

Message from the ACCS President

Yun Xia, Ph.D.



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Dear ACCS Colleagues,

In writing this message for the newsletter, I cannot help revisiting my memory of ACCS in the past years. This warm memory has been highlighted by my personal experience of the fast and steady development of Chinese communication studies as well as ACCS. In 2001, I was invited to attend ACCS's business meeting in Atlanta where I met my current colleague Min-min Wang and other ACCS scholars for the first time. Being a graduate student then, I was a little confused by the term "Chinese communication studies." Am I going to join them to talk about "the Chineseness" after coming out of China only three years ago? When Wensha Jia discussed about his newly published book, *The Remaking of the Chinese Character and Identity in the 21st Century: The Chinese Face Practices*, I started to wonder in my mind: "Is it a little marginal to talk about Chinese communication studies?" All my doubts and question marks have been erased by the steady and healthy development of the scholarship in Chinese communication studies and ACCS. In Guo-Ming Chen's 12 pages of the latest bibliography about intercultural communication studies by ACCS scholars on the Chinese, there are about 250 different works including many articles in the top journals in communication studies and numerous books from the leading academic publishers. Each

year in the past five years, at the NCA convention more and more people with or without Chinese backgrounds have showed a strong interest in Chinese communication studies and different events sponsored by ACCS. The membership of ACCS has also expanded to more than 120 people.

In addition, ACCS has continued to build its visibility at the national and international levels. For the NCA convention this year, ACCS sponsors 7 sessions that feature more than 30 presentations. ACCS also collaborates with the Human Communication and Technology Division of NCA and co-sponsors a session about how both new and traditional communication technologies have affected human interaction and Chinese culture. At the international level, ACCS has actively reached out to China for opportunities of sharing research ideas and seeking collaborations with Chinese colleagues. ACCS co-sponsored two conferences in China: the Xiamen Conference in 2005 and the Sichuan conference in 2007. ACCS will co-sponsor another conference, "Intercultural Communication between China and the World: Interpersonal, Organizational and Mediated Perspectives" in Beijing in the summer of 2009.

All successful convention programs are always the result of good teamwork from panel organizers, paper submitters,

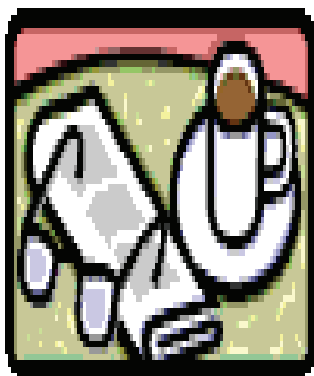
and manuscript reviewers. However, I would like to thank Todd Sandel for his hard work in planning the NCA convention programs for the second year in a row.

ACCS is not only the professional organization that allows us to know other colleagues, collaborate on research, and explore new ideas in the discipline, but also offering numerous opportunities for nurturing close friendships through sharing each other's experience. Thus, the ACCS annual dinner is one of the most attended events during each convention. Last year, we witnessed a record number of over 90 people in our dinner. This year we expect the same high interest that may serve as the gateway for more future participation in ACCS.

Finally, I would like to thank all of you for your support of ACCS and dedication to Chinese communication and cultural studies. I look forward to seeing all of you in San Diego.

Sincerely,

Yun Xia, Ph.D.
ACCS President
2008-2009
Rider University



Looking
forward
to
reading
more
outstanding
research
!

