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NEW WCA website

<http://wcaweb.org>

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From the President:

Caroline Hatcher

Both Secretary-General Judith Hoover and I approached the 2009 World Communication Association conference with some trepidation. The global financial crisis placed many financial pressures on economies and their universities and so, despite the opportunity to hold our conference in a stately university setting whose origins can be traced to the 13th century, many potential participants communicated to us that they feared the worst and could not confirm attendance. After seeking advice from our executive around the world, Judith and I, with fearful hearts, committed the association to the National University of Ireland Maynooth campus located 23 kms from Dublin, Ireland.

Our participant evaluations suggest that the WCA 2009 conference was an academic and cultural success. Many of our participants managed funding support after all and the conference was well attended, despite financial pressures. The university campus, situated in lush, green, and spacious grounds with Maynooth Castle and with the local village at its gate, provided a serene and beautiful setting for many, after

their busy, sometimes stressful academic year. The village, with its pubs and restaurants, also provided a great experience of Ireland. We enjoyed a walking tour of the campus featuring beautiful grounds and gardens and the College Chapel, a Neo-Gothic masterpiece. This introduced us all to St Joseph's Garden, a courtyard with a sense of spirituality that is as universal as it is beautiful. At the conference banquet, we were treated to a performance by an Irish dance troupe who had attendees delighting in the joys of Celtic culture and on the cultural day we experienced both the grandeur of Irish history and the peaceful rustic charm of Ireland.

Judith is to be congratulated on her excellent management of WCA2009. She did this during a period of poor health, always putting her care of the Association ahead of her personal needs. I thank her for great work and generous collaboration.

Judith established and chaired an excellent committee to help with the development of the 2009 conference: Carolyn Calloway-Thomas, Nancy Hoar, Mark Orbe, Lynda McCroskey, Sung Gyung Kim, Melissa Beall, Jerry Allen, Salleh Hassan, and Myung Seok Park.

Our special Founders Celebration, honouring those visionary individuals who, 25 years ago, established WCA, was ably planned and led by Carolyn Calloway-Thomas and Nancy Hoar, with special assistance from student Elizabeth Graham of Western New England College, USA. We also honoured each of our former Presidents at the event. In addition to our tributes, we celebrated the spirit of our association with a celebratory dance from the Philippines, performed by Carmencita Del Villar, and Korean music, both traditional and contemporary, performed by 8 of our graduate students, who represent the energising spirit of the 21st century. Our WCA website will soon house pictures and a video of the Founder's event.

Our conference theme "Translations and Transformations: Communicating culture through daily practice" provided the opportunity to reflect on our changing world and the many and different translations of our daily cultural practices, such as through the media and communication technology. These practices draw us closer together and simultaneously challenge us to understand each other and our differences. Our trans-formations are both a product of what we desire and where our life journeys take us. Our special keynote speaker, Professor Luke Gibbons who held D. R. Keough Family Professor of Irish Studies, University of Notre Dame, Indiana, and a new staff member of Maynooth, NUI, spoke on "From

National to World Literature: How the Irish Revival became Modern". Professor Gibbons enlightened us with his understanding of Ireland, and how their literature projected itself not just onto a national but onto the world stage. Judith Hoover is currently preparing the Proceedings for WCA2009, which will be published on the WCA website.

To mark our 25th anniversary, one of our visionary founders, Professor Myung Seok Park of Korea, generously established the Family of Myung Seok Park Financial Awards for Outstanding Scholarship. These financial awards for excellence in scholarship provide an important support for growing our association's strength and attractiveness into the future. Professor Park, we thank you for your contributions and generosity over many years. Judith provides a detailed picture of these special awards later in the newsletter.

For the World Communication Association, this is a time of transformation and renewal. Many of our founders and long-time loyal members and contributors are facing the challenges of age, and our younger members are seeking a vision for the future. The 2009 conference was an important moment to commence that conversation. Special events, such as the Student Forum and the Graduate Think Tank, arranged and chaired by Professor Mark Orbe, provided opportunities to hear about what our younger members see as the vision for our WCA future while our Founders' celebration allowed us to share our roots and renew our purpose.

We are also conducting a review of our website management, and a subcommittee of our Board, headed by former President Barbara Monfils, is reviewing our constitution. We will report on these activities by the commencement of 2010.

It is time for our elections to membership on the WCA Board of Directors, and for Regional Vice-Presidents and Members at Large. I encourage you to consider standing for the positions to help grow our association.

I am also encouraging all Vice Presidents to consider running an event in 2010 to build membership in their region. Our USA VP Melissa Beall has indicated that she will run an event in the USA for WCA for the North American region. As events in the regions are planned, our website will provide details.

We are also currently determining the venue for our WCA Biennial 2011 conference. Sites being investigated are in South America and Korea.

Finally, I would like to welcome Mark Orbe to the role of Secretary-General. Because of her ill-health, Judith Hoover has tendered her resignation and will be unable to complete her 4 year term. Mark has agreed to take on the role of Secretary-General for 2010 and 2011 to complete Judith's term.

