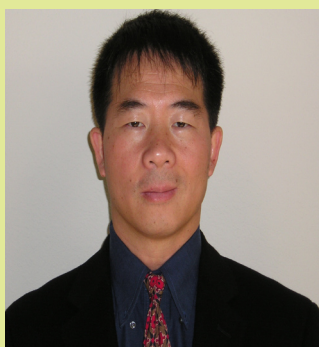


Message from the ACCS President

Canchu Lin, Ph.D.



INSIDE THIS ISSUE:

President's Message	1
Awards, Honors, & Personal Moves	2
Conference Presentations	2
Publications	3
ACCS 2009 NCA Programs	4-6
Call for Papers	7-8
Call for Logo Designs	8
About ACCS	9



Dear ACCS Members and Colleagues:

I would like to thank you for your continued support of ACCS. It is an honor and privilege to serve your President of the Association this year.

Let me introduce to you the other officers of ACCS: Joyce Chen (Vice President), Qin Zhang (Secretary/Treasurer), Qi Wang (Newsletter editor), Mei Zhang (Research Committee Chair), Hairong Feng (External Affairs Committee Chair), and Lili Shi (Student Affairs Committee Chair). I thank them for their willingness to serve this year. Eighteen years ago, Dr. Guo-Ming Chen, a visionary scholarly leader, together with other scholars of Chinese communication studies, created this professional organization, Association for Chinese Communication Studies (ACCS), with a mission to promote the study of Chinese culture and communication. Since its founding, ACCS has grown tremendously in membership and recognition in the field of Communication. Scholars of Chinese communication studies from across the globe continue to join ACCS. Some of our members have been producing excellent scholarship that has been frequently cited by communication scholars. The number of submissions including some from world renowned scholars to our annual conference sessions at the National Communication Association (NCA) Convention has significantly increased. The number

of publications on Chinese culture and communication by mainstream journals and scholarly presses is growing as well. Consistent with our mission, ACCS has co-sponsored conferences on Chinese culture and communication in a number of cities including Taipei, Hong Kong, Xiamen, Chengdu, and Beijing. These conferences have been successful in promoting our organization to scholars of Chinese communication studies outside the United States and in enhancing connections and collaborations among scholars. In this upcoming NCA convention in Chicago in November, we will have a Five-Years-Out panel session where four distinguished scholars will review our past achievements and predict future directions for our organization. We all look forward to this outstanding panel session in Chicago!

Also looking ahead, we will continue to co-sponsor conferences with other professional organizations. In late June 2010, ACCS and China Communication Association will co-sponsor a conference on the campus of Peking University. Once again, I encourage our members to submit papers and proposals on topics of interest to Chinese communication studies, meet with scholars from China and other places to share research findings, discuss new ideas, and seek collaborations. I also hope that you help to spread the word about this conference to your colleagues and friends. Beijing is a huge city where there are a

myriad of things worth exploring.

Besides conferences, we also continue to seek new members for our organization. We should capitalize on the growing number of scholars of Chinese communication studies and recommend ACCS to them. Let us brainstorm for some methods of effectively reaching out to potential members and do not hesitate to send your ideas to me or other officers.

We treat ACCS as a big family where the young respect the elderly and the elderly nurture the young. I encourage our new or young members to seek advice on career development from our senior members. I myself am a beneficiary of this family tradition. I also request that our senior members continue to mentor our new members and support the organization in various ways. I welcome suggestions on how ACCS can serve you better. I look forward to our meeting again at our various conference sessions, the business meeting, the annual banquet, and our happy social hour in Chicago in a few weeks. Please consider bringing new people when you come to these gatherings.

I thank you for allowing me to serve you as President this year.

Sincerely,

Canchu Lin  
President of ACCS  
Bowling Green State University

## Awards, Honors, and Personal Moves

Guo-Ming Chen received the 2009 outstanding research award at the University of Rhode Island. This is the second time he received the award in the last 10 years.

