

出國報告 (出國類別：其他)

「**2014 認同、文化暨溝通國際研討會**」
發表之報告書

服務機關：國立體育大學通識教育中心

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派赴國家：中國香港

出國期間：中華民國 103 年 11 月 8 日至 11 月 9 日

報告日期：中華民國 103 年 11 月 26 日

摘要

本校通識教育中心副教授兼主任開一心老師前往大陸香港參加香港國際經濟研究發展中心主辦之「2014年身分認同、文化與溝通國際研討會」，並於會議中發表英文論文及擔任研討會議場主持人。兩天會議與來自全球各地二十個國家或地區相關領域之專家學者交流學習。本次研討會主題為「身分認同」，會議期間近距離參訪議場附近彌敦道上香港佔中，並與世界各地學者交換看法。本次參加國際研討會主要目的是為與全球專家學者互相交流及了解當前英語語言教學暨英美文學與文化的研究現況及未來方向。並希望藉此交流經驗所學之有關英語作為外國語或第二語言的教學及英美文化文學理論與實務運用於未來實際教學之中，以增進教學成效及深化研究內涵。另，本次所發表之論文“From Root to Route: Identity, Mobility and Renaming in James McBride’s *The Color of Water*”已為 *International Journal of Social Science and Humanity* (ISSN 2010-3646) 所接受，預定於明年底刊出。

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一、目的

本次參加國際研討會主要目的是為發表有關身分認同與移動力的英文論文 “From Root to Route: Identity, Mobility and Renaming in James McBride’s *The Color of Water*”，會中並與全球專家學者互相交流及了解當前英語語言教學暨英美文學與文化的研究現況及未來方向。透過本次會議的研討交流與辯論，使平時所學所教能與各國各地學者互相交流並進行腦力激盪，以便未來落實於實際教學現場。利用會議工作坊的經驗分享、增進大學教師的研究心得交流與學習機會，深化與擴大教與學並進的交流。與會的學者計有來自北美洲的美國，歐洲的德國、立陶宛、俄羅斯、哈薩克、土耳其，澳大利亞洲的澳洲、紐西蘭，東南亞的新加坡、馬來西亞、印尼、泰國、越南，東亞的台灣、香港、澳門、中國，以及南亞的印度、巴基斯坦、斯里蘭卡等地。

二、過程

本次國際研討會議議程以及重要活動如下：

(一) 會議議程表 (簡版)

November 8, 2014 (Saturday) (中華民國 103 年 11 月 8 日 星期六)(簡版)

時 程 TIME	活 動 內 容 ACTIVITIES
09:00~10:00	報 到 REGISTRATION
10:00~12:10	接 待 茶 會 與 會 學 者 交 流 時 間 RECEPTION
12:10~13:40	午 宴 LUNCHEON
14:00~17:30	自 由 活 動 時 間 FREE TIME
17:30~19:30	晚 宴 BUFFET

- (1) Please print your registration form before you come to the conference.
- (2) You can also register at any time during the conference.
- (3) Certificate of Participation can be collected at the registration counter.
- (4) Please tell the conference receptions your paper ID.
- (5) The organizer won't provide accommodation, and we suggest you make an early reservation.
- (6) One Best Paper will be selected from each oral session. The Certificate for Best Papers will be awarded in the Closing Banquet on November 9, 2014.

November 9, 2014 (Sunday) (中華民國 103 年 11 月 9 日 星期日)(簡版)

