‘We and Others’ theme of 17th Congress of IAICS
Elisa Cardenas, University of Guadalajara
Rebeca Pérez Daniel, Autonomous University of Chiapas

The 17th congress of IAICS, held in the city of San Cristobal de las Casas, Chiapas, Mexico at the Intercultural University of Chiapas, brought together 253 presenters from 14 countries around the theme, “We and Others in Intercultural Communication: Challenges and Opportunities for a Common Space.” Of that number were 184 academicians and 69 students.

During four days with a total 49 panel discussions, members of the association and intercultural communication scholars discussed topics ranging from the theoretical, methodological, and epistemological, to the practical. Focus was on the current state of research, the reality of educational practices, community, policy, and mass media communication. (More on page two.)

IAICS leadership change

During each IAICS annual conference the organization’s board of directors meet, and this year top leadership passed from L. Brooks Hill (Trinity University, San Antonio, Texas, USA) to Song Li (Harbin Institute of Technology, Harbin, China).

Long-time IAICS member Hill served as board president from 1993-96, 1995 – 99 and 2009 - 11. Song first became acquainted with IAICS in 1998 and joined in 2001. This will be her first term as president. Terms are three years.

Song is professor of English at the School of Foreign Languages, Harbin Institute of Technology where she teaches Intercultural Communication, Business English, English Writing, Intensive Reading and Listening Comprehension. She serves as deputy director of the Center of Intercultural Communication Research and also supervises students working toward their master’s degree who are orientated in intercultural communication studies. However, she will be teaching in the Chinese Studies Program at the University of Louisville for the 2011-2012 academic year.

Earning her M.A. degree in applied linguistics from Heilongjiang University, Song went on to take her Ph.D. in English linguistics from Shanghai International Studies University. Her major research interests are centered around language, culture and identity, as well as other issues related to intercultural communication studies. These include intercultural dimensions of ELT, intercultural dialogality between LC1 and LC2, sociolinguistics, discourse analysis, cross-cultural pragmatics, and English as an international language.

Song has published a number of articles and book reviews in Chinese, American, Australian, Japanese and Russian academic journals. She has also written and edited a few books and journals on intercultural communication and Chinese culture.

In addition to her participation in IAICS, Song serves as secretariat of the China Association for Intercultural Communication (CAFIC), and is on the editorial board of Intercultural Communication Research, Intercultural Communication Studies and the international advisory board of Asian Englishes.

Note: See interviews with Dr. Song (p. 7) and Dr. Hill (p.16).
Scholars, teachers, and students convene in Mexico for 17th annual IAICS congress
(continued from page one.)

Discussion took place on the horizon of diverse disciplines, demonstrating, once again, that as time has passed communication is not the exclusive domain of journalists, but involves such diverse fields of knowledge as philosophy, anthropology, history, history of science, education, literature, mathematics, or the so-called cultural studies.

The congress pondered the topic of diversity from multiple and complex perspectives. Not only is cultural diversity expressed in an open dichotomy of multiple colonialisms whose deep marks are present not only in the structures of political, economic, cultural or linguistic domination, but also in the tools and analytical thinking that is trying to overcome the legacy of the colonial condition itself. Neither is cultural diversity reduced to practicing different languages. Instead it opens gaps between rural and urban worlds, making it imperative to recognize the internal plurality of the same worlds that too often are named in the singular.

The work of the congress showed, however, that there remains a persistent tendency to reduce the inter-cultural to inter-ethnic or even bilingualism, especially in regions where daily life is marked by linguistic and ethnic landscapes openly crossing the colonial legacy of inequality and discrimination. The careful discussion was around the various realities of communication in the contemporary world, from how the traditional media imposes the incontrovertible power of the immediate word to the standards set by the technological edge that transcends all borders and from which no culture is impervious.

Contributions stressed the pitfalls of communication in practice: the same language in different ways, in different languages in a multicultural space, between generations… They emphasized the many educational challenges facing intercultural projects. These include not only teaching one’s own and foreign languages, but also in the broad sense of integration and transmission of knowledge with the participation of the interested parties themselves – be they individuals or communities, challenges in the relationship between civil society and states, or even challenges in interpersonal communication.

And yet, it was found that interculturality as a project is going to break new ground in educational and communicative spaces at different levels, without ignoring the very concept of interculturality as a problematic concept and facing the challenges of building a practice.

The discussion as a whole showed that common space exists, though it is problematic, conflicted, multicultural. Yet, from different cultural trenches, disciplinary and epistemological, participants made proposals for the potential of common space to be used for more fairness in the world.
Relatoría / Rapporteur
Elisa Cardenas, Universidad de Guadalajara
Rebeca Pérez Daniel, Universidad Autónoma de Chiapas

El XVII Congreso de IAICS, celebrado en la ciudad de San Cristóbal de Las Casas, en las instalaciones de la Universidad Intercultural de Chiapas, reunió a 253 ponentes de 14 países en torno al tema: NOSOTROS Y LOS OTROS EN LA COMUNICACIÓN INTERCULTURAL: DESAFÍOS Y POSIBILIDADES PARA UN ESPACIO COMÚN.

A lo largo de cuatro días, en un total de 49 paneles de discusión, miembros de la asociación y estudiosos de la comunicación intercultural debatieron desde enfoques teóricos, metodológicos, epistemológicos y prácticos, sobre el estado actual de los estudios en el área, sobre la realidad de las prácticas educativas, comunitarias, investigativas, políticas y massmediáticas de la comunicación.

La discusión se llevó a cabo desde el horizonte de disciplinas diversas, evidenciando, una vez más, que hace tiempo que la comunicación no es asunto exclusivo de los comunicadores, sino que atañe a campos del saber tan diversos como la filosofía, la antropología, la historia, la historia de las ciencias, la educación, la literatura, las matemáticas o los llamados estudios culturales.

El Congreso ponderó la diversidad desde una perspectiva múltiple y compleja: la diversidad cultural no solo es la que se expresa en esa dicotomía abierta por múltiples colonialismos; cuya honda huella está presente no sólo en las estructuras de dominación políticas, económicas, culturales o lingüísticas; sino también en las herramientas y en el pensamiento analítico con que se intenta superar la herencia de la condición colonial misma.

Tampoco se reduce la diversidad cultural a la práctica de lenguas distintas, sino que abre brechas entre mundos rurales y mundos urbanos, haciendo imperativo el reconocimiento de la pluralidad interna de estos mismos mundos que con demasiada frecuencia se nombran en singular.

Los trabajos del Congreso mostraron, con todo, que sigue siendo pertinaz la tendencia a reducir lo intercultural a lo interétnico –o aún al bilingüismo–, sobre todo en aquellas regiones cuya vida cotidiana está marcada por paisajes lingüísticos y étnicos atravesados abiertamente por la herencia colonial, la desigualdad y la discriminación.

La discusión fue prolija en torno a las diversas realidades de la comunicación en el mundo contemporáneo, desde los medios tradicionales en donde no deja de imponerse la fuerza incontrovertible de la palabra inmediata, hasta las pautas marcadas por la vanguardia tecnológica que trasciende todo tipo de fronteras y a la que ninguna cultura es impermeable.

