

# Cross-Cultural Communication Conference 2021

## September 23, 2021



## Conference Programme

Thursday, September 23, 2021

### Plenary Session

5:00 p.m. ICT	<p>Welcome remarks:</p> <ul style="list-style-type: none"> <li>- Pavel Slutskiy, Conference Chair, Faculty of Communication Arts, Chulalongkorn University, Bangkok</li> <li>- Preeda Akarachantachote, the Dean, Faculty of Communication Arts, Chulalongkorn University, Bangkok</li> <li>- Sukanya Sompiboon, Assistant Dean for Research and International Affairs, Faculty of Communication Arts, Chulalongkorn University, Bangkok</li> </ul>
5:15 p.m. ICT	Keynote speech: "The Power of Building Bridges Across Cultures Through Public Diplomacy" by Gregory Payne, Chair and Co-Director of the Emerson-Blanquerna Summit
5:45 p.m. ICT	<p>Book presentation: "The Global Foundation of Public Relations: Humanism, China, and the West"</p> <ul style="list-style-type: none"> <li>- Robert E. Brown, Emerson College, USA</li> <li>- Jenny Zhengye Hou, Queensland University of Technology, Australia</li> </ul>
6:10 p.m. ICT	Panel discussion: "Misinformation, disinformation and control of information regarding COVID: perspectives from different countries"

### Parallel Session I: Cultural Identity. Chaired by ShawHong SER

6:45 p.m. - 8:30 p.m. ICT	<ul style="list-style-type: none"> <li>- "Faith, Facebook, and Cross-Cultural Communication: A Forgotten Aspect of Diversity, Equity, and Inclusion", Elizabeth J.A. Siwo-Okundi (Emerson College, USA)</li> <li>- "Discourse Strategies in Chinese and Thai Thank-You Emails and Implications for Intercultural Communication", Chia-Ling Hsieh, Kankanit Potikit (National Taiwan Normal University, Taiwan)</li> <li>- "The 2020 U.S. Presidential Elections: A Deep Dive Into Donald Trump's Culture and Identity-Based Political Appeals", Vincent Raynauld, André Turcotte (Emerson College, USA)</li> <li>- "The Influence of Korean Culture on BTS Non-Musical Programs", Sharifah Sofiah Syed Zainudin, Siti Aishah binti Hj Mohammad Razi, Mastura Mahamed (Universiti Putra, Malaysia)</li> <li>- "Unmasking Sex Workers During COVID-19 Health Pandemic in the City of Amsterdam: Cultural Attitudes Changes and De-Stigmatisation Towards Sex Worker in the Red-Light District", Chester Lee (Emerson College, USA)</li> <li>- "Destination Identity Design and Representation: A Case Study From Malaysia's Destination Branding (1990 – 2020)", ShawHong SER (Chulalongkorn University, Thailand)</li> </ul>
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### **Parallel Session II: Education and Culture. Chaired by Robert E. Brown**

6:45 p.m. - 8:30 p.m. ICT	<ul style="list-style-type: none"> <li>- "Higher Education Institutions' Use of the Bridge Building Potential of Storytelling to Maintain Connection With International Students Amid COVID-19 Pandemic", Adamu Abbas Adamu (Curtin University, Malaysia)</li> <li>- "Teaching in the Multicultural Classroom: Lessons for the Monocultural Teacher", Sara Fine-Meltzer (Ben-Gurion University of the Negev, Israel)</li> <li>- "Preparing Future Diplomats for Cross-Cultural Communication Under the Impact of Digitalisation, Remote Work and Closed Borders", Iris Altheide, Gregor Wittke (Federal Foreign Office, Germany)</li> <li>- "Recognizing Cultural Biases to Develop Intercultural Sensitivity in Cross-Cultural Contexts", Stephen B. Ryan (Yamagata University, Japan)</li> <li>- "Delivering a Borderless Communication Experience During the Pandemic: Review on Acceptance of Technology", Chai-Lee Goi (Curtin University, Malaysia)</li> <li>- "'Mas Despacio!': Teaching Fast and Slow in Bogota", Robert E. Brown (Emerson College, USA)</li> </ul>
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### **Parallel Session III (in the Plenary Session): Cultural Issues and Communication Management. Chaired by Katharina Wolf**

6:45 p.m. - 8:45 p.m. ICT	<ul style="list-style-type: none"> <li>- "The Role of Internal Communication in Employee Engagement: Challenges During Pandemic", Gaelle Duthler, Ganga Dhanesh (Zayed University, Abu Dhabi)</li> <li>- "The Relationship Among Information Seeking, Brand Perception and Purchasing Decision. A Comparison Study Between Indonesian and Japanese Fashion Brands", Yudi Perbawaningsih, Ninik MC Sri Rejeki, Immanuel Dwi Asmoro Tunggal (Universitas Atma Jaya Yogyakarta, Indonesia)</li> <li>- "The Diversity With Unity Dialectic in International Teamwork: Cultural Identity, Communication Styles and Intercultural Competence", Steven R. Levitt (The University of Texas at San Antonio, USA)</li> <li>- "Being Elsewhere by Going Nowhere: Interactions and Exchanges on People, Places, and Spaces in the Virtual Tours of Indonesia During COVID-19 ", Desideria CW Murti, Gilang Ahmad Fauzi (Universitas of Atma Jaya Yogyakarta, Indonesia)</li> </ul>
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**Parallel Session III (in the Plenary Session): Cultural Issues and Communication Management.**  
**Chaired by Katharina Wolf**

6:45 p.m. - 8:45 p.m. ICT	<ul style="list-style-type: none"><li>- ““Global PR” Versus “Glocal PR”: Why Intercultural Differences do Matter in the Public Relations Practice”, Enric Ordeix, Rumen Dimitrov (Blaquerna-Ramon Llull University, Spain)</li><li>- “Communicating CSR in Thailand: Now and Next?”, Chanapa Itdhiamornkulchai, Parichart Sthapitanonda (Chulalongkorn University, Thailand)</li><li>- “Multicultural Australia – A Critical Examination of Australia’s COVID-19 Communication Strategy”, Katharina Wolf (Curtin University, Australia)</li></ul>
8:45 p.m. - 9:00 p.m. ICT	Final discussions and concluding remarks

**Please join the conference via Zoom Cloud Meeting**

Zoom Meeting Link: <https://chula.zoom.us/j/98037139219?pwd=UFE5RWxpRDNsdGhvTUI2Z29uVyswZz09>

Meeting ID: 980 3713 9219

Password: cccc2021