fight HIV/AIDS and Malaria Cases in Uganda

Wilson Okaka, Kyambogo University, Uganda
Communicating Health in Intercultural, Cross-Cultural, and Multicultural Contexts: A Contextual Understanding of Cultural Competence in Provider-Patient Communication

Rukhsana Ahmed, University of Ottawa, Canada

Benjamin R. Bates, Ohio University, USA
The Doctor-Patient Communication through the Internet: What and How Do Patients Inquire?

Yu-Chan Chiu, National Taiwan University, Taiwan

3B Culture and Identity 1

God's call to Abraham: intercultural identity formation and the concept of 'boundary'

Alan J.E. Wolf, University of Sheffield, U.K.
Culture Identity and Bilingualism: A Mistaken Paradigm

Cecilia Ikeguchi, Tsukuba Gakuin University, Japan
Harmonious and Syncretic Culture and the Building and Communication of China's State Image

Er-Chun Chen, Jiangxi University of Science and Technology, China
Thirty Years of the Study of Chinese Values in China : A Preliminary Review
Han Guang, Harbin Institute of Technology, China

3C **Youth and the New Media** edc Adopt or Not? Differences among Users and Nonusers of Social Network Sites

Trisha Tsui-Chuan Lin, Nanyang Technological University, Singapore
Wendy Lim, Nanyang Technological University, Singapore
Vicki Chihsuan Chiu, Queensland University of Technology, Australia
An investigation about the Internet Addiction in Chinese University Students

Fang-Yuan Wang, Chiba Institute of Technology, Japan
Yuko Shibahashi, Chiba Institute of Technology, Japan
Attitude and Social Influence Predicting Bloggers' Behaviors in Thailand
Vikanda Pornsakulvanich, Assumption University, Thailand

Nuchada Dumrongsiri, Assumption University, Thailand
Adolescents' Internet Use, Parental Mediation, and Family Communication Patterns
Bonnie Peng, Cheng-Chi University, Taiwan

3D Communication and International Students

The Causes and Effects of the 'Cultural Divide': An Exploratory Study of the Teaching and Learning of International Postgraduate Students at an Australian University

Niranjala (Nina) Weerakkody, Deakin University, Australia
Critiquing Communication Challenges: A case of intercultural communication barriers between Zulu and Chinese students at selected higher education institutions in Durban, South Africa

Renitha Rampersad, Durban University of Technology, South Africa
Prenitha Singh, Durban University of Technology, South Africa

Mia Zheng, Durban University of Technology, South Africa

Cross-cultural Adaptation among International Students: Differences and Similarities

Wenli Yuan, Kean University, USA

Analysis of Intercultural Sensitivity Between Chinese and International Students

An Ran, South China University of Technology, China

3E Literature and Culture 1

Developing the Malay Children's Literary Resources

Chew Fong Peng, University of Malaya, Malaysia

Mahzan Arshad, University of Malaya, Malaysia

Zahari Ishak, University of Malaya, Malaysia

Loh Sau Cheong, University of Malaya, Malaysia

Teh Ying Wah, University of Malaya, Malaysia

Discourse Models in Passion Plays: A Comparison of Tragedies in English and ta'ziya in Persian

Mohammad Reza Talebinejad, Islamic Azad University, Iran

Erotic Writing as Political Consciousness: A Taiwan Case Study

Hsiao-Yung Wang, National Chengchi University, Taiwan

3F Advertising and Visual Media

A Semiotic Study on Illustrated Print Advertisements of Coca-Cola in China

Jiang Chun, University of International Business & Economics, China

Cross-Cultural Communication in Cosmopolitan City: Focusing on the Print Advertisements of Shanghai Telephone Company in 1930s

Tao Yang, Nagoya University, Japan

Street signs as testimonial of a language cross-cultural adaptation in Macao

Denise Pacheco, University of Macau, Macau, China

Purchase Intentions as a Function of Culture—Examining the Effects of Visual Information on Young Chinese Consumers

Angela W.Y. Chang, University of Macau, Macau, China

Sign Values and Brand Glocalization: The Construction of “Something” in Taiwanese Coffee and Tea Brands Advertising

Huey-Rong Chen, Department of Journalism, Culture University, Taiwan

3G Culture in Education

Intercultural communicative competence and language teacher professional development in Aotearoa/New Zealand: What are the issues?