Las contribuciones subrayaron los escollos de la comunicación en la práctica: de una misma lengua con modalidades diversas, de lenguas diversas en un espacio multicultural; entre generaciones... Insistieron en los múltiples desafíos educativos que los proyectos interculturales enfrentan, no solo en la enseñanza de lenguas propias y extranjeras, sino en el sentido amplio de la integración y transmisión de saberes con participación de los propios interesados, sean éstos indivíduos o comunidades; desafíos en la relación entre sociedad civil y Estados; desafíos incluso en la comunicación interpersonal.

Escallos que plantean una multitud de retos, que son los de un mundo global de fronteras y sociedades estalladas, y constantemente acechado cuando no atravesado por la verticalidad y el autoritarismo.

Y, sin embargo, también se constató que la interculturalidad como proyecto va abriendo brecha en espacios educativos y comunicativos en distintos niveles, sin ignorar que el concepto mismo de interculturalidad es un concepto problemático y encarando los retos de la construcción de su práctica.

La discusión en su conjunto evidenció que el espacio común existe, que éste es problemático, conflictivo, multicultural. Desde diversas trincheras culturales, disciplinarias y epistemológicas, los participantes formularon propuestas con miras a intentar que los potenciales de ese espacio común puedan ser aprovechados para la construcción de un mundo menos injusto.
Students benefit from conference

**Rebecca Sawyer, University of Rhode Island, USA.**

Travelling to San Cristóbal, Chiapas, México for the IAICS 2011 Conference was such a unique cultural experience. It was extremely rewarding to interact with the locals and becoming aware of the customs and traditions of the town, while being submerged in a completely different culture than that of Rhode Island. At the conference I had the opportunity to meet talented scholars from all over the world, and I learned so much from them.

Beforehand, I thought that presenting my research would be quite intimidating because a lot of the speakers were scholars who had been in their fields of research for years, and I was just an undergraduate student. However, I was completely surprised when on the day that I presented, the atmosphere was nothing like I had expected; there was no hierarchy, and every speaker was interested and supportive of everyone's research, no matter how many years of experience they had. On the last night of the conference, the closing ceremony and dinner was a very nice conclusion. The speeches provided a unifying connection among all of the members of the conference, and it effectively brought people together.

I am tremendously thankful for all the support I received from my sponsor, Dr. Guo-Ming Chen, the faculty at the University of Rhode Island, and the professors and students at the IAICS Conference. Without the support, I would not have had the opportunity to present my research at an international conference, an occasion that not every student experiences. Most important, the 2011 IAICS Conference made me aware of how much I love to learn, and from all of the encouragement that I received, the impact of the interactions I had during the conference strongly contributes to my desire to pursue my research in the future, have an open mind, and continue learning from others.

An honors student, Rebecca graduated in May with a B.A. in communication studies. A native of Connecticut, she lives in Rhode Island.

**Mitchell Hagney, Trinity University, San Antonio, Texas, USA.**

It was truly an intercultural experience. San Cristóbal is a town that absolutely welcomes visitors, but asks them to experience the city on its own terms. It was impossible not to feel immediate kinship for the people at the conference and its unique environment. I made more friends and memories than I can count, and I feel privileged to have been a part of something so important.

My majors are communications and environmental studies; I just finished my sophomore year. I'll arrive in Costa Rica in early September until December for an environmental field studies program. I will study rainforest ecology and discover models of sustainable development in action. It's going to be incredible!

Mitch is from New Hampshire.

**Gema Venuales, University of Rhode Island, USA.**

It was a great learning experience attending the 2011 International IAICS Conference in Chiapas, Mexico. San Cristobal de las Casas, a place where pre- and post-Hispanic languages and cultures naturally co-exist, was the perfect place to discuss current issues affecting Intercultural Communication. Researchers from all over the world exchanged research studies and ideas and gained feedback from colleagues eager to contribute to the advancement of the field. Definitely, a very enriching experience.

Gema is working toward her Ph.D. in business. She is from Spain.

(More on page five.)
Almost a year ago I was introduced to the IAICS by Dr. Brooks Hill, who is one of my most esteemed professors at Trinity University. Dr. Hill suggested I submit a paper for the conference and mentioned among other things that he would be stepping down as chair of the organization, which meant this conference would have a special significance to him.

I submitted an abstract and after getting it approved, a few months later, I flew alongside my father to beautiful San Cristobal. Once we arrived we found a rather large group at the airport that was also going to the conference. Most of the participants searched for those they could most easily communicate with to share a taxi. Ironically we were the only two who spoke Spanish as most of the other participants had arrived from Asia. So, we were unable to share a taxi.

The following day the conference began and again we were grouped together, only now the condition for the assemblage was based on the papers we were presenting. I then had a group! I was able to attend a few presentations, before my own, including one about an NGO that works to change unsustainable cultural practices in Southeast Asia. I also especially enjoyed a presentation about the Black Indians in Louisiana. The experience allowed the participants to present their work and get feedback from experts in the field, which is of great value if you are a student like myself.

In the city we admired the beautiful architecture and the amber jewelry, among other remarkable handcrafts we found in the artisans market and small boutiques. Another marvel we discovered in San Cristobal was the food. Everything, from the corn and chili “esquites” that were sold on the street to the traditional pozole, mole, taquitos and quesadillas found in restaurants, was delicious.

The day of the closing ceremony it was easily perceivable that new diverse groups had gathered, no longer based on linguistic affiliation but rather on similar interests and experiences at the conference. It was a wonderful ceremony that acknowledged the efforts of those who had made the meeting possible, and those who work for the proliferation of the organization. I spent a wonderful week in Mexico as I am sure you all did as well. 

In her senior year, Stephanie is a native of Ecuador, S.A. and is majoring in political science and international studies.

Impressions and musings on Chiapas, color, and cultures
Priscilla L. Young, University of Rhode Island, USA

My first trip to Mexico was wonderful, thanks to the hospitality of our IAICS conference hosts, the graciousness of the people of San Cristobal de las Casas, and the many residents and visitors I met both on the streets and at the conference. Chiapas is a riot of color, cultural contrasts, spectacular natural beauty, and provides a fascinating juxtaposition of the ancient and modern. Magnífico!

The woman with the lavender hair was so pretty, especially against the block of colors. In my limited Spanish, I told her so and asked to take her picture. Afterwards, she patted on the bench, indicating to sit down. From another town in Mexico, she, her husband, daughter, and grandson were visiting San Cristobal for the day. We had a nice chat!

I laughed when I saw this truck! In the US, “bimbo” means a silly or stupid person, and, unfortunately, is used most often to reference such a woman.

Street art, left, stenciled on a wall; right, an indigenous motorcyclist painted on the front of an artist’s studio producing handmade paper; and, bottom left, proof that graffiti happens across cultures.

(Continued on page 15.)
Publications


Q & A with Dr. Song Li

IAICS newsletter editor Priscilla Young interviewed Dr. Song Li via email following this year’s 17th annual conference held in San Cristobal de las Casas, Chiapas, Mexico. Following are her reflections on the organization and projections for its future.

