

IAICS Conference at the University of Opole, Poland

Venue: Collegium Maius, Pl. Kopernika 11

18-20 September 2024

Poland – Central European Time

On-site
Online

[LINK to Book of Abstracts](#)

Wednesday 18 September 2024

10.00-10.30 opening: Rector UO, IAICS President Moderator: Elżbieta Szymańska-Czaplak Aula 301 LINK to opening ceremony and plenary sessions
10.30-11.30 Plenary 1 Prof. Lixian Jin: Intercultural Communication Learning for the Planetization of Mankind Moderator: Ewa Piechurska-Kuciel Aula 301
11.30-12.30 Plenary 2 Prof. Alexander Frame: New interculturalities? Rethinking the relationship between cultures, identities and communication in a mediatised, crisis-ridden world Moderator: Katarzyna Molek-Kozakowska Aula 301
12.30-13.30 Lunch break Rooms 302-303

<p>13.30-15.00 Room 206 Moderator: Aleksandra Baryłowicz Session 1 Interculturality in theory and practice</p> <p>1. Joanna Radwańska-Williams: Solidarity, fraternity, sorority: Reflections from the individualist-collectivist intercultural continuum</p> <p>2. Faiza Muneeb: Cross-cultural encounters: A case of Ismaili Immigrants in Portugal</p> <p>3. Julita Woźniak & Aleksandra Matysiak: Acculturation strategies – a case study of Polish migrants’ in Great Britain</p>	<p>13.30-15.00 Room 207 Moderator: Marzanna Pogorzelska Session 2 Intercultural encounters in academia</p> <p>1. Sandra Loevenich: Cultural differences in teaching practice</p> <p>2. Ana Sofia Hofmeyr, Fern Sakamoto & Thomas Fast: Exploring university students’ post-study abroad experiences in Japan</p> <p>3. Melissa Ling Lee Wong, Soh Siak Bie & Wong Shin Pyng: Understanding intercultural learning of international and host students: a qualitative study in Malaysia</p>	<p>13.30-15.00 Room 207A Moderator: Tomasz Gadzina Session 3 Intercultural encounters in the business sphere</p> <p>1. Xiaoshu Zhu & Kerou Gang: Do you trust your negotiation counterparts? - An analysis of sampled Brazilian and Chinese negotiators</p> <p>2. Pradeep Kumar: Impact of Face Value in Business Communication: Perception, and Competence</p> <p>3. Pei-Chi Jao & Trisha T. C. Lin: The development of the 'Taiwanese ChatGPT': Exploring public opinions of TAIDE adoption</p>	
<p>15.30-20.00 Moszna Castle Sightseeing and dinner</p>	<p>17.00-19.00 Room 207A Moderator: Krzysztof Skowroński Session 4 online Intercultural communication and media</p> <p>1. Marija Krsteva: Sitcoms and language and culture acquisition</p>	<p>17.00-19.00 Room 208 Moderator: Katarzyna Buczek Session 5 online Pedagogies of interculturality</p> <p>1. Katarzyna Gąsiorowska: Universal meaning of an intimate encounter – the power of the third space and multidirectional communication</p>	

	<p>2. Li Pu: China's Response to Global Television in a Political Economy Context, 1978 to 2018</p> <p>3. Maria Clara Xavier de Souza: Intercultural Communication: Public Relations Strategies Targeting Immigrants and Refugees in the Job Market of Curitiba (Brazil)</p> <p>4. Ming-Yi Wu: Financial Inclusion and Mobile Banking in Sub-Saharan Africa: From ICT for Development and Digital Divide Perspectives</p>	<p>2. Jili Sun: Dating and Marriage Customs Throughout Time: A Productive Theme for Blending Language and Culture in an Advanced Level Chinese Class</p> <p>3. Ana C Thomé Williams: Connecting languages and lives: USA and Brazil College student intercultural communication in Portuguese, a path toward proficiency</p> <p>4. Rita Basuray: From "I'm-afraid-to-speak" to "I-dream-in-English" in <3-weeks through Team-Based Learning</p>
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Thursday 19 September 2024