時 程 TIME	活 動 內 容 ACTIVITIES
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09:00~09:10	開幕致詞 Opening Remarks: Prof. James K. Ho
09:10~09:40	專題演講 Keynote Speech I
	 <p>Speaker: Prof. Vilmante Kumpikaite Valiuniene Management Department, School of Economics and Business Kaunas University of Technology Kaunas, Lithuania Title: Social Media as Emerging Space for Studies and Research</p>
09:40~10:10	專題演講 Keynote Speech II
	 <p>Speaker : Prof. James K. Ho College of Business Administration at the University of Illinois Chicago, USA Title: Synergy between Information and Operations Management in e-Business and e-Education</p>
10:10~10:30	Coffee Break (中場休息)
Paper ID	SESSION I -- 10:30~12:00 (第一場研討會) : Presenters (發表人)
BM00016	KhongYeen Lai (& Tee Peck Ling, Tan Kok Eng, Low Suet Cheng, and Lim Fung Ting), Lecturer, University Tunku Abdul Rahman, Malaysia
BM00019	A. Ismail (& A. A. Bujang, W. R. Anthony Jiram, H. Abu Zarin, and M. N. Jaafar), Postgraduate, University Teknologi Malaysia, Malaysia
BM00025	Thomas J. Haslam (& Huan Wang, and Tianyan Deng), Associate Professor, College of Liberal Arts, China
BM00046	Dai Bingbin (& Guan Jing, Lu Miyao), Associate Professor, Beijing International Studies University, China
BM00047	Ching-Chieh Tsai (& Ling-E Chang, and Yuang-Lin Chang), Associate Professor, National Taichung University of Science and Technology, Taichung, Taiwan
BM00012	Malik Khalfan (& Nawaf Alshabri, Tayyab Maqsood), Associate Professor, RMIT University, Australia
BM00030	M. Ali Noor (& Malik Khalfan, Tayyab Maqsood, Nawaf Alshabri, Farshid Rahmani and Amrit Sagoo), Associate Professor, RMIT University, Australia
BM00032	M. Khalfan (& H. Khan and T. Maqsood), Associate Professor, RMIT University, Australia
12:00~13:30	LUNCH 午餐
	SESSION 2 -- 13:30~15:30 (第二場研討會) : Presenters (發表人)
BM00002	Truong Duc Nguyen (& Prof. Mai Ngoc Khuong), Research Assistant, International University VNU-HCMC, Vietnam
BM00006	Vo Minh Duc (& Prof. Mai Ngoc Khuong), Research Assistant, International University, Vietnam National University, Ho Chi Minh City, Vietnam
BM00011	A. Kamolkittiwong (& B. Phruksaphanrat), Lecturer, Rangsit University, Bangkok, Thailand

BM00017	A. Fatima (& S. Salah-Ud-Din, S. Khan, M. Hassan and H. A. K. Hoti), Lecturer/ Ph.D Candidate, Islamabad and University Institute of Management Sciences, PMAS-AAUR, Pakistan
BM00018	Rabia Imran (& Mehwish Majeed, and Abida Ayub), Assistant Professor, University Institute of Management Sciences, PMAS-AAUR, Pakistan
BM00020	Trianasari (& Gede A. Yuniarta), Lecturer, Ganesha University of Education, Indonesia
BM00022	E. Wahab (& A. Umar, and A. Shamsuddin), Associate Professor, Universiti Tun Hussein Onn Malaysia (UTHM), Malaysia
BM00024	Norazidah Shamsudin (& Mustafa Omar Mohammed), Lecturer, Universiti Malaysia Pahang, Malaysia
BM00027	M. H. Abeywickrama and (& W. A. D. N. Wickramaarachchi), Sourcing Executive, Avery Dennison Lanka (Pvt) Ltd, Sri Lanka & Lecturer, University of Moratuwa, Sri Lanka
BM00034	I. M. Sukresna (& J. R. Hamilton, and S. Tee), PhD Candidate, School of Business-James Cook University Australia, Indonesia
BM00041	Abdul-Halim Abdul-Majid (& Abdussalaam Iyanda Ismail and Mohd Hasanur Raihan Joarder), Associate Professor, Universiti Utara Malaysia, Malaysia
	SESSION 3 -- 13:30~15:30 (第三場研討會) : Presenters (發表人)
BM00042	Sahrish Saba (& Afsheen Fatima, Jawwad Ahmad and Qureshi Atif), Ph.D Candidate, Uims, Pmas Arid Agriculture University Rawalpindi, Pakistan
BM00046	D. M. Schmidt (& P. Bauer, and M. Mörtl), Ph.D Candidate, Technische Universität München, Germany
BM00049	Amit Jain (& Vaishali Singh), Associate Professor, Institute of Management, JK Lakshmipat University, Jaipur, India
CH3078	Harris Bin Abd Rahman Sabri (& Abd. Rahman Abdul Rahim, Wong KuanYew, and Syuhaida Ismail), Assistant Professor , Universiti Teknologi, Malaysia
BM00021	Matilda Isaac Mustapha , Assistant Professor, Madonna University, The United States of America
K00002	Dr. Ken W. Li , Lecturer, Hong Kong Institute of Vocational Education (Tsing Yi), HK S.A.
K00004	Gail K. Tillman , PhD Candidate, the Wollotuka Institute, University of Newcastle, Australia
K00006	Vilmante Kumpikaite-Valiuniene , Professor, Kaunas University of Technology, Lithuania
K00008	Wiphasith Hiranrat , Ph.D Candidate, Suranaree University of Technology, Thailand
K00009	Mariya Lyashenko , Assistant Professor, The National Research University Higher School of Economics Nizhny Novgorod, Russian Federation
15:30~16:00	Coffee Break 中場休息
	SESSION 4 -- 16:00~18:00 (第四場研討會) : Presenters (發表人)
K00012	Wilson Ranga Anthony Jiram , PhD Candidate, Department of Real Estate, Faculty of Geoinformation & Real Estate, Universiti Teknologi, Malaysia
K00013	Yap Wei Li , Senior Lecturer, INTI International University, Malaysia
K00014	Altynay Tursun , Lecturer, KIMEP University, Kazakhstan
K00017	Xiaoyin Che (& Sheng Luo, Cheng Wang and Christoph Meinel), PhD Candidate, Hasso Plattner Institute, University of Potsdam, Germany
K00018	Sahreem Chauhan (& Azra Naseem and Eman Rashwan), Senior Research Coordinator, the Aga Khan University, Pakistan
K30004-Pre	RAKESH SAH , Professor of Finance, College of Business, Montana State University Billings, USA
C014	Sino Hui-Fen Chen , PhD Candidate, National Cheng-chi University, Taipei, Taiwan, ROC
C020	Aditya Rahman (& Yaniand Amierza Puspaningrum), Lecturer, Universitas Pembangunan Nasional "Veteran" Jawa Timur, Indonesia
CH381	Rashika Sharma (& Sylila Monteiro), Lecturer, Unitech Institute of Technology,

