



**The 21<sup>st</sup> International Conference of the International  
Association for Intercultural Communication Studies (IAICS)  
cum  
The 11<sup>th</sup> Biennial International Conference of the China Association for  
Intercultural Communication (CAFIC)**

**Call for Submissions**

**Conference Theme:** “*Culture, Communication, and Hybridity in an Age of Globalization*”

**Conference Time:** July 15-18, 2015

**Conference Venue:** The Hong Kong Polytechnic University, Hong Kong

**Conference Goals:**

- To provide scholars, educators and practitioners from different cultural communities with opportunities to interact, network and benefit from each other’s research and expertise related to intercultural communication issues;
- To synthesize research perspectives and foster interdisciplinary scholarly dialogues for developing integrated approaches to complex problems of communication across cultures;
- To advance the methodology for intercultural communication research and disseminate practical findings to facilitate understanding across cultures;
- To foster global intercultural sensitivity and involve educators, business professionals, students and other stakeholders worldwide in the discourse about diversity and transcultural communication issues.

**Topic areas are broadly defined as, but not limited to, the following:**

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|---|---|
| Advertising and marketing across cultures           | Intercultural and multilingual education  |
| Bilingual and multilingual communication            | Intercultural pragmatics                  |
| Bilingual education                                 | Interethnic communication and relations   |
| Comparative literature                              | Interpersonal communication and relations |
| Conflict, mediation and negotiation across Cultures | Language and cultural hybridity           |
| Corporate culture and management                    | Language planning and policy              |
| Crisis/risk communication                           | Media and transcultural communication     |
| Cross-cultural adaptation                           | Multiple cultures and interculturality    |
| Cross-cultural interaction                          | Philosophy and human behavior patterns    |
| Culture and diplomacy                               | Psychological communication studies       |
| Digital communication across cultures               | Public opinions and public policy         |
| Ethnic studies                                      | Public relations                          |
| Gender issues and communication                     | Rhetorical communication                  |
| Glocalization                                       | Second language education                 |
| Group/Organizational communication                  | Social media and communication            |
| Health communication                                | Sustainability and globalization          |
| Intercultural communication competence              | Transculturality in global context        |
| Intercultural communication and politics            | Translation studies                       |
|   | Verbal and nonverbal communication        |



## **Guidelines for Submissions**

**Categories:** Abstract, panel proposals, and workshop proposals may be accepted.

- Abstract, 150-250 words in English, including positions, affiliations, email addresses and mailing addresses for all authors.
- Panel proposals reflecting the conference theme may be submitted. All panel proposals should provide a 100-word rationale and a 100-200 word abstract of each panelist's paper; include affiliation and email addresses for each panelist.
- Workshop proposals relevant to the conference theme may be submitted. Proposals should be 3-5 pages in length, single spaced.

**Deadline:** Please submit abstracts by **January 11, 2015**, and panel/workshop proposals and roundtable discussion sessions by **February 1, 2015**.

**Submission to:** [iaics-cafic.2015@polyu.edu.hk](mailto:iaics-cafic.2015@polyu.edu.hk)

**Conference Working Languages:** English and Chinese

**Conference host:** Department of Chinese and Bilingual Studies, The Hong Kong Polytechnic University

**Conference website:** [http://www.cbs.polyu.edu.hk/2015iaics\\_cafic/](http://www.cbs.polyu.edu.hk/2015iaics_cafic/); <http://www.uri.edu/iaics/>

## **Sample Abstract**

### **The Development and Validation of the Intercultural Sensitivity Scale**

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The present study developed and assessed reliability and validity of a new instrument, the Intercultural Sensitivity Scale (ISS). Based on a review of the literature, 44 items thought to be important for intercultural sensitivity were generated for the purpose of analyses in this study. A sample of 414 college students rated these items and generated a 24-item final version of the instrument which contains five factors. An assessment of concurrent validity from 162 participants indicated that the ISS was significantly correlated with other related scales, including interaction attentiveness, impression rewarding, self-esteem, self-monitoring, and perspective taking. In addition, the predicted validity test from 174 participants showed that individuals with high ISS scores also scored high in intercultural effectiveness and intercultural communication attitude scales. Potential limitations and future direction for the study in this line of research were discussed as well.