The 28th International Conference of IAICS — CONFERENCE SCHEDULE

Day 1: Thursday, March 23, HG02

Time			
09:15-09:30	Welcome Speech		Chair: Lixian Jin
09:30-09:40	Group Photo		
09:40-10:20	Keynote Speech: Is (Inter) culturally speaking enough?	Speaker: Hua Zhu	Chair: Song Li
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

Time	Parallel Session 1, HG01 — Chair: Ran An	Online	Parallel Session 2, HG02 — Chair: Jan Van Maele	Online	Parallel Session 3, HG03 — Chair: Dunrong Bie	Online
11:00-13:00						
11:00-11:20	Language, identities and ideologies: Asian international students' intercultural communication experiences in Hong Kong — Matthew Sung		Media Communication Strategy of Intangible Cultural Heritage from the Perspective of Digital Humanities: A Case Study on the Soundwalk of Beijing Central Axis — Miaotong Yuan	✓	Interculturality in online English teaching videos — Wing Yee Jenifer Ho	
11:20-11:40	The cultural and historical worlds of Gibraltar's bilingual streetname system — Daniel Weston		Examining the Impacts of Information and Communication Technology (ICT) on National Development and Wellbeing: A Global Perspective — Ming-Yi Wu	✓	Broadcasting Oneself: Discovery of the Vlogging Influence on the Destination Images Promotion of the Macao Special Administrative Region — Kuan Mei Lo (et al)	
11:40-12:00	Communication with Museum Experience — Momoyo Shibuya	✓	Teaching during the pandemic: The reasons behind the digital divide — Ivaylo Yoshkov, Carolina Escudero	✓	Positive Shift of the Depiction of China in Recent Hollywood Blockbusters — Yafei Lyu	
12:00-12:20	The Paradox of Culture Industry: Evaluating the Contemporary Value of Adorno's Theory from the Perspective of Music Genres Development — Yahan Chen, Zhong Wang		The US-China battle over Coronavirus in the news media: Metaphor transfer as a representation of stance mediation — Yufeng Liu, Dechao Li	✓	When two worlds meet in an EMI online classroom: A case study of addressing multilingual identities using CILI instruction — Qian Wang, Amy Gooden, Haibo Gu	
12:20-12:40	The cognitive principles of iconicity in language and their application in English-Chinese translation — Mengchen Li		Use of Multimodal Resources for Intercultural Business Communication in Online Training at Multinational Companies in China — Donglu Wang & Ke Zhao	✓	Cultural Interpretations of Annotation of English — Rongrong Xie	
12:40-13:00	A Metaphor Study: Attitudes and Experiences of Early Chinese Children towards COVID-19 — Yuqi Liu		Chinese Students' Designing Promotional Videos on Social Media for International Audience: A Multimodal Content Analysis — Ke Zhao	✓	Strategies and Effects of the Self-presentation of Overseas Chinese Influencers on Douyin via Dramaturgical Theory — Zhixin Ye	
					Language and culture: food architypes in Chinese and Uzbek cultures — Gulnoza Odilova, Dilshoda Mamatova	✓
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 — Junxia Hou		The integrative force of gaming worlds in times of crisis — Jeffrey Wimmer	✓	Interculturality in the translation of classical Chinese poetry into Spanish: translation of cultural elements — Zhimeng Bai	✓
14:20-14:40	Insights of Confucian conceptualization of criticality on intercultural learning: Pedagogical reflections — Song Li , Xuela Jiai		Exploring Transcultural Identities of French businessmen in Shanghai: A Multimodal Content Analysis — Xiuwen Chen, Yuan Yao, Ziqian Wang	✓	Preparing for Liquid Interculturality: A Narrative Inquiry Into the Experiences of Chinese University EFL Teachers — Feier Lou	✓
14:40-15:00	An Intercultural Study of Transcendence in Afrocentricity and Embodied Confucianism in the Context of Glocalization — Yingli Zhou, Ying Du		A Comparative Study on the Corporate Identity Construction in News on Sino- US Corporates' English Websites — Yumei Yang, Yiyi Dai	✓	Chinese Martial Arts As An Introduction of Chinese Cultural Heritage In schools And Chinese Community In The North American Context — Jili Sun	✓
15:00-15:20	Chinese University Students' Perceptions of Being Chinese in the Post COVID-19 Era — Fuxia Zhao		National Identity in Poland, Russia, Germany Analysis of New Year's Addresses by the Presidents of Poland, Russia, Germany — Habil. Ulrike Notarp	✓	Reconstructing Stories and Images in the Translation of Cantonese Opera — Shuting Wang, Jackie Xiu Yan	✓
15:20-15:40	Unpacking a Chinese native speaker teacher's professional identity through the lens of positioning analysis – An Australian case study — Chang Liu		Motivations to enroll in EMI courses: A case study of business program students in a Chinese university — Shubing Lu & Jian Tao	✓	Identity Construction of Chinese Rural Females in Tiktok Short Videos in China — Huiyu Tan, Yi Yang, Ke Zhao	✓
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 — Jin Xian CHen		Digital "Contact Zones" of Museum Diplomacy — Natalia Grincheva, Lim Li-Juan Shalyn		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 — Wenyun Jia	✓
16:20-16:40	A Comparative Educational Study: Comparison and Enlightenment of Early Childhood Education Quality Assessment Policy in the United States and Australia — Chunxin Yu, Xiaoyan Hu		Emerging Tech in Heritage Presentation and Impact — Jordan Tham Jun Hui, Kenix Tan Hui Min		A Study on the Multimodal Discourse Construction of "Colorful Guizhou" in International Communication — Yingjie Li	✓
16:40-17:00	Unprecedented Academic Stress Experience: An Autoethnography of Chinese Arts Postgraduate Students at a Sino-Foreign Collaborative University — Yuchen Lu		Intercultural training in Chinese multicultural workplace: integrating cultural sense-making and critical incidents — Jenny Dong		Metaphor Interpretation and Cultural Cognition: A Corpus Study of Cultural Interpretations of Metaphors in COVID-19 — Li Liu	✓
17:00-17:40	Keynote Speech, HG02: Enhancing awareness and strengthening dialogues: exploring the cultural identity construction of Chinese English learners in the new era, Hongling Zhang					Chair: Jenny Dong
17:40-18:00	Invited Speech, HG02: Cultural Displacement and Innovation in Educational Exchange, Dunrong Bie					
18:30-20:30	Dinner					