PUBLICATIONS

- Chen, G. M., W. C. Peng, Y. J. Ye, & R. An (2009, forthcoming). *Communication research methods*. Fu Dan University Press.
- Chen, G. M. (2009). Intercultural effectiveness. In L. A. Samovar, R. E. Porter, & E. R. McDaniel (Eds.), *Intercultural communication: A reader* (pp. 393-401). Boston, MA: Wadsworth.
- Chen, G. M. (2008). Intercultural communication. In S. Lu (Ed.), *Communication studies*. (pp. 194-217). Beijing: Ren Min University Press.
- Chen, G. M. (2008). Intercultural communication studies by ACCS scholars on the Chinese: An updated bibliography. *China Media Research*, 4(2), 102-113.
- Chen, G. M., Chou, D., Pan, B., & Chang, C. (2008). An analysis of Tzu Chi's public communication campaign on body donation. *China Media Research*, 4(1), 56-61.
- Chen, G. M., & Starosta, W. J. (2008). Intercultural communication competence: A synthesis. In M. K. Asante, Y. Miike, & J. Yin (Eds.), *The global intercultural communication reader* (pp. 215-237). New York: Routledge.
- Heisey, D. Ray. (2008). Confucianism and utilitarianism in Jiang-Clinton rhetoric. In D. Wu (ed.), *Discourses of cultural China in the globalizing age* (pp. 129-149). Hong Kong: Hong Kong University Press.
- Kim, M. S., Chen, G. M., & Miyahara, A. (2009, forthcoming). Communication as a field and discipline: East Asia. In W. Donsbach (Ed.), *The International Encyclopedia of Communication*. New York: Blackwell.
- Qiu, J. L. & Witteborn, S. (2008). Interview with D. Ray Heisey. *Chinese Journal of Communication*, 1:2, 131-137
- Starosta, W. J. & Shi, L. (2007). Alternate perspectives on Gandhian communication ethics. *China Media Research*, 1(4). 7-14.
- Starosta, W. J. (2008). Thoughts on chi. *China Media Research*, 4(3), pp. 107-109.
- Sun, W. & Starosta, W. J. (2008). Covering "The Lord of the World": Chinese sense-making of the U.S. 2004 presidential election. *Human Communication*, 11(1), pp. 1-16.

APPOINTMENT

Dr. D. Ray Heisey, Emeritus Professor and Director, School of Communication Studies, Kent State University, has been appointed Visiting Distinguished Professor of Rhetoric at Hiram College for the Fall semester. He is teaching "The Rhetoric of World Cultures and Leaders" and "Chinese Perspectives in Rhetoric and Communication."

Dr. Guo-Ming Chen assumed the Executive Director of the International Association for Intercultural Communication Studies (IAICS - <http://www.uri.edu/iaics/>) in August, 2008.

Dr. Wenshan Jia was officially accepted and included as Consulting Editor, Editorial Board, *International Journal for Intercultural Relations*, sponsored by International Academy for Intercultural Research in May 2008.

Dr. Wenshan Jia was the guest Manuscript reviewer for Journal of International & Intercultural Communication sponsored by National Communication Association, September 10, 2008.



PRESENTATIONS & INVITED TALKS

Jia, W. S. Guest Speaker on “Competing constructions of Chinese cultural identity in the 21st century: a comparative analysis of three differing streams of 2008 China Olympic Games discourses” at “Identity and Intercultural Communication”, an international conference sponsored by College of International Studies, Shanghai Normal University, Shanghai, China, December 26-28, 2008.

Jia, W. S. Guest Speaker on “The American diversity model” at the forum “The Diversity Model: US & China in Comparison” held by the College of Mongolian Studies, Inner Mongolia University, Huhohot, Inner Mongolia, China, July 25, 2008.

Jia, W. S. Keynote remarks titled “The 21st century model for language education” posted and to be read at International Symposium on Multicultural Discourse for Language Pedagogic Reform (<http://wgy.cjlu.edu.cn:8083/symposium/index2.asp>) October 17-19, 2008, sponsored by China Jiliang University, Hangzhou/Ningbo, China.

Jia, W. S. Keynote Speaker on “Sino-American Intercultural Forum” sponsored by Taiyuan City International Business Promotion Bureau, Taiyuan, Shanxi, China, July 23, 2008.

Jia, W. S. Guest Speaker on “Media/communication and the discourse on China’s peaceful rise” at “the First All China Media Leaders Seminar Series”, Jinan University, Guangzhou, China, July 23, 2008.

Jia, W. S. Lead Professor for “the Advanced Intercultural Communication and Pedagogy Seminar for 80 some professors from around China, China Jiliang University, Xiasha, Zhejiang, China, July 1-July 7, 2008.

Jia, W. S. Guest Speaker on “Intercultural communication: Recent development” for faculty of English, Xi’an International University, Xi’an, China, June 19, 2008.