I would like to acknowledge the wonderful contribution that Judith has made over her many years of service to WCA, firstly as Editor of *World Communication* for 5 years, the forerunner to JICR, as a Board member, and in 2008-2009 as Secretary-General. Judith's democratic spirit was imbued in her editorship of the journal where she worked tirelessly to be an inclusive editor, ensuring that all voices could be heard, regardless of mother-tongue. More recently, Judith has engaged many of our members in contributing to the growth and quality of our association through WCA 2009 in Dublin, Ireland. Judith, we thank you.

From the Secretary General:

After a brief, but sincere, thank you to Caroline for those kind words, we begin this segment of the newsletter with a report from Carolyn Calloway-Thomas and Nancy Hoar, co-chairs of the 25th Anniversary Celebration of the founding of WCA at this year's July Conference. To quote J. Jeffery Auer in his history of WCA, "The emergence of communication as a professional association in the Pacific can be summed up in three acronyms: DON (i.e., Donald W. Klopff), CAP (Communication Association of the Pacific), and WCA (World Communication Association)." It is certainly acknowledged by the founders and subsequent leaders of WCA that Don Klopff was the true "founding father" of WCA, and it was only because of the daunting nature of travel from his home in Hawaii that he could not be with us in Ireland for this anniversary.

Report of 25th Anniversary Celebration

Carolyn Calloway-Thomas & Nancy Hoar

On the beautiful campus of the National University of Ireland at Maynooth, in Callan Hall, a room marked by the rich history of Ireland

and enveloped by finely-textured dark wood, members of the World Communication Association paid tribute to the six founding members, as well as to the former presidents of the organization. On July 24, 2009, the milestone 25th year “day of celebration” at the 19th Biennial international conference of the WCA, members recognized the founders for their visionary leadership and contributions, for their treasure-house of robust ideas, and for sensing so well the rights and responsibilities that are owed other human beings. The opening session of the WCA convention acknowledged the specific achievements of Ronald Applbaum, J. Jeffery Auer, Takehide Kawashima, Donald W. Klopff, James C. McCroskey, and Myung-Seok Park. Barbara Monfils, Carolyn Calloway-Thomas, Melissa Beall, Caroline Hatcher, Jerry L. Allen and Colonel Sung Gyung Kim respectively offered special remarks on the life and work of these men who founded the WCA.

The world organization must “maintain a special appreciation that in an increasingly interdependent world we are increasingly dependent for peace and understanding upon reasonable communication in international and intercultural communication,” wrote Professor Auer in 1995, four years before his death in 1999. In paying tribute to the founders, a mixture of human emotions and lovely appreciation filled Callan Hall – from the unalloyed joy of having known the eminent men who founded the organization to weeping over an acknowledgement that words, no matter how well-chosen, could not return two of the men to earth again for longer, more sustained conversations and interactions with their intercultural WCA successors. In proud thankfulness, presenters captured the spirit and achievements of the six men for the outstanding legacies they left behind.

The special tributes were followed by a musical interlude by Japanese students, a reading of Susan Applbaum’s WCA reflections by Nancy Hoar, a Philippine dance by WCA member, Carmencita Del Villar, and a student perspective of WCA by Elizabeth A. Graham of Western New England College, USA. WCA President, Caroline Hatcher, reflected on the contributions of former presidents of the WCA, including Sharon A. Ratliffe, Barbara Monfils, and Judy Pearson. A Korean Student Chorus—with a medley of traditional and popular tunes—closed the ceremonies.

Heartfelt thanks are extended to everyone who helped to make our celebration a success!

Family Of Myung-Seok Park Awards

This year's conference marked the first time awards were given for academic excellence, made possible by the generosity of one of the founders, Professor Myung-Seok Park. Conference papers were chosen through a process of blind review by panels of experts in the following areas: quantitative research, qualitative research, scholarship of intercultural teaching and learning, most original paper in intercultural communication, and best student paper in intercultural communication. Judging criteria consisted of the paper's intercultural contribution, its fit within the category, and whether or not it had been submitted as a completed paper by the announced deadline. Each paper was granted an award of \$1000 US dollars to be shared by co-authors.

Best quantitative paper: "Dyadic Relationships Quality and Team-Oriented Commitment: A Level of Analysis Perspective in a Malaysian Organization," Hassan Abu Bakar, Che Su Mustaffa and Bahtiar Mohamad of Universiti Utara Malaysia.

Best qualitative paper: "Competing Cultural Worldviews: A Phenomenological Examination of the Essential Core Elements of Transnationalism and Transculturalism," Mark P. Orbe of Western Michigan University and Darlene K. Drummond of the University of Miami.

Scholarship of teaching and learning: "Connecting the World to the Word: The Living Newspaper and Intercultural Communication Pedagogy," Leigh Anne Howard, University of Southern Indiana.