IAICS: What have you learned during these years by participating in IAICS?

Song: I have become strongly attached to IAICS over the years both in my professional and personal lives, which can hardly be separated from each other. Professionally, I feel that I have been growing up with IAICS. My participation in the organization and its regular conferences has enabled me to become more experienced and better informed as a scholar and an explorer of the intercultural world. And personally, I feel an inner change in myself as being more open-minded, tolerant, respectful and appreciative of diversity and a growing passion for searching the intercultural world, for learning more about the Self and the Cultural Other with their unique ways of life, particularly how their language and cultural identities are co-constructed through communication. More important, I feel very grateful to have met many respectable scholars in the organization, who have, in one way or another, become my teachers, role models and even life-long mentors, particularly the past and present senior members on the board of directors, including Dr. Jia Yuxin, Dr. R.N. St. Clair, Dr. Bates Hoffer, Dr. Nobuyuki. Honna, Dr. Brooks Hill and Dr. Guo-Ming Chen, whose academic excellence and constant encouragement have given me direction and confidence in my career. And I also feel grateful for the chance to work for the ICS journal as Dr. Bates Hoffer, Dr. Margaret D’Silva, Dr. Joanna Radwanska-Williams Joanna and many other colleagues on the editorial board and reviewer group have taught me how to be more professional as an author and as an editor. In a word, I feel lucky to part of IAICS.

IAICS: What makes you most proud of IAICS?

Song: What makes me most proud of IAICS is its genuine intercultural nature which, since its first day of founding, embraces diversity among its members with diverse cultural and academic backgrounds. This inclusiveness has, on the one hand, rendered its members freedom in their exploration of interculturality at different levels and in different aspects of human life, and on the other hand, has developed a familial atmosphere, creating a strong sense of belongingness among its members.

IAICS: What is your vision for the organization as its new president?

Song: Nothing is more predictable than change in the ever globalizing and multiculturalizing world. The tradition of IAICS will prove more valuable when diversity will be celebrated together with glocalization and the “We and Others” dialogue will engage more and more old and new participants within and beyond the organization. IAICS will be playing a greater role in promoting intercultural understanding among nations and peoples around the world who are more connected than ever before. The influence of IAICS is not only to be witnessed among its members within the organization but also to be spread by its members to their own communities around the world.

Announcement:

Chinese National Overseas PhD Research Fellow Position

The SISU Intercultural Institute (SII) of Shanghai International Studies University(SISU) announces a new faculty position for “Research Fellow” open to Chinese nationals having just completed an international PhD.

The SII is a leading intercultural communication (IC) research institute in China that competes actively for national research projects, publishes the thematic IC monograph series, Intercultural Research, hosts academic conferences, and oversees IC MA programs in the College of English, College of Journalism & Communications, and the SISU MBA program, as well as a IC PhD program in the College of English (and from 2012, a PhD in “Translingual and Intercultural Studies” for other western language majors) (all teaching primarily in English). SISU is a competitive equal-opportunity university employer offering a good package for new doctorates returning from overseas, as well as attractive opportunities for developing as a researcher, instructor, and project participant. Applicants should log on to the SISU HR website for information on policies and procedures and send curriculum vitae/resume and forms for Position 52 at the following link: http://hr.shisu.edu.cn/Default.aspx?tabid=37&ctl=Details&mid=3866&ItemID=252&SkinSrc=[L]Skins/renshichu1/renshichu1&language=zh-CN or contact SII Research Fellow/Coordinator, Ms. Zhou Yi, kathyzhou27@gmail.com
2011年6月5日，我展開了為期一週的墨西哥恰帕斯州（Chiapas）聖克里斯多博達拉斯凱薩斯市（San Cristobal de las Casas）的國際合作推廣之行。恰帕斯州位於墨西哥的東南方，位置由墨西哥灣、加勒比海、太平洋環繞且與瓜地馬拉為鄰，是瑪雅文化的發源地，該州留下許多瑪雅文化的徵記，但一想到毒梟與政府爆發激烈槍戰，恰帕斯州又是最貧窮的地區，再加上聖克里斯多博達拉斯凱薩斯市沒有國際機場，訪者必須從首都墨西哥市轉機到土斯特拉古泰瑞爾市（Tuxtla Gutierrez, Chiapas），再從該市機場搭乘計程車一個半鐘頭到會議所在城市中心下榻，從台北要過境美國，光是這樣的冗長旅程和危險環境，使我內心漸感覺到此行的複雜與不易。當平安歸來時，很感謝有這次國際經驗，感謝我們通識大家長王老師給我一塊恣意揮灑的白布，還有國際合作的幾位校長官的鼓勵與支持。

前往承辦交接與國際推廣

因為出發前我已得知美國國際跨文化傳播學會（the International Association for Intercultural Communication Studies, IAICS）主席暨現任會長Brooks Hill、新任會長宋莉、執行長陳國明和幾位來自不同國家的董事成員們前往墨西哥召開董事會，元智作為承辦單位，我們依照國際傳統應該要出席交接。我應算是臨危受命，也很榮幸承擔此次國際合作會議的使者，感謝國際處佘念一主任對通識此次會議承辦的支持。

IAICS年會今年在墨西哥恰帕斯州的聖克里斯多博達拉斯凱薩斯市的跨文化大學舉行，明年在台灣由我們元智大學舉辦，後年則在俄羅斯的軍港海參崴遠東大學舉行。按照國際慣例和IAICS運作模式，舉辦單位的候選名單基本上在前兩屆就已經被IAICS董事會暨主席團的議事日程來討論，由來自不同國家的董事成員討論決策。

筆者與哥倫比亞來的拉丁美洲傳播學者權威、也是大會主題首席演講者Jesus Martin

通識教學部在IAICS執行長暨美國羅德島大學傳播系終身教授陳國明的推薦下成功獲得授權，王立文主任也因此獲邀進入該學會諮詢常務理事會當中。陳老師告訴我這幾年俄羅斯一直爭取2012的承辦權，可是董事會成員均有意見，主席團考慮連續兩年在恐怖國家舉辦會議，大家一定會受不了。陳國明教授事實上出生在台灣，在美國讀書任教超過30年，對台灣很有感情，他曾經多次受王立文主任邀請來元智大學演講，並且親自拜會彭宗平校長、孫一明研發長和佘念一處長，說明承辦國際年會對台灣和元智的意義和價值，也獲得校方的正面回應和認同支持，承辦案最後由王立文主任拍板定案，並在2010年華南理工大學承辦第16屆年會時獲得學會董事會的同意授權。
筆者與IAICS執行長陳國明教授(中)和現任主席暨會長Brooks Hill(右)正式開幕會前合影留念，贈送該會元智大學英文介紹手冊一本

