



## 第二十二届国际跨文化交际学会年会

“文化·交际·世界主义”

**The 22<sup>nd</sup> International Conference of the International  
Association for Intercultural Communication Studies (IAICS)**

**“Culture, Communication, and Cosmopolitanism”**

## Conference Programme

主办：国际跨文化交际学会

承办：上海外国语大学英语学院

协办：中国跨文化交际学会

上外跨文化研究中心

赞助：上海外语教育出版社

2016年7月1日—7月3日

**Organizer: International Association for Intercultural Communication Studies (IAICS)**

**Host: School of English Studies, SISU**

**Co-organizers: China Association for Intercultural Communication (CAFIC)**

**SISU Intercultural Institute (SII)**

**Sponsor: Shanghai Foreign Language Education Press**

**July 1<sup>st</sup> -3<sup>rd</sup>, 2016**

**Organization Committee Chair:** Zha Mingjian (查明建)

**Vice Chairs:** Wang Xin (王欣) Sun Jian (孙俭)

**Members of Organization Committee (in alphabetic order):**

Chen Qi (陈琦)	Dong Yanhong (董严泓)	Gao Lixin (高立新)	Huang Yuxia (黄钰霞)
Sun Huijun (孙会军)	Sun Shanshan (孙珊珊)	Wan Xiaolei (万小磊)	Zhao Guanfang (赵冠芳)
Zhou Chaogang (周朝刚)	Zhou Ying (周莹)		

**Members of Academic Committee (in alphabetic order):**

An Ran (安然)	Sandra L. Bermann	CHEN Guo-Ming	Chen Ling (陈凌)
Margaret D'SILVA	He Chunyan (何春燕)	Hou Jingjing (侯靖靖)	Steve J. Kulich
Lam Tat Iong (林達蓉)	Mao Sihui (毛思慧)	Joanna RADWANSKA-WILLIAMS	
Song Li (宋莉)	Robert N. St. Clair	Sun Huijun (孙会军)	Sun Shanshan (孙珊珊)
Sun Youzhong (孙有中)	Michael Steppat	Keyan G Tomaselli	Wang Enming (王恩铭)
Wang Xin (王欣)	Doreen D.Wu (吴东英)	Wu Qiyao (吴其尧)	Wu Yun (吴贇)
Zha Mingjian (查明建)	Zhang Hongling (张红玲)	Zhao Guanfang (赵冠芳)	

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#### Appendix 2: Map of SISU Hongkou Campus

附录二：上海外国语大学虹口校区地图

## Programme

Date	Time	Event	Venue
June 30 <sup>th</sup>	15:00-20:00	Registration	Lobby of Conference Center, SISU
Day 1 (July 1 <sup>st</sup> , Friday )	7:30-8:30	Registration	Lobby of Conference Center, SISU
	8:30-9:20	Opening Ceremony  1. Welcoming Address by Dr. Jiang Feng, Chair of the University Council, SISU 2. Welcoming Address by Prof. CHEN Guo-Ming, President of IAICS 3. Welcoming Address by Prof. Sun Youzhong , President of CAFIC & Vice President of BFSU 4. Welcoming Address by Prof. Lu Jianfei, Chair of Shanghai Branch of CAFIC 5. Welcoming Address by Ms. Sun Jing, Dean of Academic Publishing Division, SFLEP 6. Welcoming Address by Prof. Zha Mingjian, Chair of Conference Organizing Committee, Dean of Graduate School & Dean of School of English Studies, SISU  Chair: Prof. Mao Sihui, Executive Director of IAICS	No. 1 Lecture Hall, SISU
	9:20-10:00	Group Photo & Tea Break	Front Gate of Conference Center
	10:00-10:50	Presidential Address  Prof. CHEN Guo-Ming (University of Rhode Island, USA): <i>Conceptualization and Operationalization of Intercultural Communication Competence: A Summary Report</i>  Chair: Prof. Margaret D' Silva (University of Louisville, USA)	No. 1 Lecture Hall, SISU
	10:50-11:30	Keynote Speech  Prof. Sandra L. Bermann (Princeton University, USA): <i>Comparative Literature Meets Translation Theory</i>  Chair: Prof. Steve J. Kulich (Executive Director of Intercultural Institute, SISU)	No. 1 Lecture Hall, SISU
	11:30-13:30	Lunch	The 1 <sup>st</sup> Floor, Dining Hall on Campus
	13:30-17:30	Parallel Sessions	Please check Page 7
	15:30-15:50	Tea Break	Lobby of Conference Center
	18:00-20:00	Welcoming Dinner  P.S. Please meet us at the front gate of conference center at 17:40.	The 1 <sup>st</sup> Floor, Lai Tianhua Restaurant
	20:00	IAICS Board Meeting & ICS Editorial Board Meeting	302, No.1 Building, SISU

