

The 5th Annual Conference of A.S.I.A - Conflict and Communication: a Changing Asia in a Globalizing World

Venue: Seminar Room, 4th Floor, Invent Building, DCU

09:00 – 09:15 **Opening Ceremony**

Chair: **Dr. John Doyle**

Dean, Faculty of Humanities and Social Sciences, DCU

Prof. Brian MacCraith

President, DCU

Prof. Brian Bocking

President of Asian Studies Ireland Association

09:15-10:00 **Keynote Lecture**

Dr Minako O'Hagan

Dublin City University

Title: Translators vs Zombies: Game Localisation as Emotion Engineering

Theme: Translation and Technology

10:10-10:40 **Dr. Xiaojun Zhang**

Dublin City University

Title: I am NOT a game, I am MT: A Journey of Machine Translation

10:40-11:10 **Dr. Ryoko Sasamoto**

Dublin City University

Title: Intralingual subtitles and viewer response

11:10-11:30 **Coffee Break**

11:30-12:00 **Dr. Stephen Doherty**

Dublin City University

Title: Using Subtitles to Improve Viewer Experiences: Theory and Evidence

12:00-12:30 **Dr. I-hao Woo**

Boston University

Title: On the Particle –zhe (着) in Mandarin Chinese: its theoretical issues and pedagogical implications

12:30-13:15 **Panel Discussion**

Chair: **Dr. Minako O'Hagan**

Panel: Xiaojun Zhang; Ryoko Sasamoto; Stephen Doherty; I-hao Woo

13:15-14:00 **Lunch**

Theme: Language and Culture

14:00-14:30 **Prof. Ronan Reilly**

National University of Ireland, Maynooth

Title: New light on reading: what studies of readers of Asian writing systems tell us about the reading process in general

14:30-15:00 **Ms. Karen Ruddock & Ms. Yumiko Kondo**

Post-Primary Languages Initiative

Title: The significance and implications of introducing Asian languages at post-primary level in Ireland

15:00-15:30 **Dr. Anna Nunan & Ms. Nobuko Ijichi**

University College Dublin

Title: The Impact of Asian Student Uptake of Language Modules in the Applied Language Centre

15:30-16:00 **Dr. Lorna Carson**

Trinity College Dublin

Title: The Roles of English in the Korean Language Testing Landscape

16:00-16:20 **Coffee Break**

16:20-16:50 **Dr. Lu Zhouxiang & Dr. Zhang Qi**

NUI Maynooth; Dublin City University

Title: Projecting the 'Chineseness': Nationalism, Identity and Chinese Martial Arts Films

16:50-17:20 **Prof. Mary Ruane**

University College Cork

Title: Building capacity in teaching Asian Languages: the case of Mandarin in second-level education

17:20-18:00 **Panel Discussion**

Chair: **Prof. Jackie Sheehan**

Panel: Ronan Reilly; Karen Ruddock; Yumiko Kondo; Anna Nunan; Nobuko Ijichi; Lorna Carson; Mary Ruane; Zhang Qi; Lu Zhouxiang

18:30-21:00 **Conference Banquet**

Venue: DCU 1838 Restaurant

11:30-12:00 **MS. Angie Baily**

Tralee Institute of Technology

Title: An Anthropological Perspective on experiences of the International Chinese in Ireland.

12:00-12:30 **Ms. Dongxia Zhang**

National University of Ireland, Galway

Title: A Review of the history of China and Ireland Relation

12:35-13:15 **Panel Discussion**

Chair: **Prof. Peter Herrmann**

Panel: Jackie Sheehan; Angie Baily; Niall Duggan; Dongxia Zhang

13:15-14:00 **Lunch**

Theme: Intercultural Communication and Social Changes

14:00-14:30 **Prof. Deirdre Hunt & Dr. Leung Wing-Fai**

University College Cork

Title: Incubation with Chinese Characteristics: Exploring existing paradigms and support to start-up companies in China

14:30-15:00 **Prof. Mark Boyle**

National University of Ireland, Maynooth

Title: The role of the Asia Pacific Irish Business Forum as a broker of Irish business into Asia

15:00-15:30 **Dr. Gao Yuhui**

Dublin City University

Title: The impact of Leaders personal values on market orientation and organisational cultures-a Chinese study

15:30-16:00 **Prof. Jerusha McCormack & Prof. John G. Blair**

Dublin City University

Cultural Amnesia in China and the West: Why is this happening? How can it be put right?