	New Zealand.
CH384	Jirapha Autthaporn (& Prakob Koraneekij), Postgraduate, Department of Educational Technology and Communications, Faculty of Education, Chulalongkorn University, Bangkok, Thailand
	SESSION 5 -- 16:00~18:00 (第五場研討會) : Presenters (發表人)
CH385	Teeraphon Pianpeng (& Prakob Koraneekij), Postgraduate, Department of Educational Technology and Communications, Faculty of Education, Chulalongkorn University, Bangkok, Thailand
C005	I-Hsin Kai , Associate Professor/Director, National Taiwan Sport University, Taiwan, ROC
C006	Tin Kei Wong , Lecturer, The University of Hong Kong, Hong Kong
C011	Devina Sarwatay (& Ami Divatia), Post graduate, Gujarat University and Research associate with Ahmedabad University, India
C019	Yan Zhang (& Liu Yang), PhD Candidate, University of Macau, China
C021	Chuen-ShinTai , Assistant Professor, Shih Chien University Kaohsiung Campus, Taiwan
C1002	Oguz KARAKAYA , Assistant Professor, Dilek Sabanci State Conservatory of Selcuk University, Turkey
C002	Ade Kusuma (& Ririn Puspita Tutiasri), Lecture, Universitas Pembangunan Nasional "Veteran" Jawa Timur, Indonesia
CH380	Wan Marzuki Wan Jaafar (& Chew Xing Jiun and Nor Mazlina Ghazali), Lecturer, Faculty of Educational Studies, Universiti Putra, Malaysia
CH387	Ahmad Sabiq Masrukin (& Toto Sugito, Bambang Suswanto, Adhilman Sulaiman), Lecturer, Faculty of Social Science, Jenderal Soedirman University, Indonesia
18:00~18:30	Closing Ceremony & Awards 閉幕式及頒獎
18:30~19:50	DINNER 晚宴

