



# ***ACCS Newsletter***

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Association for Chinese  
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# Opening Statement from the President

1.



Dr. Chin-Chung (Joy) Chao  
ACCS President, 2011-2012  
(E-mail: [chinchuchao@unomaha.edu](mailto:chinchuchao@unomaha.edu))  
University of Nebraska at Omaha

Dear colleagues and loyal supporters of the Association for Chinese Communication Studies of the NCA:

I have been delighted to serve ACCS as the president for the 2011-2012 term since September 2011. During the year, our team has been working together to fulfill our mission that is to promote the study of Chinese communication, as well as to strengthen the ACCS as an organization. To be specific, we have involved more membership participation in the discussion and decision-making process, promoted more new membership, and facilitated collaborative research projects among ACCS members and across disciplines. We have also established the ACCS scholarship under the name of Dr. Ray Heisey (The Scholarship Committee is under construction, and the application criteria and procedures will be announced before the NCA 2012 convention). Therefore, I would first like to thank you for your continued support of ACCS. Particularly, with forerunners like Dr. Guo-Ming Chen and the excellent past presidents like Joyce Chen's guidance, our team members and I have found ourselves privileged and motivated to do a better work. Then, I want to express my sincere gratitude to our team, the ACCS officers of the 2011-2012 term, including Drs. Qin Zhang, Qi Wang, Chiaoning Su, HairongFeng, Qi Tang, and Yue Hu. I have been very pleased to work with you.

In addition, please join me in congratulating Dr. Qi Wang, Dr. Qi Tang, and doctor-to-be Ling Fang for being elected to the Vice President, Secretary/Treasurer, and Newsletter Editor positions. We are looking forward to their excellent services in these positions in the year of 2012-2013. We would also like to express our gratitude to Dr. DexinTian, Dr. Joyce Chen, and Dr. HairongFeng for their tremendous efforts and donations of time in making this election successful.

Finally, I want to encourage you to attend the 2012 NCA convention, to be held in Orlando. I am very excited about the chance to visit Florida again. I have been to Orlando's Disney World for three times; it is my favourite Florida destination. Moreover, it is really important that all our members can attend the ACCS Business Meeting, paper presentations, as well as our panel sessions. For the complete agenda of the business meeting and the details of other programs at the 98th NCA convention, please read the 2012 Fall ACCS newsletter (to be released in the beginning of November, 2012).

Once again, if you are interested in Chinese communication or cultural studies, and would like to acquire the ACCS membership, please join us and contact Dr. Qi Wang at [q.wang@villanova.edu](mailto:q.wang@villanova.edu) or Dr. Qi Tang at [qtang@tnstate.edu](mailto:qtang@tnstate.edu). Thank you again, founding president Dr. Guo-Ming Chen, the 2011-2012 ACCS officers, past presidents, and other honourable supporters! I am sure that with all of your persistent, wise, and light-hearted support, more people will join ACCS and more ACCS members will contribute and make this organization more fruitful and successful!

I am expecting more advice and suggestions from you anytime and anywhere! Also, I am looking forward to meeting you all in Orlando.

## About ACCS

Founded in 1991, the Association for Chinese Communication Studies (ACCS) is an ethnically inclusive, non-profit professional organization with a mission to promote the study of Chinese communication behaviors. It is officially affiliated with the National Communication Association, the largest communication association in the world, and a member of the International Federation of Communication Association. The ACCS has co-sponsored different professional conferences, including the 2001 annual convention of Chinese Communication Society in Hong Kong and the 2009 convention of China Association of Intercultural Communication in Beijing. Members are active scholars, teachers, students and practitioners in communication and related fields. ACCS annual membership fee is US\$10 for regular members and US\$5 for student members. For membership inquiries, please contact ACCS Secretary. All paid members are included in an e-mail distribution list for official announcements. The President, based on the membership information provided by the Secretary, updates this list regularly. Association for Chinese Communication Studies has been experiencing continuous development, enhanced influence, and increased recognition, thanks to you, our ACCS members. Thank you for your contribution and support!