Sharon Harvey, AUT University, New Zealand

Annelies Roskvist, AUT University, New Zealand

Clare Conway, AUT University, New Zealand

Heather Richards, AUT University, New Zealand

Topic Based Syllabus for a Japanese University Cross Culture Communication Course

Susan Meiki, Hiroshima University, Japan

The Intercultural Factors in EFL Teaching

Wang Yang, Harbin Institute of Technology, China

Chi Yuan, Harbin Engineering University, China

3H PANEL: Differences in Conversational Styles between Japanese and North American Speakers: Formal and Informal Styles, Participation Organization and Topic Development

Chair: **Sanae Tsuda**, Tokai Gakuen University, Japan

Panelists:

Formal and Informal Styles and Uses of Sentence Final Particles in Japanese

Sanae Tsuda, Tokai Gakuen University, Japan

Participation organization,

Yuka Shigemitsu, Tokyo Polytechnic University, Japan

Topic Development and Topic Shift in Japanese and North American English Conversation

Yuko Iwata, Tokai University, Japan

Saturday

SESSION 1 10:30-12:00

4A Culture and Identity

Comparative Study on Media Performance and Content Diversity between Mainland China and Taiwan

Kirsten Y.C. Huang, Shih-Hsin University, Taiwan

A Construction of New Economic Identity: The Quemoy Model

Jian-Feng Wei, National Kinmen Institute of Technology, Taiwan

Religious Violence and Community Building in a Globalizing India

Margaret D'Silva, University of Louisville, USA

At the Edge of Language and Certitude: The Construction of Cultural Identity within the Context of Globalization

John Foster, Kagoshima University, Japan

4B Language and the Internet

Science information and risk communication on the Web: A content analysis of global warming issue in Taiwan

Yie-Jing Yang, Shih Hsin University, Taiwan,

Mei-Ling Hsu, National Chengchi University, Taiwan

Comparing the Application of Emoticons in English, Japanese and Chinese Language Background in Cyber Communication

So-Jeng Hung, National University of Kaohsiung, Taiwan

Yen-Ling Chen, Chinese Culture University, Taiwan

International Communication: The influence of Online English News on Chinese Language

Li-Zhu Jiang, Capital University of Economics and Business, China

A Cultural and Linguistic Analysis of Japanese and English Online Communication: The language of weblogs

Barry Kavanagh, Tohoku University, Japan

4C Media: News and Press

The Aborigines Culture of the Travel Reporters: the Representation, Imagination and Gaze

Szu-Yin Yeh, Shih Hsin University, Taiwan

A Cross-cultural Study on Ideological Deviation in Media News Discourse

Wu Yanli, Shenzhen University, China

Pan Xiaohui, Shenzhen University, China

"State of Fear" as Constructed by Media: The Discourse of H 1 N 1 Flu News in Taiwan

Jenny Jing-Ling Lin, Fu Jen Catholic University, Taiwan

Human Conditions and Reality Media Construct

Andra Seceleanu, "Andrei Saguna" University, Romania

Aurel Papari, "Andrei Saguna" University, Romania

4D Englishes, Linguistics and Language Choice 2

Teaching Global English to EFL classes

Lindsay Mack, Ritsumeikan Asia Pacific University, Japan

Teaching Science and Technology in English: Language-in-Education Policy in Malaysia

Zuraidah Zaaba, Japan Advanced Institute of Science & Technology, Japan

Katsuhiro Umemoto, Japan Advanced Institute of Science & Technology, Japan

Raising Accent Awareness: A Discourse Approach to Teaching Phonetics

Joanna Radwanska-Williams, Macao Polytechnic Institute, Macau, China

Negative Markers in Northern Thai Dialect

Sorabud Rungrojsuwan, Mae Fah Luang University, Thailand

4E Media in Culture and Education

The Embodiment of Interaction with Digital Media: The Case of Wii

Wei-wen Chung, National Chengchi University, Taiwan

Challenging the Cultural Limits: Media in the Everyday Life of the Poor

Hakan Ergul, Anadolu University, Turkey

İncilay Cangoz, Anadolu University, Turkey

Emre Gokalp, Anadolu University, Turkey

A Survey on the Degree of Observing Media Ethics Principles in Iran Radio Gofte-gu (Dialogue)

Sedigheh Babran, Islamic Azad University, Iran

Ashraf Ahadzadeh, Malaysian University, Iran

Media Literacy in Taiwan: A Case Study of Media Use Behavior on Taiwan's Elementary School Students