Most original contribution: "Murri Courts: The Indigenous Magistrate Court—Communicating for Better Outcomes," Jillian Clare, Queensland University of Technology.

Best Student Paper: "Media Sources' Perceptions of Political Leader Credibility, Homophily and Attractiveness: Comparison Between Swiss and US-American Political Journalists," Lea C. Hellmueller, University of Fribourg.

For future awards, the same criteria will apply overall. To qualify for best student paper, the student must be listed as sole author, even though, of course, we all help our students with their work, serve on their thesis committees, and make useful suggestions.

Awards were also given to those who applied at the conference and were judged by an expert panel for their oral presentation effectiveness. Judging criteria for these awards consisted of the following: quality of the academic content, clarity & accessibility of ideas in the oral form, appropriate timing, oral presentation style, that is speaking rather than reading, and choice of language. Awardees for categories of Best Oral Presentation in English as a Second Language, Best Student Oral Presentation, and Best Overall Oral Presentation were each granted \$500 US dollars.

English as a Second Language: Kumi Ishii, Western Kentucky University, a native Japanese speaker

Best Student Oral Presentation: Hae-Young Hwang, Sungkyunkwan University, a native Korean speaker

Best Overall Oral Presentation: Carmencita del Villar, University of the Philippines, a native Spanish speaker.

Once again, the association owes a great debt of gratitude to Professor Park and his family for these awards.

Call for Manuscripts

Journal of Intercultural Communication Research

The *Journal of Intercultural Communication Research (JICR)*, a publication of the World Communication, focuses on quantitative and qualitative research related to intercultural communication. *JICR* publishes manuscripts that report on the interrelations between culture and communication within a single nation/culture or across nations/cultures. Authors are invited to submit manuscripts by hard copy or electronic attachment to be considered for publication in volumes 37-39 (2008-2010). Three copies of hard copy submissions should be sent to Jerry L. Allen, Editor, *Journal of Intercultural Communication Research*, Department of Communication, University of New Haven, 300 Boston Post Road, West Haven, CT 06516 USA. Electronic attachments in Word format may be sent to jlallen@newhaven.edu.

Manuscripts should be no more than 25 pages (12 pt., double-spaced, 1 inch margins), not counting references, tables or figures, and must conform to the requirements of the most recent *Publication Manual of the American Psychological Association (APA)*. Research on the use of

human participants must have been conducted in compliance with acceptable national or international standards (e.g., regulations of the U. S. Department of Health and Human Services) on voluntary participation, informed consent, deception, and debriefing. The manuscript should not have been published or be under consideration for publication elsewhere. A detachable cover page should include the manuscript title, each author's name, mailing address, email address, telephone and fax numbers. Author identification should include each author's current affiliation and address, highest degree earned, the institution granting the degree, and the year granted. A 50-100 abstract and a list of keywords should follow the title page. Tables and figures must be in APA style and on separate pages and not included in the text. They should be understandable independent of the text, but their approximate position should be indicated in the text and they should be referred to in the text. Authors are responsible for supplying copies of figures in finished form suitable for reproduction.

Manuscripts deemed by the editor to be appropriate for *JICR* and that conform to the above guidelines will be subjected to blind review.

Online Journal Access

Our publisher, Taylor and Francis, has asked for email addresses, which I have sent, for our members so that they can arrange for online access to our journal. EBSCO has all of our back issues and it is not known at this time if they will release these materials to us through Taylor and Francis, or if we will continue to have access through library subscriptions to EBSCO.

Call for Candidates

As Caroline mentioned above, we seek those who would like to run for the following offices: Board of Directors consisting of Regional Vice-Presidents for Asia/Pacific, Africa, Europe, Latin America, Malaysia, North America, Australia/New Zealand, and At-Large Members. Please contact me to express your interest at judith.hoover@wku.edu, or Caroline at c.hatcher@qut.edu.au.

Membership

Regardless of the outcome of online access, the Association needs your membership dues for 2009 as quickly as possible so that you can begin receiving the current issues of our journal in the mail. Thanks, of course, to all who have already made that commitment.

Please go to the WCA website <http://wcaweb.org> to find the membership application containing information about dues payments.

Regardless of whether you are a new or renewing member, I can process your dues by check or credit card (Visa or Mastercard), so do send that along to me as an email attachment or mail to
Post Office Box 294,
Russellville, KY 42276-0294 USA.

Please mark the form as New or Renewing member. If you have any questions please email me at Judith.hoover@wku.edu

New Format

You may have noticed the new format for the newsletter. With most of us receiving the newsletter and reading it online, the columns became problematic. I hope this current issue has been easier on the eyes and has reduced the need for scrolling up and down. I've also added a Contents section with links to each portion of the newsletter to make reading it more convenient. Please let me know your thoughts about the new format—pro or con. I'll be sending out one more newsletter in late December or early January to inform you regarding the outcome of the Board activities described by Caroline in her message.