Saturday July 13th

11.30–13.00

Room: 52, 5th Floor
Panel 1: Media and China
Chair: Monika Metykova

Kenneth C. C. Yang
The University of Texas at El Paso, U.S.
Yowei Kang
National Taiwan Ocean University, Taiwan
What does the World Think of China: A Text Mining Analysis of China’s Images in Major World Newspapers

Hamed Al-Hasni
Tsinghua University, China
The Role of China’s International Broadcasting in Promoting One Belt One Road Initiative to the Arab World
Examining: The Role of China Arab TV in Mediated Public Diplomacy

Shijin Zhao
University of Auckland, New Zealand
International Responsibility vs Economic Sovereignty: Comparative media representation of One Belt, One Road Initiative in China Daily, Financial Times and Wall Street Journal

Gökce Özsu, Mutlu Binark
Hacettepe University, Turkey
The Representation of the Belt and Road Initiative: How Turkish Mainstream Press Frame Chinese Alternative Globalization Project

Li Pan
Guangdong University of Foreign Studies, China
Western Representation of China and Recontextualization in the Chinese Media: A Case Study of Categorization in English Translations of China-related Reports

Room: AVC, 5th Floor
Panel 2: Media and politics
Chair:

Jan Miessler
Charles University, Czech Republic
The centrifuge of noise: a mechanism for spreading online xeno-racism discourse

Emmanuel K. Ngwainmbi
University of North Carolina, U.S.
Is Social Media Use among African Youth and the Working class a step toward globalization or a cultural drawback?
Tsui-Sung Wu  
National United University, Taiwan  
*A propaganda strategies and discourse analysis of wearing skirts of men showing on FB for the dressing equality movement in Taiwan*

Asif Hameed  
Carleton University, Canada  
‘Fighting Fascists in 280 Characters or Less’ – The Unite the Right Rally and the Twitter Response

Abdul Qayum Khan  
Hazara University Mansehra, Pakistan  
*Impact of Persuasive Speeches on Television Channels in Pakistan: A Debate on McLuhan’s “The Medium is the Message”*

Room: 32, 3rd Floor  
**Panel 3: East/West and literature**  
**Chair:**

Daisy Li  
Macao Polytechnic Institute, China  
*Ideological Manipulation in Translation in a Chinese Context: A Case Study of Su Manshu’s Translation of Les Misérables*

Ying Kong  
University College of the North, Canada  
*Representations of the “West” in Literature by “Others”*

Tian Hao  
Tsinghua University, China  
*Reimagined and Redefined: Analysis of the Cross-cultural Adaptation of “Journey to the West”*

Nour Elhouda Souleh  
Canterbury Christ Church University, U.K.  
*“The Danger of a Single Story”: Constructing the History and Making the Other*

Sumi Yoon  
Hiroshima Shudo University, Japan  
*Speech-Level Shift in Korean and Japanese Children’s Books*
Room: 33, 3rd Floor
Panel 4: Language education
Chair:

Xi Yun
University of Auckland, New Zealand
The Challenge in intercultural communication studies: the assessment of intercultural communicative competence in foreign language

Ren-Zhong Peng, Wei Ping Wu
Huazhong University of Science and Technology, China, Wuhan University of Technology, China
Exploring ICC-based English teaching mode and its application in EFL classroom

Linda Lam
Macao Polytechnic Institute, China
The Influence of Macao’s Cultural Environment on International Students Learning Chinese in Macao – Centered on Macao Polytechnic Institute

Li Song
Harbin Institute of Technology, China
From intercultural communicative competence to competence for intercultural dialogue: An anthropocosmic perspective to intercultural foreign language education

Gao Youqian
Nanjing Technology University, China
Ecological Linguistic and Creative Language Teaching
Saturday July 13th

14.30–16.00

Room: 52, 5th Floor

Panel 5: The Belt and Road initiative

Chair:

Lihong Wang
Beijing Language and Culture University, China
*The Impact of Belt and Road Initiative on the Students’ Academic Mobility of Central Asian Countries*

