



The 28<sup>th</sup> International Conference of the International Association for Intercultural Communication Studies, 23-25 March 2023

Conference Schedule

Day 1: Thursday, March 23, HG03

March 23 09:15-09:30	Welcome Speech	Speakers: Jun Liu (劉駿) Joanna Williams Lixian Jin (金立賢)	Chair: Lixian Jin
09:30-09:40	Group Photo		
09:40-10:20	Keynote Speech: Is (Inter) culturally speaking enough?	Speaker: Hua Zhu (祝華)	Chair: Li Song
10:20-10:40	Invited Speech: Towards a pedagogy of encounters with strangeness for intercultural learning – Student, teacher, and researcher perspectives	Speaker: Jan Van Maele	
10:40-11:00	Tea Break		

Parallel Sessions and Topics

	Day 1 Topic	Day 2 Topic
Parallel Session 1, HG01	Intercultural Communication	Language Education
Parallel Session 2, HG02	Social Media, Technology and Business	Classroom, Curriculum and Classics
Parallel Session 3, HG03	Cross-cultural Encounters and Cultural Identity	Intercultural Competence

Day 1, Thursday, March 23

11:00-13:00	Parallel Session 1, HG01 Chair: Ran An (安然)	Online	Parallel Session 2, HG02 Chair: Jan Van Maele	Online	Parallel Session 3, HG03 Chair: Dunrong Bie (別敦榮)	Online
11:00-11:20	Language, identities and ideologies: Asian international students' intercultural communication experiences in Hong Kong <i>Matthew Sung</i>		Media Communication Strategy of Intangible Cultural Heritage from the Perspective of Digital Humanities: A Case Study on the Soundwalk of Beijing Central Axis <i>Miaotong Yuan</i>	√	Interculturality in online English teaching videos <i>Wing Yee Jenifer Ho</i>	
11:20-11:40	The cultural and historical worlds of Gibraltar's bilingual streetname system <i>Daniel Weston</i>		Examining the Impacts of Information and Communication Technology (ICT) on National Development and Wellbeing: A Global Perspective <i>Ming-Yi Wu</i>	√	Broadcasting Oneself: Discovery of the Vlogging Influence on the Destination Images Promotion of the Macao Special Administrative Region <i>Kuan Mei Lo (et al)</i>	
11:40-12:00	Communication with Museum Experience <i>Momoyo Shibuya</i>		Teaching during the pandemic: The reasons behind the digital divide <i>Ivaylo Yoshkov, Carolina Escudero</i>	√	Positive Shift of the Depiction of China in Recent Hollywood Blockbusters <i>Yafei Lyu</i>	
12:00-12:20	The Paradox of Culture Industry: Evaluating the Contemporary Value of Adorno's Theory from the Perspective of Music Genres Development <i>Yahan Chen, Zhong Wang</i>		The US-China battle over Coronavirus in the news media: Metaphor transfer as a representation of stance mediation <i>Yufeng Liu, Dechao Li</i>	√	When two worlds meet in an EMI online classroom: A case study of addressing multilingual identities using CILI instruction <i>Qian Wang, Amy Gooden</i>	
12:20-12:40	Negotiating Local Expectation in a Third Space: Two American Professionals in China <i>Zhini Zeng</i>		Use of Multimodal Resources for Intercultural Business Communication in Online Training at Multinational Companies in China	√	Cultural Interpretations of Annotation of English <i>Rongrong Xie</i>	

