

**Conference Programme
Tuesday January, 23th, 2018**

| PRE-EVENT - ALL CONFERENCE PARTICIPANTS ARE WELCOME TO ATTEND | |
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| 09:30-12:00 | Cultural Program through Montjuïc Mountain |
| 18.30-20.30 | <p>Panel discussion on “Trends on Global PR” Attendees of the panel: Students of the MA-Strategic Management in Global Communication. Location: Library. Participants:</p> <ul style="list-style-type: none"> - Averill Gordon -AUT-New Zealand - Gaelle Duthler- Zayed University (AbuDhabi) - Volker Stoltz- President Global Communication Institute (Erfurt-Germany) - Enric Ordeix- Blanquerna / Emerson (Barcelona/Boston) and VP Global Communication Institute - Pavel Slutskiy- Chulalongkorn University (Bangkok- Thailand) - Chis Penz, Stalenbosch University (South- Africa) - Gregory Payne, Emerson College (Boston-USA) - Emanuela Rinaldi, Università degli Studi di Udine (Italy) |

**Conference Programme
Wednesday, January, 24th, 2018**

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| 9:30 - 10:00 | Conference registration | |
| 10:00 - 10:30 | <p>Welcome speeches</p> <ul style="list-style-type: none"> - Pavel Slutskiy, Conference Chair, Chulalongkorn University, Bangkok - J.M. Carbonell, Dean Blanquerna School of Communication, Barcelona - Enric Ordeix, Blanquerna School of Communication, Barcelona | |
| 10:30 - 11:30 | Keynote speech (I) - Bart de Vries, IPRA president | |
| 11:30 - 12:00 | Keynote speech (II) – Ann Gret Iturriaga. INEOS.(Germany) Cross Cultural Internal Communication. | |
| | Session A (I) Chair: Pavel Slutskiy | Special programme: Emerson-Blanquerna Reception |
| 12:00 - 12:30 | Dr Natalia Dankova (Canada). Discourse on alterity and the perception of difficulties in intercultural communication | 12.00-13.30 pm Special programme: Emerson-Blanquerna Reception (for Emerson University guests) |
| 12:30 - 13:00 | James W. Underhill (France). Caring and Sharing, the Heart and the Body | Blanquerna-Emerson Partnership Ceremony: |

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| 13:00 - 13:30 | Pavel Slutskiy (Thailand). Prohibition of Defamation and Insult to Buddhism in Thailand: Multicultural and Liberal Perspectives | Hall of the main building of the School FCRIB-URL: <ul style="list-style-type: none"> - Lee Pelton, President Emerson College - Josep Maria Carbonell, Blanquerna School of Communication - Michaela Whelan, Provost, Emerson College - Dean Jan Roberts Breslin, Emerson College - Dean Raul Ris, Emerson College - Profs. Gregory Payne, Emerson College - Dr. Enric Ordeix, Blanquerna School of Communication - Tresurras, Glenn, Kimball, Taylor, Heflin, |
| 13.30 - 15.00 | Lunch | |
| 15.00 - 15.30 | Keynote speech (III) - Lee Pelton, President Emerson College & Josep Ma Carbonell, Dean of Blanquerna School of Communication and International Relations-Ramon Llull University | |
| 15:30 - 16:00 | Keynote speech (IV) – Prof. Dr. Scott Ratzan (USA). Strategic Diplomacy: Getting past Sisyphus <ul style="list-style-type: none"> - President, AB InBev Foundation - Adjunct Professor, Columbia University Mailman School of Public Health - Editor-in-Chief, Journal of Health Communication International Perspectives. | |
| 16:00 – 17:00 | Panel Discussion: Prof. Ruth Parker MD, Center of Ethics, Emory University Communication through the Arts -Strategic Diplomacy Opportunities to Advance Health & Well-being. Dr. Delon Human, CEO, Health Diplomats Advancing Health Diplomacy: Global Agendas and local action. - Mary Anne Taylor, Ph.D., Prof, Emerson College. How critical cultural (competency) is key to success for sustainable strategic diplomacy Respondents: <ul style="list-style-type: none"> - Dean Josep Ma Carbonell and Enric Ordeix, PhD- Blanquerna School of Communication and International Relations-URL - President Lee Pelton and Gregory Payne, Emerson College | |
| | Session B (II) - Marketing and Corporate Communication. Chair: Gaelle Duthler | |
| 17:00 - 17:30 | Jon Shapiro (USA). Protecting Redwood National Park: An Examination of Transformative Mass Transit Planning and Emergent Intercultural Communication Strategies | |
| 17:30 – 18:00 | Papassara Chaiwong (Thailand). Relationship of Loyalty-Card Communication Process and the Repeat Purchase in Petrol Service Station Business: A Comparative Study of Thai and Non-Thai Brands in Bangkok | |
| 18:00 - 18:30 | Mark Hamilton, Pavel Slutskiy (USA, Thailand). Global Trends in Colorism: A Meta-Analysis of Demographic and Psycho-cultural Antecedents to the Use of Skin Whitening Products | |
| 18:30 - 19:00 | Emmanuelle Diehl (France). How Effective Management of Inter-Cultural Factors Impact Corporations' Triple Bottom Line | |
| 19:00 | Wrap-up of day 1 | |

