



ACCS Newsletter

—
Association for Chinese
Communication Studies

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Nov. 14, 2011

1. Opening statement
2. Promotion, Appointment
3. Awards, Honors
4. Conference presentation
5. Publications
6. Call for Papers
7. ACCS 2011 Activities

Opening Statement from the President

1.



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

Welcome to the Association for Chinese Communication Studies (ACCS)!

As we all know, ACCS was founded in 1991 by our beloved Dr. Guo-Ming Chen and other honorable forerunners. Under the continuous leadership of Dr. Chen and other former presidents and with the great support of all scholars in Chinese communication studies, ACCS has been recognized as an outstanding international association. It is the mission ACCS to promote the study of Chinese communication, encourage diversity and equality, and foster an inclusive global society in which all individuals are treated with respect and dignity.

During the past 2010-2011 term, President Joyce Chen and her board members have successfully achieved all their goals. While showing full appreciation for all this, Joy Chao the new president and her Board Members for the 2011-2012 term would like to continue fulfilling our mission. With the full support of each and everyone of you, we plan to specify the scope of our leadership and complete our jobs with quality while involving more membership participation in the discussion and decision-making process, maintain the current membership while promoting new membership, enhance the mechanism of seeking and offering help among ACCS members while keeping all members abreast of relevant conference news and job opportunities, and, finally, go all out to organize or facilitate collaborative research projects among ACCS members and across disciplines.

To this end, we will initiate more academic activities and online discussions during the year. For instance, we would like to invite more student and young faculty members to share their research ideas during the business meetings and discuss a theme topic during our social hours in New Orleans. We hope that through these activities and discussions, new members and beginners of Chinese communication studies will have a better understanding of the recent developments and future trends in the field and receive rare guidance for teaching and research from the experience and expertise of our senior and treasured ACCS members.

It is my great honor to serve ACCS as the president for the 2011-2012 term. I am very happy to work with other officers, including Drs. Qin Zhang, Qi Wang, Chiaoning Su, Hairong Feng, Qi Tang, and Yue Hu. Here, I would like to first express my sincere gratitude to former president Joyce Chen for her transformational and inspiring leadership in the past year. In addition, my thanks also go to other former ACCS presidents and members! It is with your constant support that ACCS can succeed in fulfilling its important tasks in the coming year. Your comments and feedback concerning the development and tasks of ACCS will be most welcome.

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 (You will feel that ACCS is really like a big family!). In addition, it's very important that all our members attend the ACCS Business Meeting on Saturday, November 19, 11:00 A.M. - 12:15 P.M at Preservation Hall 8 (2nd Floor) in New Orleans Marriott. For the complete agenda of the business meeting and the details of other programs at the 97th NCA convention, please read the newsletter (fall issue) of ACCS!

I am looking forward to meeting you all in New Orleans!

Promotion, Appointment _

2.

Yanrong (Yvonne) Chang was promoted to Associate Professor and tenure at University of Texas-Pan American

Guo-Ming Chen delivered a keynote speech, entitled "Theorizing contextuality of intercultural communication," at the 2011 conference of China Association for Intercultural Communication in June, Fuzhou, PR China, and "The development of indigenous communication studies" at the 2011 West Lake International Academic Symposium on Global Communication and Social Change in October, Hangzhou, PR China.

Awards, Honors _

3.

Guo-Ming Chen received the Special Contribution award from China Association for Intercultural Communication in June, 2011 for his efforts in developing intercultural communication study in PR China.

Professor Chen, Ling of the Department of Communication Studies, Hong Kong Baptist Univ., received a Special Contribution Award from the China Association for Intercultural Communication (CAFIC) at the 9th CAFIC International Conference in Fuzhou, China.

Conference presentation _

4.

Chao, C. (2011, April). Multi-layered identity formulation under the impact of historical transitions and globalization trends. Paper presented at the Central State Communication Association Convention, Milwaukee, WS.

Chao, C. (2011, May). Climbing the Himalayas: How women lead in cultures. Competitive paper presented at the International Communication Association Convention, Boston, MA.

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. Panel paper accepted for the 97th National Communication Association Annual Convention, New Orleans, LA.

Hontanosas, F., & Chang, Y. (2011, Nov.). Returning home to the borderlands: A qualitative study of the reentry experiences of Hispanic students in South Texas. Paper accepted for presentation at the annual conference of the NCA. New Orleans, LA.

Ni, L., Wang, Q., & De la Flor, M. (2011, April). Strategic relationship management in an intercultural setting: Intercultural competency, anxiety and uncertainty management, public relations practices, and relationship quality in Peru. Paper presented at the Center for Global Public Relations' Global Research Conference, Charlotte, NC.