## 2011-2012 ACCS Officers

President	Chin-Chung Chao	University of Nebraska, Omaha
Vice President	Qin Zhang	Fairfield University
Secretary/Treasury	Qi Wang	Villanova University
Newsletter Editor	Chiaoning Su	Temple University
Founding President	Guo-Ming Chen	University of Rhode Island
Immediate Past President	Zhuojun Joyce Chen	University of Northern Iowa
Research Committee Chair	Hairong Feng	University of Minnesota - Duluth
External Affairs Committee Chair	Qi Tang	Tennessee State University
Student Affairs Committee Chair	Yue Hu	George Mason University
Webmaster	Zhuojun Joyce Chen	University of Northern Iowa

## 2012 ACCS Meeting at Orlando

### **How to Register**

Online and mail/fax registration will open July 2, 2012. Please review the information below.

### **Registration Fees**

<b>Convention Registration Type</b>	<b>Early Bird Registration</b> Registration with payment must be received by Wednesday, September 12.	<b>Advance Registration</b> Registration with payment must be received by Wednesday, October 31.	<b>Regular Registration*</b> Registrations received after October 31.
<b>NCA Patron Member Rate**</b>	\$150	\$195	\$240
<b>NCA Regular Member Rate**</b>	\$150	\$195	\$240
<b>NCA Student Member Rate**</b>	\$75	\$115	\$160
<b>Non-Member Rate</b>	\$350	\$400	\$450
<b>Life/Emeritus Member ***</b>	\$0	\$0	\$0

## *Dr. Ray Heisey Scholarship \_*

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3.

Dr. Joyce Chen

Chair of the Haisey Scholarship committee

Dr. Ray Heisey (1932-2011) was Professor and Director Emeritus of Communication Studies at Kent State University. He was a renowned intercultural communication scholar who served as Advisor on many Chinese students' dissertation committees. He had facilitated research collaborations between scholars and students in the US and from the Far East, Middle East, Europe, and North America. He loved traveling and experiencing other cultures, having lived in or visited over 40 countries. Dr. Heisey had taught in Chinese universities and published a great number of research works on Chinese communication studies with Chinese students and scholars. Dr. Heisey was a long term ACCS member. His enthusiasm, dedication to education, and personal and scholarly integrity continue to impact the ACCS scholars. In honor Dr. Ray Heisey's contribution to Chinese Communication Studies, the ACCS has decided to establish a Dr. Ray Heisey Scholarship. The Scholarship Committee is under construction, and the application criteria and procedures will be announced before the NCA 2012 convention.

## *Promotion, Appointment \_*

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4.

DexinTian, professor of liberal arts, will be transferred from SCAD-Hong Kong to SCAD-Savannah in August, 2012.

Congratulations to Zheng Zhu, who successfully passed his Ph.D. preliminary exam on March 19th 2011 and is now Ph.D. candidate.

Dr. Steve J. Kulich continues his tenure as “Specially Invited 211 Professor” at Shanghai International Studies University, up for renewal in 2012, and was recently honored with the:

1. *Gold Magnolia “Honorary” Award* (September 2011). Presented by Major Han Zheng, Shanghai Municipal Government and Foreign Affairs Office.
2. *Special Contribution Award* (June, 2011). Presented by the China Association for Intercultural Communication (CAFIC) and appointed as “Academic Advisor” to the Board of Directors at the 9th Biennial CAFIC Conference, Fuzhou Normal University, Fuzhou, China.
3. *Executive Board Member* (elected term July, 2011-July, 2015). International Academy of Intercultural Research (IAIR).

Zheng Zhu presented his paper Illegalizing “the other” – Chinese illegal immigrants in print media spectacle at the National Communication Association’s 97th annual conference, held in New Orleans in November 2011, and received the Top Paper Award in the Chinese Communication Studies division.

## Conference Keynotes

Kulich, S. J. (2011, December). *Exploring Chinese Work Values*. Keynote presented with David Henry at the 2nd biennial Cross-Cultural Management Academic Symposium, the SISU College of International Business, Shanghai International Studies University, Shanghai, China.

Kulich, S. J. (2011, November). *Analyzing Government Websites from an International Communication and IC Perspective*. Keynote presented with ShileiZhai at the 3rd annual Symposium of the Construction and Maintenance of English Government Websites, Shanghai International Studies University, Shanghai, China.

