

---

---

# ACCSNewsletter

Association for Chinese Communication Studies

---

---

Vol. 22 (2)

May 30, 2014



1. Opening Statement
2. A warm message from Dr. Ling Chen, CAFIC
3. Awards and Honors
4. Promotions and Appointments
5. Publications
6. Conference Presentations
7. Invited Speeches
8. Call for Papers
9. 2014- 2015 ACCS Officers

# Opening Statement

## 1

Dear ACCS members,

I hope this newsletter finds that you are having an excellent spring. For many ACCS members, this is a busy time as we are wrapping up the semester. Great appreciations are given to those who have contributed to our association despite their busy schedules. Our ad-hoc nomination committee worked diligently to organize the election of our 2014-2015 officers: Dr. Bing Han, University of North Carolina, Aiken (Committee Chair); Dr. Sabine Chai, Western Kentucky University; and Yi Jasmine Wang, Ph.D. Candidate, University of Connecticut. Those who nominated and participated are also appreciated in the election process: You have made your voices heard for the benefit of our association.

Congratulations again to our newly minted officers: Dr. Rya Butterfield, Vice President, Nicholls State University; Chiaoning Su, Ph.D. candidate, Secretary/Treasurer, Temple University, and Dr. Meina Liu, Newsletter Editor, George Washington University. A special thanks is given to Dr. Yunying Zhang, Austin Peay State University, who reached out to serve as the research committee chair.

Looking forward, in a few months, we will gather again to celebrate NCA's centennial convention since it was first found in Chicago, Illinois. Although ACCS is a much younger association, over the last decades, it has attracted active and brilliant minds that are motivated to advance the development of Chinese communication. Dr. Qin Zhang has been working assiduously in putting together ACCS's conference submissions for the 2014 NCA's 100th convention. The reviewers' voluntary service is deeply appreciated. Hope to see many of you in Chicago.

Last but not least, thank Chiaoning Su for having been an outstanding newsletter editor, and look forward to seeing your continuous contribution to ACCS. Wish everyone a safe, restful, and productive summer!

Cordially,

*Qi Wang*

Qi Wang, Ph.D.  
Associate Professor, Department of Communication  
Page Legacy Scholar 2013/2014  
President, Association for Chinese Communication Studies  
16 Garey Hall, 800 E Lancaster Ave, Villanova, PA 19085  
Tel: 610-519-4439; Email: q.wang@villanova.edu



# A Warm Message from Dr. Ling Chen, CAFIC

## 2

*I've attended the CAFIC 10th bi-annual conference in Haikou, Hainan in Nov. 2013 and agreed to represent ACCS, one of the co-sponsors. A speech by Qi Wang, the ACCS president, was read at the opening ceremony and well received. My location in Hong Kong has allowed me to be more involved than many other interested parties. Like ACCS, CAFIC has also grown quite a bit and this year's conference include quite a number of parallel panels in Chinese. That is a new practice I believe, yet an apt testimony of the times that are now and that have passed. I have taken a snapshot of the program cover for you to have a look.*

*Now that I am on this, allow me to engage in a little 'nostalgic' talk! Several of ACCSers participated in the very first of the bi-annual conference in Harbin, 1996 as a witness to this milestone event, so to speak, when CAFIC was just founded. We all have fond memory of that very first ACCS 'outing' when it was a really small ACCS. Besides me, GM, Hui-Ching, Xiaosui, Meiling, Gaoge, and Xuejian also went. To my delightful surprise recently, Xuejian gave me a group photo we took then when he visited HKBU last semester, which I did not even remember but was very happy to be reminded and remembered in print. Thus started the ACCS-CAFIC connection for the years since then. Hopefully, more ACCSers will be able to go over and visit in the coming years.*

*The following is the speech I delivered on behalf of Dr. Qi Wang:*



Dear CAFIC organizing committee and members:

I hope you are having a peaceful and productive year. It is my great honor to serve as the 2013-2014 President of the Association for Chinese Communication Studies (ACCS). I regret that I cannot be in the warm and beautiful Haikou city for the conference, but am glad that Dr. Ling Chen, the association's former President, can attend the meeting. She has also graciously offered to send my greetings to you. I will briefly introduce to you our association and collaborative objectives with CAFIC.

Dr. Guo-Ming Chen was the founding President of the ACCS. It has been the National Communication Association's affiliate since 1991, with the mission to promote Chinese communication. Two decades later, the association has gained positive recognition and steady growth in both size and quality. Many of the members are internationally renowned scholars. Many motivated young communication scholars and students join us to exert their talents, connect with scholars in the field, and eventually, propel the advancement of Chinese communication.

Because of this mission, ACCS has reached out to other related associations such as CAFIC and the International Association for Intercultural Communication Studies (IAICS). As you may have known, we have co-sponsored conferences with both organizations over years. These joint conferences allow ideas to sparkle and networking to start or continue. I hope that these connections permeate both to individual and institutional levels. At the individual level, collaborative research can be pursued. At the institutional level, joint university programs can be established. ACCS, CAFIC, and other Chinese associations become facilitators in such cooperation. Eventually, our mutual goals to promote Chinese communication will be approached through these different levels of joint efforts. Interdependence is key.

