
ACCSNewsletter

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Opening Statement

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Dear ACCS members,

It is my great pleasure and honor to serve as the President of ACCS for the 2014-2015 academic year. I wish to thank my predecessor, Qi Wang, for her wonderful leadership during the past year, together with ACCS officers Qi Tang (Secretary-Treasurer), Chiao-Ning Su (Newsletter Editor), Qin Zhang (Past President and NCA Program Planner), Shuo Yao (Research Committee Chair), Yunying Zhang (External Affairs Committee Chair), Wuyu Liu (Student Committee Chair), and our Webmaster Joyce Chen. I also want to thank our founding President, Guoming Chen, and our past presidents, officers and colleagues who have contributed so much to ACCS's growth. Most importantly, I would like to express my deepest thanks to our ACCS members. Your work, support and participation have made ACCS stay strong and vibrant. This year marks ACCS's 23rd anniversary. Since its establishment in 1991 in the U.S., over two decades, ACCS has grown steadily and gained national and international recognition. Members have been producing quality work and presenting them at national and international conferences. In addition to the work that was visible, there have been behind-the-scenes efforts to advance ACCS's development. This past summer, our past President, Qi Wang, has led the renewal of ACCS's affiliation status to NCA. Joyce Chen has worked tirelessly to register ACCS as a legal non-profit organization as a necessary step of this renewal. And there were discussions about applying for a caucus or division within NCA.



Yet, it is important to remember that ACCS also faces challenges. Despite our collective efforts, membership in our organization has grown slowly in recent years. I noticed the discrepancy between the number of active ACCS members (59, 2013-2014) and the number of our current ACCS Yahoo Group members (216). There is potential to increase our active membership. Therefore, I invite and encourage you to be involved in ACCS by renewing your membership, encouraging others to join ACCS, attending our conference sessions, and encouraging others to do so. My personal journey with ACCS has started fifteen years ago with the introduction from Hui-Ching Chang, our former ACCS president, a senior and committed ACCS member. Thus, for faculty members, if you have colleagues, graduate or undergraduate students who are interested in Chinese culture and communication studies, please inform them about ACCS. For student members, please tell your peers about ACCS. ACCS is a member-run organization whose lifeblood is coming from its members.

With Qin Zhang's hard work in program planning and our anonymous reviewers' help, at the upcoming NCA Centennial Convention in Chicago, ACCS has sponsored and co-sponsored nine sessions, including the business meeting and top paper sessions, five regular paper sessions, one panel discussion and one scholar-to-scholar session. The paper, panel, and scholar-to-scholar sessions feature a wide array of topics related to Chinese communication and culture. I encourage you to be present at these sessions, in particular, our ACCS Business Meeting held on Friday,

Opening Statement

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November 21 from 9:30am to 10:45am at Salon 2 on the 3rd floor of Palmer House Hilton, followed by the Top Paper Session from 11:00 to 12:15pm in the same place. In addition to the scholarly sessions, we also will be holding ACCS annual dinner gathering followed by social hours. Please stay tuned for further information regarding time and location.

Because of its focus on promoting the study of Chinese communication and culture, ACCS has naturally extended its connection and collaboration with communication associations based in Chinese cultures and societies, such as the Chinese Communication Society (CCS) in Taiwan and the Chinese Association for Intercultural Communication (CAFIC) in Mainland China. ACCS has actively involved with cosponsoring conferences with these associations in the past. We wish to continue this tradition and create more opportunities for dialogue and collaboration at various levels.

For graduate students, I encourage you to apply for the Dr. D. Ray Heisey Graduate Student Scholarship. Dr. Heisey was Director and Professor Emeritus of Communication Studies at Kent State University, a long-term ACCS member and a renowned intercultural communication scholar. He had published numerous works on Chinese communication studies and influenced a number of Chinese communication scholars. The annual Dr. D. Ray Heisey Graduate Student Scholarship has been established in honor of Dr. Heisey's contribution to Chinese Communication Studies. Please check out the details of the scholarship at <http://www.uni.edu/commstudies/accs/scholarship.htm>. The deadline for accepting applications is October 30th, 2014.

It is a privilege for me to serve ACCS together with a group of committed and talented officers: Rya Butterfield (Vice President), Chiao-Ning Su (Secretary-Treasure), Meina Liu (Newsletter Editor), Bo Feng (Research Committee Chair), Yunying Zhang (External Affairs Chair), Wuyu Liu (Student Committee Chair), and Joyce Chen (Webmaster). Our team is looking forward to working with you in this coming year.

ACCS provides us a precious platform to share ideas and collaborate on research and teaching. Moreover, ACCS members have been fostering a caring and supportive community, which has made it even more attractive. Please contact our Secretary and Treasure Chiao-Ning Su at chiaoqing.su@temple.edu to join the association, renew or reactivate your membership. I am looking forward to meeting you in the beautiful city of Chicago with a spectacular array of programs!