<p>7.00-9.00 Room 205 Moderator: Ewelina Mierzwa-Kamińska Session 6 online English/Foreign Language Education</p> <p>1. Yuxiaolin Tian, Yuheng Hu & Yifan Wei: Enhancing Intercultural Communicative Competence in ESL</p>	<p>7.00-9.00 Room 208 Moderator: Jędrzej Olejniczak</p> <p>Session 7 online Mediated intercultural encounters</p> <p>1. Roland Sussex: Differential competence and differential categories in intercultural communication</p>	<p>7.00-9.00 Room 207A Moderator: Marcin Deutschmann</p> <p>Session 8 online Managing cultural encounters</p> <p>1. Hongyan Lan: Working in Japan: Japanese Culture through the Eyes of A Taiwanese Expatriate</p>	
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<p>Learners through English Creative Writing</p> <p>2. Jin Wang: ESP English Teaching Practice</p> <p>3. Xiaohai Wang & Jian Li: Native Culture in Foreign Language Education: Towards a New Paradigm Treating Chinese Culture Aphasia for Successful Intercultural Communication</p> <p>4. Ting Huang: Identifying Us and Them: A Comparative Study on Senior High School English as a Foreign Language (EFL) Textbooks in China</p>	<p>2. Jo-Yu Wang: Negotiating Nationality in the Sexual Field: Gay Foreign Students' Dating App Use in Taiwan</p> <p>3. Hongyan Lan: “Multiculturalism” in Japan</p> <p>4. Amna Ben Amara: The Constructivist Turn in Intercultural Studies</p>	<p>2. Syarizan Dalib: Marginalization and Intercultural Competence: A Framework for Understanding the Experiences of Migrant Workers in Malaysia</p> <p>3. Zhijun Wang: Interplay of Culture and Commerce: Investigating Intercultural Strategies in Yiwu's Global Market</p> <p>4. Ping Wang: A Corpus-based Study on the Art Management English Word List for Non-native Speakers</p>	
<p>9.00-10.00 Plenary 3 Prof. Danijela Vuković-Ćalasan: Interculturalism and Intercultural Communication - The Case of Roma in Montenegro (online) Moderator: Dorota Brzozowska Aula 301 LINK to plenary sessions</p>			
<p>10.00-11.00 Plenary 4 Prof. Teresa Sasińska-Klas: Mediatization of Politics - Politicization of the Media. New Dimensions and Challenges Moderator: Joanna Kulska Aula 301</p>			
<p>11.00-11.30 Coffee break Rooms 302-303</p>			

<p>11.30-13.30 Room 206 Moderator: Katarzyna Molek-Kozakowska Session 9 Understanding conflict discourses across cultures and media</p> <p>1. Przemysław Wilk: Alternate construals of the Russian-Ukrainian conflict: A pilot study of framing in the discourse of conflict</p> <p>2. Rafał Matusiak & Robert Radziej: Framing of the economic situation of Ukraine and Russia in Polish media</p> <p>3. Marcin Deutschmann & Jędrzej Olejniczak: Unwanted encounters. Anti-Ukrainian rhetoric in media coverages of Russian-Ukrainian conflict</p> <p>4. Katarzyna Molek-Kozakowska: Subjectivities and storylines in the coverage of the Russian-Ukrainian conflict</p>	<p>11.30-13.00 Room 207 Moderator: Małgorzata Adams-Tukiendorf Session 10 on-site Boundaries and bridges in pedagogy and culture</p> <p>1. Xie Rongrong: Cultural Features in An Anglo-Chinese Dictionary of Ningpo Dialect (1876) compiled by W. T. Morrison</p> <p>2. Michel Riquelme-Sanderson: Exploring the Pedagogical Decisions of an EFL Teacher to Revitalize the Mapuche Language and Culture. A Collaborative and Critical Ethnography</p> <p>3. Bogusława Gosiewska-Turek: Dyslexic student in inclusive foreign language classroom</p>	<p>11.30-13.30 Room 208 Moderator: Brygida Lika Session 11 online Interculturality in Europe</p> <p>1. Maroua Talbi: Cultural crossroads: nurturing intercultural competence in Hungary's English Studies BA programme</p> <p>2. Dunia Alghamdi: Investigating linguistic and non-linguistic factors affecting intercultural communicative competence in UK international students</p> <p>3. Ina Druviete: Embracing interculturality: “new multilingualism” and language policy challenges in Latvia</p> <p>4. Yingying Ye: Re-examing the Nexus between Globalization and Intercultural Competence</p>	
<p>13.30-14.30 Lunch break Rooms 302-303</p>			