Date	Time	Event	Venue
Day 2 (July 2 <sup>nd</sup> , Saturday )	8:30-9:50	<p style="text-align: center;">Keynote Speeches</p> <p>1. 8:30-9:10 Prof. Keyan G Tomaselli (University of Johannesburg, South Africa): <i>“Seeing Red”: Cultural Studies, Governmentality and Utility</i></p> <p>2. 9:10-9:50 Prof. Mao Sihui (Shantou University) <i>A Fabulous Speck: Oriental Imaginaries of Macao as the Veiled Other in Post-WWII Western Cinema</i></p> <p>Chair: Prof. Joanna RADWANSKA-WILLIAMS (Editor of ICS)</p>	No. 1 Lecture Hall, SISU
	9:50-10:10	Tea Break	Lobby of Conference Center
	10:10-11:30	<p style="text-align: center;">Keynote Speeches</p> <p>3. 10:10-10:50 Prof. Sun Youzhong (Beijing Foreign Studies University): <i>Intercultural Teaching Principles and Methods: An Evaluation of Think English Textbook Series</i></p> <p>4. 10:50-11:30 Prof. Robert N. St. Clair (University of Louisville, USA): <i>The Biological Rationale for Revising Communication Theory: Mirror Neurons, Epigenetics, Brain Lexicon-based Semantics</i></p> <p>Chair: Prof. Xie Shaobo (University of Calgary, Canada)</p>	No. 1 Lecture Hall, SISU
	11:30-13:30	Lunch	The 1 <sup>st</sup> Floor, Dining Hall on Campus
	13:30-17:30	Parallel Sessions	Please check Page 9
	15:30-15:50	Tea Break	Lobby of Conference Center

Date	Time	Event	Venue
Day 3 (July 3 <sup>rd</sup> , Sunday)	8:30-9:50	<p style="text-align: center;">Keynote Speeches</p> <p>1. 8:30-9:10 Prof. Zhang Hongling and Prof. Steve J. Kulich (SISU): <i>Developing and Utilizing an International MOOC for IC Course Design</i></p> <p>2. 9:10-9:50 Prof. Zha Mingjian (SISU): <i>Cross-Cultural Exchange between China and the Rest of the World: From the Perspective of Comparative Literature</i></p> <p>Chair: Prof. Michael Steppat (University of Bayreuth, Germany)</p>	MBA Lecture Room, SISU
	9:50-10:10	Tea Break	Lobby of Conference Center
	10:10-11:40	<p style="text-align: center;">Presentations by Nominated Candidates of “IAICS Outstanding Paper Award for Young Scholars”</p> <p>Chair: Prof. An Ran, South China University of Technology</p> <p>Panel: Joanna RADWANSKA-WILLIAMS, Mao Sihui, Margaret D’ Silva, Doreen Wu</p>	MBA Lecture Room, SISU
	11:40-14:00	Lunch	The 1 <sup>st</sup> Floor, Dining Hall on Campus
	14:00-15:30	<p style="text-align: center;">Closing Ceremony</p> <p>1. Summary and review of IC studies by representatives from parallel sessions</p> <p>2. Presenting awards to young scholars of IAICS</p> <p>3. Presenting IAICS Service Plaques: Prof. Mao Sihui</p> <p>4. Introducing the next conference</p> <p>5. Conclusion by Prof. CHEN Guo-Ming, President of IAICS</p> <p>Chair: Prof. Zha Mingjian (SISU)</p>	MBA Lecture Room, SISU
	17:00-20:30	Farewell Dinner	The 2 <sup>nd</sup> Floor, SISU Guesthouse