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CONFERENCE SCHEDULE

Day 2: Friday, March 24

Time	Parallel Session 1, HG01 Chair: Ran An	Online	Parallel Session 2, HG02 Chair: Jan Van Maele	Online	Parallel Session 3, HG03 Chair: Dunrong Bie	Online
09:30-10:10	Keynote Speech, HG02: The revised Minkov-Hofstede model of culture and its implications, Michael Minkov					Chair: Joanna Williams
10:10-10:30	Invited Speech, HG02: the acculturation characteristics of Chinese students in the context of a multicultural classroom, Ran An					
10:30-11:00	Tea Break					
11:00-13:00	Parallel Session 1, HG01 Chair: Ran An	Online	Parallel Session 2, HG02 Chair: Jan Van Maele	Online	Parallel Session 3, HG03 Chair: Dunrong Bie	Online
11:00-11:20	A Metaphorical Analysis of Chinese EFL Children's attitude towards language learning of Chinese and English Xiaoyan Hu		Development of Intercultural Competence among 10th & 11th Graders in the International Department of Peking Academy Hongyan Li, Qiong Xiao, Runlin Mao(presenter), Lu Liu, Yifan Wei		Towards a Theory of Intercultural Humility in the Discipline of Intercultural Communication. Gaby Semaan	✓
11:20-11:40	Using a Blended Learning Approach to Foster Intercultural Awareness in University EFL Classrooms Junru Yang		Effects of intercultural management course on students' self-perceived confidence in intercultural communication: A classroom-based case study Cheng Yuan Yu & Kaidong Yu		Playing Sports with Students Teach Intercultural Communication. Gaby Semaan	✓
11:40-12:00	Researching the Culture of Learning among Older Learners of English in the Chinese University of the Third Age Yanchuan Geng		Facilitating Inter-generation Communication in the Classroom – The Expectations of Good Teachers and Successful Teaching in the University of the Third Age Xiaoxue Zhu		Developing EFL Learners' Intercultural Competence through Online Intercultural Exchange Xiaoqun Guo	✓
12:00-12:20	The emergence of multilingual identity and languages other than English (LOTEs) learning motivation Lefan Wang		Blasted or encouraged? A Framing Analysis of American and Chinese News Reports of Naturalized Athlete Zhu Yi Liz Xiuxian Lin		Measures Adopted by Chinese Institutions of Higher Learning to Enhance Students' Intercultural Competence Yan Wang, Zhijun Wang	✓
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 Zhidan Zhou		Evaluation on Intercultural Communication Course to Improve the Intercultural Competence of Students in Traditional Chinese Medicine Universities Fang Li		A Study of Intercultural Communicative Competence Based on "Chinese Bridge" Zheng Jing	✓
12:40-13:00	A Comparative Study of Humor in Chinese and American Musical Stand-up Comedy from the Perspective of Multimodal Discourse Analysis Zihan Wang		Mapping the Literature on the Effectiveness of Cross-cultural Training for Expatriates: A Systematic Review of the Field from 2005 to 2022 Yanhui Chen	✓	Storytelling: A Constructivist English Culture Teaching Practice Xiaonan Jiang, Chengqiang Wang, Junming Zhang	
13:00-14:00	Lunch					
14:00-17:20	Chair: Eve Liu	Online	Chair: Jinshi Shao	Online	Chair: William Xu	Online
14:00-14:20	The development of Intercultural competence and Language learning of graduate students in Accounting Baoquan Liu, Aijia Peng		The Ways and Consequences of Cultural Representation in Intercultural Communication Textbooks Ruobing Chi		Validating a Chinese instrument for measuring intercultural communicative competence: Evidence from a sample of English majors Jing Wang, Rining Wei	