Guo-Ming Chen
University of Rhode Island, U.S.
*The Belt and Road Initiative: An Intercultural Communication Perspective*

Wei Ye
Huanggang Normal University, China
*Thinking Globally, Engaging Transformatively: The Internationalization of Local Colleges in the Background of “the Belt and Road” Initiative*

Aleksandar Mitić, Siniša Atlagić
Center for Strategic Alternatives, Serbia, University of Belgrade, Serbia
*The Western Balkans between the Dividing and the Connecting Strategic Narratives of the Belt and Road Initiative*

Yang Lin, Li Tangbo
Xi'an Jiaotong University, China
*The Enlightenment of China’s “the Belt and Road Initiative” to the world’s intercultural communication*

Mengjing Wang, Yan Li, Rui Tang
China University of Mining and Technology, China
*A Qualitative Study of POA Guided College English Second Classroom under the Context of Belt and Road*

Room: AVC, 5th Floor

Panel 6: Migration and media

Chair:

Tabea Grünwald
*The Securitization of Immigration. An Assessment of the Extent of Securitization of Immigration in the German Political Discourse in the aftermath of the 2015 European Refugee Crisis*

Chun Gan
KU Leuven, Belgium
*The Chinese Perceptions of Europe’s Migrant Crisis: A Social Media Perspective*
Yavuz Yavuz  
Ankara University, Turkey  
*Nativism and Euroscepticism: How Immigration is Utilized in the Populist Discourse of UKIP*

Dario Lucchesi  
University of Padova, Italy  
*The “Refugee crisis” and the bottom-up populism: Facebook comments as collective voices of popular sovereignty*

Chun-Fu Chen  
Fu Jen Catholic University, Taiwan  
*Migrant Activism in a Creative Cultural Space: The Case Study of SEAMi in Taiwan*

**Room: 32, 3rd Floor**  
**Panel 7: Media and crises**

Chair:

Ying-Ying Tsai  
Tzu Chi University, Taiwan  
*The Needs Assessment of Access to Emergent Crisis Information among the Public after the 2018 Hualien Earthquake in Taiwan*

Satish Koirala  
University of South Africa, South Africa  
*Media Coverage on Issues of Climate Change and Agenda Setting: A Case of Government Television News in Nepal*

Bernhard Gross  
University of the West of England, U.K.  
*Emotional proximity in journalistic VR coverage of refugee experiences*

Meihua Lee  
National Chiao Tung University, Taiwan  
*Climate Change and Internet Media: Representing and Constructing Global Warming Narration in the Post-Paris Agreement Era*

Yulia Dolgova  
Lomonosov Moscow State University, Russia  
*Image of «Western world» in public affairs programs of Russian television*

**Room: 33, 3rd Floor**  
**Panel 8: The rhetoric of populism and nationalism**

Chair:

Robert W. Vaagan, Clyde A. Missier Moerlie  
Oslo Metropolitan University, Norway, Amsterdam University of Applied Sciences, Netherlands
The Rise of Populist Rhetoric of the Extreme Right in Norway and the Netherlands

Xing Lu
DePaul University, U.S.
Nationalism in the Age of Globalization: An Analysis of Donald Trump’s Nationalistic Rhetoric

Selim Erdem Aytac
Koc University, Turkey
Satisfied and Populist? The Role of Elite Rhetoric and Partisanship in Mass Support for Populism in Power

Belinda Wing Shum Ko
City University of Hong Kong, Hong Kong
Populism, Anti-Globalism and Trumpism: Towards a discourse-narratological approach
Saturday July 13th

16.30–18.00

Room: 52, 5th Floor

**Panel 9: Intercultural encounters**

**Chair:**

**Zhan Quanwang**
Anhui University, China  
*The Role of Value System in Intercultural Communication*

**Mahmood Shahabi, Mohammad Ali Ghaem Pour**
Allameh Tabataba'i University, Iran  
*Marking or crossing social and cultural boundaries in Iran: Measuring social distance towards different lifestyle groups in Tehran*

