

NCA Convention 2009, November 12-15, Chicago

1. Chinese Politics in Social Issues

Sponsor: Association for Chinese Communication Studies

Schedule Information:

Scheduled Time: [Thu, Nov 12 - 2:00pm - 3:15pm](#) **Building/Room:** Palmer House Hilton / Salon 3

Title Displayed in Event Calendar: [Chinese Politics in Social Issues](#)

Session Participants:

Session Organizer: [Canchu Lin \(Bowling Green State Univ\)](#)

1. [Nation, population, Chinese women, and quality child](#) *[Yahui Zhang \(Wayland Baptist University\)](#)
2. [Outgroup Stereotype and Intergroup Relationship between Beijingers and Outsiders](#) *[Lin Zhu \(Univ of Maryland, Univ College\)](#)
3. [Policing and Racialization of Rural Migrant Workers in Chinese Cities](#) *[Dong Han \(University of Illinois, Urbana-Champaign\)](#)

Respondent: [Ling Chen \(Hong Kong Baptist Univ\)](#)

Chair: [Mei Zhang \(Missouri Western State Univ\)](#)

Abstract:

The purpose of this paper session is to present four unique studies that together highlight some key issues that are of great concern to Chinese people. They all look into political issues such as stereotyping, discrimination, human rights, and unequal participation which are all revealed in Chinese social communication.

2. Quantitative Studies of Chinese Commercial Behaviors

Sponsor: Association for Chinese Communication Studies

Schedule Information:

Scheduled Time: [Thu, Nov 12 - 3:30pm - 4:45pm](#) **Building/Room:** Palmer House Hilton / Salon 3

Title Displayed in Event Calendar: [Quantitative Studies of Chinese Commercial Behaviors](#)

Session Participants:

Session Organizer: [Canchu Lin \(Bowling Green State Univ\)](#)

1. [Understanding Integrated Marketing Communications \(IMC\): A China study](#) *[Song Tian \(University of Alabama\)](#)
2. [Examining the Factors that Influence Consumers' Television Shopping Behavior in Mainland China](#) *[Chen LU \(The Chinese University of Hong Kong\)](#), *[Guanxiong Huang \(Chinese University of Hong Kong\)](#)

Chair: [Hairong Feng \(Univ of Minnesota, Duluth\)](#)

Respondent: [Meina Liu \(University of Maryland\)](#)

Abstract:

The four papers selected for this session all use quantitative research methods to examine Chinese commercial behaviors. They explore the role of celebrities in commercials, informational and emotional appeals in advertising, perceptions and implementation of integrated marketing communications in China, and Chinese consumers' TV shopping behavior.

3. Rhetoric of Historic Moments and Online Journalism in China

Sponsor: Association for Chinese Communication Studies

Schedule Information:

Scheduled Time: [Fri, Nov 13 - 8:00am - 9:15am](#) **Building/Room:** Palmer House Hilton / Salon 8

Title Displayed in Event Calendar: [Rhetoric of Historic Moments and Online Journalism in China](#)

Session Participants:

Session Organizer: [Canchu Lin \(Bowling Green State Univ\)](#)

1. [Dao, Mao, and Science Doctrine: The Shaping and Shifting of Chinese Ideology for the Cultural Revolution](#) *[Wu Dan \(Clemson University\)](#)
2. [Rhetorical Roles of First Lady Madame Chiang Kai-shek](#) *[Lin-Lee Lee \(National Kaohsiung Normal Univ\)](#)
3. [State Policy and News Websites in China](#) [Ying Zhang \(University of Illinois, Urbana-Champaign\)](#), *[Dong Han \(University of Illinois, Urbana-Champaign\)](#)
4. [Wikinews in a China Box: Measuring a New Model of Journalism in China](#) *[Fangfang Gao \(University of Florida\)](#), [Judy Robinson \(University of Florida\)](#)

Chair: [Dexin Tian \(Louisiana State University, Alexandria\)](#)

Respondent: [Changfu Chang \(Millersville University\)](#)

Abstract:

Two papers of this session deal with historic figures and their impacts on Contemporary Chinese history from a rhetorical perspective while the other two address online journalism in China.