Kulich, S. J. (Nov 2011). *Intercultural Communication and Experience in Western School Cultures*. Invited address for the "Heritage, Innovation, Education--2011 Forum for Construction of School Cultures in Shanghai" hosted by the Educational Health Committee and Committee of Education of Shanghai, and Chinese Educational TV Discovery Channel. University of Shanghai Foreign Trade, Songjaing, Shanghai, China.

Kulich, S. J. (2011, June). *20 years of IC Inquiry into "Chinese" Values and Identity: emic-in-etic Findings and Proposals*. Keynote Address presented at the 9th CAFIC International Conference (with IAICS and ACCS), "Intercultural Communication Studies in the Context of Globalization: Theory and Practice," Fuzhou Normal University, Fuzhou, China.

Kulich, S. J. (2011, April). *Applying Intercultural Communication Tools to the Analysis of Identities in Texts: Framing Cultural, Intercultural, and Identity Studies: Paradigms, Theories, & Applications*. Keynote presented at the International English Literature Conference: "City\*Ecology\*Identity," Shanghai International Studies University, Shanghai, China.

## Conference Presentations

Chao, C. (2011, November). *Keep relationships positive or do things right: Bridging women leaders' conflict management strategies in non-profit organizations in Taiwan and the United States*. Paper presented at the 97th annual conference of the National Communication Association, New Orleans, LA, USA.

Chao, C. (2011, November). *Building bridges between the East and West: A critical examination of the major cultural differences between Asian students and their American counterparts and the strategies to dealing with the differences in US classrooms*. Paper presented at the 97th annual conference of the National Communication Association, New Orleans, LA, USA.

Chao, C. (2011, November). *Like tiger mother, like tiger daughter: A content analysis of the impact of cultural differences on Chinese and American parenting styles*. Paper presented at the 97th annual conference of the National Communication Association, New Orleans, LA, USA.

Gevorgyan, G., & Srivastava, J. (2011, November). *Culture and multitasking among Chinese Internet users: The effects of cultural appeals on multitasking and information processing patterns in online media environment*. Paper presented at the 97th annual conference of the National Communication Association, New Orleans, LA, USA.

Gevorgyan, G. (2011, November). *The application of the communication accommodation theory (CAT) in making online advertising culturally sensitive and persuasive*. Paper presented at the 97th annual conference of the National Communication Association, New Orleans, LA, USA.



Kulich, S. J. (2011, August). *Chinese Values, Identity, and QOL/SWB Research: Building the Bridges between Cross-cultural Psychology, Indigenous Psychology, and Intercultural Communications*. Forum Paper presented at the 3rd Forum on Psychology and Development of China, organized by Fudan University, Qinghua University, Peking University, and the Chinese Academy of Science, Departments of Psychology, Chongming, Shanghai, China.

Kulich, S. J., &Weng, L. P. (2011, July). *Harmonizing the Matrix of "Chinese Values:" Using emic Data Keyed to the etic SVS to Identify Indigenous & Universal Domains*. Paper presented at the 9th biennial Asian Association of Social Psychology (AASP) Conference in Kunming, Yunan, China.

Kulich, S. J., &Weng, L. P. (2011, July). *Can the "Chinese Mind" be "Mapped?" MDS Analysis of Indigenous Input and SVS emic-in-etic Findings and Proposals.*" Paper presented at the 7th biennial conference of the International Academy of Intercultural Research (IAIR), Singapore.

Kulich, S. J. (2011, June). *Documenting the Publication History of the IC Field*. Lead Paper for "IC Progress in Key Domestic Journals: Assessing the State and Trends of Our Field in Related Publications," the SISU MA Panel presented at the 9th CAFIC International Conference, Fuzhou Normal University, Fuzhou, China.

Kulich, S. J. (2011, June). *Interdisciplinary Origins from IC Values Studies*. Lead Paper for "Analyzing the Interdisciplinary Development of IC: The Academic Contributions of Related Fields," the SISU PhD Panel, presented at the 9th CAFIC International Conference, Fuzhou Normal University, Fuzhou, China.

Sias, P., Typhina, E., Kopaneva, I., Hardy, K., Brown, S., Woffinden, R., & Zhu, Z. (2011, November). *Experiencing and managing job uncertainty*. Paper presented at the 97th annual conference of National Communication Association, New Orleans, LA, USA.

