

Preface

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Facing the global transition and local adaptation to the challenges, Yuan Ze University had a wonderful opportunity to initiate a global proposal and organize at home the 18th IAICS Annual Convention on June 8-11, 2012. Our institute was authorized to take this important responsibility to present our enthusiasm and willingness toward the world and establish our friendship with all the scholars-participants from different countries with diversified cultures. I myself served as the program planner and took the position of organizing committee convener, learning how to communicate with others, solving problems, serving our friends and winning friendship from the global community. Thanks to IAICS Executive Director Prof. Guo-Ming Chen and ICS General Editor Joanna Radwanska-Williams, the ICS got lots of submissions under the spirit of cross-disciplinary and global inquiry, integrating different viewpoints into harmonious discussion with a broad range.

Luckily, we have four keynote papers in which our invited speakers were dedicated to the research efforts for reducing the misunderstanding between Western and Chinese values. In the paper by Professor Guo-Ming Chen "*A Zhong Dao Model of Management in Global Context*", he hopes to establish a model which has potential to bridge the gap between East and West to reach a state of multicultural co-existence. In criticizing the existing international system, Professor Chih-Yu Shih in his paper "*China Rise Syndromes? Drafting National Schools of International Relations in Asia*" emphasized that a China rise syndrome probably is the consequence of lacking an IR theory with Chinese characteristics which could have a much broader range of reflections on other Asian possibilities. Professor Lin-Wen Wang in his paper "*Cultural Continuity and Transmission: From the Case Study of Innovative Works of the I Ching and Tsao Shu*" stressed the importance of Chinese cultural renaissance through reexamining the traditional approaches to the creative work of the Book of Changes and of cursive-style Chinese calligraphy. Professor H. Samuel Wang found a new phenomenon of global context in English. He pointed out that global English has become a trend in the teaching of English. Native speaker English is not regarded as the model for learners. All these research fruits remind us of the new challenges and our efforts for overcoming them.

Concerning the relationships between International Relations and media agenda-setting function, we have four Chinese papers contributing to this kind of relationships, focusing on the problems between the reality and information shaping. In the paper "*U.S.-China-Russia Competition in Asia? On Russia's Role in U.S.-China Information War*" (中美俄爭霸亞洲新秩序？試論俄羅斯在中美輿論宣傳戰中的角色), Professor Feng-Yung Hu in her paper

explored the problems between U.S.-China-Russia relations and the informational war of these three countries for conducting diplomacy in Asian-Pacific region. Simultaneously, an information war also exists between national level and local level media. Professor Meihua Lee in her paper *"A Comparative Analysis of Media Representations of Taiwan's Yami/Tao Aboriginal Peoples"* (台灣主流媒體與蘭嶼在地媒體所再現之雅美/達悟族群文化) indicated that the media frames of mainstream newspaper and local medium differed in terms of "type", "image", and "length". Professor Wu Fei & Chi Ming in their paper *"The Triangle Interaction among Ishihara Thinking, the American Right-Wing Think Tanks and Media"* (石原慎太郎式思維與美國右翼智庫和媒體之間的三角互動關係) concluded that any strategic expansion and even regarding China as an enemy is not the core meaning of existence for the United States. In the paper *"Political 'Horseracing' Show in Media Era — an Analysis of the Television Debate in 2012 American Presidential Election from the Perspective of Political Communication"* (傳媒時代的政治“賽馬”表演—2012年美國大選電視辯論的政治傳播學分析), Professor Zhang Taofu & Chen Lijuan examined the TV debate agenda of the American Presidential Election Season and found that the topics on China did not necessarily reflect their China policy.

What our authors in the Chinese community are still concerned about is the gap between global awareness and local experience. In the paper *"Global Awareness: Foreign Language Teachers' Beliefs and Practices"*, the author found the gap between curriculum and teaching practices as well. In the paper *"Media Use, Social Comparison, Cognitive Dissonance and Peer Pressure as Antecedents of Fashion Involvement"*, the authors emphasized the influence of media on social psychology and suggested studying media exposure and fashion involvement to improve intercultural communication. The paper *"An Action Research of the Chinese Context-Based Intercultural Teaching — A Case Study of an Intercultural Exchange Project between American and Chinese College Students"* is aimed to find some new ways to increase students' intercultural communication competence in the authentic environment. The author of the paper *"Icons, Culture and Collective Identity of Postwar Hong Kong"* attempted to highlight not only Hong Kong people's changing collective needs and mental or material hunger, but also their continuous search for identity.

Respect is the crucial element to pursue peace. How to coexist in the world with respecting different cultures remains a long task. In the paper *"The Role of Common Ground in International Communication: Iraq-Iran Correlation"*, the author intends to explore the role of common belief in the sense of religion in international communication in spite of different cultural backgrounds and perspectives. The author argues that Iran-Iraq war has left painful memories on the minds of the people of both countries, but this does not set them apart from each other, as the Imams have created a tightened relationship between the shi'as of the world. Thus, despite their differences, Iran and Iraq share parts of a common heritage.