**Hongyan Lan**
Fukuoka Jo Gakuin University, Japan  
*Intercultural Marriages between Chinese and Japanese - Chinese Wives´ Perspectives*

**Tian Xu**
University of Exeter, U.K.  
*Exploring intercultural interaction in culturally complex contexts through the lens of international volunteers from Mainland*

**Robert Godwin-Jones**
Virginia Commonwealth University, U.S.  
*Bridging Cultural Divides Through Telecollaboration*

Room: AVC, 5th Floor

**Panel 10: Health communication**

**Chair: Roland Sussex**

**Hoda Rastegari, Sadighe Babran**
Islamic Azad University Tehran, Iran  
*Validity and Reliability of Iranian Version of Perceived Oral Health Literacy Scale in one selected Isfahan’s hospital, 2018*

**Sabihah Moola**
University of South Africa, South Africa  
*Challenges of intercultural medical communication: A South African health care perspective*

**Roland Sussex**
The University of Queensland, Australia  
*Intra- or inter-cultural? Characteristics of cultural and language distance and communication based on medical talk*
Room: 32, 3rd Floor

Panel 11: East/West communication

Chair:

Ulrike Notarp
Charles University, Czech Republic

Keith Lloyd
Kent State University, U.S.
Learning from Traditions of Cross Cultural Communication in India to Address Nationalism and Populism in the West

Sue Lubbers
Western Sydney University, Australia
East/West: New Divisions, New Connections in a Populist Political Reality

Cecilia B-Ikeguchi
Tsukuba Gakuin University, Japan
The World Has Shrunk: The Irony of East-West Discourse in a Globalized World

Xing-Song Shi, Wen-Juan Xu
University of International Business and Economics, China
Do Chinese Brands Cross-culturally Adapt Their Overseas Websites: Evidence from Top Chinese Brands’ Sino-US Websites?

Room: 33, 3rd Floor

Panel 12: Communication and politics

Chair:

Laura Welty
The University of Sydney, Australia
“Zelena Transversala”: A Post-Structuralist Narrative Analysis of Contemporary Usage in the Domestic Balkan Political Sphere

Azam Jan
Hazara University Mansehra, Pakistan
PTI’s “Vote for Change” Slogan on Social Media and its Success in the Last General Elections in Pakistan: A Break in the Status Quo

Zi-Yu Lin
Macao Polytechnic Institute, China
Addressees, Values, and the Governance System of the United States
Wei-Ching Wang  
National Taiwan Normal University, Taiwan  
*Review of the News Ecology and New Journalism of Social Media in Taiwan based on the Notions and Practices of Democracy*

Laeed Zaghlami  
Algiers University, Algeria  
*Post Arab Spring. Deception and Illusion*
Sunday July 14th

9:00 – 10:30

Room: AVC, 5th Floor

Panel 13: Online communication
Chair:

Wenzhou-Kean University, China
Heart Signals: The Change of Relationship from Virtual to Reality in China

Renae E. Reints, Bruce F. Wickelgren
Suffolk University, U.S., Wenzhou-Kean University, China
From Texting to Tangible: When Online Communicators Meet Offline

Yanshu Sun
Sino-U.S. College, China
Antecedents of Involvement with Media Personae: An Extended Model of Live Streaming Setting Media

Kenneth C. C. Yang, Yowei Kang
National Taiwan Ocean University, Taiwan; The University of Texas at El Paso, U.S
What do Global Advertising and Marketing Professionals Think of Digital Reality Technologies: A Text Mining Analysis

Po-Chien Chang
Shih Hsin University, Taipei, Taiwan
Exploring the social network construction and communication channel effectiveness in the study of nuclear online communities discourse

Room: 52, 5th Floor

Panel 14: Communication and populism
Chair: Monika Metykova

Jordi Farré Coma, Anna Sendra
Rovira i Virgili University, Spain
Shielding the Catalan Case from democratic populism or illiberal liberalism?

