

# “跨文化背景下的专业沟通：理论与实践”国际会议

## (1 号征稿通知)

暨

第四届亚太地区专门用途英语与专业沟通研讨会

第三届中国专门用途英语研讨会

2014 年 6 月 6 日至 8 日

中国北京 对外经济贸易大学英语学院

### 一、 会议主题

跨文化背景下的专业沟通：理论与实践

特邀主题演讲者 (姓名按字母顺序排列):

Prof. Klaus. P. Schneider (德国波恩大学, 德国英语研究协会会长)

Prof. Michael Goodman (美国纽约城市大学, 企业传播项目主任)

Prof. Saul Carliner (加拿大康考迪亚大学, SSCI journal: *IEEE Transactions on Professional Communication* 主编)

Prof. Vijay Bhatia (退休) (香港城市大学, 亚太专门用途语言与专业沟通协会会长)

Prof. Winnie Cheng (香港理工大学, 亚太专门用途语言与专业沟通协会秘书长)

蔡基刚教授 (上海复旦大学, 全国专门用途英语教学研究会副会长)

范黎波教授 (对外经济贸易大学跨国公司研究中心主任)

王立非教授 (对外经济贸易大学英语学院院长, 全国国际商务英语研究会常务副会长)

### 二、 会议征稿

会议旨在为亚太地区以及其它地区专门用途语言 (LSP, Language for Specific Purposes)、专门用途英语 (ESP, English for Specific Purposes) 和专业沟通 (Professional Communication) 领域教学与研究人员提供一个好的交流平台, 加强相关领域学界与业界的交流与合作。

诚征专门用途英语、专门用途语言和专业沟通领域的会议论文。会议主题包括以下方面, 但不局限于此:

- LSP/ESP 理论在实践中的应用
- 语言教学（培训）人员与业界在专业沟通领域的合作
- 专业沟通的跨文化、跨学科研究
- 职场沟通与课程设计
- 专业沟通中的不同修辞功能
- 商务语言的研究与教学
- 孔子学院与跨文化交际

### 三、 主办单位

- 对外经济贸易大学英语学院（中国，北京）
- 亚太专门用途语言与专业沟通协会
- 中国专门用途英语协会

### 四、 承办单位

- 对外经济贸易大学英语学院国际商务英语研究所
- 《商务外语研究》

### 五、 协办单位

- CSSCI《中国外语》期刊
- 香港理工大学英语系专业沟通研究中心
- 澳大利亚《大学 ESP》期刊
- 对外经济贸易大学跨国公司研究中心
- 浙江宁波诺丁汉大学

### 六、 会议组委会

#### 联合主席

王立非教授

对外经济贸易大学英语学院院长

**Vijia Bhatia** 教授

亚太地区 LSP 与专业沟通协会会长

**孙有中教授**

北京外国语大学英语学院院长，中国 ESP 协会会长

## 七、 咨询委员会

**Winnie Cheng 教授**，香港理工大学

**蔡基刚教授**，复旦大学

**黄萍教授**，重庆大学

**杨瑞英教授**，西安交通大学

**范黎波教授**，对外经济贸易大学

**朱晓姝教授**，对外经济贸易大学商务英语研究所所长

**史兴松教授**，对外经济贸易大学

**Benjamin Lin 教授**，浙江宁波诺丁汉大学

**Paul Robertson 博士**，澳大利亚《大学 ESP》杂志

**冯捷蕴博士**，对外经济贸易大学

## 八、 摘要提交

分会场报告分为 3 种。

1. 专题研讨会：由几位参会代表联合提交某个专题的研讨会申请；
2. 业界/商界特别研讨会；
3. 个人发言。

发言为 15 分钟，后有 5 分钟讨论时间。论文摘要以微软 word 格式提交，用英文撰写，不超过 300 字。

请另附一页，提供以下信息：论文题目、主题领域（可从大会主题中选择，或者提供与研究最契合的主题）、姓名、职称、单位、电子邮箱及通信地址。

## 九、 注册费

参会者	900 人民币
亚太专门用途语言与专业沟通协会会员	600 人民币
学生	450RMB

## 十、重要日期

提交会议摘要截至日期：2014 年 4 月 30 日

发出通知日期：2014 年 5 月 5 日

注册截止日期：2014 年 5 月 15 日

## 十一、预告工作坊的安排

计划在大会之前安排 1-2 天的工作坊（workshop），由几位主题发言人和业界资深专家主讲。具体安排将在会议 2 号通知公布。

## 十二、 联系人

**冯捷蕴博士**

对外经济贸易大学英语学院国际商务英语研究所副所长

**李晨乐博士**

对外经济贸易大学英语学院国际商务英语研究所助理

[Email:esp2014@126.com](mailto:esp2014@126.com)