<p>14.30-16.30 Room 206 Moderator: Przemysław Wilk Session 12 Public discourses on global issues and geopolitics</p> <p>1. Shu-Chu Sarrina Li: News Sharing in social media platforms: Examining the Differences among Health News, Science News, and Political News in Taiwan</p> <p>2. Mei-Ling Hsu: Reconsidering an Earth-centric Public Discourse in Communicating Environment in Times of Climate Change and Energy Transition</p> <p>3. Alisa Kasianova & László Kovács: Semiotics of cross-cultural advertising: German and Italian perspective</p> <p>4. Nino Edilashvili: Intercultural obstacles in the context of Russian-Georgian social interactions in 2022-2023</p>	<p>14.30-16.30 Room 207 Moderator: Zhang Hongling Session 13 Pedagogical strategies for intercultural competence teaching: a Chinese perspective</p> <p>1. Zhang Hongling: Intercultural competence teaching in China: goals, principles and conditions</p> <p>2. Xuan Zheng: Transformative teaching in cultivating productive bilingualism</p> <p>3. Chi Ruobing & Deng Yiheng: Testing A Cultural Paradox Pedagogy for Developing Critical Awareness of Cultural Essentialism</p> <p>4. Wei Cheng: Examining the teacher talk in classroom intercultural teaching: a dialogic approach perspective</p>	<p>14.30-16.30 Room 208 Moderator: Michał Wanke Session 14 online Identities in media and culture</p> <p>1. Nkechi P. Onyemeziem: Cultural identity in Nigeria</p> <p>2. Aparna Satheesh Kurup: Representing identities through language in the diasporic writings</p> <p>3. Maudy Precious Chikwaka-Mpezeni: Psychosocial dilemma: the reconstruction of ESL learners' cultural identity in rural primary schools in Murehwa District of Zimbabwe</p> <p>4. Caterina Calicchio: Developing intercultural competence during second language acquisition</p>	
<p>16.30-17.00 Coffee break Rooms 302-303</p>			

<p>17.00-19.00 Room 206 Moderator: Rafał Matusiak Session 15 Cultural politics and the public sphere</p> <p>1. Lin-Mei Huang, Ta-Hua Liu & Shu-Chu Sarrina Li: In the Name of Whose Benefit: The Effects of Messaging Frames and Self-construal on Individuals with Different Levels of COVID-19 Vaccine Hesitancy</p> <p>2. Chen-Yi Lee: Using the O-S-R-O-R model to test the political communication model of Extraversion and Neuroticism in Taiwan</p> <p>3. Nien-Hsuan Fang: The multi-modal analysis of the labels and pictograms of public unisex restrooms in Taipei</p> <p>4. Dienfang Chou: Exporting Joint custody in Taiwan via newspaper articles</p>	<p>17.00-19.00 Room 207 Moderator: Zhang Hongling Session 16 Pedagogical strategies for intercultural competence teaching: a Chinese perspective</p> <p>1. Shiqin Wu: Instructional Design of Experiential Learning Activities to Develop Intercultural Competence for High School EFL Learners in China</p> <p>2. Baoquan Liu: Assessing Intercultural Competence: A Critical Review</p> <p>3. Baoquan Liu & Luman Yang: A Study of the Validity of Intercultural Competence Test</p> <p>4. Gege Huan & Weiwei Zhou: Research on Academic Writing Ability of College English Teachers in the Context of Human-Computer Coexistence: Connotation, Status, Approaches</p>	<p>17.00-19.00 Room 205 Moderator: Stephen Branigan Session 17 Representation of self/other</p> <p>1. Arwa Hassan: The role of Egyptian satellite television's webpages in Sustainable Development Diplomacy</p> <p>2. Yunying Zhang: How Do People Look at EV: BYD vs. Tesla?</p> <p>3. Ehsan Shahghasemi: Cross-cultural schemata Iranian X users have of Americans</p> <p>4. Tea Hodaj: Enemies and friends in Albanian and South Slavic folkloric songs, a comparative study</p>	<p>17.00-19.00 Room 208 Moderator: Michał Wanke Session 18 online Language and culture in society</p> <p>1. Gaby Semaan: From Competence to Intercultural Humility: The Taxonomy for Nurturing Intercultural Encounters</p> <p>2. Kenneth C. C. Yang & Yowei Kang: Teaching American-Centric ACUE-Pedagogy in the Czech Republic: A Border Pedagogy Perspective</p> <p>3. Biagio Aulino, Roberto Bergami & Serafina Filice: Social Media Influence on Learning English L2 in Tertiary Education: Voices from Italy</p> <p>4. Yuleth Chigwedere: ESL affiliation and cultural identity among the urban post-2000 generation in Harare West, Zimbabwe</p>
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19.00-21.00 Dinner
Szara Willa, Oleska 11

