

ACCS NEWSLETTER

ASSOCIATION FOR CHINESE COMMUNICATION STUDIES

Message from the ACCS President

Dear ACCS Colleagues:

I hope everyone has a great spring semester.

For the recent years, ACCS has experienced very healthy growth in both membership and recognition in the field of communication studies. More and more people are interested in ACCS during each NCA convention. This is the direct result of the work of ACCS members, particularly the senior members, who keep pursuing excellent scholarship, publishing in leading journals as well as reputable academic presses, and thus increasing the reputation of the discipline of Chinese communication studies. Meanwhile, many of our junior members have followed the same successful path and started to produce high-quality scholarship. We are also grateful for all of those who have dedicated to promote the study of Chinese communication and culture.

At the NCA Convention in San Diego this past November, I was glad to see and talk with many ACCS colleagues. I attended many of the ACCS sponsored panels and found them to be interesting and informative. It was also wonderful to see so many friends as well as new members at the ACCS Annual Dinner on Saturday.

I would like to congratulate the elected officers for the year 2009 to 2010. For this election, I am amazed to know that more people, particularly our young members, are willing to get involved and serve in ACCS.

Continuing to reach out to China for opportunities of sharing scholarship with Chinese colleagues, ACCS will co-sponsor the conference, "Intercultural Communication between China and the World: Interpersonal, Organizational and Mediated Perspectives" in Beijing. The conference will be held from June 11 to 14, 2009, hosted by the Intercultural Studies Center of the School of English and International Studies at Beijing Foreign Studies University and Foreign Language Teaching and Research Press. Although I will not be able to attend the conference, I would like to wish the conference a great success.

Finally, I want to thank the officers of ACCS for their service in this year.

I wish you all a productive and enjoyable summer!

Yun Xia

ACCS President (2008-9)



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2009 ACCS Election

Congratulations to the elected 2009-2010 ACCS officers:

President

Canchu Lin, Bowling Green State Univ.

Vice President

Joyce Chen, University of Northern Iowa

Secretary/Treasurer

Qin Zhang, Fairfield University

Newsletter Editor

Ming-Yi Wu, Western Illinois University

In addition, two ACCS members will serve as:

Chair of Research Committee

Mei Zhang, Missouri Western State Univ.

Chair of External Affairs

Yuying Mao, University of Alberta

The new officers will begin their terms on September 1, 2009. ACCS will continue to grow under the new leadership team!

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Accomplishments & Awards

Guo-Ming Chen assumed the Editor and **D. Ray Heisey** assumed the Associate Editor of *Intercultural Communication Research* (ICR). ICR is an English journal published by the Intercultural Communication Center at Harbin Institute of Technology and China Association for Intercultural Communication (CAFIC), and co-sponsored by International Association for Intercultural Communication Studies.

Hairong Feng received Top Three Paper Award at the upcoming 2009 NCA convention for the paper "Development and cross-cultural validation of an avoidance support scale" (co-authored with Wilson S.).

Hairong Feng received Single Semester Leave to support a research project titled "Supportive Communication across Cultures," at the University of Minnesota Duluth in Fall 2009.

Meina Liu's paper (co-authored with Mortenson, S., Burleson, B. R.) "Unpacking cultural differences in communication styles: A comparison of the cultural-selves

and universal needs perspectives" received a "Top Paper Award" from the Intercultural Communication Division of the International Communication Association for its annual meeting in Chicago, 2009.

Ming-Yi Wu received 2008-9 Wayne Thompson Fellowship from College of Fine Arts and Communication, Western Illinois University

Qi Wang received the Top Four Paper Award at the upcoming 2009 NCA convention for the paper (coauthored with Kimberly Feeny): "Comparing the perception of success, attributions, and motivations between the Chinese and the U.S.," funded by Villanova University 2008 Summer Communication Research Grant.

Qi Wang received Villanova University 2009 Summer Research Fellowship Award for the research: Theorizing interpersonal conflict avoidance across cultures.

Presentations

Heisey, D. Ray. (2008). "'The Great Satan' vs 'The Axis of Evil': Perceptions Iranians and Americans Have of Each Other," an address presented at Hiram College Convocation, Ohio, October 28.

Shaghasemi, E. & **Heisey, D. R.** (2008). "The cross-cultural schemata of Iranian-American people toward each other: A qualitative approach." Paper presented at the conference of the International Association for Intercultural Communication Studies, Louisville, KY, November.

Liu, M., & Wilson, S. R. (2009, May). The effects of interaction goals on negotiation tactics and outcomes: A dyad-level analysis across two cultures. Paper accepted for presentation to the annual meeting of

for presentation to the annual meeting of the International Communication Association, Chicago, IL.

Liu, M., Wang, C., Yao, S., & Fritz, S. (2008, August). The routes emotions travel in negotiation: A comparison of Chinese and Americans. Presented to annual meeting of the Academy of Management, Anaheim, CA.

Wang, C. & Liu, M. (2008, June). Double-edged sword: What's emotional intelligence got to do with mixed-issue negotiations? Paper presented to the annual meeting of the International Association of Chinese Management Research, Guangzhou, China.