An-kuo Chiang, Fo Guang University, Taiwan

4F Nonverbal Communication

Nonverbal Communication: Its Implications Within the New South African Context

Phalandwa A. Mulaudzi, University of South Africa, South Africa

A Comparative Study on the Perceptions and Usages of Silence in Chinese and American Culture

Mengyu Li, Ocean University of China, Hong Kong, China

Advances in Nonverbal Communication: Comparative Chronemics

Tom Bruneau, Radford University, USA

Use of the L1 and Non-verbal Communication in the Achievement of Intersubjectivity

Brian Mc Millan, Hiroshima Bunkyo Women's University, Japan

Damian Rivers, Kanda University of International Studies, Japan

4G Culture in Education

A Brief Analysis of the Disjuncture in the Educational Mode of the New-Established Four-year College in Shanghai, China

Sha Yang, Shanghai Business School, China

Designing Cross-cultural Communication Projects for University Students

Jack Barrow, Osaka International University, Japan

Experiencing Feedback Through Peer Observation

Christopher Stillwell, Kanda University of International Studies, Japan

4H PANEL: Rethinking Nation and Difference Chair: **Mónica Cejas**, Universidad Autónoma Metropolitana-Xochimilco, Mexico

Panelists:

Temporality, difference and imaginaries of nation: seminal reflections

Mario Rufer, Universidad Autónoma Metropolitana–Xochimilco, Mexico

New names for dynamic identities

Sarah Corona Berkin, Universidad de Guadalajara, Mexico

Rock, Race and National Identity

Carmen de la Peza, Universidad Autónoma Metropolitana-Xochimilco, Mexico

Social Movements and the construction of indigenous identity as a political strategy

Guiomar Rovira Sancho, Universidad Autónoma Metropolitana-Xochimilco, Mexico

Exploring Nation through Reality Tours: Between Postmodern Voyeurism and Educational Adventure

Mónica Cejas, Universidad Autónoma Metropolitana-Xochimilco, Mexico

SESSION 2 14:30-16:00

5A Culture in Film

A Comparative Study of Cultural Awareness in Western and Chinese Fantasy Films

Hongshan Zhao, Harbin Institute of Technology, China

Shuang Sun, Harbin Institute of Technology, China

Global Box Office Consumption of Hollywood Films: Explaining Inter-country Similarities in Movie Selection

W. Wayne Fu, Nanyang Technological University, Singapore

Achikannoo Govindaraju, Nanyang Technological University, Singapore

Digital Storytelling: The Narratology of Visual Effects in Chinese-Language Films

Chan Ka Lok Sobel, Chu Hai College of Higher Education, Hong Kong, China

Ang Lee's Homoerotic Love: Transcultural Negotiation and Regeneration

E-chou Wu, Providence University, Taiwan

5B Culture and the Olympics

Analysis of Cross-cultural Visual Communication Strategy: A Case Study of the 2008 Olympic International Campaign Logo Design

Mei-Chiung Chi, Chinese Culture University, Taiwan

So-Jeng Hung, National University of Kaohsiung, Taiwan

Yen-Ling Chen, Chinese Culture University, Taiwan

Multi-cultural dissemination in the field of television programs presided over the mass media's Game

Liu Xiu Mei, Shang Hai University, China

A study of English environment changes up to The 2008 Beijing Olympic Games

Zhao Hui, Kumamoto Gakuen University, Japan

The Origin of the Olympic Games' Opening and Closing Ceremonies: Artistic and Communication Perspectives

Wichian Lattipongpun, Macquarie University, Australia

5C Organizational Culture

Transformational and Paternalistic Leaderships in Chinese Organizations: Construct, Predicative and Ecological Validities Compared

Vivian C Sheer, Hong Kong Baptist University, Hong Kong, China

How Cultural Values Shape Employee Behaviors: Comparisons of Taiwanese and U.S. Employees' Truth-telling

I-Han Hsu, University of Northern Iowa, USA

Laura Terlip, University of Northern Iowa, USA

Social Construction of Apology: Japanese Corporate Apologies in Newspaper Advertisements

Toru Kiyomiya, Seinan Gakuin University, Japan

5D Politeness in Cultural Context

Long speech events as a cultural feature of the Persian language

Shahla Sharifi, Ferdowsi University of Mashhad, Iran

A Contrastive Study of Apology Discourse Organization in Japanese and American English