今年年會舉辦之前，IAICS執行長陳國明老師多次來信，希望我能夠親自前往墨西哥向主席和會長Brooks Hill做報告，今年Brooks Hill會長任期到屆，故僅留任主席職務，新會長由哈爾濱工業大學的宋莉接任。按照國際慣例，承辦方最後必須親自前往交接，首先向主席報告明年開會的準備進度，包括會議舉辦的時間和地點、全球徵文具體內容、元智大學場館介紹、機場飯店的位置和交通等等，並且在會議結束的晚宴上由會長宣佈下屆承辦單位，並由承辦單位代表向全體的與會者正式公告，邀請大家來台灣，來元智大學作客。此行我的任務就是按照國際禮儀和慣例完成所有設定的目標，待IAICS董事會確認我提出的全球徵文內容草案提出意見並討論決議後，此屆大會後就會很快由學會執行長向全球公告徵文。在此特別感謝國際處的余念一主任，他提供了50本元智大學英文簡介，再輔以經濟部會展中心提供的50個MeetTaiwan精美手提紙袋和少量的地圖、勳章，這些文宣品成了全會最受歡迎的禮品了，大家都感覺這些宣傳品很精美，代表台灣紮實的熱情和誠意，每每收到國際友人表達的感謝和讚美，此時我也是自己的學校和國家感到光榮。有位墨西哥朋友說，我們每天看到妳來聽講，並穿梭在會場，都覺得很愉快，主辦國有被重視的感覺。

不確定的行前準備

此次國際合作之行其實充滿了不確定性。此行事實上一直到出發前的三個禮拜經費都還沒有著落，經濟部會展中心林經理還一直打電話來關心，只是政府各部會的經費申請都必須在一年前提出，由於美方和我方學者兩邊需要許多溝通和協商，在出發前我還在做溝通協調的工作。

等到大體確認承辦方向之後，我便開始各方籌措經費，待經費籌措完畢，才確定此行非走不可了，便開始詢問飛機票，結果國內沒有一家業者或是航空公司知道Tuxtla Gutierrez Chiapas的Angel Albino Corzo機場，國內最多了解到首都墨西哥城，再往南方去就需要到美國過境轉機時在墨西哥航空公司臨櫃買機票了！還好國際處余念一主任告知該市機場代碼，我便打電話到墨西哥駐台北代表處簽證組詢問如何購票，代表處推薦墨西哥航公司旅行業代辦處，可是該業者一週之內一直表達沒有時間處理購票，由於時間緊迫，逼得我只好轉而拜託美國達美航空公司跨航購票。但該公司表達只能買到票面價，沒有任何折扣！又為出發前經費問題蒙上陰影！

機票確認後，只剩下不到兩週就要出發了，才發現Holiday Inn已經被所有外國訪者預訂光了，其他主辦單位最早提供的另外兩家當地旅館根本網頁打不開，打開之後，又是西班牙文，好不容易有英文訂房字樣，打開網頁還是出現西班牙文，這使得訂房又成了問題，我緊急向主辦單位求援，主辦單位好多天又提供了一家當地飯店，可以提供英文線上信用卡交易訂房和付費，才使我出發前的前一週成功訂到房間，還好出發前餘處長叮嚀當地治安不好且不諳英語，使我一開始就抱著如臨深淵、如履薄冰的心理準備，不敢大意。去時一路順風，回程卻不小心看錯時間，往後班機都接不上了，行前預料的事後發生還是發生了，在洛杉磯機場睡了一整晚，週遭除了少數幾名安全人員和偶爾出現的清潔人員，就剩我一個人在偌大的機場裡坐著打盹，洛杉磯機場是美國最大的轉運站，我半夜一個人在兩座轉運站地下道走過還真得有點恐怖，我想出國經驗還太少就把吃苦當吃補吧！
開會、毒梟、槍戰、宵禁
行前稍微感覺要出國了，翻看報紙國際版新聞，又讀到該州正在發生政府與毒梟大槍戰，出發前本想槍戰在西南方
，心裡還想不在我們開會地點。沒想到我們開會期間槍戰就在城外爆發，一週內爆發兩起大爆炸恐怖事件，城外夜
間幾乎宵禁，從下午就很難叫到計程車，計程車多是從市中心開來，所以學校警衛幫忙叫車之後，要等待40分中以
上。第一天開會是開幕式和許多專場和小組口頭論文報告，與會者不乏待到晚上者，當天晚上八點基本會議結束
，所有訪者均要由學校所在的城外返回城中的飯店，這時大家都需要搭上學校準備的兩輛座位有限的巴士，此時出
現在眼前的是一幕是大家簡直像在逃難，我從來沒有看見國際學者是抱著驚恐的眼神且急忙爭先恐後地搶著上車，深
怕坐不上車回不去飯店的那種恐懼和驚慌失措的表情都戲劇化表現在大家的臉上！

當地電台台在開幕後採訪Andres Puig校長，Andres Puig是該國研究原住民語言和文化的權威，在開幕時用西班牙語發
表演說，因為有英語翻譯，使得演講長達兩個小時之久。

恰帕斯州是墨西哥最窮的州，我到了當地之後才感受到此行簡直到了大農村去，甚至城外槍戰帶來的精神緊張了
。在機場由於安全問題，必須統一買計乘車票卷，沒有貨幣兌換處，賣票處同意和我兌換美元，兌換的國民票
這件事大概就在西班牙文和英文夾雜下花了不知道有多久，回頭一看後面早已大排長龍看著我們們。環顧四週好
像沒有國際學者，我只好一個人搭車前往。

後來有許多人都問我怎麼敢單槍匹馬，一個人從機場到飯店，又一個人從飯店到會場，我則回答：「那怎麼辦呢
？我也想有個伴啊！但四周確實沒有同行者啊！」因為多數友人都住Holiday Inn，我出發前一星期連飯店都差點訂不到，在主辦單位幫下我之下最後才成功訂到當地一家住四星級飯店，所謂四
星級飯店就是兩層樓小屋，也沒有電梯，不過很溫暖的是，當地人對我的友善和無助都抱以熱心的幫忙，由於我的
行李箱內全部都是文宣品，大約有23公斤左右，我本想自己拿行李去房間，結果有名飯店服務人員一直跟著我要幫
我拿行李，我一開始說謝謝我可以自己來，結果一看到樓梯要上樓我當場就放棄了，抱著愧疚的心理讓對方幫忙，
最後我問他要給多少墨西哥幣換索(peso)，他一直搖手不要，我真得很感動小地方小人物的熱心腸！

放下行囊之後，我要去大會報到註冊，詢問了櫃檯人員在我手中的報到地址要如何前往，由於當地鮮少說英文，他
們說西班牙文是和我說英文，彼此之間比手畫腳且各說各話最後也能溝通成功，真有趣！我請他們幫我叫計程車，
結果他拿行李的那位服務生又出現了，他說西班牙文是和我說英文，說不用計程車只要過三個街道就可以走到的
。我接受了他熱情的建議，邊走邊記路標希望不要迷路了，沒想到這時突然從後面有兩個人走過來路話，我一看又是剛才
那位先生，他用手比且說西班牙文示意要帶我去。真得當下覺得墨西哥人很友善，我們抱著尊重和低調的態度是對
的，不要因為當地不諳英語和經濟落後而覺得有埋怨，因為一切都是跨文化學習經驗和溝通訓練。尤其經過多天
的接觸和開會，當地的人民的友善和學者的研究精神都給我留下深刻的印象，他們精神層面應該說是豐富的，儘管
經濟落後。