Su, C.N. (2011, Oct.) Korean Wave: A Counterforce of Culture Imperialism or a New Imperialism? An Analysis of the Current Status of Korean Pop Culture in Asia. Paper presented at the 2011 Global Fusion Conference, Philadelphia, PA.

Tian, D., & Chao, C. (2011, July). Testing news trustworthiness in online public sphere: A case study of the Economist's news report covering riots in Xinjiang, China. Competitive paper presented at the 2011 Annual Conference of The Chinese Communication Society, Taipei, Taiwan.

Wang, Q., Cai, D. A., Fink, E. L., Wang, W., & Ni, L. (2011). Moderating effect of culture on the relationships between interpersonal conflict goals and conflict avoidances strategies. Paper accepted for presentation at the annual meeting of National Communication Association, New Orleans, LA. [Top paper award]

Wang, Q., & Bowen, S. B. (2011). Physician attractiveness and its impact on interpersonal communication outcomes with patients. Paper accepted for scholar-to-scholar presentation at the annual meeting of National Communication Association, New Orleans, LA.

Xu, J. H. "Crisis reporting and visualization in Chinese media: An examination of the milk scandal coverage," paper presented at Mid-Atlantic Region Association for Asian Studies annual conference, Princeton, NJ, October 21-23, 2011.

- Chang, Y. (2011). Performing cultural and personal identities through talk. *China Media Research*, 7(3), 21-32.
- 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.
- Chao, C., & Tian, D. (2011). Culturally universal or culturally specific: A comparative study of the anticipated female leadership styles in Taiwan and the United States. *Journal of Leadership & Organizational Studies*, 18(1), 64-79.
- Chen, G. M. (2010). The germination and development of key concepts and discipline of intercultural communication study. *Academic Research*, 11, 141-148.
- Chen, G. M. (2011). Theorizing contextuality of intercultural communication. *Communication Research and Research*, 1(2), 13-24.
- Chen, G. M. (2011). Kua wenhau chuanbo de wenti yu kenengxing (The problems and possibilities in intercultural communication). *Chinese Journal of Communication*, 4(3), 365-368. (Book Review)
- Chen, G. M., Chang, C., & Tong, Y. (2011). Letters to silent teachers in Tzu Chi Medical School: A spiritual interaction. *Death Studies*. 35, 441-454.
- Chen, G. M., & Dai, X-d. (2012). New media and asymmetry in cultural identity negotiation. In P. H. Cheong, J. N. Martin, & L. Macfadyen, L. (Eds), *New Media and Intercultural Communication: Identity, Community and Politics*. New York: Peter Lang.
- Chen, G. M., X-s., Xiao, L. Wei, P. W. Lee, S. Liu, & M-h., Lee (2011). *Communication theories*. Taipei, Taiwan: Wunan.
- Darian, S & Ilchenko, O (2012). *IMPACT: Writing for Business, Technology, & Science*. Kyiv: Ukrainian Academy of Science.

- Feng, H., & Wilson, S. R. (in press). Cultural variations in the reasons people provide avoidance support. *Journal of International and Intercultural Communication*.
- Feng, H. (in press). Politeness (keqi): The fragrance of Chinese communication. *China Media Research*.
- Feng, H., Chang, H.C., & Holt, R. (2011). Examining Chinese gift-giving behavior from the politeness theory perspective. *Asian Journal of Communication*, 21, 301-317.
- Liu, J., & Chang, Y. (2011). Self mention as distinct speech codes in English language use in intercultural communication. *Asian Englishes*, 13(2), 22-41.
- Lu, X., & Chen, G. M. (2011). Language change and value orientations in Chinese culture. *China Media Research*, 7(3), 56-63.
- Ni, L., & Wang, Q. (2011). Anxiety and uncertainty management in an intercultural setting: The impact on organization-public relationships. *Journal of Public Relations Research*, 23, 269-301.
- Sawyer, R., & Chen, G. M. (2012). The impact of new social media on intercultural adaptation. *Intercultural communication Studies*, 21(1).
- 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).
- Tang, Q., & Chao, C. C. (2011). Foreigners' archives: Contemporary China in blogs of American expatriates. *Chinese Journal of Communication*, 3(4), 384-401. (SSCI Journal).
- Tian, D., & Chao, C. (2011). Strategies under pressure: US-China copyright dispute. *Journal of Science and Technology Policy in China*, 2(3), 219-237.
- Wang, Q., Fink, E. L., & Cai, D. A. (in press). The effect of conflict goals on avoidance strategies: What does not communicating communicate? *Human Communication Research*.