**NOTE:**

1. For specific venues, please check Appendix 2: Map of SISU Hongkou Campus.
2. Conference volunteers are at your service during the conference.

## 会议日程安排

日期	时间	活动安排	地点
6月30日	15:00-20:00	报到	会议中心大厅
第一天 (7月1日, 周五)	7:30-8:30	报到	会议中心大厅
	8:30-9:20	开幕式  1. 上海外国语大学党委书记 姜锋博士致辞 2. 国际跨文化交际学会会长 陈国明教授致辞 3. 中国跨文化交际学会会长、北京外国语大学副校长 孙有中教授致辞 4. 中国跨文化交际学会上海分会会长 陆建非教授致辞 5. 上海外语教育出版社学术事业部主任 孙静女士致辞 6. 本届国际跨文化交际学会年会组委会主席、上海外国语大学研究生部主任兼英语学院院长查明建教授致辞  主持：国际跨文化交际学会执行理事 毛思慧教授	第一报告厅
	9:20-10:00	集体合影、茶歇	会议中心前门
	10:00-10:50	主席报告  陈国明教授（美国罗德岛大学） <i>Conceptualization and Operationalization of Intercultural Communication Competence: A Summary Report</i>  主持: Prof. Margaret D' Silva（美国路易斯维尔大学）	第一报告厅
	10:50-11:30	主旨演讲  Prof. Sandra L. Bermann（美国普林斯顿大学）： <i>Comparative Literature Meets Translation Theory</i>  主持：顾力行教授（上海外国语大跨文化研究中心主任）	第一报告厅
	11:30-13:30	午餐	上外食堂一楼
	13:30-17:30	分组论坛	请见第7页
	15:30-15:50	茶歇	会议中心大厅
	18:00-20:00	欢迎晚宴  (请与会者 17:40 在“会议中心前门”处集合，我们统一前往酒店用餐)	来天华酒店 1 楼
	20:00	IAICS 董事会议&ICS 编委会会议	1 号楼 302

日期	时间	活动安排	地点
第二天 (7月2日, 周六)	8:30-9:50	主旨演讲  1. 8:30-9:10 Prof. Keyan G Tomaselli (南非约翰内斯堡大学) <i>"Seeing Red": Cultural Studies, Governmentality and Utility</i>  2. 9:10-9:50 毛思慧教授 (汕头大学) <i>A Fabulous Speck: Oriental Imaginaries of Macao as the Veiled Other in Post-WWII Western Cinema</i>  主持: Prof. Joanna RADWANSKA-WILLIAMS (《跨文化研究》杂志编辑)	第一报告厅
	9:50-10:10	茶歇	会议中心大厅
	10:10-11:30	主旨演讲  3. 10:10-10:50 孙有中教授 (北京外国语大学) <i>Intercultural Teaching Principles and Methods: An Evaluation of Think English Textbook Series</i>  4. 10:50-11:30 Prof. Robert N. St. Clair (美国路易斯维尔大学) <i>The Biological Rationale for Revising Communication Theory: Mirror Neurons, Epigenetics, Brain Functions, and Lexicon based Semantics</i>  主持: 谢少波教授 (加拿大卡尔加里大学)	第一报告厅
	11:30-13:30	午餐	上外食堂一楼
	13:30-17:30	分组论坛	请见第9页
	15:30-15:50	茶歇	会议中心大厅