4. Five Years Out--Exploring Chinese Communication: The Past, Present, and Future of Chinese Communication Studies

Sponsor: Association for Chinese Communication Studies

CoSponsor: Five Years Out Programs

Schedule Information:

Scheduled Time: [Sat, Nov 14 - 12:30pm - 1:45pm](#) **Building/Room:** Palmer House Hilton / Salon 10

Title Displayed in Event Calendar: [Five Years Out--Exploring Chinese Communication: The Past, Present, and Future of Chinese Communication Studies](#)

Session Participants:

Session Organizer: [Canchu Lin \(Bowling Green State Univ\)](#)

Chair: [Canchu Lin \(Bowling Green State Univ\)](#)

Presenter: [Guo-Ming Chen \(University of Rhode Island\)](#)

Presenter: [Ling Chen \(Hong Kong Baptist Univ\)](#)

Presenter: [Deborah Cai \(University of Maryland\)](#)

Presenter: [Todd Sandel \(University of Oklahoma\)](#)

Abstract:

This panel features a few presentations from a group of well-accomplished Chinese communication scholars. It will reflect on Chinese communication research in some key areas and outline future directions. More importantly, these presenters will explore Chinese communication from a globalization perspective, focusing on the connections between Chinese culture, communication, and globalization. Specifically, this panel will tackle issues emerged in the interplay of Chinese culture and globalization, such as transnational and transborder families in Chinese communities and Western labels on Chinese culture and their implications.

5. Top Papers in Association For Chinese Communication Studies

Sponsor: Association for Chinese Communication Studies

Schedule Information:

Scheduled Time: [Sat, Nov 14 - 2:00pm - 3:15pm](#) **Building/Room:** Palmer House Hilton / Salon 3

Title Displayed in Event Calendar: [Top Papers in Association For Chinese Communication Studies](#)

Session Participants:

Session Organizer: [Canchu Lin \(Bowling Green State Univ\)](#)

Chair: [Todd Sandel \(University of Oklahoma\)](#)

Respondent: [John Makay \(Bowling Green State Univ\)](#)

1. [Invasion of the Body Snatchers: How The Rhetoric of Globalization Elides Human Rights in 'The Bodies' Museum Exhibits](#) *[Ellen Gorsevski \(Bowling Green State Univ\)](#), [Canchu Lin \(Bowling Green State Univ\)](#), [Raymond Schuck \(Bowling Green State University\)](#)
2. [Comparing the Perception of Success, Attributions, and Motivations](#) *[Qi Wang \(Villanova University\)](#), *[Kimberly Feeny \(Villanova University\)](#)
3. [Our Hero Wang Can't Be Wrong! A Case Study of Collectivistic Image Repair in Taiwan](#) *[William Benoit \(Ohio University\)](#), [Wei-Chun Wen \(null\)](#), [Tzu hsiang Yu \(Shih Hsin University\)](#)
4. [From the Iron Man to Yao Ming: The Changing Face of China's Heroes](#) *[Rya Butterfield \(Louisiana State University\)](#)

6. Association for Chinese Communication Studies Business Meeting

Sponsor: Association for Chinese Communication Studies

Schedule Information:

Scheduled Time: Sat, Nov 14 - 3:30pm - 4:45pm **Building/Room:** Palmer House Hilton / Salon 3

Title Displayed in Event Calendar: Association for Chinese Communication Studies Business Meeting

Session Participants:

Session Organizer: Canchu Lin (Bowling Green State Univ)

7. Chinese Communication in Disasters, Challenges, and Social Support

Sponsor: Association for Chinese Communication Studies

Schedule Information:

Scheduled Time: [Sun, Nov 15 - 11:00am -12:15pm](#) **Building/Room:** Palmer House Hilton / Salon 3

Title Displayed in Event Calendar: [Chinese Communication in Disasters, Challenges, and Social Support](#)

Session Participants:

Session Organizer: [Canchu Lin \(Bowling Green State Univ\)](#)

1. [The Communication Model and the Nature of Change in Terms of Deforestation in China since 1949](#) *[Dexin Tian \(Louisiana State University, Alexandria\)](#), [Chin-Chung Chao \(University of Nebraska at Omaha\)](#)
2. [Parents' perceptions of a Chinese language community weekend school in the United States](#) *[Bessie Lawton \(West Chester Univ\)](#), [Kim Logio \(St. Joseph's University\)](#)
3. [A Content Analysis of Online Social Support Behaviors of Overseas Chinese Prenatal and Postnatal Women](#) *[Yuxia Qian \(Albion College\)](#), [Yuping Mao \(University of Alberta\)](#)
4. [Natural Disaster as a Catalyst for Building Civil Society: A Case Study of the Sichuan Earthquake in China](#) *[Aimei Yang \(University of Oklahoma\)](#), *[Anna Klyueva \(University of Oklahoma\)](#)

Chair: [Chin-Chung Chao \(University of Nebraska at Omaha\)](#)

Abstract:

This paper session explores the role of communication in crisis management and social support by Chinese people. While two papers present case studies examining the role of communication in managing man-made as well as natural disasters in China, the other two deal with Chinese communication behaviors in intercultural adaptation.