			<i>Donglu Wang &amp; Ke Zhao</i>			
12:40-13:00	A Metaphor Study: Attitudes and Experiences of Early Chinese Children towards COVID-19 <i>Yuqi Liu</i>		Chinese Students' Designing Promotional Videos on Social Media for International Audience: A Multimodal Content Analysis <i>Ke Zhao</i>	√	Strategies and Effects of the Self-presentation of Overseas Chinese Influencers on Douyin via Dramaturgical Theory <i>Zhixin Ye</i>	
13:00-14:00	Lunch					
14:00-17:00	Chair: Eve Liu		Chair: Jinshi Shao		Chair: William Xu	
14:00-14:20	Intangible Heritage in Language Maintenance: A Narrative Study on 20 Ethnic Ladies in China <i>Junxia Hou</i>		The integrative force of gaming worlds in times of crisis <i>Jeffrey Wimmer</i>	√	Interculturality in the translation of classical Chinese poetry into Spanish: translation of cultural elements <i>Zhimeng Bai</i>	√
14:20-14:40	Insights of Confucian conceptualization of criticality on intercultural learning: Pedagogical reflections <i>Li Song, Xuela Jiai</i>		Exploring Transcultural Identities of French businessmen in Shanghai: A Multimodal Content Analysis <i>Xiuwen Chen, Yuan Yao, Ziqian Wang</i>	√	Preparing for Liquid Interculturality: A Narrative Inquiry Into the Experiences of Chinese University EFL Teachers <i>Feier Lou</i>	√
14:40-15:00	An Intercultural Study of Transcendence in Afrocentricity and Embodied Confucianism in the Context of Glocalization <i>Yingli Zhou, Ying Du</i>		A Comparative Study on the Construction of Sino-US Corporate Identity in English Website News <i>Yumei Yang</i>	√	Chinese Martial Arts As An Introduction of Chinese Cultural Heritage In schools And Chinese Community In The North American Context <i>Jili Sun</i>	√
15:00-15:20	Chinese University Students' Perceptions of Being Chinese in the Post COVID-19 Era <i>Fuxia Zhao</i>		National Identity in Poland, Russia, Germany Analysis of New Year's Addresses by the Presidents of Poland, Russia, Germany <i>Habil. Ulrike Notarp</i>	√	Reconstructing Stories and Images in the Translation of Cantonese Opera <i>Shuting Wang, Jackie Xiu Yan</i>	√
15:20-15:40	Unpacking a Chinese native speaker teacher's professional identity through the lens of positioning analysis – An Australian case study <i>Chang Liu</i>		Motivations to enroll in EMI courses: A case study of business program students in a Chinese university <i>Shubing Lu &amp; Jian Tao</i>	√	Identity Construction of Chinese Rural Females in Tiktok Short Videos in China <i>Huiyu Tan, Yi Yang, Ke Zhao</i>	√
15:40-16:00	Tea Break					
16:00-16:20	The Use of Effect Size in Empirical Studies of in the Field of Intercultural Communication and Interculturality <i>Jin Xian CHen</i>		Digital "Contact Zones" of Museum Diplomacy <i>Natalia Grincheva, Lim Li-Juan Shalyn</i>		Academic identities construction and language investment in joint PhD programmes: A case study of doctoral students from mainland China moving from Chinese-medium to English-medium universities <i>Wenyun Jia</i>	√
16:20-16:40	A Comparative Educational Study: Comparison and Enlightenment of Early Childhood Education Quality Assessment Policy in the United States and Australia <i>Chunxin Yu, Xiaoyan Hu</i>		Emerging Tech in Heritage Presentation and Impact <i>Jordan Tham Jun Hui, Kenix Tan Hui Min</i>		A Study on the Multimodal Discourse Construction of "Colorful Guizhou" in International Communication <i>Yingjie Li</i>	√
16:40-17:00	Unprecedented Academic Stress Experience: An Autoethnography of Chinese Arts Postgraduate Students		Intercultural training in Chinese multicultural workplace: integrating cultural sense-making and		Metaphor Interpretation and Cultural Cognition: A Corpus Study of Cultural Interpretations of	√

	at a Sino-Foreign Collaborative University <i>Yuchen Lu</i>		critical incidents <i>Jenny Dong</i>		Metaphors in COVID-19 <i>Li Liu</i>	
17:00-17:40	Keynote Speech, HG03: Enhancing awareness and strengthening dialogues: exploring the cultural identity construction of Chinese English learners in the new era, <i>Hongling Zhang</i> (張紅玲)					Chair: Jenny Dong
17:40-18:00	Invited Speech, HG03: Cultural Displacement and Innovation in Educational Exchange, <i>Dunrong Bie</i> (別敦榮)					
18:30-20:30	Dinner					

