7th Intercultural Rhetoric and Discourse Conference
August 9-11, 2012
IUPUI Campus Center

SCHOOL OF LIBERAL ARTS

INDIANA UNIVERSITY
Indiana Center for Intercultural Communication
IUPUI

Indiana University-Purdue University Indianapolis (IUPUI)
Sponsored by the Indiana Center for Intercultural Communication (ICIC)
Supported by the Indiana University-Purdue University Indianapolis (IUPUI) Academic Affairs Conference Fund Award
Welcome

Dear Colleagues,

Welcome to Indianapolis and Indiana University-Purdue University Indianapolis (IUPUI). We at the Indiana Center for Intercultural Communication (ICIC) appreciate the opportunity to host you for this event. I would like to extend a personal welcome to each of you, as you join us in a celebration of research and scholarly activity at the 7th Intercultural Rhetoric and Discourse Conference. Since its inception in 2004, this conference has served to bring together key researchers in the field to share ideas and best practices.

For this year’s conference, the expanding umbrella of intercultural rhetoric includes studies of cross-cultural text analysis and studies of interactions, in which writers and speakers with a variety of linguistic, cultural, and social backgrounds negotiate speaking and writing in a multitude of settings, e.g., classroom, business, industry, and health care. Challenges for researchers and teachers are many. This conference seeks to discuss the comprehensiveness of research to study these complex situations, keeping in mind the importance of translating research into practice in ESL, EFL, ESP, and ELF settings. Selected papers from the conference will be considered for submission to the Journal of Rhetoric, Professional Communication, and Globalization.

As we come together for this year's conference, we greet familiar faces and hear from new voices in the field. Conference presenters represent twelve different countries and a wide range of topics. We are excited to share in this year’s conference with you and appreciate your attendance.

Sincerely,

Dr. Ulla Connor, ICIC Director
Conference Organizer
Indiana University-Purdue University Indianapolis (IUPUI)

“Understanding between and among disparate cultures has challenged mankind throughout history; and clearly, communication, intercultural communication, is a key element in achieving understanding. We believe a disciplined, linguistic approach to the study of intercultural communication, an approach that includes the building of linguistic corpora, research in contrastive rhetoric, and practical, real life application of the best practices learned, can provide valuable insights toward achieving understanding among cultures. Nowhere is this approach followed more faithfully than at ICIC.”

—Karl R. Zimmer, ICIC Board of Advisors
Conference Program

All conference events take place in the IUPUI Campus Center (CE). See the Schedule of Concurrent Sessions on pages 5-6 for specific room assignments. For a map, see the last page of this program.

**Thursday, August 9**

12:00 – 7:00 p.m. **Registration (CE, 4th floor atrium)**

1:00 – 5:00 p.m. **Pre-Conference Workshop (CE, room 450 A-B)**
Viviana Cortes, Georgia State University: “Exploring Corpus-Based Text Analysis Methodologies for Intercultural Communication Studies”

6:00 – 7:00 p.m. **Opening Plenary Session (CE, room 450 A-B)**
Diane Belcher, Georgia State University: “What We Need and Don’t Need Intercultural Rhetoric For: A Retrospective and Prospective Look at an Evolving Research Area”

7:00 p.m. **Opening Reception (CE, 4th floor atrium)**

**Friday, August 10**

8:00 a.m. **Registration & breakfast (CE, 4th floor atrium)**

8:30 a.m. **Welcome (CE, room 450 A-B)**
Dean William Blomquist, IU School of Liberal Arts
**Introductions**
Ulla Connor, Indiana University-Purdue University Indianapolis (IUPUI)
**Opening Remarks**
Paul Kei Matsuda, Arizona State University and Dwight Aktinson, Purdue University

9:30 – 10:00 a.m. **Plenary Session (CE, room 450 A-B)**

10:05 – 11:10 a.m. **Concurrent Sessions (CE, rooms 305, 307, 309, 409)**

11:10 – 11:45 a.m. **Plenary Session (CE, room 450 A-B)**
Marta Antón, IUPUI – “Reflections on Learning L2 Spanish: Agency and Self-Regulation Markers in Students’ Essays”

11:45 a.m. – 12:00 p.m. **Break**

12:00 – 1:00 p.m. **Lunch & Plenary Session (CE, room 450 A-B)**
Bill Eggington, Brigham Young University – “Intercultural Rhetoric in the Age of Proximity”