How to promote students' intercultural competence? Teachers might encourage them to learn languages to broaden the global context integrated into the content of languages. Participation in social activities seems to be another effective approach to improve the

intercultural comprehension. In the paper *“Community Engagement through International Service-Learning: How a Foreign Student can Become a Social Actor in the Host Society”*, the author suggested that any student can become a functioning social actor in the host society through international service-learning and community engagement which will improve their intercultural competence. The concept of “Service” has become the cornerstone of success. In the paper *“Value Co-creation Oriented Leadership for Promoting Service-Centric Business”*, the authors focused on leadership: a vital factor in any company’s success. The author of the paper *“Relationship between Students’ Adjustment Factors and Cross Cultural Adjustment: A Survey at the Northern University of Malaysia”* provided suggestions for improvement in university support to facilitate international students’ cultural adjustment.

One of the central values of globalization is multiple group work where people learn how to communicate and cooperate with others. In the paper *“Knowledge Creation through Inter-Cultural Communication in Multi-Cultural Groupwork”*, the authors found out through the case study that as globalization sweeps across the world, multiple-cultural group-work has become common in many fields such as higher education, business, and science. In the paper *“Balancing Ethnic Identity: The Life History of a Filipino-Japanese Woman”*, the author interviewed a 23 year-old woman who is ethnically “mixed” with Filipino and Japanese heritage, knowing the dilemma of choosing the country. The study is aimed to offer a unique postmodern view about interpersonal relationships and society. In the paper *“A Message from the Goddess of Peace: Analysis of News Articles on a Japanese Woman’s Activities at the 1921 Washington Arms Limitation Conference”*, a semantic analysis revealed not only the personality of a woman but also a universal message of world peace, which is perhaps even more relevant today than it was then.

The problems of social adjustment and cultural identity have been the central crux between the elder immigrants and their children. How to help these immigrants integrate into the local community is also the responsibility of future cross-boundary cooperation in the globalized world. The paper *“Acculturation, Filial Responsibilities and Living Arrangements: An Empirical Study of the Acculturative Experiences of Elderly Chinese Immigrants in New Zealand”* examined the acculturative experiences, filial responsibilities and intergenerational communication between the elderly Chinese immigrants and their adult children in Wellington, New Zealand. This study has clearly demonstrated the need for outside assistance, especially government support and necessary intervention for elderly Chinese immigrants and highlighted the importance of care for the general wellbeing and the quality of life of the elderly Chinese immigrants.

What else is there for human beings acting as an endowment from God? We might keep in mind that intercultural communication is the fundamental work for pursuing peace and harmony.

IAICS is a non-profit research association and has done its effort well for promoting intercultural communication with cross-disciplinary dialogues. To sum up the preface, I would like to express my heartfelt gratitude to our Chair of the Conference, the former president of

Yuan Ze University – Prof. Tsong-Pyng Perng (彭宗平); Dean of General Studies College – Lin-Wen Wang (王立文); President of IAICS – Prof. Song Li (宋莉), IAICS Executive Director – Prof. Guo-Ming Chen (陳國明); ICS General Editor – Prof. Joanna Radwanska-Williams and her Assistant Editor Linda Lam; Professor of JiNan University Wu Fei (吳非); our invited speakers – Chun-Chieh Huang (黃俊傑), distinguished Professor of History and Dean, Institute for Advanced Studies in Humanities and Social Science at National Taiwan University; the former Minister of Foreign Affairs and the Chairman of Cathay Charity Foundation – Mr. Chien Foo (錢復); the Chair Professor of the Political Science Department – Prof. Chih-Yu Shih (石之瑜); Wang Hsu (王旭) – Professor and Chairman of Department of Foreign Languages and Applied Linguistics at Yuan Ze University; and Margaret D’Silva – Professor at the Department of Communication of University of Louisville. I also appreciate Ms. Hung-Chin Chiang (江鴻津), Ms. Chia-Jou Lee (李佳柔) and those who participated in our Conference and assisted in our work and activities. Without their support and effort, the conference could not have been a successful event in our hometown.

We also want to extend our thanks to the following Taiwan government sponsors for their kind help and financial support: National Science Council (行政院國家科學委員會), Ministry of Foreign Affairs of ROC (外交部), Ministry of Economy (經濟部), Mainland Affairs Council (陸委會中華發展基金會) and Yuan Ze University Foundation (元智基金會).