Zhu, Z. (2012, May). *Translating cultural "hybridity."* Paper to be presented at the 62nd annual conference of the International Communication Association, Phoenix, AZ, USA.

Zhu, Z. (2011, May). *Examining the "lens of dominance": The image of Chinese orphans in print and online media representation*. Paper presented at the 61st annual conference of the International Communication Association, Boston, MA, USA.

Zhu, Z. (2011, November). *Illegalizing "the other" – Chinese illegal immigrants in print media spectacle*. Paper presented in the Chinese Communication Studies Division at the 97th annual conference of the National Communication Association, New Orleans, LA, USA.

Zhu, Z. (2011, November). *Muscle, pride, and "a lie": A "supreme" homo-machoism*. Paper presented at the 97th annual conference of the National Communication Association, New Orleans, LA, USA.

Zhu, Z. (2011, November). *Revitalization of "yellow prowess": Resistive discourse of new Chinese masculinity in dominant filmic representations*. Paper presented at the 97th annual conference of the National Communication Association, New Orleans, LA, USA.

## Books and Book Chapters

Fink, E. L., & Cai, D. A., with Wang, Q. (in press). Quantitative methods for conflict communication research. In J. Oetzel & Ting-Toomey, S. (Eds.), *The SAGE handbook of conflict communication: Integrating theory, research, and practice (2nd ed.)*. Thousands Oak, CA: Sage.

Jia, W. S., Tian, D. X., & Jia, X. B. (2011). Chemerica: United States-China communication for the twenty-first century. In E. R. Samovar, R. E. Porter, E. R. McDaniel (Eds.), *Intercultural Communication: A Reader*, 13th ed. Cengage Learning, Ltd.

Kulich, S. J. (2011). Constructing dynamic theoretical frames for contextual intercultural identity analysis. In S. J. Kulich & X. D. Dai (Eds.), *Identity and intercultural communication (II): Conceptual and contextual applications*. Intercultural research (Vol. 3, Chap. 4, pp. 105-154). Shanghai, China: Shanghai Foreign Language Education Press.

Kulich, S. J. (2011). *Applying cross-cultural values research to "the Chinese": A critical integration of etic and emic approaches (in 2 Volumes) (660 pages)*. Vol. 1: *The historical, disciplinary, and conceptual landscape of values studies (Chaps. 1-6)*, Vol. 2: *Mixed-method approaches and analysis of Chinese values (Chaps. 7-12)*. Doctoral dissertation, Humboldt Universitaetzu Berlin, published online at <http://edoc.hu-berlin.de/docviews/abstract.php?lang=ger&id=39023>

Kulich, S. J., & Chi, R. B. (2011). Values clarification. In A. C. Michalos (Ed.), *Online Encyclopedia of quality of life research*. Heidelberg, Germany: Springer-Verlag, GmbH.

Kulich, S. J., & Dai, X. D. (Eds.). (2012). Identity and intercultural communication II: Conceptual and contextual applications. *Intercultural research, Vol. 3*. Shanghai, China: Shanghai Foreign Language Education Press. (17 chapters, 372 pages)

Kulich, S. J., & Henry, D. N. (2012). Chinese work values and ethics in organizational contexts. In X. Huang & M. Harris Bond (Eds.), *The Chinese handbook of organizational behavior* (Chap. 21, pp. 380-414). Cheltenham, Gloucestershire, UK: Edward Elgar Publishing.

Weng, L. P., & Kulich, S. J. (2011). Testing Schwartz's near-universal values in the Chinese context: A proverb approach. In S. J. Kulich & X. D. Dai (Eds.), *Identity and intercultural communication (II): Conceptual and contextual applications. Intercultural research (Vol. 3, Chap. 3, pp. 85-103)*. Shanghai, China: Shanghai Foreign Language Education Press.

Zhang, R., & Kulich, S. J. (2011). Chinese values. In A. C. Michalos (Ed.), *Online Encyclopedia of quality of life research*. Heidelberg, Germany: Springer-Verlag, GmbH.