Day 2, Friday, March 24

09:30-10:10	Keynote Speech, HG03: The revised Minkov-Hofstede model of culture and its implications, <i>Michael Minkov</i>					Chair: Joanna Williams
10:10-10:30	Invited Speech, HG03: the acculturation characteristics of Chinese students in the context of a multicultural classroom, <i>Ran An (安然)</i>					
10:30-11:00	Tea Break					
11:00-13:00	Parallel Session 1, HG01 Chair: Ran An (安然)	Online	Parallel Session 2, HG02 Chair: Jan Van Maele	Online	Parallel Session 3, HG03 Chair: Dunrong Bie (别敦荣)	Online
11:00-11:20	A Metaphorical Analysis of Chinese EFL Children's attitude towards language learning of Chinese and English <i>Xiaoyan Hu</i>		Development of Intercultural Competence among 10th & 11th Graders in the International Department of Peking Academy <i>Hongyan Li, Qiong Xiao, Runlin Mao(presenter), Lu Liu, Yifan Wei</i>		Towards a Theory of Intercultural Humility in the Discipline of Intercultural Communication. <i>Gaby Semaan</i>	√
11:20-11:40	How Good is China's English? English Language Proficiency Across Mainland China, 2011-2022 <i>Wei Chin Wong</i>		Effects of intercultural management course on students' self-perceived confidence in intercultural communication: A classroom-based case study <i>Cheng Yuan Yu &amp; Kaidong Yu</i>		Playing Sports with Students Teach Intercultural Communication. <i>Gaby Semaan</i>	√
11:40-12:00	Researching the Culture of Learning among Older Learners of English in the Chinese University of the Third Age <i>Yanchuan Geng</i>		Facilitating Inter-generation Communication in the Classroom – The Expectations of Good Teachers and Successful Teaching in the University of the Third Age <i>Xiaoxue Zhu</i>		Developing EFL Learners' Intercultural Competence through Online Intercultural Exchange <i>Xiaoqun Guo</i>	√
12:00-12:20	The emergence of multilingual identity and languages other than English (LOTEs) learning motivation <i>Lefan Wang</i>		Blasted or encouraged? A Framing Analysis of American and Chinese News Reports of Naturalized Athlete Zhu Yi <i>Liz Xiuxian Lin</i>		Measures Adopted by Chinese Institutions of Higher Learning to Enhance Students' Intercultural Competence <i>Yan Wang</i>	√
12:20-12:40	Native speakerism challenges: An exploratory study of Chinese university students' perceptions of the pedagogical effectiveness between native and non-native teachers in southwestern China <i>Zhidan Zhou</i>		Evaluation on Intercultural Communication Course to Improve the Intercultural Competence of Students in Traditional Chinese Medicine Universities <i>Fang Li</i>		A Study of Intercultural Communicative Competence Based on "Chinese Bridge" <i>Zheng Jing</i>	√
12:40-13:00	A Comparative Study of Humor in Chinese and American Musical Stand-up Comedy from the Perspective of Multimodal Discourse Analysis <i>Zihan Wang</i>		Storytelling: A Constructivist English Culture Teaching Practice <i>Xiaonan Jiang</i>	√	Mapping the Literature on the Effectiveness of Cross-cultural Training for Expatriates: A Systematic Review of the Field from 2005 to 2022 <i>Yanhui Chen</i>	√
13:00-14:00	Lunch					
14:00-17:20	Chair: Eve Liu		Chair: Jinshi Shao		Chair: William Xu	
14:00-14:20	The development of Intercultural competence and Language learning of graduate students in Accounting		The Ways and Consequences of Cultural Representation in Intercultural Communication Textbooks		Validating a Chinese instrument for measuring intercultural communicative competence: Evidence	