Mami Otani, Kyoto Women's University, Japan

Routine formulas- A Contrastive Analysis of Japanese and German

Yoshinori Nishijima, Kanazawa University, Japan

5E Culture and Rhetoric

Arab Chironomia in a Global Context

Daniel R. Fredrick, The American University of Sharjah, UAE

The Dynamic Nature of Intercultural Communication and Rhetoric: An Empirical Approach

Yingqin Liu, Cameron University, USA

The Interpretations of Rhetoric Expressions Based on Cultural and Linguistic Diversity

Jiin-Chyuan Mark Lai, Transworld Institute of Technology, Taiwan

On the Rhetorical Construction of National Values: Cross-Cultural Study

Sayenko Tetyana, Nagoya University of Commerce and Business, Japan

5F Study-abroad Programs

Attaining Intercultural Competence: A phenomenographic study of a cultural immersion study abroad programme

Leo Hitchcock, AUT University, New Zealand

Effectiveness of Pre-departure College Courses in Overcoming Culture Shock in a Japanese College Program

Lisa Rogers, Doshisha Women's College of Liberal Arts, Japan

On the Overseas Youth Volunteers of China: A Research Based on Confucius Institute and AIESEC

Nan-Yi Bi, Peking University, China

Possible selves analysis of Japanese university study abroad students

Ron Martin, Rikkyo University, Japan

Jacob Schnickel, Rikkyo University, Japan

Yuka Murayama, Toyo Eiwa University, Japan

5G Culture and English Language Teaching

Correlation between Self-Determination Theory and Language Learning Strategies for EFL students: comparing Korea and Japan

Saeun Lee, Kumamoto Gakuen University, Japan

A Case Study of the Characteristics of Teacher Talk in the Classroom Interaction

Yong Zhao, Northeast Forestry University, China

Words in Mind: Exploring the relationship between word association and lexical development

Peter Roux, Tamana City Board of Education, Japan

Learning English through Conflict Resolution

Christopher Stillwell, Kanda University of International Studies, Japan

5H PANEL Meaning, Culture, and Communication Study

Chair, **Guo-Ming Chen**, South China University of Technology, China/University of Rhode Island, USA

Panelists:

An Alternative Way for Intercultural Communication Study

Yaly Chao, Tamkang University, Taiwan

Meanings, Space of Images, and Xystemic Structures of Communications

Victor Lux Tonn, Salve Regina University, USA

Yijing: The Book of Narratives on Change

Xiaosui Xiao, Hong Kong Baptist University, Hong Kong

Ritual Hermeneutics as an Alternative towards the Source of Meanings

Zongjie Wu, Zhejiang University, China

Meixin Hu, Zhejiang University, China

Hua Yu, Zhejiang University, China

SESSION 3 16:15-17:45

6A Culture in Translation

A Comparative Study of English and Chinese Proverbs and Translation Approaches

Shuang Sun, Harbin Institute of Technology, China

Hongshan Zhao, Harbin Institute of Technology, China

The "Age of Translation": Then and Now

Natalia Teplova, Concordia University, Canada

The Analysis of Translated Language and Better Intercultural Communication

Kenji Ikeda, Fukuoka Institute of Technology, Japan
Approaches to Translation Theories: Dichotomously or Holistically?
Zi-yu Lin, Macao Polytechnic Institute, Macau, China

6B Youth Culture and Identity

Re-identification of Chinese Youth in the Era of Globalization: Individualism and Chinese Youth

Liu Changyuan, Harbin Institute of Technology, China
Changes of Chinese youth's pop-culture and values in the 30 years since the reform and opening of China

Yuan Xiao, Nanjing University, China

Liu Hongying, Nanjing University of Finance, China
Global Diffusion, Local Consumption: The Penetration and Reception of Imported Reality TV in Taiwan

Chun-Fu Chen, Fu Jen Catholic University, Taiwan

6C Communication Skills and Strategies

Writing about Cross-Cultural Encounters: Anxiety, Representation, and Responsibility

Jonathan Benda, Tunghai University, Taiwan
The role of "culture" in cross-cultural miscommunications

Ying Liu, Ohio State University, USA

Strategic Communication: An Organizational Approach and Policy

Andre Corredoura, New University of Lisbon, Portugal

Joel H. Ferriera, New University of Lisbon, Portugal

'Criticality' and 'Reflection': An empirical study of Japanese language courses at a British university

Etsuko Yamada, Sophia University, Japan

6D Conflict and Crisis Management

Governmental Strategic Communications and Crisis Management: A Comparative Study between China and the United States