Zlatan Krajina
University of Zagreb, Croatia
No “Better Place” after 1989: The populist challenge for central and peripheral “spaces of identity” in Europe

Mitrajit Biswas
International Management Institute Kolkata, India
Europe then to Europe now: An idea metamorphosed from liberalism to populism
Lejla Turčilo, Belma Buljubašić
University of Sarajevo, Bosnia-Herzegovina
Shrinking space for alternative voices in Bosnian media as a tool for raising nationalism and populism

Room: 32, 3rd Floor
Panel 15: Historical insights
Chair:
Zhao Shengnan
Beijing sport University, China
The new press and old way thought: The Dian Shi Zhai illustration (1884-1895) as new agency for culture communication during late 19th century

Hsueh-I Chen
National Taiwan Normal University, Taiwan
Cultural Memory, Forgiving History, and Intercultural Communication

Joanna Radwanska Williams
Macao Polytechnic Institute, China
Two Cosmopolitan Poles in Kazan: The Remarkable Lives of Mikołaj Kruszewski (1851-1887) and Jan Baudouin de Courtenay (1845-1929)

Yiling Ding
Uppsala University, Sweden
Cultural Heritage’s Sustainable Development, Creative Industries and Rural Regeneration in Contemporary China: The Case Study of Huizhou

Lu Xin
The Chinese University of Hong Kong, Hong Kong
Provincializing the Populist Power: Boycott Movement and Cantonese Print Culture in the Early Twentieth Century

Room: 33, 3rd Floor
Panel 16: Intercultural Communication and Regime in Practice: Europe and Asia
Chair: Jinwoo Choi, Hanyang Peace Institute of Hanyang University, Seoul, South Korea

Jinwoo Choi
Ethics of Hospitality and Peace

SangWon Lee
The Necessity of Hospitality and Conviviality: A Philosophical Analysis of the City of Brexton case
Saemee Kim
*Exploring the EU-East Asian Cultural Cooperation: the European Capital of Culture and East Asian Cultural Cities*

Junsung Han
*A Critical Analysis of the Adaptation of the European Intercultural City Program to Korea and Japan*

Chunheung Mo, Jiyeon Lee
*One Space, Two Places: North Korean Defectors and Their Struggle for Survival in the Urban Space of Seoul*
Sunday July 14th

14.00–15.30

Room: AVC, 5th Floor

**Panel 17: Gender and communication**

**Chair:**

**Shannon-Leigh Landers**  
University of KwaZulu Natal, South Africa  
*When myth becomes meaning Examining the representation of female character construction in Uzalo Blood is Forever (Season Two)*

**Dunja Antunovic, Cheryl Cooky**  
Bradley University, Purdue University, U.S.  
*Transnational Feminism and Sports Communication: An Analysis of Gender and Diaspora in Olympic Coverage*

**Charne Simpson**  
University of Cape Town, South Africa  
*Coloured Women - Visibility, respectability and Sex in South African Cinema: Interrogating the representation of coloured womanhood in Noem My Skollie (2016)*

**Chuan-Chuan Cheng**  
Tzu Chi University, Taiwan  
*The Effect of Female Immigrants’ Construct of Social Capital and Relationship Building on the Accessibility of Health Resources*

**Hsiao-Yung WANG**  
Providence University, Taichung, Taiwan  
*Toward a Radical/Populist Democracy from the Dialectical Tensions between Transgender Movement and Gay Movement in Taiwan: A Rhetorical Analysis Discourse*

Room: 52, 5th Floor

**Panel 18: Education**

**Chair:**

**Connie Makgabo**  
University of Pretoria, South Africa  
*The indigenous initiation schools in modern era: the challenges and success of restoration of moral value in our education*

**Aimei Yang**  
Wenzhou Vocational and Technical College, China
A Study on Intercultural Communication Ability of English Teachers at Vocational Colleges in the Trend of College Internationalization