Guo-Ming Chen delivered a keynote speech, entitled “Developing Chinese communication theories: What and how” at the 2009 Beijing conference of the CAFIC in June, the “From intercultural adaptation to global leadership” at TECO Boston annual meeting in September, and another keynote speech, entitled “The past, present, and future of intercultural communication competence study,” at the annual conference of the International Association for Intercultural Communication Studies in Kumamoto, Japan.

Canchu Lin, serving as Vice President (President-Elect) for 80-20 Initiative (Asian American Political Organization) Northwest Ohio Chapter

Liu, M. (2009, May). Top Paper Award, Intercultural Communication Division, International Communication Association (with S. Mortenson & B. Burlison)

Liu, M. (2009, June). Invited Academic Visitor, Department of Management and Marketing, Hong Kong Polytechnic University.

Liu, M. (2009, June). The Process Whereby Anger Influences Negotiation Performance: A Dyad-level Analysis across Two Cultures. Presented to the Department of Management and Marketing, Hong Kong Polytechnic University.

Wang, Q., & Feeny, K. (2009, November). Top Paper Award, Association for Chinese Communication Studies Division, National Communication Association.



## Conference Presentations

Chai, S., & Liu, M. (2009, November). *The influence of negotiator experience and situational complexity on the complexity of cognitive schemata activated in negotiation situations*. Paper accepted for presentation at the NCA Conference, Chicago.

Deng, Y. (2009, September). *Power bases and language strategies in Chinese mediation: Discourse analysis on mediation sessions*. Paper presented at the International Association of Intercultural Communication Studies Annual Conference, Kumamoto, Japan.

Liu, M., & Wang, C. (2009, June). *A tale of two dimensions: Trust and distrust as two distinct mechanisms of explaining the influence of emotions in negotiation*. Paper presented at the International Association of Conflict Management for its annual meeting to be held in Kyoto, Japan.

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 presented at the annual meeting of the International Communication Association, Chicago, IL.

Mortenson, S., Burlison, B. R., & Liu, M. (2009, May). *Unpacking cultural differences in communication styles: A comparison of the cultural-selves and universal needs perspectives*. Paper presented at the annual meeting of the International Communication Association, Chicago, IL. [Top Paper]



## Appointments

### Dr. Gennardi Gevorgyan

received his Ph.D. degree from School of Mass Communication at Louisiana State University, August 2009. He accepted the tenure-track assistant professor position at Xavier University, Cincinnati, Ohio and joined the faculty in September, 2009. Dr. Gevorgyan's teaching interests include advertising, media planning, creative strategies, consumer behavior, and integrated marketing communications. His research focuses on global branding, human-computer and virtual interactions, and online decision making. Dr. Gevorgyan has held numerous marketing and advertising positions with newspapers and media consulting groups.

### Dr. Yiheng Deng

graduated from University of Arizona with a Ph.D. degree in Communication in December 2008. Yiheng accepted the assistant professor position at the School of Foreign Languages for Economics and Trade in the Southwestern University of Finance and Economics of China, Chengdu, China.