Xiaohui Pan, Shenzhen University, China

You Zha, Shenzhen University, China

The Role of Culture in a Conflict in A Japanese Academic Organization

Tina Ottman, Kyoto University, Japan

Lisa Rogers, Doshisha Women's College of Liberal Arts, Japan

Conflict Management Styles of Parents and Communication Satisfaction of their Children in the Korean Family

Khisu Beom, Sungkyunkwan University, Korea

Eun-Jung Kim, Sungkyunkwan University, Korea

Intercultural Conflict Management Styles and Perceived Difficulties of Socio-Cultural Adaptation for Korean Immigrant Young Adults in the USA

Khisu Beom, Sungkyunkwan University, Korea

6E Culture and Language

Cultural and Linguistic Diversity

Zhang Xuejin, Heilongjiang Institute of Science and Technology, China
Power and Language Strategies in Chinese Mediation: Discourse Analysis on Mediation Sessions,

Yiheng Deng, Southwestern University of Economics and Finance, China?
Linguistic evidence on interdependent-self cultivation: The case of Taiwan

Shirley Liang, National Taiwan University, Taiwan

6F Culture in Education

Higher Education and Multicultural Features

Yuan Chi, Harbin Engineering University, China

Wang Yang, Harbin Institute of Technology, China

Narrative and Performative Acts in Cultural Education: The Teaching of Writing as Critical Communication

Yuen-fun Muriel Law, Lingnan University, China

Ching-kiu Stephen Chan, Lingnan University, Hong Kong, China

Negotiating Cross-Cultural Learning in Liberal Arts Education in Harbin Institute of Technology

Liu Xiaodan, Harbin Institute of Technology, China

What's Cultural about Heroes? A Comparative Study of College Students' Free Writings

Ruobing Chi, Shanghai International Studies University, China

Ying Wang, Shanghai International Studies University, China

6G Globalization and the Internet

A Preliminary Analysis : The Business Model of Online Music Websites with Creative Commons Licenses

Chia-Jung Yang, National Chengchi University, Taiwan

Digital Citizen Media Network: An Open Source System Development Perspective

August F.Y. Chao, Chengchi University, Taiwan

Vicky C.H. Huang, National Chengchi University, Taiwan

Self-identity and Pleasure of Online Shopping: A Case Study of Consumers Who Purchase Japanese Commodities in Taiwan

Yu-Pei Chang, National Chiao Tung University, Taiwan

Po-Fen Lu, National Chiao Tung University, Taiwan

6H PANEL: Communication with Chinese Characteristics: New Development in a Globalized Context Chair: Wenxiang Gong, Peking University, China

Panelists:

The Image of China and Media Events Online: The Case of Beijing Olympic Games

Wenxiang Gong, Peking University, China

Zhang Yimou: A Cultural Symbol in a Transitional Chinese Context

Jijun Ran, Peking University, China

An Analysis of the Cause of the Shan Zhai 山寨 (mocking) Phenomenon

Jia Guo, Peking University, China

Chunying Yue, Peking University, China

How Could the Foreign TV Programs Be successfully Cloned in China

Chunying Yue, Peking University, China

Companies' Role in China's Internet censorship system: The Corporatism Perspective

Zhengzheng He, Peking University, China

Shiqi Fu, Peking University, China

Media Discourse and Online Public Sphere - A Comparative Study of Qiangguo and Tianya Forums During the Beijing Olympics

Jijun Ran, Peking University, China

Fangfang Ji, Peking University, China

Sunday

SESSION 1 10:30-12:00

7A Education Across Cultures

Japanese Students' Perception of Western Instructors

Yasuko Akahoshi, Aichi Shukutoku University, Japan

Edwin R. Mc Daniel, San Diego State University, USA

The motivational factors affecting which shape intended L2 learning efforts

Damian J. Rivers, Kanda University of International Studies, Japan

Classroom "shock": A case study of teacher-student interactions in a Chinese heritage language classroom,

Chang Pu, Berry College, USA

Li Xiaoshi, Michigan State University, USA

How you doing, mate? New Zealand students forming friendships with international students

Franco Vaccarino, Massey University, New Zealand

Emma Dresler-Hawke, Massey University, New Zealand

7B English Language Education across Cultures

English Education in Finland: Their successful strategies and methods

Satoshi Yamamoto, Kumamoto Gakuen University, Japan

Toward an Integrated Approach to Learning A Foreign Language and Culture: A Literature Review

