



**« International Communication in the Post-Covid-19 Era:
New Dynamics from the Global South »
A Virtual Pre-Conference of IAMCR 2022**

Saturday, 9 July 2022 | 09:00 – 17:00 Suzhou/Beijing time | 01:00 – 09:00 UTC | via ZOOM



Organized by

The International Communication Section, IAMCR

The Institute of Communication Studies, Communication University of China

Journal of Transcultural Communication (De Gruyter)

Programme

09:00 – 09:15

Opening Ceremony (Zoom Meeting ID: 998 1679 7726 Passcode: TC*U+4G2)

Moderator

Deqiang Ji, Professor, Communication University of China, Vice Chair, INC, IAMCR

Opening Remarks

Welcoming Video from Nico Carpentier (IAMCR President), Changfeng Cheng (Executive Dean of the School of Journalism and Communication, Tsinghua University and Chair of LOC), and Beibei Tang (Dean of the School of Humanities and Social Sciences, Xi'an Jiaotong-Liverpool University)

Karen Arriaza Ibarra, Professor, Complutense University of Madrid; Chair, INC, IAMCR

Jidong Li, Vice Dean and Professor, Institute of Communication Studies, Communication University of China

Group Photo

09:15 – 10:00

Keynote Speech (Zoom Meeting ID: 998 1679 7726 Passcode: TC*U+4G2)

Moderator

Kateryna Kasianenko, Queensland University of Technology, Vice Chair, INC, IAMCR

Speakers

Daya Thussu, Professor, Department of Journalism, Hong Kong Baptist University

Stephen Croucher, Professor and Head, School of Communication, Journalism and Marketing, Massey University

10:10 – 11:40

Parallel Session 1 – Media Narratives in International Communication

(Zoom Meeting ID: 998 1679 7726 Passcode: TC*U+4G2)

Moderator & Discussant

Ehsan Dehghan, Digital Media Research Centre, Queensland University of Technology

Speakers

Chunying Wen & Yingying Wu, School of International Studies, Communication University of China, *Landscape and Narrative in the News Reports of Global Cooperation Against COVID-19 -- An Analysis Based on Network Agenda Setting*

Chongyuan Zhong, Shantou University, *The Third Battlefield in the Russia-Ukraine Conflict: A Comparative Analysis of the Chinese and American Media Discourse Game on Twitter*

Fangyi Xu, Institute of Communication Studies, Communication University of China, *Transformation in Gender Narrative in the Context of Globalization -- Study on the Screen Image of Hua Mulan*

Jiaqi Liu & Ziliang Zeng, School of Journalism and Communication, Tsinghua University & School of Economics, Wuhan University of Technology, *"Platform Amphibiousness" in Covid-19: The Construction and Communication of National Image in the Global South in the Polymedia Use of Chinese Overseas Students*

10:10 – 11:40

Parallel Session 2 – Communicating China with the World

(Zoom Meeting ID: 915 7426 3179 Passcode: @SiJe0!Z)

Moderator and Discussant

Sudeshna Roy, Professor, Stephen F. Austin State University

Speakers

Yannan Liu, Juncheng Wu & Yadi Guo, Institute of Communication Studies, Communication University of China, *Research on Effect-evaluation Index Systems on Web-based Communication Campaign of Chinese City Culture - Based on the Experience of Beijing's City Cultural Communication Campaign*

Shanshan Zhang, Shanghai University, *Exploring how Chinese TV dramas reach global Audiences via Viki in the transnational flow of TV content*

Xiaoya Yang, School of Journalism of Communication, Wuhan University, *Time-limited Dreams and Implicit Contention: the Semantic Change and Emotional Flow of "global village" during the Opening Ceremony of the Beijing Winter Olympics*

Yunfang Cui, Xinran Xie & Yinglong Yu, School of Journalism / School of Computer and

Cyberspace Security, Communication University of China, *Research on the influence and communication strategies of Chinese media on overseas social platforms: Based on key influencers during the Winter Olympics*

11:40 – 13:30

Lunch Break

13:30 – 15:00

Parallel Session 3 – New Dynamics in International Communication Research

(Zoom Meeting ID: 998 1679 7726 Passcode: TC*U+4G2)