	<i>Baoquan Liu, Aijia Peng</i>		<i>Ruobing Chi</i>		from a sample of English majors <i>Jing Wang, Rining Wei</i>	
14:20-14:40	Writing across Cultures: Chinese Undergraduate Students' Negotiating of Source Use Expectations for English Academic Writing <i>Ying Liu</i>		EMI Teachers' Perceptions and Practices Regarding Culture Teaching in Chinese Higher Education <i>Wenhong Huang, Fan Fang</i>		Exploring the relationship between bilingualism and intercultural communicative competence <i>Jing Wang, Rining Wei</i>	
14:40-15:00	Negotiating racialized Third-Space personae as multilingual professionals: A narrative inquiry of Chinese American and white CSL speakers in Chinese workplaces <i>Xin Zhang</i>		Using Acue-accredited Curriculum to Create an Effective and Inclusive University Classroom: Reflections on Best Practice Strategies <i>Kenneth C.C. Yang, Yowei Kang</i>	√	English as a Lingua Franca communication strategies and L1 English speakers' intercultural communication competence <i>Marcella Caprario</i>	
15:00-15:20	The cognitive principles of iconicity in language and their application in English-Chinese translation <i>Mengchen Li</i>		Using Live Streaming Green Influencers for Conservation: A Comparative Study of Mainland China, Hong-Kong, and Taiwan <i>Kenneth C.C. Yang, Yowei Kang</i>	√	Cross-cultural Adaptation and Communication from the Perspective of Cultural Capital <i>Lihua Xu</i>	
15:20-15:40	Coded feedback in dynamic assessment of second language argumentative writing <i>Liqing He, Simin Zeng</i>		A Study of Affecting Factors on Mobile Learning Intention Based on Information System Success Model: An Investigation of Cloud ERP Curriculum <i>Chan-Sheng Kuo, Yowei Kang</i>	√	The Teaching Design and Practice of Intercultural Communication Based on Intercultural Competence Test <i>Wenya Chen</i>	√
15:40-16:00	Tea Break					
16:00-16:20	The effect of news text simplification in Chinese high school students' reading comprehension <i>Gloria Lun Peng</i>		Dramaturgy as analytical Method <i>Kerstin Stutterheim</i>		On the international communication of Chinese cultural heritage: A case study of the immersive kun opera performance "Six Records of a Floating Life" <i>Xi Liu</i>	
16:20-16:40	Using a Blended Learning Approach to Foster Intercultural Awareness in University EFL Classrooms <i>Junru Yang</i>		The Translation of Metonymies in Chinese Classics and the Construction of a Model of Metonymy Chains in Translation: A Case Study of the Literary Mind and the Carving of Dragon <i>Weijuan Chen</i>		Discussion on the Application of AI-enabled Remote Sensing Technology to the Digital Protection of Macao's World Cultural Heritage <i>Qiang Zhao</i>	
16:40-17:00	Second or / and Third Language Choices of Cambodian College Students' Daily Life and Discipline: A Multilingualism and Multicultural Perspective <i>Yusi Cheng, Jing Zhang</i>		Existential Literacy in Building More Humane Relationships in Everyday Experiences <i>David M. Balosa</i>	√	The Cross-cultural Exchange of Indigo Dyeing among China, Japan and ROK <i>Jianle Ni, Yuanxin Wu, Lingshu Wu, Zhaoxia Li</i>	
17:00-17:20	Cultivating Cultural Confidence in College English Teaching: Perceptions and Approaches <i>Yunxia Song</i>		The Spirit of Cultural Fusion in Latin American and Chinese Mythology: An Analysis of the Re-interpretations of Guadalupe in <i>La Frontera</i> and Zhu Jiu Yin in <i>Classic of Mountains and Seas</i> <i>Yuanjiang Wang</i>	√	Study on the Protection and Activation Mechanism of "Small Cultural Heritage" in Urban and Rural Areas of China <i>Jianming Wang</i>	
17:20-18:20	Keynote Speech, HG03: A sample of the linguistic landscape of Poland in 2022, <i>Joanna Radwańska-Williams</i>					Chair: Ran An

18:20- 18:40	Closing Ceremony
19:00- 21:00	Farewell Dinner