1:10 – 2:15 p.m. **Concurrent Sessions (CE, rooms 305, 307, 309, 409)**
Plenary Panel on Intercultural Rhetoric: “Reflections on IR from Multiple Perspectives” (CE, room 450 A-B)
Ulla Connor, Indiana University-Purdue University Indianapolis (IUPUI) & panelists:
- Sauli Takala, University of Jyväskylä, Finland
- Toshiko Yoshimura, Hanazono University, Japan
- Bill Eggington, Brigham Young University, U.S.
- Ana Traversa, Mercer County Community College, U.S.
- Zhiqing Hu, Huazhong University of Science & Technology, China
- Xiaojun Zhang, Beihang University, China

Concurrent Sessions (CE, rooms 305, 307, 309, 409)

Plenary Session (CE, room 450 A-B)
Sauli Takala, Finland – “International Assessment of Language Competence: (How) Can it be Done?”

Saturday, August 11

Registration & breakfast (CE, 4th floor atrium)

Plenary Session (CE, room 450 A-B)
Estela Ene, IUPUI, & Thomas Upton, IUPUI – “Looking at Feedback Uptake Through an Intercultural Rhetoric Lens”

Plenary Session (CE, room 450 A-B)
William Rozycki, University of Aizu, Japan – “How NNSEs are Changing the English of Engineering”

Concurrent Sessions (CE, rooms 305, 307, 309, 409)

Plenary Session (CE, room 450 A-B)
Anita Pandey, Morgan State University – “The Fourth Circle of English?: Essential Linguistics for Reading & Writing ‘Through Post or by E-mail’”

Break

Lunch & Plenary Session (CE, room 450 A-B)
Miguel Ruiz-Garrido, Universitat Jaume I, Spain – “Intercultural Corporate Discourse in Annual Reports”

Concurrent Sessions (CE, rooms 305, 307, 309, 409)

Plenary Session (CE, room 450 A-B)

Closing Plenary Session (CE, room 450 A-B)
Paul Kei Matsuda, Arizona State University And Dwight Atkinson, Purdue University
Reflections and closing remarks. Moderator: Ulla Connor, IUPUI
# Schedule of Concurrent Sessions

## Friday, August 10

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<thead>
<tr>
<th>Time</th>
<th>CE Room 305</th>
<th>CE Room 307</th>
<th>CE Room 309</th>
<th>CE Room 409</th>
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<tbody>
<tr>
<td>10:05 – 10:35</td>
<td><strong>Featured speaker: Hu</strong>&lt;br&gt;A Comparative Study on Signaling Nouns in English Research Articles by L1 Writers and Chinese L2 Writers</td>
<td><strong>Fujioka</strong> Intercultural Rhetoric in Writing Center Tutoring Sessions</td>
<td><strong>Madson</strong> Written Argumentation in English, Instructional Needs, and Methodological Rigor: More Paths into Intercultural Rhetoric</td>
<td><strong>Thatcher</strong> Introduction to Rhetoric, Professional Communication, and Globalization (rpcg.org)</td>
</tr>
<tr>
<td>10:40 – 11:10</td>
<td><strong>Featured speaker: Zhang</strong>&lt;br&gt;Corporate Social Responsibility Reports</td>
<td><strong>Comstock</strong> The Choreography of Active Engagement in Intercultural Teleconferences: Patterns and Participation</td>
<td><strong>Chamcharatsri</strong> Expressing Emotions Through Writing in Thai and in English</td>
<td><strong>Min &amp; Lin</strong> A Study of Reporting Verbs for Examining Expert Attribution in Spoken Academic Discourse</td>
</tr>
<tr>
<td>1:10 – 1:40</td>
<td><strong>Featured speaker: Buchenot</strong>&lt;br&gt;Health Literacy and the Digital Visual</td>
<td><strong>Abdel-Raheem</strong> Metaphor and the 2008 Global Financial Crisis: The Reconstruction of Confidence in Arab and Western Financial Systems</td>
<td><strong>Fazilatfar</strong> Rhetoric in Behavioral Sciences Research Articles across English and Persian</td>
<td><strong>Mitchell</strong> Discursive Resources: Self-study in a Composition Classroom</td>
</tr>
<tr>
<td>1:45 – 2:15</td>
<td><strong>Junquiera</strong>&lt;br&gt;A Cross-Cultural Analysis of Oral Narratives in Brazilian Portuguese and American English</td>
<td><strong>Aguirar Pérez</strong> Leadership and Cultural Spanish for a Non-Spanish Speaking Workforce</td>
<td><strong>Roberson</strong> The Effects of Pair Dynamics During Peer Review Sessions on Subsequent Improvements in Summary Writing</td>
<td><strong>Hirvela</strong> Argumentation Revisited</td>
</tr>
<tr>
<td>3:25 – 3:55</td>
<td><strong>Cheng</strong>&lt;br&gt;“I” or “We”: Conflicting Identities in Chinese Writers’ Choice of First-Person Pronouns in English Research Articles</td>
<td><strong>Rucynski &amp; Neff</strong> Student Reactions to the Integration of Language and Culture</td>
<td><strong>Hoagland</strong> In Other Words: Learner Attitudes Toward and Strategies for Paraphrase</td>
<td><strong>Cheng</strong> “Who Read the Proposal Before I Did?”: A Case Study of a Dissertation Grant Proposal Writing Process</td>
</tr>
<tr>
<td>4:00 – 4:30</td>
<td><strong>Seloni</strong>&lt;br&gt;Teaching Intercultural Rhetoric Through Multi-Ethnic Literature: A Case of Teaching Turkish Literature in a College Classroom</td>
<td><strong>McIntosh</strong> Submission Guidelines for International Applied Linguistics Journals: An Analysis of a “Throwaway Genre”</td>
<td><strong>Permyakova</strong> Intercultural Communication Metaphors in English and Russian</td>
<td><strong>Liu</strong> Taiwanese University Students’ Use of English Adjective Synonyms in Lexical Collocations</td>
</tr>
</tbody>
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**Flash Drive**