日期	时间	活动安排	地点
第三天 (7月3日, 周日)	8:30-9:50	主旨演讲  1. 8:30-9:10 张红玲教授、顾力行教授（上海外国语大学） <i>Developing and Utilizing an International MOOC for IC Course Design</i>  2. 9:10-9:50 查明建教授（上海外国语大学） <i>Cross-Cultural Exchange between China and the Rest of the World: From the Perspective of Comparative Literature</i>  主持：Prof. Michael Steppat（德国拜罗伊特大学）	MBA 案例分析教室
	9:50-10:10	茶歇	会议中心大厅
	10:10-11:40	“国际跨文化交际学会杰出论文青年学者奖”入围者答辩  主持：华南理工大学 安然教授  评审小组：Prof. Joanna RADWANSKA-WILLIAMS, 毛思慧教授, Prof. Margaret D’ Silva, 吳東英教授	MBA 案例分析教室
	11:40-14:00	午餐	上外食堂一楼
	14:00-15:30	闭幕式  1. 跨文化研究总结与回顾：各分组论坛代表 2. 国际跨文化交际学会青年学者颁奖仪式 3. 颁发 IAICS 贡献奖牌：毛思慧教授 4. 下届年会介绍 5. 闭幕式总结陈词：陈国明教授  主持:查明建教授（上海外国语大学）	MBA 案例分析教室
	17:00-20:30	告别晚宴	上外迎宾馆二楼

**注：**具体地点请参见附录二（上外校园地图），或咨询会场志愿者。  
日程工作可能还有微调，请与会者以会议报到时的日程为准。

## Parallel Sessions with Presentation in Chinese

### 分组论坛

2016年7月1日(13:30-17:30)

#### 主题 1: 跨文化语境下的文学阅读

地点: 英伦厅(会议中心二楼)

组长: 惠敏 联络员: 范开格

组员: 高立新 惠敏 林帜 唐植君 徐阳子 薛武

#### 主题 2: 跨文化交际与外语教学(1)

地点: 凯旋厅(会议中心二楼)

组长: 张如梅 联络员: 张婷

组员: 李咏健 徐婧 虞怡达/曹书阳 张如梅 赵书阳

#### 主题 3: 翻译研究

地点: 1号楼 106

组长: 邵毅 联络员: 骈曼

组员: 车向前/郭继荣 何国华 乔媛 帅司阳 邵毅

#### 主题 4: 跨文化传播、接受与反思

地点: 1号楼 108

组长: 罗慧 联络员: 郭雪杨

组员: 冯小钉 高雅丽 梁改平 罗慧 单晓晖 赵涵

## Parallel Sessions

July 1<sup>st</sup>, 2016 (13:30-17:30)

#### Topic 1: ICS and Language Education (Team 1)

Venue: Room 202, Building No. 1

Chair: Zhu Ye(朱晔) Contact Person: Luo Lu(罗璐)

Participants: Agnes Jenei Ioannis Karras Ip, Wei Hing(葉惠興) Jiang Zhaofeng(蒋招凤)  
Wang Qiang(王强) Zheng Xuan(郑萱) Zhu Ye(朱晔)

#### Topic 2: Language and Cross-Cultural Communication (Team 1)

Venue: Room 204, Building No. 1

Chair: Zhang Aipu(张爱朴) Contact Person: Tang Shuyi(唐姝宜)

Participants: Duan Wen(段雯) Han Bing(韩冰) Shahla Sharifi Song Li(宋莉)  
Wu Liying(吴丽英) Yan Wang Zhang Aipu(张爱朴)

### **Topic 3: Intercultural Research and Literary Cosmopolitanism**

Venue: Room 302, Building No. 1

Chair: Michael Steppat      Contact Person: Jin Yanrui(金言睿)

Participants: Agota Revesz      Diri I. Teilanyo      Lu, Xing(Lucy)  
Ma, Shasha(马莎莎)      Michael Steppat      Xia, Fenglan(夏凤岚)