## Publications

- Chang, Y. (2009). A qualitative study of temporary reentry from significant others' perspective. *International Journal of Intercultural Relations*, 33(3), 259-263.
- Chang, Y. (in press). Are you my guest or my child? Mothers' uncertainties interacting with their returnee children in China. *Chinese Journal of Communication*.
- Chang, Y. (2009). Living and working across cultural lines: An interview with Dr. Michael Harris Bond. *China Media Research*, 5(3).
- Chen, G. M. (2009). Beyond the dichotomy of communication studies. *Journal of Asian Communication*, 19(4), 398-411.
- Chen, G. M. (2009). Chinese harmony theory. In S. Littlejohn & K. Foss (Eds.), *Encyclopedia of communication theory*. Thousand Oaks, CA: Sage.
- Chen, G. M. (2009). Competence theories. In S. Littlejohn & K. Foss (Eds.), *Encyclopedia of communication theory*. Thousand Oaks, CA: Sage.
- Chen, G. M. (2009). *Essays on death and living* (in Chinese). Hong Kong: China Review Academic Publishers.
- Chen, G. M. (2009). *Foundations of intercultural communication* (in Chinese). Shanghai: Hua Dong Normal University Press.
- Chen, G. M. (2009). *Intercultural communication competence*. In S. Littlejohn & K. Foss (Eds.), *Encyclopedia of communication theory*. Thousand Oaks, CA: Sage.
- Chen, G. M. (2009). Toward an I Ching model of communication. *China Media Research*, 5(3), 72-81.
- Chen, G. M., & An, R. (2009). A Chinese model of intercultural leadership competence. In D. K. Deardorff (Ed.), *The SAGE handbook of intercultural competence* (pp. 196-208). Thousand Oaks, CA: Sage.
- Chen, G. M., & Zhang, K. (2009). New media and cultural identity in the global society. In R. Taiwo (Ed.), *Handbook of research on discourse behavior and digital communication: Language structures and social interaction*. Hershey, PA: Idea Group Inc.
- Fang, D. F., Chang, C. C., & Chen, G. M. (2009). *Interpersonal relationship and communication* (in Chinese). Taipei, Taiwan: WuNan.
- Heisey, D. R. (2009). A case study in development communication in central Asia. *Florida Communication Journal*, 37(1), 14-26.
- Heisey, D. R., & Shaghasemi, E. (2009). Interview on ethnic differences in Iran between D. Ray Heisey and Ehsan Shaghasemi. [In Farsi] *Farsoo* [Beyond], [March], 5-6.
- Hershberger, A., Spence, M., Cesarini, P., Mara, A., Jorissen, K., Albrecht, D., Gordon, J., & Lin, C. (2009). The ripple effect: Lessons from a research and teaching learning community. *Journal on Excellence in College Teaching*, 20(3), 145-173.
- Lin, C. (in press). Studying Chinese culture and conflict: A research agenda. *International Journal of Conflict Management*, 21(1).
- Lin, C., & Ha, L. (2009). Subculture and use of a communication information technology in higher education institutions. *Journal of Higher Education*, 80(5), 564-590.
- Lin, C., & Ha, L. (in press). Subculture, critical mass, and technology use. *Journal of Computer Information Systems*.
- Liu, M. (2009). The intrapersonal and interpersonal influence of anger on negotiation performance: A cross-cultural investigation. *Human Communication Research*, 35, 148-169.
- Mortenson, S., Burleson, B. R., Feng, B., & Liu., M. (2009). Cultural similarities and differences in seeking social support as a means of coping: A comparison of Americans and Chinese and an evaluation of the mediating effects of self-construal. *Journal of International and Intercultural Communication*, 2, 208-239.
- Sapp, D. A., & Zhang, Q. (2009). Trends in industry supervisors' feedback on business communication internships. *Business Communication Quarterly*, 72, 274-288.
- Shaghasemi, E., & Heisey, D. R. (2009). The cross-cultural schemata of Iranian-American people toward each other: A qualitative study. *Intercultural Communication Studies*, XVIII(1), 143-160.
- Xiao, X. & Chen, G. M. (2009). Communication competence and Moral competence: A Confucian perspective. *Journal of Multicultural Discourses*, 4(1), 61-74.
- Zhang, Q. (2009). Perceived teacher credibility and student learning: Development of a multi-cultural model. *Western Journal of Communication*, 73, 326-347.
- Zhang, Q., & Sapp, D. A. (2009). The effect of teacher burnout on credibility. *Communication Research Reports*, 26, 87-90.