Sincerely,

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Publications

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- Chang, A. (2014). Customer responses to arts festivals: The effects of relationship marketing on cultural activities.” In R. G. Ozturk (Ed.), *Handbook of research on the impact of culture and society on the entertainment industry*. Hershey, PA: IGI Global Publishing.
- Chang, A. (2014). Advertising and childhood obesity in China. In C. Okigbo (Ed.), *Strategic urban health communication* (pp.211-219). New York: Springer.
- Chang, A. (2014). Fans of folklore performance: Identifying a new relationship in communication and marketing. In Zwaan, K., Reijnders, S., and Duits, L. (Eds), *Ashgate research companion to Fan cultures* (pp. 25). London, UK: Ashgate Publication.
- Chang, A. (2014). What the audiences of performing arts find most important: An examination of the attitudinal and relational marketing strategies. *Budapest Management Review*, 44(2), 33-39.
- Chen, G. M. (2014). Intercultural communication competence: Summary of 30-year research and directions for future study. In X-d. Dai & G. M. Chen (Eds.), *Intercultural communication competence: conceptualization and its development in cultural contexts and interactions* (pp. 14-40). London: Cambridge Scholars.
- Chen, G. M. (2014). Harmony as the foundation of Chinese communication. In M. B. Hinner (Ed.), *Chinese culture in a cross-cultural comparison* (pp. 191-209). New York: Peter Lang.
- Chen, G. M. (2014). Preface: The transformation of audience under the media effect. *Communication and Society*, 27, v-viii.
- Dai, X-d., & Chen, G. M. (Eds.). (2014). *Intercultural communication competence: Conceptualization and its development in cultural contexts and interactions*. London: Cambridge Scholars.
- Feng, H. (in press). Politeness theory, cultural approaches. In K. Tracey (Ed.), *The International Encyclopedia of Language and Social Interaction*. Hoboken, NJ: John Wiley & Sons, Inc.
- Feng, H. (in press). Politeness theory. In C. R. Berger, & M. E. Roloff (Eds.), *The International Encyclopedia of Interpersonal Communication*. Hoboken, NJ: John Wiley & Sons, Inc.
- Feng, H. (in press). Understanding cultural variations in giving advice among Americans and Chinese. *Communication Research*, first published on April 30, 2013 as doi: 10.1177/0093650213486668, 1-25.
- Liu M., & Chai, S. (2014). Planning and preparing for effective negotiation. In M. Benoliel (Ed.), *Negotiation excellence: Successful deal making* 2nd edition (pp. 1-22). London, UK: World Scientific.

Publications

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Liu, M. (2014). Analyzing social interaction. In C. Berger (Ed.). *The SAGE Handbook of Interpersonal Communication* (pp. 127-151). Thousand Oaks, CA: Sage.

Liu, M. (in press). Bargaining goals and plans. In C. Berger and M. E. Roloff (Eds.), *The International Encyclopedia of Interpersonal Communication*. San Francisco, CA: Wiley-Blackwell.

Liu, M. (in press). Cultural differences in bargaining and negotiation. In C. Berger and M. E. Roloff (Eds.), *The International Encyclopedia of Interpersonal Communication*. San Francisco, CA: Wiley-Blackwell.

Zhang, Q. (in press). Perceived intergroup stereotypes, threats, and emotions toward Asian Americans. *The Howard Journal of Communications*.55

Awards and Honors

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Dr. Zheng Zhu received an Editor's Choice Award for an Outstanding Performance as a Reviewer from Journal of International Students this year.

Drs. Meina Liu, Lin Zhu, and Ioana Cionea received a Top Faculty Paper Award from the Intercultural Communication Division of the International Communication Association at the annual conference held in Seattle, WA.



Conference Presentation

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Butterfield, Rye. (2014, November). "*The Place of Thomas Henry Huxley's "On Evolution and Ethics" in Late 19th Century China,*" the National Communication Association Convention. Chicago, IL. November, 2014.

Butterfield, Ryle. (2014, November). *Triggering Chaos, "' Discussion about Graft, Rumors and Law,"* the National Communication Association Convention. Chicago, IL. November, 2014

Butterfield, Rye. (2014, November). "*Media Effects in Chinese cultural Context,*" the National Communication Association Convention. Chicago, IL.

Invited Speeches

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Chen, G. M. (2014, March). Issues on human communication studies. Invited lectures at JiNan University, Guangzhou, China.

Chen, G. M. (2014, May). Lectures on intercultural contextuality and globalization. Invited lectures at International Studies University, Beijing, China.

Chen, G. M. (2014, October). In search of stability: Lessons from I Ching. An invited speech delivered at Grand Valley University, Grand Rapids, Michigan, USA.

Milestones and New Positions

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Zheng Zhu completed and defended her dissertation on August 2nd, 2014.

In addition to her position as Assistant Professor in the Department of Mass Communication at Nicholls State University, Dr. Rya Butterfield has been hired as an adjunct professor by the Government department to teach “Contemporary Chinese Politics.”

Announcements and Acknowledgements

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The ACCS Group Dinner at NCA will take place at around 6:30pm on Friday, November 21 at the House of Fortune Chinese Restaurant in Chicago.

Special thanks go to Dr. Rya Butterfield for organizing the NCA group dinner, and Rain Wuyu Liu for volunteering a great deal of assistance to Rya in this process.



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2014 - 2015 ACCS Officers

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2014-2015 ACCS Officers

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