美墨關係複雜 墨國英語不輪轉
具有優越感的美國人反而不受當地民衆的歡迎，美國就比鄰而居，兩國歷史恩怨和現代非法移民問題卻弄僵彼此之
間的關係，令人訝異美墨兩國關係的複雜。墨西哥的恐怖活動也引起了國際人士的卻步。尤其在聖克里斯多博達拉
斯凱薩斯市根本不說英文，主辦同仁告訴我鮮少有英美人士前往，義大利和法國人較多。在該市中心就是西班牙殖
民留下來的天主教堂，整齊並排的街道也是西班牙殖民文化，其實市中心就是由許多單向道組成的小街小巷，沒有高層和現代化建築，到處可見當地原住民沿街叫賣手工藝品的貧窮人群，這種古老文明、西班牙殖民、現代生活融合的文化風情隨處墨西哥治下不好且經濟條件落後，一般國際飛機是不讓飛入墨西哥領空的，進入墨西哥多由墨西哥航空公司主導，各種最多在首都墨西哥機場設有櫃台處理登機事宜。我想我以前在俄羅斯留學時，俄羅斯也是不太歡迎旅遊的國家，鮮少國家獲得觀光免簽，因為經濟因素是相互的，外交和安全因素居多。每年在墨西哥都會發生爆炸案，第二次車臣戰爭導火線之一就是莫斯科城郊一棟民宅整棟被炸毀，引起了俄羅斯民怨沸騰進而對政府攻打車臣直搗賊窩多數軍團雙手贊成。

前一陣子歐巴馬政府擊斃了凱達激進組織首腦賓拉登，是美國逐步向阿富汗撤兵的首要條件，布希總統執政打了八年阿富汗和伊拉克戰爭，殺了伊拉克強人總統海珊，卻無法下定决心要擊斃賓拉登，白人幹下的壞事卻由黑人總統收拾殘局。其中美國政府又有各方算計和考量，多虧美國是多移民國家，由這些外國移民擔任了幾乎所有中下階層的工作，歐巴馬上台之後，改善國內福利政策其實就是穩定移民政策，也是穩定美國的國內經濟，緩和周邊關係和紓解國際敵對的解決方法。不論歐巴馬福利政策遭到多少批評，美國富人的金融投機造成全球金融危機可以說是美國總統資本家的掠奪結局和美國中心的霸權主義以及國際軍事單邊行動的整體負面表現，結果不但禍害到美國自己人，也順便波及全球。歐巴馬這位黑人總統是美國要解決八年戰爭之後經濟和外交諸多問題的內外交困的必然選擇，在美國的盎格魯薩克遜人的白人後代，其實要感謝這些有色人種，為美國帶來了多元文化和民主政治的溝通基礎。

墨西哥朋友告訴我，美國人歧視他們這種混血族群，認為這些原住民象徵的是犯罪、貧窮和落後。這使我想到許多國家和台灣的類似問題，確實必須要改善偏遠地區人民的生活條件，從政策上就必須有民族平等且相互尊重的思想。我們這次會議所在地是墨西哥原住民居住最豐富的地區，多達四十多種原住民語言在當地使用，不是原住民在家都講原住民語言，因此該國政府決定投入資金在當地籌設跨文化大學，要推廣和保護這些原民的語言和文化。不過該國政府幹政腐敗問題嚴重，推廣30年的原民文化保護政策成效緩慢，錢一直無法到位，2006年終於有錢投下來籌設大學，可能又有官員貪污了一半，該校連像樣的大禮堂都沒有，大會居然要在大帳篷裡舉行！我聽到與會的對岸朋友大呼：「不會在大棚子裡開會吧！」有人回答：「我看在這大學大概連個禮堂都沒有，應該就是在大棚子裡開幕吧！」對於當地原民賣的手工藝品，對岸朋友直說：「買東西就當作給他們脫貧致富吧！」，儘管措辭有調侃的意思，還好當地人聽不懂中文，不過這話確實也反映了大會經費捉襟見肘的窘樣！

全球徵文
元智大學已獲IAICS授權舉辦第18屆年會。年會將在彭宗平校長領導以及王立文主任率領組織之下，由通識教學部負責總體策劃執行，由我擔任總召集人，會議將於2012年6月8日－11日假元智大學各會議場管進行，歡迎全校師生共襄盛舉。
**Personal**

**Guo-Ming Chen** received an award in June for his contributions to the development of intercultural communication studies in P.R. China. The award was presented by the China Association for Intercultural Communication in its 2011 conference in Fuzhou, P.R. China.

**Margaret D'Silva** received the 2010 James Applegate Annual Award for Excellence in Research from the Kentucky Communication Association. Also, she is co-investigator on an NIH grant for $400,000 to explore culture, community, communication, and fruit and vegetable intake in Black Kentuckians. The grant work started on August 1, 2011.

**Linda Lam** has been promoted from editorial assistant to assistant editor of ICS. (Congratulations, Linda!)

**Professors Li Mengyu, Ph.D.** (Ocean University of China) and **Michael H. Prosser, Ph.D.** (Ocean University of China) announce that their intercultural communication text book for Chinese university students, Communicating Interculturally, has been accepted for publication by Higher Education Press, Beijing.

**Michael H. Prosser, Ph.D.** has been appointed to teach intercultural communication and global media and culture for the autumn, 2011 University of Virginia Semester at Sea African and Asian voyage, 111 days, visiting 12 countries, with 600+ students from 270 North American colleges and universities, and 30 faculty. Prosser's international wordpress website, [www.michaelprosser.com](http://www.michaelprosser.com), includes a large number of excerpts from the book.

**SONG Li** (Harbin Institute of Technology) has received a grant for Teaching Reform Projects in Higher Education by Heilongjiang Bureau of Education for research on Heilongjiang University English Teachers’ Perception of ICC Teaching: Problems and Reform Strategies People’s Scholarship. The grant is from CSC, Ministry of Education, P.R. China. Additionally, she has reviewed manuscript submissions for the two journals of *Asian Englishes, Intercultural Communication Studies* and research proposals for Projects in the Humanities and Social Sciences Sponsored by the Ministry of Education, PR China. She will be teaching in the Chinese Studies Program at the University of Louisville for the 2011-2012 academic year.

**Priscilla Young** was honored with the Graduate Academic Excellence Award and the Community Scholar Award bestowed by the University of Rhode Island’s (USA) Communication Studies Department at a ceremony in May for graduating M.A. students. A non-traditional student, Young was the only graduate student to receive two awards. She has joined the University of Rhode Island and Johnson & Wales University as adjunct faculty. At J&W she will teach writing/composition and public speaking, and at URI she will teach Communication Fundamentals. Young was appointed secretary/treasurer of IAICS in June, a three-year term, and continues as the organization’s e-newsletter editor. “The Impact of an Individual’s Spirituality on Communication in the Workplace,” Young’s master’s thesis, has been accepted for presentation at the National Communication Association’s annual conference in November in New Orleans, Louisiana, USA.
Conference Presentations


Mao, S., & Radwanska-Williams, J., with financial and administrative support from Macao Polytechnic Institute, hosting the 3rd International Conference on English, Discourse and Intercultural Communication in Macao (Part I, June 21-24, 2011) and Urumqi (Part II, June 24-27, 2011).