16:00-16:20 **Coffee Break**

16:20-16:50 **Mr. James Cuffe**

University College Cork

Title: Understanding Media Outside of a Democratic Framework

16:50-17:20 **Dr. Liang Hongling**

National University of Ireland, Maynooth

Title: (dis)Locating Identities of "Asia's Global City": the Hong Kong Autonomy Movement

17:20-18:00 **Panel Discussion**

Chair: **Dr. Stephen Doherty**

Panel: Deirdre Hunt; Leung Wing-Fai; Mark Boyle; Gao Yuhui; Jerusha; John; James Cuffe; Liang Hongling

18:00

Conference Farewell

Dr. Dorothy Kenny

SALIS, Dublin City University

Day Two (Saturday, Nov. 16th 2013)

09:00-09:10 **Book Launch**

Mr. Thomas Hoppe

EHV Academicpress

09:10-09:15 **Launch of the China Focus Group of the Irish Association for Applied Linguistics (IRAAL)**

Prof. Mary Ruane

President, IRAAL

09:15-10:00 **Keynote Lecture**

Prof. Peter Herrmann

Eurispes | Istituto di Studi Politici, Economici e Sociali

Title: Cohesion Instead of Integration - Shifting Borders and the Role of Communication

Theme: Immigration and Foreign Relations

10:10-10:40 **Prof. Brian Bocking**

University College Cork

Title: Charles Pfoundes, Ireland's First and Lost

Japanologist

10:40 – 11: 10 **Prof. Jackie Sheehan**

University College Cork

Title: Human trafficking of Chinese nationals as an aspect of the "new migration" from China: who gets trafficked out of China, and why?

11:10-11:30 **Coffee Break**

A.S.I.A Symposium for Young Researchers

Venue: Boardroom, Ground Floor, Invent Building, DCU

Day One (Friday, Nov.15th 2013)

Theme: Gender, Identity and Politics

10:10-10:40 **Patrick Cadwell**

Dublin City University, Ireland
Title: Disaster-related information for foreign nationals in Japan during the Great East Japan Earthquake

10:40-11:10 **Nhat Tuan Nguyen**

Dublin City University
Title: The translation of Gender construction in Irish contemporary female popular fiction into Vietnamese

11:10-11:30 **Coffee Break**

11:30-12:00 **Xin Zhao**

Trinity College Dublin
Title: Rational Principals and Defiant Agents - The Dynamics between the Chinese State and its State-Owned Companies on Investment in Africa

12:00-12:30 **Zhao Zhang**

University College Dublin
Title: Urban Redevelopment and Grassroots Resistance in Neoliberal Chinese Cities under Global Recession: Insights on Historical Neighborhoods Renewal Project in South Inner City of Nanjing

12:30-13:00 **Panel Discussion**

Chair: **Dr. Zhang Qi**
Panel: Patrick Cadwell; Nhat Tuan Nguyen; Xin Zhao; Zhao Zhang

13:15-14:00 **Lunch**

Theme: Immigration, Communication and Foreign Relations

14:00-14:30 **Cao Yu**

Jinan University
Title: Engagement and Conflict: A Comparative Study of Chinese and Irish Immigrants in Nineteenth Century California

14:30-15:00 **Wei Feng**

Trinity College Dublin
Title: The Orphan of Zhao in UK: A Productive Intercultural Negotiation

15:00-15:30 **Fahmeda Naheed**

University College Cork
Title: Pakistan Factor in Sino-Indian Relations

15:30-15:50 **Coffee Break**

15:50-16:20 **Akisato Suzuki**

Dublin City University
Title: Reciprocating Profits or Hostility: Economic Interdependence, Nationalism, and the Sino-Japanese Conflict

16:20-17:20 **Panel Discussion**

Chair: **Dr. Niall Duggan**
Panel: Cao Yu; Wei Feng; Fahmeda Naheed; Akisato Suzuki

Day Two (Saturday, Nov.16th 2013)

Theme: Language and Culture

11:30-12:00 **Tran Thi Minh**

University of Hamburg
Title: Attitude of Vietnamese – German Adolescents for Heritage Language

12:00-12:30 **Weiming Liu & Ann Devitt**

Trinity College Dublin
Title: Encouraging student participation: A study of the implementation of coteaching in a Chinese course

12:30-13:00 **Ha Le & Nhat Tuan Nguyen**

London School of Economics and Political Science
Title: Exploring Gender role portrayal in food advertisement in Vietnam

13:15-14:00 **Lunch**

14:00-14:30 **Olivia Rohan**

Dublin City University
Title: Vectors of Digital Humanities: languages and technology in online digital cultural media

14:30-15:00 **Marina Ruiz Tada**

University of Barcelona
Title: Study Abroad Experiences in Inner Circle Countries: Language Socialization of Japanese-English Bilingual International School Graduates

15:00-16:00 **Panel Discussion**

Chair: **Dr Ryoko Sasamoto**
Panel: Tran Thi Minh; Weiming Liu; Ann Devitt; Nhat Tuan Nguyen; Olivia Rohan; Marina Ruiz Tada



Chinese Studies
School of Modern Languages,
Literatures and Cultures

The 5th Annual Conference of the Asian Studies Ireland Association (A.S.I.A): Conflict and Communication: a Changing Asia in a Globalizing World Conference Schedule

15th-16th Nov. 2013
Dublin City University

Conference Convenor:

School of Applied Language & Intercultural Studies, Dublin City University

Chinese Studies, NUI Maynooth

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