## Journal Articles

Butterfield, R. (in press). Rhetorical Forms of Symbolic Labor: The Evolution of Iconic Representations in China's Model Worker Awards," forthcoming in *Rhetoric & Public Affairs*, Volume 15, Issue 1 (Spring 2012).

Chao, C. C. (2011). Climbing the Himalayas: A cross-cultural analysis of female leadership and glass ceiling effects in non-profit organizations. *Leadership & Organizational Development Journal*, 32(8), 760-781.

Chen, Y. W., & Collier, M. J. (2012). Communication about cultural identity differences matters for nonprofits. *Communication Currents*, 7(2), accessible at <http://www.natcom.org/CommCurrentsArticle.aspx?id=2288#>

Chen, Y. W., & Collier, M. J. (2012). Intercultural identity positioning: Interview discourses from two identity-based nonprofit organizations. *Journal of International and Intercultural Communication*, 5(1), 43-63.

Chung, J. & Ho, M. (2012). Toward a *Chi/Qi* Theory of Communication: An East-West Dialogue. *Communication & Society*, 20, 151-182.

Deng, Y.(in press). Strategy to alleviate adversity in Chinese mediation: A discourse analysis on real Chinese mediation sessions. *Chinese Journal of Communication*.

Deng, Y.(in press). Strategy to motivate and facilitate compromise in Chinese mediation: A discourse analysis of contemporary Chinese mediation sessions. *International Journal of Conflict Management*.

Deng, Y.(in press). How do the Chinese employees cope with the American ideals of conflict management? An Interview study in a US-based multi-national corporation in the southwest of China. *Pragmatics and Society*. Peterson, J. C.,

Milstein, T., Chen, Y.-W., & Nakazawa, M. (2011). Self-efficacy in intercultural communication: The development and validation of a sojourners' scale. *Journal of International and Intercultural Communication*, 4(4), 290-309.

Su, C. N. (in press). One Earthquake, Two Tales: Narrative Analysis of the Tenth Anniversary Coverage of the 921 Earthquake in Taiwan. *Media, Culture and Society*. (SSCI Journal).

Tian, D. X., & Chao, C. C. (Dec. 2012/in press). Testing News Trustworthiness in Online Public Sphere: A Case Study of The Economist's News Report Covering Riots in Xinjiang, China. *Chinese Journal of Communication*, 5(4).

Tian, D. X., & Chao, C. C. (June 2012/in press). Intellectual property rights (IPR) disputes in cyberspace: U.S. hegemony and Chinese resistance. *Journal of Politics and Law*, 5(2).

Tian, D. X., & Chao, C. C. (2011). Strategies under pressure: USA-China copyright dispute. *Journal of Science and Technology Policy in China*, 2(3), 219-237.

Wang, Q., Fink, E. L., & Cai, D. A. (2012). The effect of conflict goals on avoidance strategies: What does not communicating communicate? *Human Communication Research*, 38, 222-252.

Wang, Q., Ni, L., & De la Flor, M. (in press). An intercultural competence model of strategic public relations management in the Peru mining industry context. *Journal of Public Relations Research*.

Zhu, Z. (2012). A place we call "home": International students in virtual context. *Journal of International Students*, 2(1), 99-106.

Zhu, Z. (in press). Media representation in "shifting contexts": Saving the "abandoned child" of orient. *Iowa Journal of Communication*.

## Inviting participants for a Chinese mainland Intercultural course survey

The SISU Intercultural Institute (SII) is seeking to map the history, instructors, textbooks, and course focus of intercultural communication (IC) teaching in the Chinese mainland. If you ever took or know of a course related to IC in China, you are invited to fill in the survey form, as well as forward the link on to your instructor(s) or colleagues that you know are teaching some sort of intercultural-oriented course.

The on-line survey can be found at: <http://www.sojump.com/jq/1321393.aspx> and takes about 10-15 minutes. To better assess the influence of specific institutions and corroboration of information, multiple responses from each university are desired, from both students and teachers. The aim is to be able to chart out the actual development and scope of the field in Chinese institutions of higher education. We sincerely thank each who participates in the survey.

If you have questions or need additional information, you may contact Dr. Steve Kulich (Shanghai International Studies University) at [steve.kulich@gmail.com](mailto:steve.kulich@gmail.com)

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