Mao, S., Radwanska-Williams, J., Lin, Z., & Lie, J., members of the panel for “Linguistic Approaches to Historical Problems in Literary Translation,” the *International Federation of Translators XIX World Congress: Bridging Cultures*, in San Francisco, California, August 1-4, 2011.


Call for Papers:

Cultural Convergence and Conflict in Global Context: Rethinking the Phenomenon of “Glocalization”

The 18th International Conference of the International Association for Intercultural Communication Studies (IAICS)
Yuan Ze University, Chung-Li, Taiwan
June 8-11, 2012

Conference Theme
The 21st century is the era of convergence and conflicts. We see the convergence of new communication technology and at the same time we see the conflicts emerged among different nations and cultures. War and disasters continue to bring threat to human lives and the sustainability of the globe. Facing this dilemma of human society, the theme of the 18th IAICS Conference focuses on building a harmonious global community, in which to understand and develop intercultural knowledge and skills become most critical for a productive and successful life in the 21st century. The Conference aims to promote this goal through the contributions of scholars from different disciplines. The definition of Intercultural Communication could be broadened for scholars’ conducting research of difference among cultures to meet the goal of promoting equality and harmony among cultures. IAICS is now soliciting submissions for the International Conference on Intercultural Communication to be held on June 8-11, 2012 at Yuan Ze University in Taiwan. Papers reflecting diverse theoretical perspectives in both quantitative and qualitative methodological approaches are encouraged. Topic areas are broadly defined as, but not limited to, the following:

· Classics and culture
· Philosophy and human behavior
· Cross-cultural adaptation
· Cultural and linguistic diversity
· Intercultural training
· Intercultural communication
· Intercultural communication competence
· Political communication
· International communication
· Religion/spiritual communication
· Psychological communication
· Health communication
· Group/Organizational communication across cultures
· Language and cross-cultural communication
· Crisis/risk communication and anti-terrorism
· Interpersonal communication and relations
· Social Communication and public media
· Social participation and civil society
· State institutions and social groups
· Corporate culture and management
· Generation, gender, class and the right of voices
· Conflict, mediation and negotiation
· Media and international relations
· New media and globalization
· Culture and diplomacy
· Foreign policy and decision-making process
· National security and internet freedom
· International system and national development
· Geopolitics and national interests
· Localization and globalization
· Cross-strait relations and Taiwan conscious
· Cultural Identity and liberal will
· Public opinions and public policy
· Public Relations and media Effect

Guideline for Submissions

Categories: Abstract, panel proposal, and workshop proposal may be accepted.  ·

Abstract, 100-200 words in English, including position, affiliations, email addresses and mailing addresses for all authors. See the sample format of the abstract below.

Panel proposal reflecting the conference theme may be submitted. All panel proposals should provide a 100-word rationale and 100-200 word abstract of each panelist's paper, mailing addresses and email addresses of all panelists.

Workshop proposals relevant to the conference theme may be submitted. Proposal is expected to be 3-5 pages in length, single spaced

Deadline: Please submit the abstract and the complete panel proposal by November 15, 2011. All submissions will be carefully reviewed. Completed paper should be done by April 30, 2012.

Submission to: 2012iaicsyu@saturn.yzu.edu.tw

Conference languages: English and Chinese

(More on the next page.)
Call for Papers (continued from previous page)

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Hosts
International Association for Intercultural Communication Studies (IAICS), Yuan Ze University (YZU)

Organizers
The College of General Studies of Yuan Ze University
The College of Humanities and Social Sciences of Yuan Ze University
The Office of Research and Development of Yuan Ze University
The Office of International Affairs of Yuan Ze University

Conference Chair
Tsong P. Perng (President of Yuan Ze University)

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More musings in Mexico (continued from page five)

People across the world seek inner peace and to be happy.

I had only seen color like this in a swimming pool until visiting Agua Azul.

Left, melt-in-your-mouth tortillas made to order in San Cristobal. Right, a whole fried fish. Most US Americans eat fish filets and aren’t used to seeing the whole thing, scales, fins and all, on a plate.

Your IAICS newsletter editor enjoys the roasted corn during the feast on the last night of the congress. Xiaosui Xiao of Hong Kong Baptist University, smiles for the camera.
Hill enjoys long history with IAICS

L. Brooks Hill, who was the first board president for IAICS, recently completed his third term in that role. In an email interview he shared thoughts on his experience with the organization.

IAICS: What advice might you offer for Dr. Song as she takes the helm of IAICS?

Hill: My transitional thoughts for Dr. Song are merely a reinforcement of the energy and dedication to our collective work that she has always brought to our organization. As a long-time contributor to IAICS, our journal, and to the advancement of communication study in China, she is well equipped to assume the role of president, and I am certain that she will find her ways to make our organization even more successful.

IAICS: What have you learned through your experience with IAICS?

Hill: That would require a book to answer! But instead I have forward a copy of an article that I published in a Japanese book edited by Honna and Hoffer a few years ago. In that piece I provide more than most people would like to know about what I have learned. This specific article has been updated and will be the lead article for a book to be published in China, but in English, during the oncoming year. (See sidebar, “Hill looks ahead.”) However, simply stated IAICS has provided me with the interdisciplinary framework so essential for dealing with intercultural and international communication concerns and has shaped the directions of my coursework and research for the last two decades. Most important, IAICS provided me with a forum in which I could interact with linguists, communication scholars, literary theorists, and the many others who share my eclectic interests in the study of intercultural relations.

IAICS: Will you share a bit about your professional history and how you became involved in IAICS?

Hill: After 20 years on the faculty in the Department of Communication at the University of Oklahoma, I moved in the summer of 1988 to Trinity University to become Chair of the Department of Speech and Drama. I remained Chair of the Department until the end of the spring semester 2009. I am now in the retirement Phase-Out Program wherein I teach only one semester each year for up to three years. I have two more years in this program before I will be fully retired from Trinity University.

During the academic year 1988-89 I began to work with Bates Hoffer, a colleague at Trinity in the Department of English and the Coordinator of our interdisciplinary program in linguistics, one of my personal areas of emphasis. He talked me into becoming a member of the Intercultural Institute, the forerunner of IAICS, and participating in the biennial conference to be held at Trinity during the summer of 1989.

What I value most is the opportunity I have received to help so many young scholars from around the world to see their work into print. In my varied roles with our journal, ICS, I have often helped young contributors to refine their thoughts and bring them to fruition.

Hill looks ahead

Following is the conclusion of L. Brooks Hill’s article, “The Futures of Cross Cultural Communication: Perspectives from 20 Years of the IAICS,” to be published in China, but in English, before the end of the year.