Jia, W. S. Guest Speaker on “the role of intercultural communication in English training curriculum” for English training faculty, English Training Academy, Xi’an International Studies University, Xi’an, China, June 7, 2008.

Jia, W. S. Guest Professor on “Introduction to Intercultural Communication” for more than 60 English majors, Xi’an International Studies University, Xi’an, China, June 6-June 14, 2008.

Jia, W. S. Guest Speaker on “Media/communication and the discourse on China’s peaceful rise”, Xi’an International Studies University, Xi’an, China, June 18, 2008.

Jia, W. S. Guest Speaker on “Media/communication and the discourse on China’s peaceful rise”, part of the Media & Communication Frontier Lecture Series, College of Journalism & Communication, Tsinghua University, Beijing, China, June 4, 2008.

Jia, W. S. “Beijing Olympic Games: An assessment of China’s peaceful rise and its implications for China and the world” presented at Association of Chinese Political Studies 21st Annual Conference, Missouri State University, Springfield, MO, 10/10-12, 2008.

Shi, L. (November 2008). *On the Conception of Differences and Commonality: Pluralism, Dialecticism, Paradoxism, and Poetic Unfinishedness in Critical and Cultural Rhetorical Intercultural Communication Scholarship*. Top Student Papers in International and Intercultural Communication, NCA Annual Convention, San Diego.

Shi, L. (May 2008). *In Denunciation of Whiteness – A Revisit of Sojourner Truth, Ida B. Wells and Angela Davis’ rhetoric in First and Second Wave Feminism*. Paper presented at the Eastern Communication Association yearly convention, Pittsburgh, Pennsylvania.

INTERVIEWS/PRESS COVERAGE

Dr. Jia Wenshan’s attendance and presentation as a professor of communication from Chapman University at The “First All China Media Leaders Seminar Series” sponsored by Jinan University, Guangzhou, China on July 23, 2008 was mentioned in the news on the event carried by a host of well-known news networks such as www.chinanews.com.cn, www.xinhuanet.com, www.hwjyw.com as well as www.gd.chinanews.com.cn.

Dr. Jia Wenshan was interviewed on “The Opening Ceremony of Beijing Olympic Games and global communication” by *People’s Daily* (a major national newspaper) online edition www.people.com.cn, Beijing, China, August 11, 2008.

Dr. Jia Wenshan was interviewed on “the Opening Ceremony of Beijing Olympic Games & the prospects for Chinese media” by *Guangzhou Daily* (a leading regional newspaper) online edition at www.dayoo.com.cn, Beijing, China, August 9, 2008. The interview was later carried by a well-known China economics network www.ce.cn, www.newstin.com and <http://www.ftp.pub.cctv.com>.

Dr. Jia Wenshan was interviewed on the Sichuan Earth Quake (Southwest China) by John Gitteljohn of *Orange County Register* in the article “OC residents react as China quake death toll nears 12,000” available at www.ocregister.com/articles/quake-people-miles204213-kilometers-xinhua

ACCS 2008 NCA Convention Programs

Friday, November 21st

Rhetorical and Ethnographic Studies of Communication in Chinese Contexts

Scheduled Time: Fri, Nov 21 - 9:30am - 10:45am Building/
Room: Manchester Grand Hyatt / Parlor Room 605

Abstract:

Papers in this session present findings from the most research on rhetorical and ethnographic studies of communication in Chinese contexts. Topics addressed include an examination of historical Chinese rhetoric, a critical review of the film *The Departed*, a rhetorical analysis of the US-China air plane collision, a discussion of English public speech education in China, and a study of the definition and performance of silence in the classroom.

Session Participants:

1. A Perspective of Chinese Rhetorical Strategy
Yan Guan (University of Southern Mississippi)
2. Constructing Hyper-masculinities, Conquering Multi-culturalism: A Narrative Criticism of *Infernal Affairs* and *The Departed*, Jiayun Feng (University of New Mexico)
3. The American Hegemonic Responses to the U.S.-China Mid-air Plane Collision, Dexin Tian (Bowling Green State Univ), *Chin-Chung Chao (Bowling Green State Univ)
4. Tradition, Practice, and Education of Public Speaking in China, Xing (Lucy) Lu (DePaul University)
5. Interpreting Chinese Silence in American Classrooms: An Ethnographic Study of Silence, Zheng An (University of New Mexico)

