

Association for Chinese Communication Studies

Fall 2015 Newsletter



ACCS Annual Dinner
Friday, November 20 @ 6:30-8:30pm
Szechuan Express (about 6 minutes' drive from Rio hotel)
4300 Spring Mountain Rd
Las Vegas, NV 89102

Followed by Annual Social Hours
Hosted by Dr. Meina Liu in the Rio,
Room Number TBA

ACCS President's Opening Statement

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Opening Statement

I am incredibly honored and excited to serve as president of ACCS. This association has been a cross-cultural hub for scholars of Chinese Communication Studies for 24 years. Though I have been a member of ACCS for only six years, involvement in this network of passionate and dedicated scholars has vastly enriched my academic experience. The ACCS is remarkable for its ethnic inclusivity, dedication to advancing scholarship on Chinese communication, mentorship of new scholars and efforts to establish connections with other associations of like kind.

The 2015-2016 Term will continue to bring excitement to ACCS. We were successfully registered as a legal non-profit organization and our status as an affiliate of NCA has been successfully renewed thanks to the leadership of Dr. Qi Wang and Dr. Joyce Chen, along with the efforts of other members. Now we embark on a new phase in the development of ACCS as we explore the opportunity to apply for a Chinese Communication caucus or division. Many thanks are due to our past president, Dr. Hairong Feng, for initiating discussion of this development, and, like her, I urge everyone to bring their thoughts and suggestions on this topic to the annual business meeting at the NCA convention in Las Vegas.

In participation with new leaders, past leaders, and all ACCS members, I hope to contribute to the ongoing development and expansion of ACCS. My initial efforts will be directed toward engaging and enabling further consideration of expanding ACCS to a caucus or division and to increasing the visibility of ACCS and ACCS members in academic circles and members' local communities. I will circulate ideas regarding these topics in the lead up to this year's business meeting and encourage all members to respond with feedback and suggestions.

ACCS members will have full plates at this year's convention. In addition to our annual dinner and social event, there is a rich array of paper sessions on the ACCS program. Deep gratitude goes to Dr. Qi Wang for convention planning, and many thanks to all the members who submitted research, reviewed submissions, and offered service as respondents and chairs. Further, it is very exciting that Dr.

Changfu Chang's documentary film "Ricki's Promise" was competitively selected to be one of seven films shown at the first NCA Film Festival screening. I hope we can all attend to support his accomplishment.

I'm pleased to work alongside the newly elected officers of 2015-2016: Dr. Meina Liu, vice president, George Washington University; and Amy Wu, newsletter editor, Ph.D. student at University of Maryland.

Great thanks are due to the nomination committee - Bing Han, Xiaowei Shi, and Song Shi - for their service.

I'd like to close my letter by commending Dr. Joyce Chen, recipient of the ACCS Outstanding Service Award, and Chiaoning Su, recipient of the Dr. D. Ray Heisey Graduate Scholarship Award. These two members are role models for faculty members and student members respectively. They exemplify the high standards of scholarship and strong commitment to academic community that make membership in ACCS such a deeply rewarding experience.

I urge all graduate students to apply for the Dr. D. Ray Heisey Graduate Student Scholarship, established to honor a long-term ACCS member and renowned scholar. Visit <http://www.uni.edu/commstudies/accs/scholarship.htm> for details on how to apply.

Everyone, please continue to support ACCS. To start or renew membership contact our Secretary/Treasurer Chiaoning Su at chiaoning.su@temple.edu and keep up-to-date with ACCS at <http://www.uni.edu/commstudies/accs/home.html>.

I am eager to see you all in Las Vegas!



Dr. Rya Butterfield
ACCS President 2015-2016

Grants, Awards and Honors

Angela Wenyu Chang, PhD has received the following grants:

Chang, A. (2015-2018). A Longitudinal and Cross-Cultural Study of Health Literacy, Behavior, and Environment. Grant from University of Macau.

Chang, A. (2015-2016). Food Communication and Health Study. Grant from University of Macau.

Chang, A. (2015-2016). The International Study of Childhood Obesity and School Environment (ISCOSE). Grant from University of Macau.