Publications

- Chen, G. M. (2009). *Essays on death and living* (in Chinese). Hong Kong: China Review Academic Publishers.
- Chen, G. M., W. C. Peng, Y. J. Ye, & R. A. (2009). *Communication research methods* (in Chinese). Shanghai: Fudan University Press.
- Chen, G.-M., & Miike, Y. (2008). The ferment and future of communication studies in Asia: Chinese and Japanese perspectives (in Chinese, J. Z. Edmondson, Trans.). In J. Z. Edmondson (Ed.), *Asiacentric theories of communication* (pp. 62-86). Hangzhou, China: Zhejiang University Press.
- Heisey, D. Ray. (2009). "Advances in Intercultural Communication and Culture." [In Japanese] In Bates Hoffer, Nobuyuki Honna, & Yuko Takeshita (Eds.), *Intercultural Communication: Beyond the Canon* [In Japanese] (pp. 213-241). Tokyo, Japan: Sanshusha Publishing Co.
- Liu, M. (2009). The intrapersonal and interpersonal effects of anger on negotiation performance: A cross-cultural investigation. *Human Communication Research*, 35, 148-169.
- Miike, Y. (2008). Advancing centrality for non-Western scholarship: Lessons from Molefi Kete Asante's legacy of Afrocentricity. In A. Mazama (Ed.), *Essays in honor of an intellectual warrior, Molefi Kete Asante* (pp. 287-327). Paris, France: Editions Menaibuc.
- Miike, Y. (2008). Rethinking humanity, culture, and communication: Asiatic critiques and contributions (in Chinese, J. Z. Edmondson, Trans.). In J. Z. Edmondson (Ed.), *Asiacentric theories of communication* (pp. 21-43). Hangzhou, China: Zhejiang University Press.
- Miike, Y. (2009). "Cherishing the old to know the new": A bibliography of Asian communication studies. *China Media Research*, 5(1), 95-103.
- Miike, Y. (2009). Japan's Wilbur Schramm: Professor Satoshi Ishii as a scholar and a mentor. *Dokkyo Working Papers in Communication*, 35, 7-9.
- Miike, Y. (Ed.). (2009). New frontiers in Asian communication theory [Special issue]. *Journal of Multicultural Discourses*, 4(1), 1-88.
- Powers, J. H., & Xiao, X. (Eds.). (2008). *The Social Construction of SARS: Studies of a Health Communication Crisis*. Amsterdam/Philadelphia: John Benjamins. [Discourse Approaches to Politics, Society and Culture Series.]
- Starosta, W. J., & Chen, G. M. (2009). Feeling homesick at home: A dialogue. *China Media Research*, 5(1), 87-94.
- Wu, M. Y. (in press). Sex, Gendered Values, and Expected Leadership Conflict Management Styles in the Taiwanese Public Relations Field. *China Media Research*.
- Wu, M. Y. & Baah-Boakye, K. (2009). Public Relations in Ghana: Work-Related Cultural Values and Public Relations Models. *Public Relations Review*, 35, 83-85.
- Xiao, X., & Chen, G. M. (2009). Communication competence and moral competence: A Confucian perspective. *Journal of Multicultural Discourses*, 4(1), 61-74.
- Yin, J. (2008). Toward a Confucian feminism: A critique of Eurocentric feminist discourse (in Chinese, Y. Liu & J. Z. Edmondson, Trans.). In J. Z. Edmondson (Ed.), *Asiacentric theories of communication* (pp. 274-293). Hangzhou, China: Zhejiang University Press.
- Yin, J. (2009). Negotiating the center: Towards an Asiatic feminist communication theory. *Journal of Multicultural Discourses*, 4(1), 75-88.

**ACCS members have produced
outstanding research!**



Upcoming Conferences I

Intercultural Communication between China and the World: Interpersonal, Organizational and Mediated Perspectives

June 11-14, 2009

Beijing Foreign Studies University, Beijing, China

China Association for Intercultural Communication (CAFIC), International Association for Intercultural Communication Studies (IAICS) and Association for Chinese Communication Studies (ACCS) are pleased to announce the forthcoming annual conference on Intercultural Communication between China and the World: Interpersonal, Organizational and Mediated Perspectives. The conference is to be held on June 11-14, 2009 in Beijing, China, hosted by the Intercultural Studies Center of the School of English and International Studies at Beijing Foreign Studies University (BFSU) and Foreign Language Teaching and Research Press, Beijing, China.

In the context of deepening globalization, China has increasingly involved itself in full-scale cooperation with the outside world and has now emerged as a member of the international community with growing national power and a rising international influence. Frequent contact and communication with the world is crucial to China's development, and will surely encourage the intercultural dialogue. However, cultural differences and discrepancies in socio-economic development are now identified as major obstacles to China's communication with the world, and the West in particular. Misunderstanding and stereotyping often give rise to conflict and hostility. Such a failure in communication, which permeates interpersonal, organizational as well as mass-mediated communication between China and the world, is a growing concern among researchers of intercultural communication and mass communication. Today China sees unprecedented levels of scale and depth in its exchanges with the world, with increasing cross-border cooperation carried out in the fields of tourism, business, education, sports and cultural activities, traditional mass communication and online communication, etc. Such a large variety of intercultural activities provide abundant opportunities for research into intercultural communication/mass communication. Hence the focus of this conference is on the intercultural communication issues between China and the world observed from interpersonal, organizational and mediated perspectives. The conference aims to encourage a meeting of theoretical and historical studies with empirical research, to broaden the horizon of intercultural communication studies and to contribute to the construction of a harmonious world.