Chair: Rita Mei-Ching Ng (Ohio Univ, Zanesville)

Respondent: Minmin Wang (Rider University)

Top Papers in Association for Chinese Communication Studies

Scheduled Time: Fri, Nov 21 - 12:30pm - 1:45pm Building/
Room: Manchester Grand Hyatt / Parlor Room 724

Abstract:

At this session will be presented top papers in ACCS. These papers demonstrate the range of scholarship in ACCS looking both forward and backward in time. One

paper examines and critiques traditional women's roles, another reports on Chinese consumers' responses to advertising, a third explores the issue how film piracy is politically negotiated, a fourth presents empirical findings on a study of internet usage by young people in Beijing, and the last studies the persuasive appeal of political advertising when cultural values are considered.

Session Participants:

1. Inventing Familial Agency from Powerlessness: Ban Zhao's Lessons for Women, Lin-Lee Lee (National Kaohsiung Normal Univ)
2. Chinese Consumers' Skepticism Toward Advertising
Song Tian (University of Alabama), Yorgo Pasadeos (University of Alabama)
3. Hollywood's piracy in China: A case of US public diplomacy in the globalization age? Paolo Sigismondi (Univ of Southern California)
4. Does Culture Matter? Gennadi Gevorgyan (Louisiana State University)

Session Organizer: Todd L. Sandel (University of Oklahoma)

Respondent: Yun Xia (Rider University)

Saturday, November 22nd

Conflict Negotiation and Resolution in Chinese Societies

Scheduled Time: Sat, Nov 22 - 9:30am - 10:45am Building/
Room: Manchester Grand Hyatt / Parlor Room 817

Abstract:

This panel consists of four papers, focusing on the negotiation and conflict management practices in Mainland China, Taiwan, and Hong Kong as compared to the West, especially the U.S. Such key terms as face, guanxi, harmony, collectivism and gender will be examined and analyzed. By presenting philosophical frameworks and empirical data on Chinese style of conflict negotiation, mediation and resolution, the panelists wish to provide guidelines for resolving conflicts with the Chinese in this globalized world.

Session Participants:

1. Sex, Gendered Values, and Expected Leadership Conflict Management Styles in the Taiwanese Public Relations Field, Ming-Yi Wu (Western Illinois Univ)

ACCS 2008 NCA Convention Programs (Cont'd)

2. Toward a Better Understanding of the Role of Communication in Conflict: The Relationship between Argument Processes, Cultural Values and Conflict Behavior in Chinese Societies. Michael David Hazen (Wake Forest University)

3. The Current Status of Mediation in Building and Sustaining Social Harmony in Rural China: A Case Study of Xunyang County, Shaanxi Province, P. R. China, Wenshan Jia (Chapman University), Yun Ma (Xunyang County, P. R. China), Libin Yang (School of Foreign Languages, Zhejiang University City College, Hangzhou)

4. The Power Distribution in a Chinese Mediation Session on Offspring Support of Parents, Yiheng Deng (Hope College)

Respondent: Deanna F. Womack (Kennesaw State Univ) and Jensen Chung (San Francisco State Univ)

Mediated communication in Chinese Contexts

Scheduled Time: Sat, Nov 22 - 9:30am - 10:45am Building/Room: Manchester Grand Hyatt / Parlor Room 724
Title Displayed in Event Calendar: Mediated communication in Chinese Contexts

Abstract:

Papers in this session present findings from the most recent research on mediated communication in China. Topics addressed include how culture influences the practice of computer software usage, the socioeconomic and cultural implications of the internet divide, instant messenger use among teenagers, a feminist critique of the popular media event, "Super Voice Girls," and a critical analysis of how media portray Taiwan's identity.