Moderator & Discussant

Kateryna Kasianenko, Queensland University of Technology, Vice Chair, INC, IAMCR

Speakers

Qiannan Wang, Beijing Language and Culture University, *"Co-construction" and "Co-sharing" of South-South Exchanges from the Perspective of the Global South - Take China and Arab countries as examples*

Xinyi Ruan, School of International Journalism and Communication, Beijing Foreign Studies University, *Through the various Cultural Image of Kua-á-hì (Taiwanese Opera) : An Intertwined Picture of Asia From the Perspective of Inter-cultural Communication*

Yuexin Pi, Beijing Foreign Studies University, *Internationalization of academic research in international communication*

Jiahui Zhu & Yucheng Shao, Institute of Communication Studies, Communication University of China & School of Journalism and Communication, Renmin University of China, *Railway lines as infrastructural media in Africa: Reconsolidating South-South relationship and reshaping the global communication landscape*

Xinyue Cui & Yixuan Wu, Hebei Normal University & Communication University of China, *A Possibility That Video Games Deepening Ideological Barriers - A Study of the Global Communication's Public Opinion field of Video Games in the Post-pandemic Era*

13:30 – 15:00

Parallel Session 4 – The International Dimensions of Chinese Media

(Zoom Meeting ID: 915 7426 3179 Passcode: @SiJe0!Z)

Moderator & Discussant

Sofya Glazunova, Digital Media Research Centre, Queensland University of Technology

Speakers

Ziqi Sun, School of Economics and Management, Communication University of China, *Younger and Female-oriented: the Trend of Chinese Dramas Spreading in Arab during the Post-epidemic Era*

Yao Wang, Faculty of Arts and Social Sciences, University of Malaya, *Understanding Stringent Censorship of Fandom and Entertainment Industry: A Discussion of China's Qinglang Action*

Shuai Zhang & Bowen Ma, School of International Journalism and Communication, Beijing Foreign Studies University & Press and Publication Center, the Yellow River Water Conservancy Commission of the Ministry of Water Resources of the People's Republic of China, *Digital Transnationalism: A Systematic Review of The Research on the Use of Social Media by Chinese Overseas Students*

Yadi Guo & Xinyu Cao, Institute of Communication Studies, Communication University of China, *Evolution and Characteristics of Overseas Chinese TV studies in China*

15:00 – 15:10

Break

15:10 – 16:40

Plenary Session – Beyond De-Westernization and Transcultural Communication Studies: Perspectives from the Global South

(Zoom Meeting ID: 998 1679 7726 Passcode: TC*U+4G2)

Moderators

Hangwei Li, China Agriculture University

Bob Wekesa, University of the Witwatersrand

Discussant

Karen Arriaza Ibarra, Professor, Complutense University of Madrid; Chair, INC, IAMCR

Speakers

Chengyun Zhao, School of Creative Arts, Trinity College, Dublin, *Reading the Taoist Freedom, "Xiaoyao," Performed in Lin Zhaohua's Adaptation of The Cherry Orchard*

Esther Marinho Santana & Eddie Hanchen Feng, School of Communications and Arts, University of São Paulo, Brazil; Central Academy of Drama, China, *Of Barriers and Transits: An Initial Analysis of Peking Opera's First Presentations in Brazil*

Dennis Bruining & Mingming Diao, Department of Media, Communications, Creative Arts,

Language and Literature (MCCALL), Macquarie University, Australia; Western Sydney University, Australia, *Beyond the Dichotomy of Modern and Traditional: The Somatechnics of Transcultural Communication in All in my Family and The Farewell*

HE Kun, Centre for Media and Journalism Studies, University of Groningen, Netherlands, *Misreading in political discourse during transcultural communication*

Diana Anyende, School of Literature, Language and Media Studies, University of the Witwatersrand, *Theorizing transcultural communication between the Global North and Global South in during the Covid-19 pandemic*

16:40 – 17:00

Closing remarks

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Karen Arriaza Ibarra, Chair of International Communication Section, IAMCR