Cultural Convergence and Conflict in Global Context:
Rethinking the Phenomenon of “Glocalization”

The 18th International Conference of the International
Association for Intercultural Communication Studies (IAICS)

Yuan Ze University, Chung-Li, Taiwan

June 8-11, 2012

The 21st century is the era of convergence and conflicts. We see the convergence of new communication technology and at the same time we see the conflicts emerged among different nations and cultures. War and disasters continue to bring threat to human lives and the sustainability of the globe. Facing this dilemma of human society, the theme of the 18th IAICS Conference focuses on building a harmonious global community, in which to understand and develop intercultural knowledge and skills become most critical for a productive and successful life in the 21st century. The Conference aims to promote this goal through the contributions of scholars from different disciplines. The definition of Intercultural Communication could be broadened for scholars' conducting research of difference among cultures and to meet the goal of promoting equality and harmony among cultures. IAICS is now soliciting submissions for the International Conference on Intercultural Communication to be held on June 8-11, 2012 at Yuan Ze University in Taiwan. Papers reflecting diverse theoretical perspectives in both quantitative and qualitative methodological approaches are encouraged. Topic areas are broadly defined as, but not limited to, the following:

- Classics and culture
- Philosophy and human behavior
- Cross-cultural adaptation
- Cultural and linguistic diversity
- Intercultural training
- Intercultural communication
- Intercultural communication competence
- Political communication
- International communication
- Religion/spiritual communication
- Psychological communication

- Media and international relations
- New media and globalization
- Culture and diplomacy
- Foreign policy and decision-making process
- National security and internet freedom
- International system and national development
- Geopolitics and national interests
- Localization and globalization
- Cross-strait relations and Taiwan conscious
- Cultural Identity and liberal will
- Public opinions and public policy

- Health communication
- Group/Organizational communication across cultures
- Language and cross-cultural communication
- Crisis/risk communication and anti-terrorism
- Interpersonal communication and relations
- Social Communication and public media
- Social participation and civil society
- State institutions and social groups
- Corporate culture and management
- Generation, gender, class and the right of Voices
- Conflict, mediation and negotiation

- Public Relations and media Effect
- Advertisement and marketing
- Media hegemony and centralism
- Journalism and investigative reporting
- International Journalism and propaganda
- Immigration and media stereotype
- Racial discrimination and ethnic relations
- Multiple cultures and interculturality
- Media responsibility and ethics
- Culture and civilization

Guideline for Submissions

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

- Abstract, 100-200 words in English, including position, 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 100-200 word abstract of each panelist's paper, mailing addresses and email addresses of all panelists.
- 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 and the complete panel proposal by November 15, 2011. All submissions will be carefully reviewed. Completed paper should be done by April 30, 2012.

Submission to: 2012iaicsyzu@saturn.yzu.edu.tw

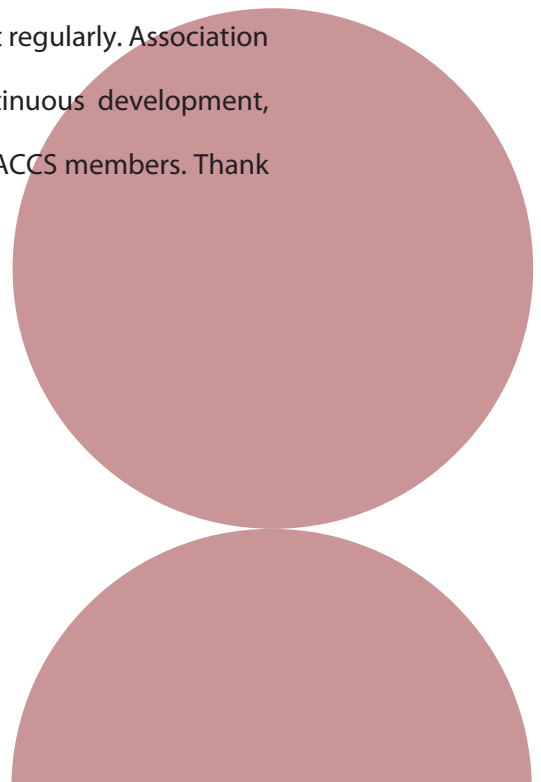
Conference hosts: International Association for Intercultural Communication Studies and Yuan Ze University (YZU)

Conference website: <http://140.138.168.79/2012iaics/>; <http://www.uri.edu/iaics/>

