IAICS 2019 – Preliminary programme – parallel sessions

Saturday July 13th

11.30–13.00

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

Kenneth C. C. Yang, Yowei Kang
The University of Texas at El Paso, U.S., 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

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

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

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”
IAICS 2019 – Preliminary programme – parallel sessions

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 ICG-based English teaching mode and its application in EFL classroom*

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*

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*
IAICS 2019 – Preliminary programme – parallel sessions

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*

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*

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*
IAICS 2019 – Preliminary programme – parallel sessions

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: Lenka Waschková Cisařová

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*
IAICS 2019 – Preliminary programme – parallel sessions

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*

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 Rastegar, 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: Lenka Waschková Císařová
IAICS 2019 – Preliminary programme – parallel sessions

**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?*

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**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**
Hazar 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*
IAICS 2019 – Preliminary programme – parallel sessions

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
IAICS 2019 – Preliminary programme – parallel sessions

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: Lenka Waschková Císařová

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*
IAICS 2019 – Preliminary programme – parallel sessions

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*
IAICS 2019 – Preliminary programme – parallel sessions

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
IAICS 2019 – Preliminary programme – parallel sessions

*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*

**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*

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**
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A Critique of World Culture Maps of World Value Survey
IAICS 2019 – Preliminary programme – parallel sessions

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*
IAICS 2019 – Preliminary programme – parallel sessions

**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’*

**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: 32, 3rd Floor**
**Panel 23: 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 rengwana ga se waka’ and ‘Moyo wakaoma’ indigenous songs*

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

**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*
IAICS 2019 – Preliminary programme – parallel sessions

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
Chair:

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

Pedro Ponte e Sousa
New University of Lisbon, Portugal
Security and Defence in the World-system Semi-periphery: the cases of Spain and Portugal
IAICS 2019 – Preliminary programme – parallel sessions

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

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
IAICS 2019 – Preliminary programme – parallel sessions

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*