Joyce Chen, PhD is the recipient of the ACCS Outstanding Service Award

Shuning Lu is the recipient of the Dr. D. Ray Heisey Graduate Student Scholarship

Outstanding Service Award

Nomination Statement for Dr. Joyce Chen's ACCS Outstanding Service Award

Dr. Joyce Chen is associate professor at the University of Northern Iowa. She has been member of ACCS from the beginning, serving as ACCS's Webmaster for over a decade, and president in the year of 2010 to 2011. Being a Webmaster is a thankless yet extremely time-consuming job. It involves meticulous and endless job tasks to update, maintain, and contact each year's officers as well as members for necessary information. As an outstanding teacher and researcher, Joyce has a heavy career load, yet she has managed to be on top of any and all of her service duties with ACCS. She truly considers ACCS a big family and does everything to keep its liveliness.

She is also a great leader and mentor. I had the luck to work with Joyce while she was vice president and then president and saw how Joyce worked to seek best resources for ACCS. She started the Dr. Ray Heisey Graduate Student Scholarship, initiated the discussion on ACCS logo design, and updated the ACCS webpage design. She has also been an active reviewer and contributor to CAFIC conferences. She worked enthusiastically as an ambassador for ACCS at the CAFIC conference last year. In the same year, she proposed to have the discussion of ACCS's future: remaining an affiliate, becoming a caucus, or having our own division. After ACCS collectively decided to renew the affiliation status first, Joyce volunteered to help in every step. This year NCA changed its policy—ACCS must be an official non-profit organization to be affiliated with NCA. I was in China leading a summer program while receiving the news in June this year. Thanks to Joyce, she did thorough research on the procedure and kept correspondence with me in every step to complete the process. With a four-month period going back and forth, ACCS seems to be on its way to become an official non-profit organization. Joyce exerted crucial impact in this process.

I have had various conversations with past presidents, Joy and Qin. All of us almost simultaneously spoke of Joyce's outstanding service to ACCS and mentorship to us. All of us recognize her selflessness and loyalty to ACCS, which I am sure echoed by many other members. Thank Hairong for the nomination opportunity. I nominate Dr. Joyce Chen with the utmost sincerity.

Below are additional comments from Dr. Joy Chao, Dr. Hairong Feng, and Dr. Qin Zhang, when I asked if they would like to add inputs. Thank the 2014-2015 ACCS Executive Board's consideration in advance.

From Dr. Joy Chao:

Dr. Joyce Chen has performed an excellent job maintaining a collaborative and supportive environment for the ACCS. This is no small feat with so many “characters” in our association. She is to be really commended for this. She has skillfully guided us through both the mundane and the exciting times in the group. During the many years that she has continuously served as a leader (even without a title) and a servant at the same time for us. She has consistently listened to our concerns, provided guidance when it is needed, and celebrated our successes. I thank her for her support and her self-less leadership and friendship.

From Hairong Feng:

In June 2011, Joyce traveled to Fuzhou, China and gave a speech representing ACCS at the bi-annual CAFIC conference. During this trip, Joyce also visited the newly established intercultural communication program at Beijing International Studies University (BISU) and built relationships with this program.

In addition, when Joyce was the ACCS President in 2011, she organized the revision of the ACCS bylaws and constitutions. This helped ACCS become more efficient, meaningful, and stronger. Above all, Joyce has served as ACCS webmaster for ten years, which involves countless hours of work to keep the ACCS website up to date. Joyce has earned tremendous respect from ACCS members. Joyce’s care and concerns for ACCS is above and beyond verbal description.

From Qin Zhang:

Fantastic idea. I support the nomination wholeheartedly. Joyce is the most deserving for the award. She was the biggest help to me too. She was always just an email or phone call away whenever I had any questions or problems. In addition, she also helped inaugurate the scholarship for graduate students. I look forward to congratulating her at the business meeting.

Written by Qi Wang

Dr. D. Ray Heisey Graduate Student Scholarship

This year’s Dr. D. Ray Heisey Graduate Student Scholarship goes to Shuning Lu, a Ph.D. Student in the School of Journalism at the University of Texas at Austin. Her B.A. and M.A. are in Communication from Fudan University and she spent time as a postgraduate exchange student in the School of Communication and Information at Singapore’s Nanyang Technological University. At NCA 2015 she will present a research paper titled “Putting Out Fire with Gasoline in Tahrir Square: Revisiting the Gamson Hypothesis.”

Dr. D. Ray Heisey Graduate Student Scholarship

Dr. D. Ray Heisey (1932-2011) was Director (1983-1996) and Professor Emeritus of Communication Studies at Kent State University. He was a renowned intercultural communication scholar who served as Advisor on many Chinese students’ dissertation committees. He had facilitated research collaborations between scholars and students in the US and from the Far East, Middle East, Europe, and North America. He loved traveling and experiencing other cultures, having lived in or visited over 40 countries. Dr. Heisey had taught in Chinese universities and published a great number of research works on Chinese communication

studies with Chinese students and scholars. Dr. Heisey was a long term ACCS member. His enthusiasm, dedication to education, and personal and scholarly integrity continue to impact ACCS scholars. In honor of Dr. D. Ray Heisey’s contribution to Chinese Communication Studies, the ACCS has decided to establish a Dr. D. Ray Heisey Scholarship each year. The award amount is \$400.

