

**ICA Post-Conference: Sydney Australia**  
**The 5th Annual Conference of the Public Relations Society of China &**  
**The 13th International Forum on Public Relations and Advertising**  
**Post Conference Theme**  
**International Stories: Building Relationships that Bridge Nations**

**ICA 会后会：悉尼 澳大利亚**  
**第五届中国公共关系学会年会 &**  
**第十三届公关与广告国际论坛**  
**会后会主题**  
**国际故事：构建连接国家的关系**

**University of New South Wales | University of Technology Sydney | May 26-29, 2020**

新南威尔士大学 | 悉尼科技大学 2020 年 5 月 26 - 29 日

Relationships are built through communication. More importantly, relationships are built on shared values, shared interpersonal experiences, shared interactions, and shared stories. Although everyone's memory of the significant events in history and their personal lives is lightly different, everyone's memory is still shaped by recollections of sights, smells, tastes, locations, and most importantly, time spent with other people experiencing the world. Those experiences are what help others make sense of the world around them. Humans have been telling stories to help make sense of the world and our places in it for tens of thousands of years. Historically, those stories were local, rooted in geographic place and time. But technology has changed things, transforming how we live and interact with organizations, products, celebrities, and each other. At the same time, monumental political and cultural upheavals have characterized the landscape in dozens of countries around the globe. This year's ICA theme is "Open Communication," a theme that tries to capture the essence of transparency, knowledge, and information sharing, but also the uncertainty of our global relationships. In an effort to capture those communicative issues, the theme of the 5th Annual Conference of the Public Relations Society of China and the 13th International Forum on Public Relations and Advertising is about "international Stories," "relationships," and "bridging" diverse cultures and how we tell our stories in a way that create a shared sense of transparency and trust. Papers that focus broadly on any of the themes will be considered for this year's conference.

**The Post-Conference will be held in Sydney, and hosted by The School of Arts and Media, University of New South Wales (UNSW), and The University of Technology Sydney (UTS), May 26-29.**

A tour of campus, Papers and Panels will be scheduled for the 26<sup>th</sup> and 27<sup>th</sup> at University of New South Wales, while an agency tour, a reception, and a tour of the University of Technology campus will take place on the 28<sup>th</sup> and 29<sup>th</sup>.

- **Both full papers and abstracts may be submitted.** *Papers should not exceed 7,000 words (excluding frontmatter and references); abstracts should be approximately 500-1,000 words.*
- **Acceptance notifications** will be sent out by February 20, 2020.
- **Registration** will open 20 February.
- **All day conference registration** available on May 25
- **Submission deadline for papers/abstract, 20 January.**
- **The conference is limited to 120 participants.**
- **Panels in both English and Chinese will be held.**
- **Send papers to [ICA\\_2020\\_AU@MLKent.com](mailto:ICA_2020_AU@MLKent.com)**

Sydney has several famous and easily accessible beaches including Bondi and Coogee, excellent dining, a Central Business District (CBD) with shopping and entertainment, the famous Sydney Opera House, an enchanting botanical Garden, shopping and a host of other activities. **Temperature in Sydney in May average 21°C/70°F during the day.**

关系是通过沟通构建的。更重要的是，关系是建立在共同的价值观、共同的人际经历、共同的互动和共同的故事上的。尽管每个人对历史上重大事件及其个人生活的记忆都略有不同，但每个人的记忆仍然受视野、气味、味道、位置以及最重要的是与其他人一起体验的世界所影响。这些经历可以帮助他人理解周围的世界。数千万年来，人类一直在用讲故事以帮助人们理解这个围绕着他们的世界。从历史上看，这些故事是本地的，植根于地理位置和时间。但是技术已经改变了一切，改变了我们与组织、产品、名人以及彼此之间的生活和互动方式。同时，巨大的政治和文化动荡已重塑了全球数十个国家地区的特征。今年的 ICA 的主题是“开放交流”，该主题试图体现透明度、知识和信息共享的本质，并且把握我们全球关系的不确定性。为了重复展现这些传播问题，第五届中国公共关系学会年会和第十三届公关与广告国际论坛的主题是关于“国际故事”、“关系”和“连接”多种文化的，以及我们如何共同以透明性和信任感的方式来讲故事。今年会议将考虑广泛讨论任何主题的论文。