Last but not least, I want to extend a welcome to those who share the same goals with ACCS. Besides academic and practical influences of Chinese communication, ACCS seeks to build up a strong community and social support network. Some members have worked to keep ACCS going without any intention of acknowledgment. Some members become trusting friends over years. Young scholars seek advice from well-established ones, who provide mentorship without hesitation. We hope to extend these healthy relationships to CAFIC members too. With a common goal, we can contribute to the greater good. However, harmony does not equal conformity. Ideas, suggestions, and critiques should be encouraged and exchanged. I look forward to various opportunities to have members of both groups to engage in dialogues. Please feel free to contact me or Dr. Chen for any feedback. Thank you for your attention and peace be with you all.

Cordially,

Qi Wang, Ph.D.

## Awards and Honors

---

### 3

Dr. Qi Wang has been selected as an Arthur Page Legacy Scholar (2013/2014). Her research with Dr. Ni and Dr. De la Flor, titled "Exploring a communication-based model of immigration experiences and mental health of immigrants: Stories from Indian immigrants," has also been funded by Arthur Page Legacy Center, Pennsylvania State University in the amount of \$5,000.

Chiaoning Su, a PhD candidate in the Media and Communication program at Temple University, has been awarded a Dissertation Completion Grant for fall 2014 by the University Fellowship Committee of the Graduate Board of Temple University. The award is a \$10,000 stipend with no teaching or other obligations and is intended to allow doctoral candidates to devote full-time effort toward the completion of their degree.

# Promotions and Appointment

---

4

Dr. Zheng Zhu has accepted a teaching position and started his first year at the University of Houston - Victoria, School of Arts & Sciences.

# Publications

---

5

Butterfield, R. (2014). Reviving the 'Confucius' in Confucius Institute Diplomacy. *China Media Research*, 10(1).

Butterfield, R. (2014). Confucius Institute: How China Exerts Its Influence through Language Instruction. Special Section Guest Co-editor. *China Media Research*, 10(1).

Chen, G. M. (2014). The way of zhong dao. *Communication Director*, 1, 56-59.

Chen, G. M. (2014). Preface: The transformation of audience under the media effect. *Communication and Society*, 27, v-viii.

Chen, G. M., & Chung, W. (2014). Intercultural communication studies by ACCS scholars on the Chinese: An updated bibliography. *China Media Research*, 10(1), 103-114.

Dai, X-d., & Chen, G. M. (2014). The construction of national image in the media and the management of intercultural conflicts. In R. S. Fortner & P. M. Fackler (Eds.), *International handbook of media and mass communication theory* (pp. 708-725). Hoboken, NJ: Wiley-Balckwell.

Su, C. (In Press). From Perpetual Foreigner to National Hero: A Narrative Analysis of Linsanity in US and Taiwanese News Coverage. *Asian Journal of Communication*.

Wang, Q., Ni, L., & De la Flor, M. (2013). An intercultural competence model of strategic public relations management in the Peru mining industry context. *Journal of Public Relations Research*, 26, 1-22. doi: 10.1080/1062726X.2013.795864. [Previously accepted, published in December, 2013.]

Wang, Q., & Bowen, S. P. (2014). The limits of beauty: The impact of physician sex and attractiveness on patient communication perceptions. *Communication Research Reports*, 31, 72-81. doi: 10.1080/0884096.2013.844688 [Previously accepted, published in February, 2014.]

Xu, J. H. (In Press). Communicating the Right to Know: Social Media in the Do-It-Yourself Air Quality Testing Campaign in Chinese Cities. *International Journal of Communication*.

Xu, J. H. (In Press). "Bridging Cultural Gaps: U.S. voluntourists teaching English in China." In Kramer, M. W., Gossett, L. M., & Lewis, L. K. (eds.) *Volunteering and Communication Vol. II: Studies in International and Intercultural Contexts*. Peter Lang.

Xu, J. H. (In press). Book review: Ewenki People and Television. *Critical Studies in Television*.

Zhang, Q., & Gibson, D. (In Press). Psychological reactance and verbal defensiveness in the workplace: The effects of perceived face threat and interactional justice in supervisor requests. *Iowa Journal of Communication*.

Zhang, Q., Ting-Toomey, S., & Oetzel, J. G. (in press). Linking emotion to the conflict face-negotiation theory: A U.S.-China investigation of the mediating effects of anger, compassion, and guilt in interpersonal conflict. *Human Communication Research*.

Zhang, Q. (2014). Teaching with enthusiasm: Engaging students, sparking curiosity, and jumpstarting motivation. *Communication Currents*, 9(2).

Zhang, Q., Andreychik, M., Sapp, D. A., & Arendt, C. (2014). The dynamic interplay of interaction goals, emotion, and conflict styles: Testing a model of intrapersonal and *interpersonal effects on conflict styles*. *International Journal of Communication*, 8, 534-557.