Yan Li, Rui Tang, Mengjing Wang
China University of Mining and Technology, China
Developing Intercultural Awareness by Using a Community-based Research in the Context of English as a Lingua Franca

Xiaoyan Li
Kyushu University, Japan
Japanese Language Support for Foreign Parents Leading to Community Cohesion

Leslie Hongai Bai
International College Beijing, University of Colorado
Intercultural Media Literacy of Chinese Mobile Media Generation in Globalization Tendencies

Room: 32, 3rd Floor
Panel 19: Religion and identity
Chair:

Francis Arackal Thummy
Amity University, Haryana, India
The Clamour for a Monolithic Hindu Culture is an Affront to Indian Secularism

Yang Liu
Beijing Foreign Studies University, China
Perceived Other-Identity, Stereotype and Sense of Exclusion: American Sojourners’ Interpretation of Intercultural Experiences in China

Mark Kazemzadeh, Lin Zhu
University of Massachusetts, U.S.
Intergroup Communication and the Islamic-Baha’i Conflict

Mohamed Hossam Ismail
Cairo University, Egypt
Postmodern Analysis of New Preachers of Islam in Egypt: a Cultural Study of Co-existing Media Discourse with the West

Yu Shi
Huazhong University of Science and Technology, China
New Confucianism Reflected in Chinese Language Textbooks for Primary Schools in China
Preliminary programme – parallel sessions
updated version 9/5/2019

Room: 33, 3rd Floor
Panel 20: Cultural shift in network society: The intercultural discussions from China’s perspective
Chair: Bo Shan, Center for Studies of Media Development in Wuhan University, China

Bo Shan, Xiayu Zhou
The Intercultural Discussion in the Online Community: A Case Study on the talk about Chinese Culture in Quora

Jun Xiao, Jiayi Yang
Intercultural Comparsion of the Cultural Shift in Post Truth Communication

Lihua Gan
“National Conflicts” in Online Video Games: a case study on the Red Army in PUBG

Luli Zhang, Xiaowen Zhang
A Critique of World Culture Maps of World Value Survey
Monday July 15th
9.00–10.30

Room: AVC, 5th Floor
Panel 21: Changes in journalism
Chair: Monika Metykova

Danilo A. Arao
University of the Philippines, Technische Universität Illmenau, Germany
Impunity as the “New Normal”? Toward a Research Model for Analyzing Journalism and Culture of Impunity

Violet B. Valdez
Ateneo de Manila University, Philippines
Adapting the Western Model of Journalism Education in Myanmar: Issues and Consequences

Sun Kejia
Tsinghua University, China

Andrew Crisell
University of Sunderland, U.K.
Broadcasting and New Media: The Tyranny of Liveness versus the Autonomy of the Audience

Irina N. Kokhan
Far Eastern Federal University, Russia
Pragmatics of the proverbs in the Chinese mass media published in English

Room: 52, 5th Floor
Panel 22: Culture and cultural identity
Chair:

Udoh James Akpan
University of Kwazulu Natal, South Africa
The Audacity of Covert Culture: An African Perspective

Sihui Mao
Shantou University, China
Communicating Mythologized Ethnicity in American Cinema

Tünde Bajzát
University of Miskolc, Hungary
China’s impact on Hungarian cultural values
Defne Erdem Mete  
Selcuk University, Turkey  
*Exploring Perceptions of Global Citizenship in English Language Learners’ Narratives on Sojourn Experiences*

Christiaan P Cilliers  
University of South Africa, South Africa  
*Homosexuality as un-African and a colonial important – South African intercultural issues reflecting on the ‘Other’*

**Room: 32, 3rd Floor**

**Panel 23: Communication and economy**

**Chair:**

Nauro F. Campos, Jarko Fidrmuc, Iikka Korhonen  
Brunel University London, U.K., Zeppelin University Fridrichshafen, Germany, Bank of Finland, Finland  