Friday 20 September 2024

<p>8.00-10.00 Room 205 Moderator: Marcin Deutschmann</p> <p>Session 19 online (Mediated) encounters with self/other</p> <p>1. Yu Hu: C-E Translation for Global Communication: a Perspective of Polysystem</p> <p>2. Xiaoyun Zheng, Xinyan Hu & Yanchuan Geng: “Telling Chinese Stories Well”: A Linguistic Analysis of 40 Award-Winning Short Video Clips</p> <p>3. Zixun Zhou, Kangyan Yin & Yanchuan Geng: Resorting to the Power of Non-self: The Evolution of Self from the Chinese Buddhist Perspective</p> <p>4. Yuhan Deng & Yijin Wang: How can character stories trigger audience empathy in cross-cultural</p>	<p>8.00-10.00 Room 208 Moderator: Bogusława Gosiewska-Turek</p> <p>Session 20 online (Inter)cultural experiences of study</p> <p>1. Hanzhi Fu, Steve J. Kulich: A Large-scale Validation Study of Cultural Intelligence Scale (CQS) among Chinese University Students</p> <p>2. Guo Xiaoqun: Sino-Russian Students’ Intercultural Adaptation in a Short-term Exchange Study-abroad Program</p> <p>3. Barry Kavanagh: Improving EFL Students’ Comprehension of Academic Lectures: Note-Taking Strategies and Self-Assessment</p> <p>4. Roland Sussex: Catastrophizing and intercultural communication in pain medicine</p>	<p>8.00-10.30 Room 207A Moderator: Stankomir Nicieja</p> <p>Session 21 online Politics and art in global encounters</p> <p>1. Gordon Onyango Omenya: Resilient Memories, Claim Making and Cultural Heritage Among the Migrant and Stateless Makonde Community in Kenya</p> <p>2. Daniel López Fernández: Conjuring the Real: Phantasmagorical Capitalism in Kathrin Röggla’s <i>We Never Sleep</i></p> <p>3. Bonnie Chen: Mascot as government’s KOL: A case study of Big Waster in Hong Kong</p> <p>4. Marta Pilar Montañez Mesas: Egalitarian and inclusive language: between the linguistic and the social</p>	
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<p>communication? - Taking CGTN's "1.4 billion" on YouTube as an example</p>		<p>5. Yan Wang: Ethical Narratives and Cultural Interpretations: Comparing Four 21st Century Adaptations of The Orphan of the Zhao</p>	
<p>10.00-11.30 Room 206 Moderator: Robert Radziej</p> <p>Session 22 Intercultural encounters</p> <p>1. Xingyin Wen & Chi Ruobing: What makes a quality teacher-student relationship? Perspectives from the international student advisors</p> <p>2. Liang Xiaoxue: A study on sojourners' intergroup contact mechanism based on international scholars' changing intercultural perceptions of China</p> <p>3. Wei Chin Wong & Yingtong Duan: A Catalyst for Sino-Foreign Communication: The Contributions of Edouard Chavannes and Henri Cordier to T'oung Pao Journal, 1904-1918</p>	<p>10.00-11.30 Room 207 Moderator: Jolanta Szymańska</p> <p>Session 23 Challenges in EFL Teaching</p> <p>1. Ewelina Mierzwa-Kamińska: The emotional rollercoaster of foreign language teaching: the relationship between foreign language teaching enjoyment, burnout and resilience</p> <p>2. Brygida Lika: The relationship between personality traits and burnout among primary school foreign language teachers</p> <p>3. Michel Riquelme-Sanderson: Can EFL contribute to indigenous language and culture? Exploring the voices of EFL teachers working with Aymara students</p>		

11.30 Closing down and coffee

Aula 301

[LINK to closing ceremony](#)

13.00 The Board of Directors meeting

Hybrid