Zhu, Z. (2014). The title of my article is: Making the "Invisible" a "Visible Problem" — The Representation of Chinese Illegal Immigrants in U.S. Newspapers. *The Journal of Chinese Overseas*.

## Conference Presentation

---

# 6

Butterfield, R. (2014, March). *Confucius Institute Diplomacy*. Paper presented at Research Week, Faculty Speaker Series at Nicholls State University, Thibodaux, LA.

Butterfield, R. (2013, November). *Revolutionary Shockwaves*. Paper presented at the National Communication Association Annual Convention, Washington D.C.

Butterfield, R. (2013, November). *The Neo-Confucian Community Compact and Isocrates's Evagoras: Practices in Epideictic Rhetoric*. Paper presented at the National Communication Association Annual Convention, Washington D.C.

Butterfield, R. (2013, November). *Confucius Institutes in America: The Academy's Response to Centers for Strategic Cultural Acquaintance*. Paper presented at the National Communication Association Annual Convention, Washington D.C.

Su, C. (2013, November). *Not Your Ordinary NBA Hero: A Narrative Analysis of Linsanity in US and Taiwanese News Coverage*. Paper presented at the National Communication Association Annual Convention, Washington, DC.

Xu, J. H. (2013, November). *Social Media in the Do-it-yourself Air Quality Testing Campaign in Chinese Cities*. Paper presented at National Communication Association Annual Convention, Washington DC.

Zhu, Z. (2013, November). *Acting "Identity": Between the stage and reality*. Paper presented at National Communication Association Annual Convention, Washington DC

## Invited Speeches

---

# 7

Dr. Rya Butterfield was invited to participate in this year's "Penn State Summer Institute in Asian Studies," on the theme of "Reading and Textual Production in Early Modern China." Pennsylvania State University, June 1 -7, 2014.

Dr. Guo-Ming Chen was invited to deliver a speech on the theme of "New media, globalization, cultural, and human communication" at National Jiaotong University, Hsin Chu, Taiwan in December 2013. He was invited to deliver another speech on the theme of "Theorizing global community: Contextual interaction, boundary game and global ethics" at the Chinese University of Hong Kong in January 2014. Furthermore, Dr. Chen was invited to deliver a speech on the topic of "Issues in the study of intercultural communication competence" at Duke University in Durham, North Carolina in March 2014.

## Call for Paper

8

### **Sustainability, Resilience, and Global Communication**

#### **Call for Submissions**

#### **A Special Issue of China Media Research**

This special issue (CMR-2015-04) invites scholars from across disciplines to examine the relationships between Sustainability, Resilience, and Global Communication. Globalization and increased diversity heighten the risk of communication failures and misunderstandings due to ethnocentrism, prejudice, sexism and environmental, social, and technological issues. They include Climate Change; Adaptations to Climate Change; Pollution and Resource Depletion; Global Food and Water Supply; Impact of Information Technology and Social Media; Political Oppression, Conflict and War; Poverty; Societal Security and Personal Safety. Global communication plays a key role in facilitating behavior changes to address these problems. Increasingly we must learn to rely on each other, build resilience, resolve conflicts peacefully, and strive for social equity by enhancing intercultural communication.

Contributions from interpersonal, group/organizational, intercultural/international, media/mass communication, rhetorical, political, social justice, psychological, and other points of view are invited. Submissions must not have been previously published nor be under consideration by another publication. We will accept complete papers or extended abstracts (800-1000 words) at the first stage of the reviewing process. Please email Word attachment of the submission to the guest editor, Dr. Norbert Mundorf at [nmundorf@gmail.com](mailto:nmundorf@gmail.com). Please include CMR Submission in the subject line. All submissions must be received by October 15, 2014. The complete manuscript must be received by April 10, 2015 after the submission is accepted. Accepted manuscripts should be prepared in accordance with APA style and should not exceed 8,000 words (including references). Please visit <http://www.chinamediaresearch.net> for more information about the quarterly journal of China Media Research. For inquiry, please contact Dr. Norbert Mundorf at [nmundorf@gmail.com](mailto:nmundorf@gmail.com).

# 2014 - 2015 ACCS Officers

9

## 2014-2015 ACCS Officers

President	Qi Wang	Villanova University
Vice President	Rya Butterfield	Nicholls State University
Secretary/Treasury	Chiaoning Su	Temple University
Newsletter Editor	Meina Liu	George Washington University
Founding President	Guo-Ming Chen	University of Rhode Island
Immediate Past President	Zhang, Qin	Fairfield University
Research Committee Chair	Yunying Zhang	Austin Peay State University
External Affairs Committee Chair	Yahui Zhang	Wayland Baptist University
Student Affairs Committee Chair	Wuyu (Rain) Liu	Michigan State University
Webmaster	Zhuojun Joyce Chen	University of Northern Iowa

ACCS Newsletter is the ACCS official newsletter, published biannually in May and November and emailed to all members.

Contact the Editor :  
Chiaoning Su  
Media and Communication Studies  
Temple University  
Chiaoning.su@temple.edu