14:20-14:40	Writing across Cultures: Chinese Undergraduate Students' Negotiating of Source Use Expectations for English Academic Writing Ying Liu		EMI Teachers' Perceptions and Practices Regarding Culture Teaching in Chinese Higher Education Wenhong Huang, Fan Fang		Exploring the relationship between bilingualism and intercultural communicative competence Jing Wang, Rining Wei	
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 Xin Zhang		Using Acue-accredited Curriculum to Create an Effective and Inclusive University Classroom: Reflections on Best Practice Strategies Kenneth C.C. Yang, Yowei Kang	✓	English as a Lingua Franca communication strategies and L1 English speakers' intercultural communication competence Marcella Caprario	
15:00-15:20	Negotiating Local Expectation in a Third Space: Two American Professionals in China Zhini Zeng		Using Live Streaming Green Influencers for Conservation: A Comparative Study of Mainland China, Hong-Kong, and Taiwan Kenneth C.C. Yang, Yowei Kang	✓	Cross-cultural Adaptation and Communication from the Perspective of Cultural Capital Lihua Xu	
15:20-15:40	Coded feedback in dynamic assessment of second language argumentative writing Liqing He, Simin Zeng		A Study of Affecting Factors on Mobile Learning Intention Based on Information System Success Model: An Investigation of Cloud ERP Curriculum Chan-Sheng Kuo, Yowei Kang	✓	The Teaching Design and Practice of Intercultural Communication Based on Intercultural Competence Test Wenya Chen	✓
15:40-16:00	Tea Break					
16:00-16:20	The effect of news text simplification in Chinese high school students' reading comprehension Gloria Lun Peng		Dramaturgy as analytical Method Kerstin Stutterheim		On the international communication of Chinese cultural heritage: A case study of the immersive kun opera performance "Six Records of a Floating Life" Xi Liu	
16:20-16:40	How Good is China's English? English Language Proficiency Across Mainland China, 2011-2022 Wei Chin Wong		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 Weijuan Chen		Discussion on the Application of AI-enabled Remote Sensing Technology to the Digital Protection of Macao's World Cultural Heritage Qiang Zhao	
16:40-17:00	Second or / and Third Language Choices of Cambodian College Students' Daily Life and Discipline: A Multilingualism and Multicultural Perspective Yusi Cheng, Jing Zhang		Existential Literacy in Building More Humane Relationships in Everyday Experiences David M. Balosa	✓	The Cross-cultural Exchange of Indigo Dyeing among China, Japan and ROK Jianle Ni, Yuanxin Wu, Lingshu Wu, Zhaoxia Li	
17:00-17:20	Cultivating Cultural Confidence in College English Teaching: Perceptions and Approaches Yunxia Song		The Spirit of Cultural Fusion in Latin American and Chinese Mythology: An Analysis of the Re-interpretations of Guadalupe in La Frontera and Zhu Jiu Yin in Classic of Mountains and Seas Yuanjiang Wang	✓	Study on the Protection and Activation Mechanism of "Small Cultural Heritage" in Urban and Rural Areas of China Jianming Wang	
17:20-18:20	Keynote Speech, HG02: A sample of the linguistic landscape of Poland in 2022, Joanna Radwańska-Williams					Chair: Ran An
18:20-18:40	Closing Ceremony					
19:00-21:00	Farewell Dinner					