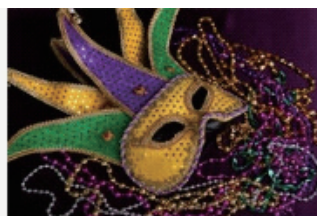
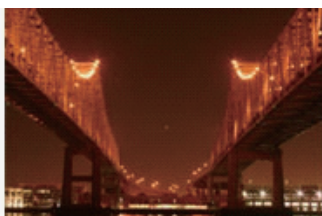
Conference language: English and Chinese

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 ACCS Programs at NCA



NCA 97th Annual Convention "Voice"
November 17 - 20, 2011 • New Orleans, Louisiana

Thu, 11/17

Time	Title	Type	Room	Location
8:00 AM - 9:15 AM	Key Concepts in Understanding Chinese Communication Behaviors	Paper Session	Preservation Hall 4 - Second Floor	New Orleans Marriott
2:00 PM - 3:15 PM	Exploring Concepts of Chinese Communication: Old and New	Paper Session	Preservation Hall 7 - Second Floor	New Orleans Marriott

Fri, 11/18

Time	Title	Type	Room	Location
2:00 PM - 3:15 PM	US-China Disputes: From Google to Intellectual Property Rights	Paper Session	Preservation Hall 4 - Second Floor	New Orleans Marriott

Sat, 11/19

Time	Title	Type	Room	Location
9:30 AM - 10:45 AM	Ferment in Asian Communication: East-Asian Voices	Panel Discussion	Mardi Gras A - Third Floor	New Orleans Marriott
11:00 AM-12:15 PM	Association for Chinese Communication Studies Business Meeting	Business Meeting	Preservation Hall 8 - Second	New Orleans Marriott
2:00 PM - 3:15 PM	Top Papers in Chinese Communication Studies	Paper Session	Oakley - Fourth Floor	Sheraton New Orleans

2011 ACCS Business Meeting Agenda

Saturday, November 19, 2011

11:00 am – 12:15 pm

Preservation Hall 8 (2nd Floor), New Orleans Marriott

11:00 -11:05 am	Welcome new members	Dr. Chin-Chung Chao
11:06 -11:10 am	Award to the top paper	Dr. Canchu Lin
11:11 – 11:12 am	Approve the minutes of ACCS business meeting 2010winners	Dr. Chin-Chung Chao
11:16 – 11:30 am	Reports of the Executive Board 2010-2011	a. President 2010-2011: Dr. Joyce Chen b. Program Planner 2010-2011 : Dr.Canchu Lin c. Secretary/Treasure 2010-2011 : Dr.Qin Zhang d. Newsletter Editor/Nomination Committee Chair 2010-2011 : Dr.Janice Xu e. Chair, Research Committee 2010-2011: Dr. Mei Zhang f. Chair, External Affairs Committee 2010-2011: Dr. Hairong Feng g. Chair, Student Affairs Committee 2010-2011: Dr. Yue Hu h. Webmaster 2010-2011 : Dr.Joyce Chen
11:31 – 11:35 am	Program Planning for the NCA 2012	Dr. Joyce Chen
11:36 – 11:45 am	Plans for the new fiscal year	Officers and Chairs of Standing Committees 2011-2012 (Drs. Qin Zhang, Qi Wang, Chiaoning Su, Hairong Feng, Qi Tang, and Yue Hu)
11: 46 – 11:55 am	New Business	
11: 56 – 12:15 pm	Interaction Time: Research Ideas, Grand Application, TenureConcerns...	Will be inviting some former presidents and honorable forerunners to interact with students, novel faculty members, researchers...
12:16 pm	Adjourn	Wish you a successful semester!

2011 ACCS Dinner Invitation

- Date & Time : 6:30 p.m. on Friday, November 18, 2011
- Restaurant : Golden Wall Chinese Restaurant
914 Canal Street,
New Orleans, LA 70112-2504
504-523-3217
Only .3 miles from Marriot and the prices seem reasonable
- Registration : Dr. Qin Zhang
email : qzhang@mail.fairfield.edu
Cell : 203-583-5635
- Time to meet : at 6:00 p.m. on Friday, November 18, 2011
- Place to meet : Meet in the lobby of Marriot and walk to the restaurant
- Payment : Pay at the table together with membership dues.

ACCS Dinner Planner : Dr. Qin Zhang (ACCS Vice President, 2011-2012)
Please contact Dr. Qin Zhang for your reservation by November 12, 2011
(email: qzhang@mail.fairfield.edu)

2011-2012 ACCS Officers

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Vice President	Qin Zhang	Fairfield University
Secretary/Treasury	Qi Wang	Villanova University
Newsletter Editor	Chiaoning Su	Temple University
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