Session Participants:

1. Chinese Culture and Software Copyright, Jia Lu (Texas A&M Univ)
2. Internet Digital Divide in China: Socioeconomic and Cultural Perspective, Yun Xia (Rider University)
3. 'Super Voice Girls' as a Site for Gender Transgression and Containment, Xiangang Zhang (Indiana University)
4. Is Taiwan Chinese? Deconstructing Mediated and Lived Discourses of Identity Politics and Contestation in Taiwan, Yea-Wen Chen (Univ of New Mexico)

Chair: Zhuojun Joyce Chen (University of Northern Iowa)

Respondent: Brecken Chinn Swartz (University of Maryland)

Association for Chinese Communication Studies Business Meeting

Scheduled Time: Sat, Nov 22 - 12:30pm - 1:45pm Building/Room: Manchester Grand Hyatt / Parlor Room 717

Abstract

Come to this meeting to hear the business, reports and other matters of ACCS discussed.

Session Organizer

Todd L. Sandel (University of Oklahoma)

Presenter

Yun Xia (Rider University)

Recent Research in Chinese Communication by Fulbright Scholars

Scheduled Time: Sat, Nov 22 - 2:00pm - 3:15pm Building/Room: Manchester Grand Hyatt / Parlor Room 817

Abstract:

This panel examines the research findings of three Fulbright scholars to greater China. While each study employs a different methodology and area of research, they share an interest in examining how both new and traditional communication technologies have affected human interaction and Chinese culture. In particular, this panel features the work of one scholar, Dr. Christopher Reed of Ohio State University, a leading historian in the study of modern China.

Session Participants:

1. Critical Thinking Development among Debate Students in China, Gary A. Rybold (Irvine Valley College and Beijing Foreign Studies University)
2. Transnational Marriages in Taiwan, Todd L. Sandel (University of Oklahoma)

Respondent: Yun Xia (Rider University)

Media Representation of China

Scheduled Time: Sat, Nov 22 - 5:00pm - 6:15pm Building/Room: Manchester Grand Hyatt / Parlor Room 634

Abstract:

By analyzing media content, the presenters on this panel aim to discuss current issues that are related to Chinese and American people, and how these issues presented

ACCS 2008 NCA Convention Programs (Cont'd)

mass media. In an unCONVENTIONAL way this panel provides a wide range of topics from China's national image and identity to personal cultural identity and cultural values, and compares media representation on print media and electronic media, in China and in the United States.

Session Participants:

1. Representation of the Chinese Product Crisis in Major Local Newspapers in the American South, Hongmei Li (Georgia State University), John Ike Sewell (Georgia State University)

2. How China's Top Exports have Achieved Unconventional Success in the United States: A Media Study. C. Thomas Preston Jr. (Gainesville State College)

3. The Narratives of the 2008 Olympics Opening Ceremony: A Comparison of Coverage and Framing. Changfu Chang (Millersville University)

4. Signs That Hide: TV Construction of 'Middle Aged' Women in the U.S. and China, Hong Wang (Shippensburg University)

5. Cultural Identity and Cultural Values in the Internet Age between Two Age Groups of Chinese, Mei Zhong (San Diego State University), Li Gong (Ohio State University)

Respondent: Zhuojun Joyce Chen (University of Northern Iowa)

Chair: Mei Zhong (San Diego State University)

Chinese Communication and Media for Harmonious Society

Scheduled Time: Sat, Nov 22 - 6:30pm - 7:45pm Building/Room: Manchester Grand Hyatt / Parlor Room 705

Abstract:

This panel attempts to explore the relationship between communication/media and social harmony in different spheres of Chinese life. In particular, the panel demonstrates, from both cultural and intercultural communication perspectives, how China has been promoting its traditional value of harmony both in domestic governance and international relations. The papers will discuss and analyze how harmony is conceptualized and practiced in Chinese media and communication.

Session Participants:

Chair: Yun Xia (Rider University)

Presenter: Xing (Lucy) Lu (DePaul University)

Presenter: Jensen Chung (San Francisco State Univ)

Presenter: Mei Zhang (Missouri Western State Univ)

Presenter: Wei Sun (Bowie State University)

Presenter: Hairong Feng (Univ of Minnesota, Duluth)

Respondent: Minmin Wang (Rider University)

Sunday, November 23rd

New Media Technology and its Impact on Communication and Society: Chinese Cultural and Intercultural Perspective

Scheduled Time: Sun, Nov 23 - 12:30pm - 1:45pm Building/Room: Manchester Grand Hyatt / Parlor Room 806

Abstract:

The panel features six studies about the use of new media technology from Chinese cultural and intercultural perspective. The first paper explores the relationship among Canadian Chinese immigrants' information seeking behaviors, English proficiency, and cultural adaptability in the new media era. The second paper uses Chinese online media to exam the measurement of honest and trust in online communication. With a meta-analysis of existing studies, the third paper discusses the issues about Internet café in China, such as the nature and management of Internet Café, the demographics of Internet Café users, and the impact of Internet café on Chinese society. The fourth paper applies Jürgen Habermas' conceptualization of public sphere in the study of the blogosphere as a public sphere in China. The fifth paper employs a dialectical approach to evaluate the impact of Internet usage on Chinese communication and society. The sixth study revisits McLuhan's concept of "global village" from a theoretical and intercultural approach and propose to make changes in defining, understanding, and evaluating intercultural communication in the context of new media technology.

Session Participants:

1. An Investigation of Chinese Immigrants' Information Seeking in Canada, Yuping Mao (University of Alberta)

2. Honesty and Trust in Online Communication, Dejun Liu (Prairie View A&M Univ)

3. The Internet Usage and Internet Café in China, Zhuojun Joyce Chen (University of Northern Iowa)

ACCS 2008 NCA Convention Programs (Cont'd)

4. Blogosphere: The New Public Sphere in China? Qing Tian (Georgia State University)

5. The Global Villager: Communication Technologies and the Making of an Intercultural Mind, Changfu Chang (Millersville University)

Chair: Yun Xia (Rider University)

Respondent: Canchu Lin (Bowling Green State Univ)

China: A Rising Domain in Communication Studies (Sponsored by CCA)

Scheduled Time: Sun, Nov 23 - 12:30pm - 1:45pm Building/ Room: Manchester Grand Hyatt / Cunningham C

Session Participants:

1. Gay Marriage: How Soon Would It Become a Reality in China? Yahui Zhang (Bowling Green State Univ), *Shuang Xie (Bowling Green State Univ)

2. In Search of Happiness: A Metaphoric Criticism of Happy Together (1997), Jiayun Feng (University of New Mexico)

3. Modernity and Tradition: Technology in Chinese Television Commercials, Jia Lu (Texas A&M Univ), Xi Cui (Texas A&M University)

4. "One Event, Different Interpretations": Readings of the Beijing Olympics, Readings of China, Xiaoxia Cao (Univ of Pennsylvania)

Session Organizer: Bonnie Peng (National Chengchi Univ)

China's Public Diplomacy in the U.S. and Africa: Strategies, Opportunities and Challenges (Sponsored by CCA)

Scheduled Time: Sun, Nov 23 - 2:00pm - 3:15pm Building/ Room: Manchester Grand Hyatt / Cunningham C

Abstract:

This panel addresses China's public diplomacy from different perspectives, theorizes the multifaceted aspects of China's soft power, and explores the opportunities and challenges that Chinese public diplomacy practitioners face in the U.S and Africa. It studies the government-sponsored initiatives as well as cultural programs involving overseas Chinese. It looks not only at the production side of public diplomacy, but also how China's public diplomacy is received in the American public.

Session Participants:

1. Challenges for China's Public Diplomacy: The Contro-

versy over the Beijing Olympic-Themed Rose Parade Float. Hongmei Li (Georgia State University)

2. The New 'China Lobby?': China's Government PR Effort in the U.S. Xu Wu (Arizona State University)

3. China in the American imagination: A historical synthesis, Jian Wang (Purdue University)

4. Appealing to Africa and the World: A Chinese Concept for Public Diplomacy, Craig A. Hayden (University of Virginia) Presenter: Nancy Snow (Syracuse University)

A Chinese Perspective on Organizational Communication (Sponsored by CCA)

Scheduled Time: Sun, Nov 23 - 3:30pm - 4:45pm Building/ Room: Manchester Grand Hyatt / Cunningham C

Abstract:

The purpose of this panel focuses on various aspects of organizational communication in Chinese organizations. Five communication scholars from Taiwan and the United States are invited to provide innovative viewpoints on this topic. The first three papers address the issues of communication within an organization including leadership communication, labor dispute mediation, and group communication, and the remaining two papers explore the issues regarding organizations' public communication including crisis communication and risk communication.