(二)主要與會過程

本次國際會議於香港九龍窩打老道23號香港城景國際酒店舉行。會議第一天上午九點開始至下午五時止主要為主題講者、與會學者及各場次發表人報到活動，報到之後接著是接待茶會，於城景國際酒店鑽石廳舉行，會中各領域學者專家集會彼此交流認識熟悉。中午時間於香港城景國際酒店城景閣自助餐午宴招待所有與會專家學者。之後為自由活動時間。議場附近即為香港佔中地點之一的香港旺角彌敦道，因本次會議主題之一為身分認同，世界各地與會學者相約近距離觀看香港佔中活動，並交換意見看法。會議第二天上午九點由美國伊利諾大學教授James K. Ho開幕致詞，隨後由立陶宛學者Prof. Vilmante Kumpikaite-Valiuniene進行第一場大會主題演講。Kumpikaite-Valiunien教授以全球化後的社群網站(Social Media)做為當代研究核心重點為題發表演說。之後由James K. Ho教授發表網路E化資訊化下企業與教育之管理。上午十點30分開始第一場研討會會議論文發表；下午一點30分開始第二場及第三場研討會會議論文發表，分A場與B場，主題分別是管理與教育；下午四點開始為第四場及第五場研討會會議論文發表，分A場與B場，主題分別是英語教育與英美文化與文學，每場次原則上安排十篇論文發表。本人的會議論文由大會安排於第5場次發表，同場次共十篇論文、計十六位論文發表人，

分別來自土耳其、馬來西亞、印尼、泰國、中國、香港及台灣。因討論熱烈全部研討會議延後至晚間六點二十五分才結束；因此原定六點舉行之閉幕式及頒獎典禮改於六點30分於城景國際酒店城景閣自助餐晚宴同時舉行閉幕式及頒獎儀式。

三、心得與建議

(一) 心得

本次會議 2014 International Conference on Identity, Culture and Communication (2014 年身分認同、文化與溝通國際研討會，網址 <http://www.icicc.org/>) 雖然只有 2 天的時間，但與會學者來自全球各大洲共二十餘國及地區，包括美國、德國、立陶宛、俄羅斯、哈薩克、澳洲、紐西蘭、土耳其、新加坡、馬來西亞、台灣、香港、澳門、中國、印尼、泰國、越南、印度、巴基斯坦、斯里蘭卡等。主辦單位為香港國際經濟發展研究中心 (International Economic Development Research Center – IEDRC)，會議於香港九龍油蔴地城景國際酒店 (The Cityview International) 鑽石廳舉行。本次研討會共分五個場次 (sessions)，共計論文五十餘篇，分別由各跨領域研究思維探討當前全球化下的身分認同、英語教育、文化文學與溝通等議題。

此行最大收穫之一為與會學者所提出之各種當前全球化後的語言學習及文化及文學教學研究的方向，來自世界各國的學者一致的共識就是英語在全球化所扮演的重要角色，以及全球化後，世界的距離縮短，但誤解仍在。本次與會最大收穫之二是所發表之論文受到多位與會學者專家注意，並積極於茶敘時間討論弱勢族裔的身分認同於主流社群中等議題。本論文“From Root to Route: Identity, Mobility, and Renaming in James McBride’s *The Color of Water* 並為 ProQuest 等學術專門搜尋之國際期刊 *International Journal of Social Science and Humanity* (ISSN 2010-3646) 所接受，預計於明年 (2015) 刊出。

此外，英語教育在各國焦點不同。對台灣而言，英語是外國語文之一；但在大多數的東南亞國家，英語是官方語言或是第二語言。語言政策的不同，教學方式各異，所受到的文化衝擊不一。英語文所挾帶的西方歐美文化價值與霸權思維，對於學習者的認同與思想影響不可謂不大。這也是此次會議中學者們所關切的議題之一。尤其部份東南亞國家以穆斯林回教為主要信仰，對於美語或英文中所暗示的反穆斯林及詆毀回教信仰的隱喻，也多有微詞。再者，「語言管理 (Language Management)」也是此次討論的重點。

總而言之，此行收穫甚豐。除發表論文外，也受邀擔任第 3 場研討會論文發表的議場主持人，會後也獲邀擔任日後研討會會議論文的審稿委員。期待日後有機會能多參與國際會議與各國專家學者切磋學習。

本次發表之論文將於 2015 年刊出於 *IJSSH* 國際期刊 (ISSN 2010-3646) :