We have three major challenges that we must ultimately address: (1) We need to pull together the widely varied groups of people who work in these areas and concentrate on better systemization of our collective work. With this improved synergy, we can generate a much more powerful influence. (2) We need to be cautious about excessive commitment to technology, rather than personal interaction, as we deal with the “people problems” of our world. We should never neglect the downside of any technology in human affairs. (3) Finally, we need to focus our attention on ways to resolve the most threatening social disease we have ever confronted. As our world grows in population and technology brings us closer together, we must be constantly vigilant about the threats of poor ethnic relations. We can valuably contribute to the dialogue about these problems and the results of improved dialogue may bring our collective work into better focus. Overall, better synergy of our efforts will lead to greater potential for the use of our ideas and research in coping with the serious problems that confront our world.
Remembering D. Ray Heisey, Ph.D.

IAICS misses our good friend, D. Ray Heisey who lost his battle with thyroid cancer at age 79 on May 20, 2011. Ray served as IAICS president from 2001-2003, having been an enthusiastic member since 1994. His leadership paved the way for IAICS to develop the global participation it enjoys today.

“Dr. Heisey was one of the most generous souls I’ve ever met,” said Guo-Ming Chen (University of Rhode Island), IAICS executive director. “As a member of my dissertation committee and the director of the graduate program, he expected nothing but the best work from me, yet he was kind in offering personal and academic help whenever I needed it. Dr. Heisey’s enthusiasm, devotion to education and personal and scholarly integrity continue to impact me now, 28 years after I first met him. Dr. Heisey was my mentor and will forever remain my role model.”

Professor Emeritus and Director Emeritus of Communication Studies at Kent State University, Ray was a renowned intercultural communication scholar. Many of the research and teaching assignments initiated during his tenure at Kent State continued after his retirement in 1996. He frequently brought colleagues and students at Kent State together in collaboration with scholars and students from the Far East, Middle East, Europe, and North America. He loved traveling and experiencing other cultures, having lived in or visited over 40 countries.

In remarks during Ray’s memorial service on May 28, Mei Zhong (San Diego State University) said, “I was honored to be his last doctoral student at Kent before he retired in the end of spring 1996. Obviously, as we all know, retirement did not slow him down a bit. For all the years before and after his retirement, Dr. Heisey was extremely kind to international students. So, beyond his interest and theoretical work in intercultural communication, he also practiced what he preached in life. I especially remember and appreciate his inquisitive spirit in that he was always eager and ready to explore anything. I think that is why he was able to maintain a fresh look at life till the very end. Dr. Heisey truly embodied a great educator and a wonderful human being. He was a beautiful soul and those of us who’ve had the good fortune to have met and worked with him are truly blessed.”

Ray was a prolific author and editor whose publications included numerous peer-reviewed articles, book chapters, books, and popular press publications. In fact, he was recognized in May for his earlier assistance and advice in the publication of The Cultural Economy of Falun Gong in China: A Rhetorical Perspective (University of South Carolina Press). Further, his publications are reflective of a scholar whose interests extended far beyond a single field of academia and classroom. His work encompassed multiculturalism, cultural diversity, global communication, political communication, women’s roles and communication, religion in communication, genealogy, and history.

“I see Ray as an embodiment of some fundamental ethical principles of intercultural communication,” said Wenshan Jia (Chapman University, Orange, California), who delivered a eulogy at the International Academy for Intercultural Research 2011 Annual Conference in Singapore. “First and foremost, Ray recognized the existence of equal amount of potential for humanity, never more for some human groups and never less for other ones. Furthermore, he seems to have practiced the conviction that the more ideologically and culturally different certain human groups are, the more an interculturalist needs to immerse him/herself with them to achieve a better understanding and cultivate a working relationship. Last but not least, Ray seems to have practiced the conviction that the less communication scholarship there is on a given culture, the more such scholars need to be empowered. His successful efforts to go beyond the European model of rhetoric and explore rhetoric and communication in the Middle East and China illustrate the above very well. I believe that Ray’s professional life as an intercultural scholar, intercultural educator and intercultural practitioner was a unique success because he had integrated these three principles in his daily professional life. I have been asking myself what would be the best way for us to memorialize Ray. I guess that he would not object if I say the best way would be for us to practice the above three intercultural principles. Perhaps this would make Ray relive!”

(More, next page)
Ray’s impressive career had far-reaching impact, evidenced in the following synopsis:

Editor of Chinese Perspectives in Rhetoric and Communication (2000).

From 1975 to 1978, he was granted leave from Kent State to serve as president and a professor of Damavand College in Tehran, Iran, where he assisted in the educational development of this private, university college for women offering bachelors and masters of arts degrees.

Ray’s international teaching posts included Peking University, School of International Studies, in Beijing and also Renmin University, Department of International Politics, in Beijing during Fall Semester 1996.

He was a visiting professor for the Estonian School of Diplomacy in Tallinn, Estonia in 1993; the University of Land, Department of Applied Psychology, Sweden, in 1992; and University of Leuven, Center for Communication Studies, Leuven, Belgium in 1972 and 1973. His stateside visiting teaching appointments included Messiah College, Ashland Theological Seminary in Ashland, Northwestern University in Evanston, Ill., and The Ohio State University.

Ray initiated exchange programs with institutions in England, Sweden, Poland and China. One exchange arranged for editors from the Guangming Daily newspaper in Beijing to come to the Kent for and faculty from Kent State to go to Beijing.

Ray was presented the President's Medal in May 1997 by proclamation of the Kent State University Board of Trustees for 30 years of outstanding service to the university. Heisey was the recipient in 1992 and 1996 of the Faculty Award for International Culture from Kent State's Beta Zeta Chapter of Phi Beta Delta Honor Society for International Scholars. The award recognizes recipients for "building a body of international studies or cultural exchanges which enrich our campus and our community."

International honors included an Honorary Professorship in the Beijing University of Self-Study by the university president in 1994 for work in international communication and education. In 1996, Ray and colleague Wenxiang Gong of Peking University International Politics Department, co-hosted an international conference on "Communication and Culture: China and the World Entering the 21st Century" held in Beijing.

Ray joined the Kent State faculty as an associate professor in 1966 and was promoted to the rank of professor in 1970. He served as coordinator of the Division of Rhetoric and Communication from 1980 to 1983 and as acting director of the School of Speech Communication from July through December 1993. He was then appointed Director of the School of Communication Studies, a post he held until June 1996.

Heisey graduated in 1954 from Greenville College in Greenville, Ill., where he majored in speech. He completed a post-graduate program in 1957 at Messiah College in Grantham, Pa., with a major in theological studies. Ray earned a master's degree in 1955 from The Ohio State University in Columbus in speech and a doctoral degree in 1964 from Northwestern University in Evanston, Ill., with a major in public address and group communication.

Previous to joining Kent State, Ray held a number of teaching and administrative positions at Messiah College from 1955 to 1966 including chair of the Division of Language, Literature, and Fine Arts, Director of Debate, and Head of the Speech Department.