Han Bo, Jin Wenkai  
Tsinghua University, China  
*Research on OTTs Governance in Tri-network Convergence: A Comparative Study of Industrial Governance between China and the United States*

Yowei Kang, Kenneth C. C. Yang  
National Taiwan Ocean University, Taiwan, The University of Texas at El Paso, U.S.  
*Media Representations of Digital Game Copyright Infringement and Protection in People’s Republic of China. A Cross-National Text Mining Analysis*

**Room: 33, 3rd Floor**

**Panel 24: Towards pluralizing the concept of visual culture in the Global South: De-Westernization perspectives from Latin America, China, Poland and Hongkong**

**Chair:** Maria Faust, University of Leipzig, Germany

Sarah Corona Berkin  
*Visual cultures. Towards pluralizing the concept of visual culture*

Maria Faust, Thomas Herdin  
*Applying a Yin Yang Perspective to Visual Culture*

Renata Wojtczak  
*Examination of agentic and communal identities of Poland and China through visual analysis of the countries’ national emblems*

Kelvin Ke Jinde  
*Transnational Gangsters in Hollywood and Hong Kong Films*
Monday July 15th
14.00–15.30

Room: AVC, 5th Floor
Panel 25: Media and culture

Yu-Chan Chiu
National Taiwan University, Taiwan
Worldview, knowledge, and value: Laypersons’ attitude toward GM foods

Tazanfal Tehseem
University of Sargodha, Pakistan
Human Rights and Language Learning in Pakistan: De-constructing socialization through SFL

Hsin-Pey Peng
Zhaoqing University, China
Discovering a sense of ‘Regionalisation’ in Asia – A Preliminary Study of the Centre-periphery Transformation through Media and Culture

Kong Zifei
Neusoft Institute Guangdong, China
How the Chinese Film School Shows the Cultural Self-confidence in the New Era

Doreen D. Wu
The Hong Kong Polytechnic University, Hong Kong
Media Representation of China’s Image: A Comparative Study of China Daily, South China Morning Post and New York Times

Room: 52, 5th Floor
Panel 26: International relations and security

Chair:

Namig Abbasov, David Siroky
Arizona State University, U.S.
Looking West, Looking East: Explaining Alliance Preferences on the European periphery

Teerati Banterng
Tsinghua University, China

Pedro Ponte e Sousa
New University of Lisbon, Portugal
Security and Defence in the World-system Semi-periphery: the cases of Spain and Portugal
Svetlana Lobastova  
Higher School of Economics in Prague, Czech Republic  
Utilization of hyperreality phenomenon as a soft power tool in international relations by means of constructing a determinate image of intersubjective reality of particular state in computer games

Reggy Capacio Figer  
Hokkaido University, Japan  
The Hero? Or The Threat?: The Representation of Filipino Migrants in Japanese Print Media

Room: 32, 3rd Floor  
**Panel 27: Language and culture**  
Chair:

Xiaole Gu  
Harbin Institute of Technology, China  
A cross-cultural study of metadiscourse markers in research articles

Yoshinori Nishijima  
Kanazawa University, Japan  
"Unreplyable" Utterances: An Analysis of Omotenashi-expressions in Japanese

Puyu Ning, Daniel Z. Kadar  
Hungarian Academy of Sciences, Hungary  
Intercultural Ritual Excuse between Chinese and Hungarian—from Intercultural to Interpersonal Communication

Phalandwa Abraham Mulaudzi  
University of South Africa, South Africa  
Music and language communicate culture; communication is, in effect, culture: The case of ‘Ba re ngwana ge se waka’ and ‘Moyo wakaoma’ indigenous songs

Lin Tao  
Kanazawa University, Japan  
A Comparative Study of Emic Conceptualizations of Face
**Posters**

**Lin Zhu**  
University of Massachusetts Boston, U.S.  
*Fairness Norms in Negotiation Across Cultures*

**YuPei Chang**  
National Chiao Tung University, Taiwan  
*The Thresholds in the Cultural flows: Taking the Game Industries for example*