International Journal of Social Science and Humanity

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Paper Title	From Root to Route: Identity, Mobility and Renaming in James McBride's <i>The Color of Water</i>
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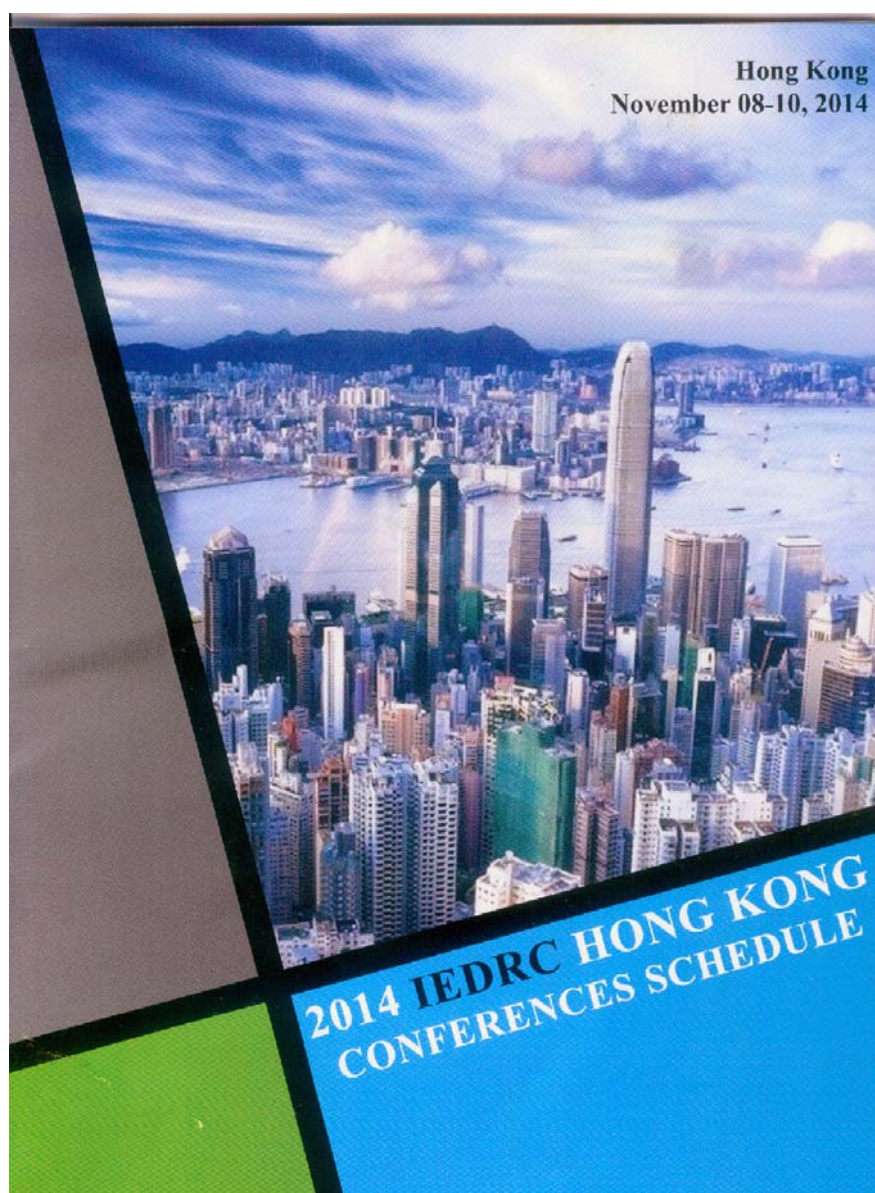
(二) 建議

本校為體育運動專科大學，主要以運動訓練及體育運動科研為主。對於通識教育中心以人文科學中之語言、文化、文學為主要研究領域的專任教師，實有必要鼓勵出校至國際場合發表研究成果，並與全球各地專家學者交流，以增進其專業職能。此次本校補助本人出國發表，收穫甚大，期待能將所學回饋於本校，增進教學成效。

四、附錄

2014 International Conference on Identity, Culture and Communication

（2014 年身分認同、文化與溝通國際研討會）研討會活動照片集錦



本次大會會議手冊封面



於第五場次發表論文



與第五場次「文化與文學」發表學者合影



攝於中場茶敘時間



與第五場次「文化與文學」發表學者合影



大會主題演講人美國伊利諾大學商管學院教授 James K. Ho



Social Media 社群媒體與教育



與大會主題演講人及與會學者合影



發表人美國學者Thomas J. Haslam



與第一場次學者合影於座談會後



專注聆聽會議中其他發表人論文



講者簡報--例 1



講者簡報--例 2



與大會主題
演講人美國
伊利諾大學
商管學院教授
James K. Ho
合影



與大會主題
演講人立陶宛
學者 **Prof.**
Vilmante
Kumpikaite
Valiuniene
合影



攝於香港
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鑽石廳
Room B
(第 5 場發表)