# CONGRATULATIONS!



## ACCS 2009 NCA Convention Programs November 12-15, Chicago

### ***I. Chinese Politics in Social Issues***

Thu, Nov 12 - 2:00pm - 3:15pm Building/Room: Palmer House Hilton / Salon 3  
Title Displayed in Event Calendar: Chinese Politics in Social Issues

Chair: Mei Zhang (Missouri Western State Univ)

1. Nation, population, Chinese women, and quality child \*Yahui Zhang (Wayland Baptist University)
2. Outgroup Stereotype and Intergroup Relationship between Beijingers and Outsiders \*Lin Zhu (Univ of Maryland, Univ College)
3. Policing and Racialization of Rural Migrant Workers in Chinese Cities \*Dong Han (University of Illinois, Urbana-Champaign)

Respondent: Ling Chen (Hong Kong Baptist Univ)

Abstract:

The purpose of this paper session is to present four unique studies that together highlight some key issues that are of great concern to Chinese people. They all look into political issues such as stereotyping, discrimination, human rights, and unequal participation which are all revealed in Chinese social communication.

### ***II. Quantitative Studies of Chinese Commercial Behaviors***

Thu, Nov 12 - 3:30pm - 4:45pm Building/Room: Palmer House Hilton / Salon 3  
Title Displayed in Event Calendar: Quantitative Studies of Chinese Commercial Behaviors

Chair: Hairong Feng (Univ of Minnesota, Duluth)

1. Understanding Integrated Marketing Communications (IMC): A China study \*Song Tian (University of Alabama)
2. Examining the Factors that Influence Consumers' Television Shopping Behavior in Mainland China \*Chen LU (The Chinese University of Hong Kong), \*Guanxiong Huang (Chinese University of Hong Kong)

Respondent: Meina Liu (University of Maryland)

Abstract:

The four papers selected for this session all use quantitative research methods to examine Chinese commercial behaviors. They explore the role of celebrities in commercials, informational and emotional appeals in advertising, perceptions and implementation of integrated marketing communications in China, and Chinese consumers' TV shopping behavior.

### ***III. Rhetoric of Historic Moments and Online Journalism in China***

Fri, Nov 13 - 8:00am - 9:15am Building/Room: Palmer House Hilton / Salon 8  
Title Displayed in Event Calendar: Rhetoric of Historic Moments and Online Journalism in China



## ACCS 2009 NCA Convention Programs November 12-15, Chicago (Cont'd)

Chair: Dexin Tian (Louisiana State University, Alexandria)

1. Dao, Mao, and Science Doctrine: The Shaping and Shifting of Chinese Ideology for the Cultural Revolution \*Wu Dan (Clemson University)
2. Rhetorical Roles of First Lady Madame Chiang Kai-shek \*Lin-Lee Lee (National Kaohsiung Normal Univ)
3. State Policy and News Websites in China Ying Zhang (University of Illinois, Urbana-Champaign), \*Dong Han (University of Illinois, Urbana-Champaign)
4. Wikinews in a China Box: Measuring a New Model of Journalism in China \*Fangfang Gao (University of Florida), Judy Robinson (University of Florida)

Respondent: Changfu Chang (Millersville University)

### Abstract:

Two papers of this session deal with historic figures and their impacts on Contemporary Chinese history from a rhetorical perspective while the other two address online journalism in China.

### ***IV. Five Years Out--Exploring Chinese Communication: The Past, Present, and Future of Chinese Communication Studies***

Sat, Nov 14 - 12:30pm - 1:45pm Building/Room: Palmer House Hilton / Salon 10  
Title Displayed in Event Calendar: Five Years Out--Exploring Chinese Communication: The Past, Present, and Future of Chinese Communication Studies

Chair: Canchu Lin (Bowling Green State Univ)  
Presenter: Guo-Ming Chen (University of Rhode Island)  
Presenter: Ling Chen (Hong Kong Baptist Univ)  
Presenter: Deborah Cai (University of Maryland)  
Presenter: Todd Sandel (University of Oklahoma)



### Abstract:

This panel features a few presentations from a group of well-accomplished Chinese communication scholars. It will reflect on Chinese communication research in some key areas and outline future directions. More importantly, these presenters will explore Chinese communication from a globalization perspective, focusing on the connections between Chinese culture, communication, and globalization. Specifically, this panel will tackle issues emerged in the interplay of Chinese culture and globalization, such as transnational and transborder families in Chinese communities and Western labels on Chinese culture and their implications.