# **First Call for Papers**

## ***International Conference:***

### ***Professional Communication in the Intercultural World: Theory and Practice***

#### **Fourth Conference of the LSP and Professional Communication**

#### **Association for the Asia-Pacific Rim**

**and**

#### **The Third National Conference of the Chinese Association for ESP**

June 6-8, 2014

*University of International Business and Economics, Beijing, China*

#### **I. Conference Theme:**

Professional Communication in the Intercultural World: Theory and Practice

#### **Keynote speakers (in alphabetical order of names):**

- Prof. Klaus. P. Schneider (President, the German Society for the Study of English, University of Bonn, Germany)
- Prof. Michael Goodman (Director, Corporate Communication International, Baruch College, City University of New York, USA)
- Prof. Saul Carliner (Concordia University, Canada; Editor-in-Chief, SSCI journal: *IEEE Transactions on Professional Communication*,)
- Prof. Vijay Bhatia (retired) (City University of Hong Kong, President, Asia-Pacific LSP & Professional Communication Association)
- Prof. Winnie Cheng (The Hong Kong Polytechnic University, Secretary cum Treasurer, Asia-Pacific LSP & Professional Communication Association )
- Prof. Jigang Cai (Fudan University, Shanghai; Deputy President, ESP Association of China)
- Prof. Fan Libo (Director , Research Center for Multinational Corporations, University of International Business and Economics, Beijing)

- Prof. Lifei Wang (Dean of International Studies, University of International Business and Economics, Beijing; Deputy President, China National Business English Association)

## **II. Call for Papers/Posters:**

The conference aims to bring together researchers and practitioners in Languages for Specific Purposes (LSP), English for Specific Purposes (ESP) and Professional Communication in the Asia-Pacific Rim and beyond to take part in a dialogue on research and collaboration in academic, professional and workplace contexts.

We invite papers in all aspects of ESP, LSP and professional communication from teachers, researchers, research students, training consultants and practitioners from the industry. Conference topics include, but are not limited to:

- Applications of LSP/ESP theory in workplace practices
- Collaboration between language teachers/trainers and the industry in professional communication teaching and research
- Intercultural and interdisciplinary studies of professional communication
- Workplace communication and curriculum and materials design
- Professional communication for different rhetorical functions
- Teaching and Research business languages
- Confucius Institute and Intercultural Communication

## **III. Organizers**

- School of International Studies, University of International Business and Economics, Beijing, China
- Asia-Pacific LSP & Professional Communication Association
- The Chinese Association for ESP

## **IV. Co-organizers**

- Research Institute of International Business English, School of International Studies, University of International Business and Economics, Beijing
- *Journal of Business Languages and Communication, China*

## **V. Co-sponsors**

- *CSSCI Journal of Foreign Languages in China, China*
- Research Centre for Professional Communication in English, Department of English, The Hong Kong Polytechnic University, Hong Kong SAR, China
- *College ESP Journal, Australia*
- Research Center of Multinational Corporations, UIBE

- CFP University of Nottingham Ningbo, China

## **VI. Organizing Committee**

### **Co-chairs**

#### **Prof. Wang Lifei**

Dean, School of International Studies, University of International Business and Economics, Beijing, China

#### **Prof. Vijja Bhatia**

President, the Asian-Pacific LSP and Professional Communication Association

#### **Prof. Sun Youzhong**

Dean, School of English and International Studies, Beijing Foreign Studies University, Beijing, China; President, The Chinese Association for ESP, China

## **VII. Advisory Committee**

**Prof. Winnie Cheng**, The Hong Kong Polytechnic University, Hong Kong SAR

**Prof. Cai Jigang**, Fudan University, China

**Prof. Huang Ping**, Chongqing University, China

**Prof. Yang Ruiying**, Xi'an Jiaotong University, China

**Prof. Fan Libo**, University of International Business and Economics, Beijing, China

**Prof. Zhu Xiaoshu**, University of International Business and Economics, Beijing, China

**Prof. ShiXingsong**, University of International Business and Economics, Beijing, China

**Prof. Benjamin Lin**, CFP University of Nottingham Ningbo, China

**Dr. Paul Robertson**, College ESP Journal, Australia

**Dr. Feng Jieyun**, University of International Business and Economics, Beijing, China

## **VIII. Abstract Submission**

The presentations are made in three formats:

1. colloquiums. A group of conference participants can submit a proposal for a colloquium;
2. A special session. It is designed to invite people from industries to form a panel discussion;
3. Individual papers.

Presentations will be 15 minutes, followed by 5 minutes for questions.

Please submit your abstract (in MS Word format) in English and note that your abstract should not exceed 300 words.

On a separate page, please include the title of the paper, theme area (state one of the above, or a theme that best describes your paper), your name and academic title, your affiliation and your email address and postal address.

## **IX. Registration Fee**

Full Conference Participant/Presenter	<b>900 RMB</b>
Association Member for Asia-Pacific LSP & Professional Communication Association	<b>600 RMB</b>
Student	<b>450RMB</b>

## **X. Important Dates**

Deadline for abstract submission: April 30, 2014

Notification of acceptance: May 5, 2014

Registration deadline: May 15, 2014

## **VI. Advance Notice: Workshop Arrangement**

Workshop for 1-2 days will be arranged before the conference and they will be chaired by some of the keynote speakers and senior practitioners in the industry. Details for the arrangement will be released in the second call for paper.

## **VII. Contact Persons**

### **Dr. Feng Jieyun (Wendy Feng)**

Deputy Director, Institute of Business English Studies, SIS, University of International Business and Economics, Beijing, China

### **Dr. Li Chenle**

Secretary, Institute of Business English Studies, SIS, University of International Business and Economics, Beijing, China

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