Xiaoyan Li, Japan Advanced Institute of Science and Technology, Japan

Katsuhiro Umemoto, Japan Advanced Institute of Science and Technology, Japan

Eliminating the Effect of Fossilization on Adult Learners' Oral Communication

Xiao-yu Hou, Harbin Institute of Technology, China

Xiao-ling Jin, Harbin Institute of Technology, China

An Exploration of the Perceptions of Teachers and Students in Streamed and Non-Streamed Classes

Brian Mc Millan, Hiroshima Bunkyo Women's University, Japan

Paul Joyce, Kinki University, Japan

7C Writing in English Language Education

Interpreting and Intercultural Communication Aspects of a Haiku-in-English Competition

Howard Doyle, Kochi University, Japan

Kyoko Koga, Kochi University, Japan

Cultural Factors in the Rhetorical Choices of University Students from English-Dominant Caribbean Nations

William Carney, Cameron University, USA

The Effect of Cultural expectations on Teacher's Written Feedback: A Study of ESL Student Writers at Tertiary Level

Raashid Nehal, Aligarh Muslim University, India

The effect of unfocussed feedback on the development of interlanguage in writing

Rachel Reugg, Kanda University of International Studies, Japan

7D Englishes, Linguistics and Language Choice

Co-Evolution of a Globally Shared Language and Cross-Cultural Communication

Jonathan B. Britten, Nakamura University, Japan

Comparative Study of Motion Verbs in Standard Thai and Northern Thai Dialect

Rungwimol Rungrojsuwan, Mae Fah Luang University, Thailand

Including Non-standard Varieties of English in the Language Classroom

Hadija Drummond, Momoyama Gakuin University, Japan

Katherine Song, Hiroshima University, Japan

Characteristic grammatical constructions and usages in 50-word essays by L2 Japanese senior and junior high school students

Yoshiyuki Okaura, Fukuoka Institute of Technology, Japan

7E Gender and Culture

Japanese College Students' Perceptions of Women and Sexually Permissive Attitudes:

Exploring the Effects of Gender, Sexual Preoccupancy, and Exposure to Sexually Explicit Material in the Media,

Kikuko Taguchi, University of Kansas, USA

Yan Bing Zhang, University of Kansas, USA

Hiroshi Ota, Aichi Shukutoku University, Japan

Makiko Imamura, University of Kansas, USA

Yaoi Literature and the Construction of Cyberfeminism in China: An Ethnographic Study

Chang Jiang, Tsinghua University, China

Violence Against Women in Selected Nigerian Video Films

Chioma L. Enwerem, Imo State University, Nigeria

'Charisma Man': The discourses of desire and Western men in Japan

Steve Silver, Kwansei Gakuin University, Japan

Roslyn Appleby, University of Technology, Australia

7F Culture and Ethnocentrism

How Cultural are Cross-cultural Differences?

Qu Weiguo, Fudan University, China

Chen Liufang, East China Normal University, China

Ethnocentrism of Future Primary School Teachers

Danijela Petrović, University of Belgrade, Serbia

Intercultural communication studies: Issues and dialectics

Ling Chen, Hong Kong Baptist University, Hong Kong, China

The U.S.-China Economic and Security Review Commission (USCC) and Its Influence on Sino-US Relations

Zhang Shengyong, Dezhou University, Dezhou Shandong, China

7G Media: News and Press

Fear Appeals and the Global Warming News: Examining the Use of Threats and Response Efficacy in Taiwan's News Content

Shu-Chu Sarrina Li, National Chiao Tung University, Taiwan

A Cross-cultural Study on Ideological Deviation in Media News Discourse

Wu Yanli, Shenzhen University, China

Pan Xiaohui, Shenzhen University, China

New Nations/States in the Balkans – the Consequence of Conflicts in Communication or the Residue of Dire Roles of Media

Igor Rasula, University of Amsterdam, Netherlands

The Portuguese and the Europeans: at the mirror of the media

Ana Horta, Universidade de Lisboa, Portugal

7H PANEL: Addressing Stereotypes through Education

Chair: **Song Li**, Harbin Institute of Technology, China

Panelists:

The potential problems caused by stereotypes upon communication

Yumiko Furumura, Kyushu University, Japan

Teaching Ethnic Stereotypes to Tackle in ICC

Maria Lebedko, Far Eastern National University, Russia

Managing Stereotypes through Experiential Learning

Stephanie Houghton, University of Kitakyushu, Japan

Cultural stereotypes: From threats to promises through foreign language education