### ***V. Top Papers in Association For Chinese Communication Studies***

Sat, Nov 14 - 2:00pm - 3:15pm Building/Room: Palmer House Hilton / Salon 3  
Title Displayed in Event Calendar: Top Papers in Association For Chinese Communication Studies

Chair: Todd Sandel (University of Oklahoma)

1. Invasion of the Body Snatchers: How The Rhetoric of Globalization Elides Human Rights in 'The Bodies' Museum Exhibits \*Ellen Gorsevski (Bowling Green State Univ), Canchu Lin (Bowling Green State Univ), Raymond Schuck (Bowling Green State University)
2. Comparing the Perception of Success, Attributions, and Motivations \*Qi Wang (Villanova University), \*Kimberly Feeny (Villanova University)



## ACCS 2009 NCA Convention Programs November 12-15, Chicago (Cont'd)

3. Our Hero Wang Can't Be Wrong! A Case Study of Collectivistic Image Repair in Taiwan \*William Benoit (Ohio University), Wei-Chun Wen (null), Tzu hsiang Yu (Shih Hsin University)
4. From the Iron Man to Yao Ming: The Changing Face of China's Heroes \*Rya Butterfield (Louisiana State University)

Respondent: John Makay (Bowling Green State Univ)

### **VI. Association for Chinese Communication Studies Business Meeting**

Sat, Nov 14 - 3:30pm - 4:45pm Building/Room: Palmer House Hilton / Salon 3

Title Displayed in Event Calendar: Association for Chinese Communication Studies Business Meeting

### **VII. Chinese Communication in Disasters, Challenges, and Social Support**

Sun, Nov 15 - 11:00am -12:15pm Building/Room: Palmer House Hilton / Salon 3

Title Displayed in Event Calendar: Chinese Communication in Disasters, Challenges, and Social Support

Chair: Chin-Chung Chao (University of Nebraska at Omaha)

1. The Communication Model and the Nature of Change in Terms of Deforestation in China since 1949 \*Dexin Tian (Louisiana State University, Alexandria), Chin-Chung Chao (University of Nebraska at Omaha)
2. Parents' perceptions of a Chinese language community weekend school in the United States \*Bessie Lawton (West Chester Univ), Kim Logio (St. Joseph's University)
3. A Content Analysis of Online Social Support Behaviors of Overseas Chinese Prenatal and Postnatal Women \*Yuxia Qian (Albion College), Yuping Mao (University of Alberta)
4. Natural Disaster as a Catalyst for Building Civil Society: A Case Study of the Sichuan Earthquake in China \*Aimei Yang (University of Oklahoma), \*Anna Klyueva (University of Oklahoma)

#### Abstract:

This paper session explores the role of communication in crisis management and social support by Chinese people. While two papers present case studies examining the role of communication in managing man-made as well as natural disasters in China, the other two deal with Chinese communication behaviors in intercultural adaptation.



## MARK THE DATE!

## **ACCS Dinner**

**6:30pm Friday, November 13, 2009**

Lee Wing Wah Restaurant  
Chinatown Square  
2147 South China Place  
Chicago, IL 60616  
Telephone: 312-808-1628

# Call for Papers



**The 16th International Conference of the  
International Association for Intercultural Communication Studies  
South China University of Technology, Guangzhou, P.R.China.  
June 18-20, 2010**

Globalization enters a world in which people of different cultural backgrounds increasingly come to depend on one another. It not only impacts every aspect of our personal and social life, but also leads to a higher level of interdependence and interconnectedness between people and people, organization and organization, and government to government in different cultures. The advent of this new era of telecommunication and human interconnection especially brings with it questions of identity, adaptation, language, ethics, community, power, and social order in the process of global communication. Thus, to understand these questions and develop intercultural communication competence becomes indispensable for reaching a productive and successful life in the 21st century. Consequently, increasing discussions among scholars in different disciplines have been focused on key issues and trends regarding globalization, communication, and adaptation in global context.