See the IR Conference flash drive for session abstracts, presenter bios, publisher information, local resources, maps, and much more!
## Schedule of Concurrent Sessions

### Saturday, August 11

<table>
<thead>
<tr>
<th>Time</th>
<th>CE Room 305</th>
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<th>CE Room 409</th>
</tr>
</thead>
</table>
| 10:05 – 10:35 | Nefzaoui  
Cultural Insiders or Outsiders: Intercultural Communication in N2-Texts | Castineira  
Looking into EFL Students’ Autobiographies Through an Appraisal Lens: Trauma and Judgment | Temples  
I Can Read but I Don’t Understand: Examining the Oral-Literate Divide in Young Learners of Arabic | Gusich & Dobson  
The Intercultural Application of a Linguistic Research Method: A Pilot Study of Chinese Type 2 Diabetes Patients’ Discourse |
| 10:40 – 11:10 | D’Elia  
English Writing Needs in National and Multinational Brazilian Corporations | Hidalgo Avilés & Funderburk Razo  
The Literature Review and Students’ Voice | Little  
Understanding the Complexity of Interaction between Foreign-born Instructors & Students | Harvey  
Language for Leadership: Japanese EFL Students in a U.S. Intensive Program |
| 1:10 – 1:40 | Heffernan, Otoshi, & Kaneko  
Teachers’ Feedback on Students’ Writing: Cohesion or Confusion? | Stroinska, Cecchetto, Drzazga & Radisevic  
Cross-Cultural Pragmatics and Facework in Computer-Mediated Communication in Academia: Professors versus TAs | Kafes  
A Comparative Study of the Use of Hedges and Boosters in English- and Turkish-Medium Journals | Fakhri  
The Structure of Arabic Legal Arguments: A Case of Rhetorical Hybridity |
| 1:45 – 2:15 | Yang  
Diachronic Analysis of L1 Rhetoric: Korea’s Case | Markve  
Delivering Metaphors to L1 and L2 audiences: Translating Linguistic Theory Into Practice | Hardy  
Psychology Research Article Introductions: An Intercultural Rhetoric Genre Analysis | Abasi  
Writing to Appraise: American Learners of Persian Writing Film Critiques |

### Publisher Exhibits

Publisher exhibits will be open for the duration of the conference and are located next to the registration table in the 4th floor atrium.
Gratitude

Our sincere appreciation to the following for their efforts to support the IR Conference:

**Sponsors:**
IUPUI Academic Affairs Conference Fund Award
IUPUI Department of English
IU School of Liberal Arts

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