Session Participants:

1. Negotiating Identity Tensions in Chinese Labor Dispute Mediation: An Exploration of Mediator Role Dialectics, Lin-Mei Huang (Shih Hsin University)

2. An Investigation on Chinese Group Communication and their Decision Making in Taiwan, Shu-Chu S. Li (National Chiao Tung Univ)

3. Risk Communication Strategies in the Dioxin Crises in Taiwan, Mei-Ling Hsu (National Chengchi Univ), Bo-Cheng Han (Taipei Medical University, Taiwan), Ching-I Liu (National Chenchi University, Taiwan)

4. Crisis Communication and Image Restoration in the Chinese Context: A Case Study of the Democratic Progressive Party in Taiwan, Meihua Lee (National Chiao Tung Univ)

Chair: Hui-Ching Chang (University of Illinois, Chicago)

Respondent: Jensen Chung (San Francisco State Univ)

ACCS Business Meeting

When: Saturday, November 22, 12:30pm - 1:45pm B

Where: Manchester Grand Hyatt, Parlor Room 717

ACCS 2008 NCA Convention Dinner

When: Saturday, November 22, 6:30pm

Where: Gen Lai Sen Seafood restaurant, 1065 Park Blvd, San Diego

We will meet at the main hall of Manchester Grand Hyatt hotel at 6:00pm and then head toward the restaurant.

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See you all in San Diego!



Call for Submission

A Special Issue of *China Media Research*: **New Media and Cultural Identity in Globalizing Society**

This special issue invites scholars from across disciplines to take up the intersections of new media and cultural identity in globalizing society. Papers dealing with new media and cultural identity in globalizing society from any theoretical and methodological perspectives are invited. Submissions must not have been previously published nor be under consideration by another publication. We'll accept the extended abstract (up to 1,000 words) of the paper at the first stage of the reviewing process. Please email Word attachment of the extended abstract to the editor of *China Media Research* at jjze@zju.edu.cn. All extended abstracts must be received by **December 15, 2008**. The complete manuscript must be received by **April 20, 2009** after the extended abstract is accepted. Accepted manuscripts should be prepared in accordance with APA style and should not exceed

8,500 words (including references). The special issue is scheduled for the 4th issue of CMR-2009. Please visit <http://www.chinamediaresearch.net> for more information about the quarterly journal of *China Media Research*. For inquiry, please contact Professor Jingjing Z. Edmondson at editor@chinamediaresearch.net or jjze@zju.edu.cn.

China Media Research (ISSN 1556-889X) is an official publication of the American Chinese Media Research Association and Communication Studies Institute of Zhejiang University. The journal seeks to provide a platform for Chinese media research, as well as to serve as a bridge between media research done in China and in other parts of the global community. The journal welcomes articles, book reviews, news items, letters, interviews, or other types of submissions containing information or commentary on matters relevant to the journal's mission.

Call for Papers

Intercultural Communication and Collaboration within and across Sociolinguistic Environments

The 15th IAICS 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 enhanced 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. The following are potential paper topics.

- Approaches to intercultural communication study
- Business communication across cultures
- Communication accommodation
- Communication and globalization
- Communication education
- Computer mediated communication
- Conflict and negotiation
- Crisis management
- Cross-cultural adaptation
- Cultural and linguistic diversity
- Cultural identity and globalization
- Digital communication
- Ethnicity and communication
- Group or organizational communication across cultures
- Harmony and diversity
- Health communication across cultures
- Information technology and culture
- Interpersonal/intercultural communication
- Intercultural / global communication competence
- Language and cultural education
- Language and media
- Language and society
- Language attitude
- Language change and language stability
- Language policy
- Media and culture
- Media literacy
- Rhetoric studies
- Risk communication across cultures
- Theory of intercultural communication from different perspectives
- Research methodology in intercultural communication studies
- Translation theory
- Verbal and nonverbal communication across cultures
- Interpersonal communication across cultures

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

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

**ASSOCIATION FOR
CHINESE
COMMUNICATION
STUDIES**

*ACCS has
experienced growth,
influence, and
recognition.*

*Thank you for your
contribution and
support!*



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 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.

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