前 言

2012年6月8-11日，元智大學舉辦了題為：「文化融合與衝突：對全球在地文化的省思」的國際學術研討會，這也是國際跨文化傳播學研究學會第十八屆的國際年會（2012-IAICS (18th) Annual Convention），本屆會議的與會者來自於全世界的二十三個國家地區且人數達到近兩百人，國際人士高達與會者的九成。一方面，我們聯繫了熱忱的老會員相聚一堂；另一方面，我們也開拓了新會員加入這個國際社群，使其繼續扮演搭建跨文化的橋樑並且發揮傳播的影響力。我們有幸承接這樣的學術盛會，代表了國際學術界對我們學術研究和執行能力的肯定，我們深感榮幸能夠服務於國際社會，並且竭盡所能作出最大的努力。

本屆國際學術研討會的主題突出了「全球」、「在地」、「文化」融合為「全球在地文化」的概念，而且不僅限於這樣的概念，這個想法源於本校通識教學部主任王立文教授，他認為我們應當尊重每個面向所代表和產生的價值和意涵，最重要的是如何從一個人文關懷的全人類包容的精神，來看待我們所處的環境，而如何化解衝突和減少災難才是我們的長遠目標和方向。

元智大學在承辦國際年會的過程中，致力於各方資源和人力的整合，推動跨社會和跨組織的聯繫功能，試圖體現元智通識教學部堅持跨學科與跨文化之間溝通和交流的一貫精神和態度。在此期間，我們累積了豐富的國際經驗，深厚了跨界的國際友誼，建立了良好的國際形象，並且贏得了國際信任。我們作出努力的同時，也獲得了相當熱烈的國際認可和反響。我們深刻體會到國際的貢獻度視為國際的影響力之同等意涵，沒有付出這樣的國際貢獻，是斷難得到國際社會的肯定的！在承辦過程中，我們盡心盡力為國際友人解決困難並且提供資訊，相信國際與會者已經感受到了我們誠摯的心意和良善的願望。儘管在操辦會議的過程中仍有許多不盡人意之處，但我們仍期盼與勉勵自己未來會做得更好。

這次我本人受到陳國明教授和《跨文化傳播學研究學刊》（ICS Intercultural Communication Studies）的總編輯Joanna Radwanska-Williams教授的盛情邀請，擔任本期的客座議題主編。總編Radwanska-Williams教授建議我們可以在這期當中說明承辦2012-IAICS的意義和影響。我想，對我們來說，承辦國際年會是非常有意義的使命，其影響也是非常深遠的。在本期當中，主題講者都是在華人學術圈和國際學術界具有卓越貢獻和影響的知名學者，他們試圖在世界潮流新的變化中掌握可遵循的脈絡，在中華文化和國際現勢的多面性當中建構理論並且創新價值。在總編輯

的建議下，中英文論文同時被納入到本期當中，強調承辦方的國家語言對於世界文化和在地文化可能產生的作用和影響。

在此，我們要特別感謝目前任教於美國羅德島大學的執行長陳國明教授，他對於我本人的信任和支持，還有他對於我校國際發展的肯定和賞識。重要的是，他與我校前任領導者彭宗平教授（時任校長）、孫一明教授（時任研發長）、吳和生教授（時任研發長）、余念一（時任國際室主任）和通識教學部的大家長王立文主任之間的相識溝通和交往情誼。正是在這樣的國際交流和互信當中，使我們即使在最困難的時候，仍戰戰兢兢地完成每件工作，也使我們不斷勇於面對挑戰、增強信心並且最終度過難關。

在此，我們還要特別感謝本校的研發長陳興義教授對於我們國際合作計畫的支持，本校研發處一直是本部推動國際化的首發支持者，感謝他們高瞻遠矚的眼光和悲天憫人的胸懷。還要感謝本校人文社會學院的院長劉阿榮教授和謝登旺教授（時任人社院長）的鼓勵，王佳煌教授（現任副教務長）、王小蕙教授（時任資傳系主任）以及本部同仁孫長祥教授、梁家琪教授、關則富教授、麥麗蓉教授、王怡云教授等人以及我們許多老師、同仁、同學的熱情幫助。同時最要感謝的是校長秘書林昭儀小姐的大力協助以及投身具體事務操辦和運作的終身教育部主任馮明德博士、江鴻津小姐和李佳柔小姐的完全犧牲和奉獻。

對於本屆學術活動奠定了國際地位和學術影響的莫過於是我們的主題演講者：黃俊傑教授（國立台灣大學人文社會高等研究院院長）、錢復先生（前外交部長、前監察院長、現任國泰世華慈善基金會董事長）、陳國明教授（美國羅德島大學傳播系終身教授）、石之瑜教授（國立台灣大學政治系教授、中國大陸暨兩岸教學研究中心執行長）、宋莉教授（現任國際跨文化傳播研究學會會長、哈爾濱工業大學外語系教授）、Margaret D'Silva (Professor and Director of Institute of Intercultural Communication at University of Louisville，美國路易斯維爾大學跨文化傳播研究所教授和所長)、王旭（時任元智大學應外系主任、清華大學特聘教授）和王立文教授（本部主任）的專業研究和精采演說。同時感謝吳非教授（廣州暨南大學新聞傳播學院）提供的國際慣例和大陸事務發展的相關專業建言。再次感謝他們對於我本人的熱忱鼓勵和信任支持。

最後還要由衷感謝我們國家與政府對於本校承辦國際年會的肯定和贊助：行政院國家科學委員會、行政院大陸委員會中華發展基金會、外交部、國際貿易局、教育部以及元智大學研發處和元智基金會。



（2012-IAICS開幕演講後，盛情的與會者在元智大學五館大樓前的合影留念）

胡逢瑛

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