As an interdisciplinary conference on human communication across cultures, the International Association for Intercultural Communication Studies (IAICS) is now soliciting submissions for the 16th International Conference on Cross-Cultural Communication to be held on June 18-20, 2010 at South China University of Technology, Guangzhou, one of the largest cities in the People's Republic of China. Papers reflecting diverse theoretical perspectives and both quantitative and qualitative methodological approaches are encouraged. Topic areas are broadly defined as, but not limited to, the following:

<ul style="list-style-type: none"><li>• Advertising</li><li>• Business communication across cultures</li><li>• Communication accommodation</li><li>• Communication and globalization</li><li>• Computer mediated communication</li><li>• Conflict and negotiation</li><li>• Crisis management</li><li>• Cross-cultural adaptation</li><li>• Cross-cultural training</li><li>• Cross-cultural communication education</li><li>• Cultural and linguistic diversity</li><li>• Cultural identity and globalization</li><li>• Digital communication</li><li>• Ethnicity and communication</li><li>• Group/organizational communication across cultures</li><li>• Harmony and diversity</li><li>• Health communication across cultures</li></ul>	<ul style="list-style-type: none"><li>• Information technology and culture</li><li>• Interpersonal/intercultural communication</li><li>• Intercultural communication competence</li><li>• Language and cultural Education</li><li>• Language and media</li><li>• Language and society</li><li>• Language attitude</li><li>• Language change and language stability</li><li>• Language policy</li><li>• Media and culture</li><li>• Media literacy</li><li>• New media and globalization</li><li>• Nonverbal communication across cultures</li><li>• Rhetoric studies</li><li>• Risk communication across cultures</li><li>• Translation theory</li><li>• Verbal communication across cultures</li></ul>
--	---

# Call for Papers (Cont'd)

## Guideline for Submissions

Categories: Abstract, panel proposal, and workshop proposal may be accepted:

- Abstract: 150-250 words in English. The abstract must conform to the format of the sample abstract listed at the end of this news.
- Panel proposal: Panel proposals reflecting the conference theme may be submitted. All panel proposals should provide a 200-300 word rationale and 150-250 word abstract of each panellist's paper.
- Workshop: Workshop proposals relevant to the conference theme may be submitted. Proposal is expected to be 3-5 pages in length, single spaced.

Deadline: Please submit the abstract, the complete panel proposal, and the complete workshop proposal by January 15, 2010. All submissions will be carefully reviewed. 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 the issues of the IAICS journal, Intercultural Communication Studies, which will be devoted to conference papers.

Submission to: AN Ran at [iaics2010@yahoo.com.cn](mailto:iaics2010@yahoo.com.cn)

Conference website: [www2.scut.edu.cn/interculture/iaics2010/](http://www2.scut.edu.cn/interculture/iaics2010/); <http://www.uri.edu/iaics/>

## Call for ACCS Logo Designs

A suggestion has been raised that we should have a logo for our organization. The executive committee has positively evaluated this suggestion and so we are now soliciting logo designs from all our members. We will give a little prize for the best design that will be selected from among the submissions. If you want to have more information about ACCS while designing the logo, you can go to our organizational website ([www.uni.edu/comstudy/ACCS/home.html](http://www.uni.edu/comstudy/ACCS/home.html)). Please send your designs to ACCS secretary, Dr. Qin Zhang at [qzhang@fairfield.edu](mailto:qzhang@fairfield.edu). Thank you for your support.







## ACCS Officers

Canchu Lin (President)

Joyce Chen (Vice President)

Qin Zhang (Secretary/Treasurer)

Qi Wang (Newsletter Editor)

Mei Zhang (Research  
Committee Chair)

Hairong Feng (External Af-  
fairs Committee Chair)

Lili Shi (Student Af-  
fairs Committee Chair)

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!

## 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 logo, 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.

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

All paid members are included in an e-mail distribution list for official announcements. This list is updated regularly by the President based on the membership information provided by the Secretary.



Editor's contact:

Dr. Qi Wang

Assistant Professor

SAC 233, Communication

Villanova University

Villanova, PA 19085

610.519.4439