Song Li, Harbin Institute of Technology, China

Fu Li, Harbin Institute of Technology, China

SESSION 2 13:20-14:50

8A Culture and Translation

Translation in Cultural and Creative Industries: Its Definition, Position and Criteria of Assessment

Jianhua Yang, Beijing Normal University, China

The Study on Translator's Subjectivity from the Perspective of Philosophical Hermeneutics

Zhang Jing, Northeast Forestry University, China

Babel of Angels and Demons: The Significance of Creative Misinterpretation in Cross-cultural English-Haiku Studies

Richard Gilbert, Kumamoto University, Japan

8B Culture and Identity

Biracial Challenge to a Homogeneous Country and Intercultural Communication Competency

Jungmi Jun, George Mason University, USA

Phenomenon of Habitat Dependence (POHD) Community in China: Marginalized Identity in Transition

Kai Zhang, University of Rhode Island, USA

An Analysis of the Media Frames of Hakka Magazine: 1990-2007
Meihua Lee, National Chiao Tung University, Taiwan

8C Education and the Internet

Media-mediated learning activities: Emergent practices in online gaming

Huang Lingyi, National Chengchi University, Taiwan

International Students' Perception towards the Content of Universiti Putra Malaysia (UPM) Website

Megat Al-Imran Bin Yasin, Universiti Putra Malaysia, Malaysia

Somayeh Mortazavi Ganji Ketab, Universiti Putra Malaysia, Malaysia

A Survey and Analysis of Internet Assisted College English Teaching in Harbin Institute of Technology

Hou Xiaoyu, Harbin Institute of Technology, China

Wang Lixin, Harbin Institute of Technology, China

The Effects of Blogging on Media Literacy Education—Exploring the Research on Electronic Theses in Taiwan

Tzong-Sheng Deng, National Chengchi University, Taiwan

8D Culture in Text and Literature

The Representation of World War II: A Comparison of Japanese and American Textbook Discourse

Erica J. Hashiba, Rua de Luis Gonzaga Gomes, Macau, China

Intertextuality in global warming discourse in Taiwan

Chin-Chih Chiang, Shih Hsin University, Taiwan

Chinese Internet Fantasy Fiction: Cross Cultural Integration

Xinkai Huang, Southwest Jiaotong University, China

A Postcolonial Interpretation of Cultural Identity in Half a Life by V. S. Naipaul,

Li Xue, Harbin Institute of Technology, China

Zhang Yang, Harbin Institute of Technology, China

8E Media: News and Press

Media Culture across Countries: The case of Spain

Rosa Berganza, University Rey Juan Carlos, Spain

Stereotypes on Minorities in Romanian Press: Between ethics, editorial policy and justice--the case of President Traian Băsescu

Andra Seceleanu, "Andrei Saguna" University, Romania

The Aborigine Culture of the Travel Reporters: the Representation, Imagination and Gaze

Yang Ling, Macau University of Science and Technology, Macau, China

A Study on the Role of Local and Ethnic Press in Azerbaijan Province of Iran in Developing National Convergence and Integrity

Sedigheh Babran, Islamic Azad University, Iran

Maryam Tarzami, Islamic Azad University, Iran

8F Politeness and Context across Cultures

Low Context Teaching in High Context Cultures

Kate Parkinson, Fukuoka University, Japan

Analysis on Chinese Students' Failure in Applying Politeness Maxims in an International Sports Fair

Zhou Jie, Harbin Institute of Technology, China

Comparison of the Manner of Speaking of communicative Behavior Between Japanese University Students and Chinese University Students

Tao Lin, Kanazawa University, Japan

8G

8H PANEL: Mapping Out Critical Intercultural Communication Studies: Junctures, Possibilities, Insights, and Alliances

Chair: **Rona T. Halualani**

Panelists:

The Past and the Critical Intercultural Communication Project

Thomas K. Nakayama, Northeastern University, USA

A Critical Genealogy of Critical Intercultural Communication Studies

Rona T. Halualani, San Jose State University, USA

Color Neutrality, Postracism, and the Utopian Racial Film Narrative

Kent A. Ono, University of Illinois, USA

Rhetorical Alliances and Absences: The Interplay of Race, Gender, and Nation

Lisa A. Flores, University of Colorado, USA

SESSION 9 14:55-16:25

9A Culture and Globalization

Global Inequality—Environmental vs. Racialized Views: A Sociolinguistic Analysis

Ray T. Donahue, Nagoya Gakuin University, Japan

Creativity and Entrepreneurial Behavior, Mahbub Uddin, Trinity University, USA

L. Brooks Hill, Trinity University, USA

Tradition as a Modern Strategy: Indigenous Knowledge as Local Response to Globalization in Nigeria/Africa