### **Topic 4: Transcultural and Global Competence**

Venue: Room 307, Building No. 1

Chair: Dai Xiaodong(戴晓东)      Contact Person: Pan Yinghui(潘迎会)

Participants: Baeva Liudmila      Dai Xiaodong(戴晓东)      Peng Renzhong(彭仁忠) & Wu Weiping(吴卫平)  
Tang Yanfang(汤雁方)      Vincent (Tzu-Wen) Cheng(郑子文)      Wang Fei(王菲)

### **Topic 5: Translation Studies**

Venue: Room 408, Building No. 1

Chair: Niu Xiaochun(牛晓春)      Contact Person: Tang Wei(唐玮)

Participants: Niu Xiaochun(牛晓春)      Qian Xuewei(钱学伟)      Ray T. Donahue      Yue Hao(岳豪)

### **Topic 6: Multicultural Pedagogy**

Venue: Room 802, Building No. 1

Chair: An Ran(安然)      Contact Person: Wu Ruonan(吴若楠)

Participants: Xiong Wen(熊文), Hu Fengyan (胡峰岩) & Li Fangfang(李芳芳) (Panel)  
An Ran(安然)      Bai Hongai(白红爱)      Li Jiajun(李加军)      Wang Min(王敏)      Zhao Qian(赵倩)

### **Topic 7: Intercultural Competence for Chinese and Global Communication Contexts (Panel)**

Venue: Room 604, SISU Library

Chair: Steve J. Kulich      Contact Person: Su Yang(苏洋)

Participants: Chi Ruobing      Guo Aili(郭爱丽)      Wang Xuan      Wang Yi'an  
Yao Chunyu      Zhang Hongling(张红玲)      Zuo Chengli

### **Topic 8: Comparative Cultural Studies**

Venue: Room 606, SISU Library

Chair: Margaret D'Silva      Contact Person: He Shuqian(何淑倩)

Participants: Caitlyn Crenshaw, Anita Zipfel & Margaret D'Silva      Chen Feifei(陈菲菲)  
Liu Yang(刘杨)      Tian Dexin(田德新)      Wang Meng(王萌)

### **Topic 9: Media, Publication and Entertainment**

Venue: Room 608, SISU Library

Chair: Robert W. Vaagan      Contact Person: Li Yan(李焱)

Participants: Chen Jianyi(陈健怡)      Chen Yuchi(陈钰驰)      Chen Qinhan(陈沁寒)      Ka-Lok Sobel Chan(陈家樂)  
Long Zhan(龙湛)      Lu Tian(卢恬)      Robert W. Vaagan

## Parallel Sessions with Presentation in Chinese

### 分组论坛

2016年7月2日(13:30-17:30)

#### 主题 1: 跨文化交际与外语教学 (组 2)

地点: 英伦厅 (会议中心二楼)

组长: 赵彤 联络员: 吴若楠

组员: 蒋萍 李靓奕 王然 王毓琦 赵彤

#### 主题 2: 语言学与翻译实践

地点: 凯旋厅 (会议中心二楼)

组长: 窦卫霖 联络员: 何淑倩

组员: 陈媛媛 窦卫霖 黄若泽 李力 赵东玲 赵潇潇

#### 主题 3: 后现代文化研究

地点: 1号楼 106

组长: 陈开举 联络员: 骈曼

组员: 陈畅菲, 陈开举, 刘莉霞, 茹英, 薛萍 (小组) 高颂雯 李岗/瓦子珺

#### 主题 4: 跨文化交际实践

地点: 1号楼 108

组长: 庄恩平 联络员: 郭雪杨

组员: 陈艳清, 黄成记 戴敏 董庆蓓茜 兰良平 李慧 陆婷婷 王凡柯 庄恩平

#### 主题 5: 语言、媒体与跨文化传播

地点: 1号楼 202

组长: 贾红霞 联络员: 潘迎会

组员: 贾红霞 柯威 李岗, 张若涵 刘佳 闫仙慧, 王笑卿 甄成

#### 主题 6: 空间、身份与认同的政治

地点: 1号楼 204

组长: 孙建华 联络员: 范开格

组员: 陈昌瑞 陈蕾 郭爱丽 吕丽盼 孙建华 唐鸿飞

### Parallel Sessions

July 2<sup>nd</sup>, 2016 (13:30-17:30)