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| 20:30 | Gala Dinner. Place: TBC |
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Conference Programme Thursday, 25th January 2018

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| 9:30 -10.00 | Keynote Speech (IV): Spencer H. Kimball (USA). Polling Efficacy and Mode of Data Collection | |
| | Session A (I) - Education and Culture. Chair: Averill Gordon | Session B (I) - Legitimacy and Public Diplomacy. Chair: Enric Ordeix |
| 10:00 - 10:30 | Hyung-ji Chang (Korea). Study on Problem Based Learning for Tourism Students to Develop Intercultural Communicative Competence. | Carlos Rabasso, Francisco Javier Rabasso (France). How Caring Global Organizaions in Sports Have an Impact on Corporate Social Responsibility and Democracy: the Cases of F.C. Barcelona and Manchester City. |
| 10:30 - 11:00 | Sigrid Roman (Canada). Between Identity and Diversity: Arguments for Intercultural Social Relations in Canadian Schools | Alicia Blanco, Cristina del Castillo Feito, Camilo Prado-Román, Francisco Díez-Martín (Spain). Relationship between Legitimacy and Reputation: The case of the Spanish Public University |
| 11.00-11.30 | Hywel Evans (Japan). Evidence of hostility to a theory of cross-cultural communication in English Language Teaching | Carlos Cascante-Serratos PhD Ramón Fatjó (Spain). Horseball: From France to the World. |
| 11:30 – 12.00 | Break | |
| 12:00 - 12:30 | Averill Gordon (New Zealand). International Virtual Teams in Higher Education | Giorgia Miotto (Spain). University Social Responsibility communication: a tool for legitimation |
| 12:30 - 13:00 | Jeremy Heflin (USA). English Language Learning (ELL) within the Lens of Culture: Deciphering students' needs and building curriculum to fill the void. | Marçal Sintes Olivella; Elena Yeste Piquer; Pere Franch (Spain). The Succession of Felipe VI to the Spanish Throne, Following Juan Carlos I. Content Analysis of the Editorial Articles Published by the Newspapers of Madrid and Barcelona |
| 13.00-13.30 | Phillip Glenn (USA). Core global communication competencies: Rationale and implications for teaching and research | New Researchers Corner: - Arasha Lalani (USA) and Matt Miller (USA) The Menstrual Movement. - Cross Cultural Communication and City Marketing - “Rebranding the City of Barcelona Through Education” Blanquerna Students from MA-Strategic Management in Global Communication. |
| 13:30 - 14:30 | Lunch | |
| 14:30 - 15:00 | Keynote Speech (V): Jane Hammond, journalist and public relations management training consultant | |

| Session A (II): Media & Entertainment Chair: Nick Bamford | |
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| 15:00 – 15:30 | Nick Bamford (UK). The Strangers' Case: The challenge of harnessing the power of screen entertainment to communicate between cultures. |
| 15:30 – 16:00 | Sohail Riaz (Pakistan). Coverage of Honor Killings in Pakistani Television Crime Shows: Drawing a thin line between constructed reality and on-ground reality |
| 16:00 – 16:30 | Seon-Gi Baek, Woo Ju Lee (Korea). Marriage migrant women, cultural and identity conflicts in new families, and cross-cultural implications in Korea: Focused on analyzing TV reality programs through the perspectives of Cultural Studies. |
| 16:30 - 17:00 | Jeong-ah Yoon, Seon-Gi Baek, Chen Doudou (Korea). Is it fantasy or real?: Representations of a musical film, multiple interpretations and cultural implications: A Comparative study on <La La Land>, <Into the Woods> and <the Wizards of OZ> through the Utopian idea |
| 17:00 - 17:30 | Eunji Jo (Korea). From the Endemic to the Pandemic Zombies: Ambiguity of "New Zombies" in Films |
| 17:30 - 18:00 | Jihye Woo, Seon-Gi Baek, Jeong-ah Yoon (Korea). Popular culture, popular criticism, and new criticism through the social network service (SNS): A Semiotic and discourse analysis on controversies of IU's song <Zeze> between its original text and a creatively changed version |
| 18:00 - 18:30 | Closing Keynote address presentation: Parichart Sthapitanonda, Dean of the Faculty of Communication Arts, Chulalongkorn University, Bangkok. |
| 18:30 | Conclusions of the Conference, by Pavel Slutsky |
| 18:40 | Farewell reception: Finger food at the main building cafeteria |