Geoffrey I Nwaka, Abia State University, Nigeria

Dialectic Perspective on Globalization and Intercultural Dialogues

Jia Yuxin, Harbin Institute of Technology, China

9B Culture and Identity

Diasporic Identities, Globalization, and Intercultural Communication: Identity Patterns and Implications

Rona T. Halualani, San Jose State University, USA

From Discord to Harmony?—A Textual Analysis of Political Theme Songs in Contemporary Taiwan

Pei-Ling Lee, Wenzao Ursuline College of Languages, Taiwan

The conception of 'polylogue' and the question of 'intercultural' identity

Hsueh-i Chen, National Taiwan Normal University, Taiwan

9C Cross-Cultural Immigration Issues

Relational Interdependent Self-Construal, Imagined Interactions and Conversational Constraints among Vietnamese Americans

Dominique M. Gendrin, Xavier University of Louisiana, USA

Cannot Let It Go: The Identity Maintenance of Repatriates

Xuejiao Fan, Boston College, USA

Marital Conflict and Cultural Adaption of Immigrant Women in Korea

Khisu Beom, Sungkyunkwan University, Korea

Hye-Jin Jung, Sungkyunkwan University, Korea

9D Communication and International Students

The Voice of Japanese International Students

Miho Kanda, Recruit HR Marketing, Japan

Ee Lin Lee, Western Washington University, USA

Intercultural Communication Concerns: Interactions between Chinese Graduate Students and American Advisors in Educational Contexts

Wang Song, Harbin Institute of Technology, China

Intersection between Culture and Leadership: An analysis of the Chinese students' leadership assumption in a non-Chinese group

Wenbo Liang, Shanghai International Studies University, China

9E Culture in Literature

Chinese School of Comparative Literature: 30 Years of Development, 1978-2000

Shunqing Cao, Beijing Normal University, China

Lei Wang, Anshan Normal University, China

Hamlet's Chinese and Tibetan Cousins: A Comparative Semiotic Study of Feng Xiaogang's The Banquet and Sherwood Hu's Prince of the Himalayas

Mao Sihui, Macao Polytechnic Institute, Macau, China

Literary texts by H. Murakami in terms of intercultural communication

Lyubov A. Kuryleva, Far Eastern National Technical University, Russia

Svetlana A. Boeva, Far Eastern National Technical University, Russia

Intercultural and Interracial Communication of the East and the West: From Kipling's "Ballad of the East and West" to Friedman's The World Is Flat

Guiyou Huang, St. Thomas University, USA

A Study on Grammatical Metaphor in Catch-22 by Case Study Method

Jia-Ying Hu, Northeast Agricultural University, Harbin China

9F Culture on Television

The Appropriation of Asian Culture through Transnational Media Text: The Case of Asian Telenovelas in Philippine Primetime Television

Florinda de Fiesta-Mateo, University of the Philippines, Philippines

History, Development and Analytical Models of Chinese Television

Hong Zhang, London School of Economics, UK

A Multimodal approach to the genre of TV news broadcasting

Li-ying Wu, Wenzao Ursuline College of Languages, Taiwan

The synergy of idol drama format in Asian market: Taking Taiwan idol drama as an example

Yi-Hsiang Chen, Shih Hsin University, Taiwan

9H SPECIAL JAF AE/IAICS JOINT PANEL: Recognizing and Responding to International Linguistic Environments

Chair: **Yuko Takeshita**, Moderator, Toyo Eiwa University, Japan

Panelists:

Conceptualizing international language management and international language management specialists in Japan

Nobuyuki Honna, Aoyama Gakuin University, Japan

Developing a training program for international language management specialists

Junko Saruhashi, Aoyama Gakuin University, Japan

English as a company language in Japan

Ayako Shibata, Aoyama Gakuin University, Japan

English language teaching in-house

Chie Saito, International Medical and Welfare University, Japan

Corporate-level responses toward the linguistic needs in Japan

Akiko Matsumoto, Daito Bunka University, Japan

Looking at Kumamoto Castle from an international language management point of view

Judy Yoneoka, Kumamoto Gakuen University, Japan