Please get registered for the conference at <http://cis.bfus.edu.cn>. The registration fee is 950 RMB (around US\$ 140) for each general participant and US\$ 80 for each international student and each company of the general participant. Payment of the registration fee covers the cost to attend the main conference and the panel/workshop sessions, coffee breaks, conference reception and banquet. In addition, each registrant will receive the conference souvenir and a copy of the Conference Proceedings. Notice that this registration fee does NOT cover the expenditure of transportation, accommodation, meals, and after conference city tour. The registration fee should be paid on the day of registration, June 11, 2009.

The conference will be located at the Foreign Language Teaching and Research Press International Convention Center. Group rate offered by the Hotel connected to the Convention Center is 140 RMB per day (around US\$ 20) double, and 100 RMB per day (around US\$ 15) single. The cost of three meals a day in the hotel is 120 RMB per day (around US\$ 17).

For further information about conference registration and proceeding, please visit the conference website at <http://cis.bfsu.edu.cn>.

Upcoming Conferences II

Intercultural Communication and Collaboration within and across Sociolinguistic Environments

Call for Papers

The 15th International Conference on Cross-Cultural Communication

September 18-20, 2009

Kumamoto Gakuen University, Japan

The continuing globalization of the world brings ever-increasing opportunities to share knowledge and ideas across sociolinguistic boundaries. This is not simply a matter of the world becoming smaller or more alike—on the contrary, recognition and respect of diversity have become prerequisites in face of the need to understand and get along with each other. Moreover, intercultural sensitivity and accommodation are necessary for successful collaboration towards exchange and resolution of global issues. The importance of effective communication across different environments has long been recognized; however, it is becoming more apparent that the need for enhance communication skills to share ideas effectively even within the same sociolinguistic environment is posing an ever increasing challenge. This is at least partly due to the relative decrease in face-to-face communication that has become a dangerous side-effect of the bewildering increase in methods of global communication and the speed of change in the environment itself. The challenge of successful cooperation not only across but also within sociolinguistic and cultural boundaries, then, remains in the limelight today. This year's conference aims to bring together experts in cross-cultural communication studies with a focus on recognition of the changing communicative environment in which we live and work, with the hope that new ideas and opportunities for collaboration will result. As an interdisciplinary conference on human communication across cultures, the suggested paper topics, therefore, cover a wide range of communication related themes.

Guidelines for Submission

Categories: Abstracts and panel proposals may be submitted.

- Abstract, 150-200 words in English, including affiliations, email addresses and mailing addresses for all authors. See the sample format of the abstract below.
- Panel proposal reflecting the conference theme may be submitted. All panel proposals should provide a 100-word rationale and 150 word abstract of each panelist's paper, mailing addresses and email addresses of all panelists.

Deadline: Please submit the abstracts and the complete panel proposals online as an MS Word attachment by **May 15, 2009**. Completed paper should be done by the time of the conference. Authors will be informed at the conference where to send the completed paper and when the deadline is for the consideration of being published in one of the two issues of the IAICS journal, *Intercultural Communication Studies*, which will be devoted to conference papers. All submissions will be carefully reviewed.

Conference language: International English

Organizational website:

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

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

Submission to: Judy Yoneoka and/or Yuko Takeshita at iaics2009@kumagaku.ac.jp

Founded in 1991, the Association for Chinese Communication Studies (ACCS) is an ethnically inclusive, nonprofit professional organization with a mission to promote the study of Chinese culture and communication. It is officially affiliated with the National Communication Association (NCA), the largest communication association in the world, and a member of the International Federation of Communication Associations. The ACCS co-sponsored the 2001 annual convention of Chinese Communication Society in Hong Kong. Members are active scholars, teachers, students and professionals in the communication field.

ACCS annual membership fee is US\$10 for regular members and US\$5.00 for student members. For membership inquiries, please contact ACCS Secretary.

ACCS Newsletter is the official newsletter of ACCS. It is published biannually in May and November and mailed to all members.

For more information about ACCS, please visit <http://www.uni.edu/comstudy/ACCS/home.html>

Thank You!

We would like to thank all ACCS members for your support. We specially thank the 2008-2009 ACCS officers, whose service and dedication have contributed to the growth of ACCS.

President, Yun Xia

Vice President, Canchu Lin

Secretary & Treasurer, Qin Zhang

Newsletter Editor, Wenli Yuan

Chair of Research Committee, Joyce Chen

Chair of External Affairs Committee, Yuping Mao

Chair of Student Affairs Committee, Chin-Chung Chao

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衷心感谢!

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