Please visit <http://www.uni.edu/commstudies/accs/scholarship.htm> for more information about the Dr. D. Ray Heisey Graduate Fellowship Award, its eligibility requirements and application process.

Promotions, Appointments and Moves

Qi Tang, PhD has been awarded tenure and promoted to the rank of an associate professor at Tennessee State University.

Chiaoning Su completed her PhD in Media and Communication at Temple University in May 2015, where she is currently a visiting assistant professor in the Department of Media Studies and Production.

Gennadi Gevorgyan, PhD has been appointed a program coordinator and professor at Centennial College

Publications

Chang, A. (2015). No fear but happiness: Understanding emotional expression by examining online emotional lexicons and icons from encoding and decoding perspectives. In Luo Q. (Ed.), *Global media worlds and China*, pp.154-169. ICUC International Series. Beijing, China: Communication University of China Press

Ni, L., Wang, Q., & De la Flor, M. (2015). Exploring a communication-based model of immigration experiences and mental health of immigrants: Stories from Indian immigrants. *Public Relations Journal*, 9(1). Available at <http://www.prsa.org/Intelligence/PRJournal/Vol9/No1/>

Ni L., Wang, Q., & De la Flor, M. (2015). Intercultural communication competence and preferred public relations practices. *Journal of Communication Management*, 19, 167-183. doi: 10.1108/JCOM-07-2012-0061

Ni, L., & Wang, Q. (2015, July). Ethical community stakeholder engagement in the global environment: Strategies and assessment. The Arthur W. Page Center for Integrity in Public Communication. Available at <http://comm.psu.edu/page-center/article/ethical-community-stakeholder-engagement-in-the-global-environment-strategi>

Su, C., & Gibson, P. L., (In press; scheduled for Fall 2015). Digitizing the memorial: Institutional remembrances of the Taiwanese 921 earthquake and typhoon Morakot. In A. Hajek, C. Lohmeier & C. Pentzold (Eds.), *Social memory in a mediated world: Remembering in troubled times*, pp. 74-89. New York, NY: Palgrave Macmillan.

Tang, Q. (2015). Parenting in a foreign land: Experiences of recent Chinese immigrant women. In A. Gonzalez, & Y-W. Chen (Eds.), *Our voices: Essays in culture, ethnicity, and communication*, pp. 290-301. New York: Oxford University Press.

Zhang, Q. (in press). The mitigating effects of intergroup contact on negative stereotypes, perceived threats, and harmful discriminatory behaviors toward Asian Americans. *Communication Research Reports*.

Zhang, Q., Oetzel, J. G., Ting-Toomey, S., & Zhang, J. (2015). Making up or getting even? The effects of face concerns, self-construal, and apology on forgiveness, reconciliation, and revenge in the U.S. and China. *Communication Research*. Published online first, 1-22. doi:10.1177/0093650215607959

Zhang, Q., Ting-Toomey, S., Oetzel, J. G., & Zhang, J. (2015). The emotional side of forgiveness: A cross-cultural inves-

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tigation of the role of anger and compassion and face threat in interpersonal forgiveness and reconciliation. *Journal of International and Intercultural Communication*, 8, 311-329.

Zhang, Q. (2015). Perceived intergroup stereotypes, threats, and emotions toward Asian Americans. *The Howard Journal of Communications*, 26, 115-131.

Zhang, Q. (2015). A U.S.-China investigation of the effects of perceived partner conflict styles on outcome satisfaction: The mediating role of perceived partner conflict competence. *Communication Quarterly*, 63, 1-22.

Conference Presentations

Butterfield, R. [Panel Respondent] (2015, October). *China kaleidoscope: Extend domestic initiatives to global engagement*. Panel presented at the annual meeting of the Mid-Atlantic Region Association for Asian Studies, Pittsburgh, PA.

Butterfield, R. [Panel Respondent and Chair] (2015, November). *New media effects in China: Individuals and society*. Panel to be presented at the Annual Meeting of the National Communication Association, Las Vegas, NV.