#### Topic 1: ICS and Language Education (Team 2)

Venue: Room 302, Building No. 1

Chair: Don Snow Contact Person: Tang Shuyi(唐姝宜)

Participants: Chih-Yun Chiang(江芷滢) Don Snow Henry Amo Mensah

Pan Xiaoqing(潘晓青), Lu Meiyan(卢美艳) Sophia Melanie Manning Wang Tao(汪滔)

**Topic 2: Language and Cross-Cultural Communication (Team 2)**

Venue: Room 307, Building No. 1

Chair: Judy Yoneoka

Contact Person:

Zhang Ting(张婷)

Participants: Chen Jing(陈静)      Ding Siyu(丁思羽)      Huang Hui(黄慧)      Judy Yoneoka, Chie Saito  
 Kazuya Hara      Mary Fischer      Sumi Yoon      Yang Qing(杨青)

**Topic 3: Media and Transcultural Communication**

Venue: Room 408, Building No.1

Chair: Suo Gefei(索格飞)

Contact Person:

Tang Wei(唐玮)

Participants: Bayarma Dondokova      Emmanuel Boon II Taguba      Jumoke Giwa      Liu Shanshan(刘姗姗)  
 Suo Gefei(索格飞)      Zhan Tingting(詹婷婷)      Zhang Keqing(张可卿)

**Topic 4: Cultural Diplomacy and the Power of Discourse**

Venue: Room 802, Building No.1

Chair: B. LOPATINSKY

Contact Person:

Su Yang(苏洋)

Participants: B. LOPATINSKY      Ding Shaoyan(丁少彦)      Li Jing(李涇)      Ricardo K. S. Mak(麥勁生)  
 Sedigheh Babran      Zhang Jiasheng(张加生)

**Topic 5: Race, Gender, Migration and Identity**

Venue: Room 604, SISU Library

Chair: Sthephanny Moncada Linares

Contact Person:

Jin Yanrui(金言睿)

Participants: Guo Zhenxin(郭祯欣)      Meng Jiaojiao(孟娇娇)      Shen Weiwei(沈维维)  
 Sthephanny Moncada Linares      Shuko Takeshita

**Topic 6: Cultural Adaptation and Transformation**

Venue: Room 606, SISU Library

Chair: Xie Shaobo

Contact Person:

Luo Lu(罗璐)

Participants: Miriam Sobre      Munzhedzi James Mafela      Nguyen, Phuong-Mai      Victor Lux Tonn  
 Xie Shaobo      Yan Bing Zhang      Yanrong (Yvonne) Chang

**Topic 7: Cross-Cultural Practice in the Context of Globalisation**

Venue: Room 608, SISU Library

Chair: Kumiko Tsutsui

Contact Person:

Li Yan(李焱)

Participants: Jean-Yves LE CORRE      Kumiko Tsutsui      Niu Yiru(牛亦孺)      Qin Yue(秦悦)  
 Shen Zhaohua(申昭华)      Tshepang Molale      Vincent Merk

**Presentations by Nominated Candidates of “IAICS Outstanding Paper Award for Young Scholars”**July 3<sup>rd</sup>, 2016 (10:10-11:40); MBA Lecture Room

Chen Qinhan (陈沁寒); Chen Yuchi (陈钰驰); Nguyen, Phuong Mai;

Wang Fei (王菲); Xuan Bengang (宣奔昂); Zhang Keqing (张可卿)