Ray Heisey was born in Gladwin, Mich., Jan. 9, 1932, and was raised in Louisville, Ohio. He attended Kent Presbyterian Church since 1968 and had been an active member of the choir and frequent contributor in adult education. He was an avid genealogist, serving on the board of the Brimfield Historical Society, and authoring Healing Body and Soul: The Life and Times of W. O. Baker, a leader in the Brethren In Christ denomination (BIC). Heisey himself was an ordained minister in the BIC church. In addition to his wife, Susanne (VanValin), whom he married in 1959 and who accompanied Ray on most of his world travels, survivors include sons Kevin (Elizabeth) and grandchildren Erin, Megan, Clare and Paul of Chagrin Falls, Ohio; Alec (Alece) of Mechanicsburg, Pa, and Ian (Christine) of Cleveland; sister, Ruth Blackketter, of Leedey, Okla; brother, Marion J. (Beverly) of Albuquerque, New Mexico; and numerous nieces and nephews. He was preceded in death by his brother, H. Orville. 

“Thanks to Paul Haridakis of Kent State University for sharing the obituary published by the Communication Research and Theory Networks, a service of the National Communication Association (May 25, 2011, Number 111986), from which IAICS borrowed for this article.”
Call for papers:

West Lake International Communications Summit, Hangzhou, China

The College of Media and International Culture, Zhejiang University
The Institute of Journalism at Xinhua News Agency
October 18-21, 2011

In the morning of January 17, 2011, a 60-second China's national image promotional video made its debut on six colossal video billboards over Time's Square in New York. In the commercial, 59 Chinese celebrities that can best represent China smiled to the world to build a positive national image. From the 30-second "Made in China" advertising broadcast on CNN Asian Channels on November 23, 2009, to a new round of international delivery of national publicity commercials, and to the launch of the Xinhua News Network (CNC), it is argued that China has entered its "national public relations" era with a shifting focus from the hard power to the soft power.

At the dawn of this "national public relations" era, the international communication of Chinese cities has also entered a new phase of high demands and high expectations. The competitions among Chinese cities in building their images have developed from the national level to the international level.

In the meantime, with the change of international relations and the development of new communication technologies, the subjects, information production, and media structure of international communications have all begun to change. These changes have created both opportunities and challenges for the integration and balance of international communication and the global media market, which will result in a series of fundamental theoretical and practical issues. To China, and its cities that are just about to engage in international affairs, it means an unprecedented challenge.

In this context, the Institute of Digital Future and Mediated Society at Zhejiang University, the Institute of Journalism at Xinhua News Agency, and the School of Communication and Design at Sun Yat-Sen University will co-organize the West Lake International Communications Summit in Hangzhou, China.

The forum will reflect on the International and intercultural communication theories and their paradigms, identify new issues in the regional and global communication practices, and explore the possible ways of enhancing China’s international communication capability in an ever changing environment of global public opinion. Specifically, this forum will focus on how to help China and its cities face the world with the best images, and how the world can perceive China from new perspectives in the next decade.

The summit is planned to be held biennially (every other year) in Hangzhou, China. Participants will come from the following three areas:

Academia: international and domestic renowned scholars and researchers in related fields.

The media: the publicity media in China, overseas Chinese language media, and major foreign language media.

The government: officials who are in charge of the publicity.

Content of the Meeting:

A. The West Lake International Communications Summit (one to one and a half days). The topics include but are not limited to:

- Communication and development;
- Mixed culture and media globalization;
- Transnational media corporation and cross-cultural communication;
- The production and flow of International news;
- East Asian popular culture and film industry;
- The theoretical paradigm of global communication;
- International communication and global governance;
- Local consumption of global culture;
- National image and its cross-cultural communication;
- New media and global communication;
- The internationalization of Chinese media and its global influences;
- Other related topics.

B. Hangzhou International Day. All foreign guests will participate in this event to experience the city of Hangzhou (one day).

C. Hangzhou Meets the World: A Dialog between the Elites. The government leaders, industry elites, and academic experts will participate in a high-level dialog on the new issues of international communications (half day).

D. Extensions: Talks concerning mutual interests. Related departments and media might take the opportunities to meet some of the summit delegates. Possible meetings include those between the Hangzhou government and foreign media, between China’s domestic media and foreign media, etc.

(More on the next page.)
Conference abstracts and papers submission guidelines

On the cover page, please provide the title, author’s name, affiliation, address, and contact information. In the upper left corner please mark "The West Lake International Communications Summit".

2. On the second page, write an abstract of 600 words or less. The abstract should include substantial content such as the purpose, the methods and the conclusions of the research. After the abstract, please list no more than 5 key words. To facilitate anonymous review, please do not provide any information about the author(s) on the second page.

3. Abstract submission deadline: August 15, 2011

4. Submission: Please make sure to submit an electronic version of your abstract via email attachment. Please follow the format of “Paper Submission-Name-paper title” when saving the file and writing the email subject. The submission address is: jjze@zju.edu.cn

5. The organizer will arrange anonymous review of the abstracts, and the results will be made known on September 1, 2011.

6. Participants should submit their full papers by October 1, 2011. (Please follow APA style in preparing a full paper.)

7. The working languages of the forum are Chinese and English; other languages are not accepted.

8. After the forum, proceedings will be published, and selected papers will be published in the journals Chinese Media Reports and China Media Research.

9. The meeting does not charge registration fees.

Organization of the meeting
Administration: The Information Office of the State Council of People’s Republic of China. (Applying)
Organizers: The College of Media and International Culture, Zhejiang University; The Institute of Journalism at Xinhua News Agency
Sponsors: Hangzhou International Communications Office; That’s China; The Institute of Digital Future and Mediated Society at Zhejiang University; Urban Studies Association of China
Co-sponsor: International Association for Intercultural Communication Studies
Co-organizers: The School of Communication and Design at Sun Yat-Sen University; Zhejiang Institute of Media and Communications.

Scale of the Meeting:
Depending on the funding and cost, the number of participants will be around 50 to 200

About the IAICS Newsletter
IAICS e-Newsletter is the official newsletter of the International Association for Intercultural Communication Studies and is published two times a year. IAICS e-Newsletter is sent to all members and is available in the section “About Us” of www.uri.edu/iaics.

About IAICS
The International Association for Intercultural Communication Studies (IAICS) originated from a series of Asian-American conferences run by the late Dr. John Koo at the University of Alaska and Arizona State University. In 1985, the first international conference on "Cross-Cultural Communication: East and West" was held in Seoul, Korea. IAICS consists of scholars from a range of the cultural sciences who are dedicated to doing research on communication across cultures. The group meets annually at different locations around the world. Its membership is made up of participants from over 32 countries. These participants meet annually to discuss common research interests. The results of their investigations are published in the journal of the organization, Intercultural Communication Studies (ICS).

Submission
Submissions to the IAICS e-Newsletter should be e-mailed to the editor, Priscilla Young at the following address: priscilla@priscillayoungwriter.com. IAICS reserves the right to edit for style and length of all material. The deadline for material will be announced to members six weeks prior to the publication issue.

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Mayan ruins at Palenque.