Butterfield, R. [Panel Presenter] (2016, May). *Hu Shi's pragmatic rhetorical reform*. Panel to be presented at the biennial meeting of the Rhetoric Society of America, Atlanta, GA.

Chang, A. & Liu M. T. C. & Schulz, P. (2015, July). *Systematic review of obesogenic environmental determinants of diet and the implications of obesity prevention and intervention efforts*. Paper presented at the IARIA's 4th international conference on global health challenges, Nice, France.

Chang, A. & Zhao, H. (2015, June). *Examining the association of media consumption and health literacy among college students*. Paper presented at the University of Hong Kong's 13th international conference on Communication, Medicine, and Ethics (COMET), Hong Kong.

Gevorgyan, G., & Manucharova, N. (2015, November). *The persuasive effects of cultural appeals, product involvement, and ethnic identity in strategic communication. Embracing opportunities for intercultural accommodation online*. Paper to be presented at the annual meeting of the National Communication Association, Las Vegas, NV.

Ni, L., Wang, Q., & Gogate, A. (2015, May). *A communication-based model of acculturation experiences and mental health of immigrants: Stories from Indian immigrants*. Paper presented at International Communication Association, San Juan, Puerto Rico (**Top Paper Award**)

Ni, L., Wang, Q., & de la Flor, M. (2015, May). *Stakeholder engagement and conflict resolution in the global environment: Strategies and outcomes*. Paper presented at International Communication Association, San Juan, Puerto Rico.

Ni, L., Wang, Q., & de la Flor, M. (2015, May). *Ethical community stakeholder engagement in the global environment: Strategies and assessment*. Paper presented at International Communication Association, San Juan, Puerto Rico.

Wang, Q. [Conference Executive Organizer] (2015, October): Cross-cultural communication and ethics in theoretical and practical fields. A conference co-sponsored by Shanghai Academy of Social Sciences and Villanova University.

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ACCS Program at NCA 2015

Thursday, 11/19

Time	Title	Type	Room	Location
9:30 AM - 10:45 AM	Embracing Chinese Media Opportunities: Stability and Change	Paper Session	Lambada B	Rio Conference Center
12:30 PM - 1:45 PM	Meaning Making Inside and Out: A Comparative Perspective on Communication about China	Paper Session	Lambada B	Rio Conference Center

Friday, 11/20

Time	Title	Type	Room	Location
2:00 PM - 3:15 PM	Top Papers for the Association for Chinese Communication Studies	Paper Session	Lambada B	Rio Conference Center
3:30 PM - 4:45 PM	Association for Chinese Communication Studies Business Meeting	Paper Session	Lambada B	Rio Conference Center

Saturday, 11/21

Time	Title	Type	Room	Location
12:30 PM - 1:45 PM	New Media Effects in China: Individuals and Society	Paper Session	Lambada B	Rio Conference Center

Sunday, 11/22

Time	Title	Type	Room	Location
9:30 AM - 10:45 AM	Chinese President Xi Jinping's "Chinese Dream": A Preliminary Exploration	Paper Session	Tropical F	Rio Conference Center

NCA Special Announcements

2015 ACCS Top Papers

Western Perspectives on China: Discourses, Agendas and Change
Author(s): Fengyuan Ji, Australian National University

"It Depends" on Power: A Case Study of China's Confucius Institute as Public Relations Function Abroad
Author(s): Ning Xie, University of Maryland

Political Participation of Chinese College Students: Engagement in Xi Jinping's Anti-Graft Campaign on WeChat
Author(s): Yashu Chen, Arizona State University
Jiawei Wang, Communication University of China
Zhuoyi Liu, University of Queensland
Yanqin Liu, Arizona State University

Education, Media Exposure and Attitude to Protest: Mainland Chinese in the Hong Kong Umbrella Movement
Author(s): Ran Liu, University of Pennsylvania
Mengyang Zhao



“Ricki’s Promise” Produced by Dr. Changfu Chang

Room Amazon B, Rio Conference Center, Las Vegas, 8-11pm Thursday, November 19, 2015

“Who Am I?” is a common question for many. An 18-year-old Asian woman, born in China but raised in the U.S., embarks upon an emotional journey as she navigates the conflicting worlds of two cultures. Prepared over six years, this documentary film follows the journey of Ricki’s return to China to live with her long-lost birth parents during a summer vacation. Ricki’s Promise, written, directed, and produced by Dr. Changfu Chang, is a universal and poignant tale of history, trauma, and secrets that surround a family’s struggles against a backdrop of Chinese and American culture, as well as underlying issues of gender and social ethics.



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

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