会后会将于 5 月 26 日至 29 日在悉尼举行，由新南威尔士大学（UNSW）的艺术与媒体学院和悉尼科技大学（UTS）主办。

注意：论文和小组讨论会定于 26 日和 27 日在新南威尔士大学举行，而机构参观、招待会和悉尼科技大学校园参观将在 28 日和 29 日进行。

- **论文全文和摘要均可提交。** 论文不得超过 7,000 字（不包括前言和参考文献）；摘要应大约为 500-1,000 字。
- **論文錄取通知** 将于 2020 年 2 月 20 日前发出。
- **注册** 将于 2 月 20 日开始。
- **5 月 25 日全天会议注册**
- **论文/摘要的提交截止日期为 1 月 20 日。**
- **会议仅限于 120 人。**
- **将举行中英文小组讨论。**
- **中文论文请发送至 [prsc2015@163.com](mailto:prsc2015@163.com)**

悉尼拥有数个著名且方便到达的海滩，包括邦迪（Bondi）和库吉（Coogee），一流的餐厅，一个带购物和娱乐场所的中央商务区（CBD），著名的悉尼歌剧院，迷人的植物园，购物和许多其他活动。5 月悉尼的平均气温为 21 °C /70°F。

## Keynote Speakers | 会议主题演讲嘉宾

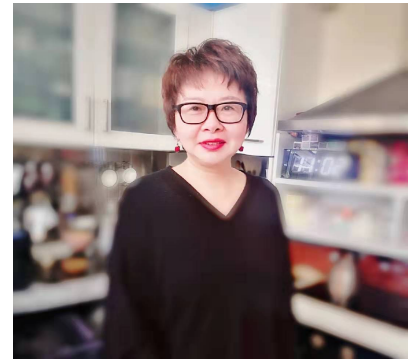
吉姆 麦克拉玛拉, 悉尼科技大学 (UTS) 传播学院杰出公共传播教授。

**Jim Macnamara, PhD, Distinguished Professor of Public Communication, School of Communication at the University of Technology Sydney (UTS).** Macnamara is also a Visiting Professor at London School of Economics and Political Science, Media and Communications Department, and a Visiting Professor at the London College of Communication in the University of the Arts London (UAL). Macnamara is internationally recognised for his research into evaluation of public communication and for his work on organisational listening, receiving the 2017 Don Bartholomew Award from the International Association for Measurement and Evaluation of Communication (AMEC) for his contribution to the industry and the 2017 Pathfinder Award from the Institute for Public Relations (IPR) in the US, it's "highest academic honour" for research in the field. Jim is the author of 16 books including *Organizational Listening: The Missing Essential in Public Communication* published by Peter Lang, New York in 2016 and *Evaluating Public Communication: Exploring New Models, Standards, and Best Practice* published by Routledge UK in 2018.



陈先红：华中科技大学新闻与信息传播学院教授、博士生导师，华中科技大学管理学博士

**Xianhong Chen, Ph.D., Professor of the Journalism and Information Communication School, Huazhong University of Science and Technology (HUST).** Chen is also dean of China Story Creative Communication Institute (co-sponsored by CIPG and HUST), President of Public Relations Society Of China (PRSC), a leading figure of China public relations discipline, academic leader of China's first doctoral program in public relations, and an Influential figure of China's Reform and Opening-up and Public Relations. Professor Chen's research directions include public relations and strategic communication, national narrative and brand communication. She holds the Major Research Project of the Ministry of Education "Research on telling China Stories and Promoting China's National Discourse Power and Cultural Soft Power," two Research Projects of the National Social Science Fund of China "The Public relations strategy of the government regulating new media" and "The Meta-narrative Communication Strategy of Telling China stories." Professor Chen has written and published nearly 20 classic works, such as *Ecological Theory of Public Relations*, *Modern Public Relations* and *Public Relations Theories for Contemporary China* (Volume I and Volume II). She is the representative of the ecological school of public relations in China and the founder of the theory of "Positive Public Relations." Her edited work *Public Relations Theories for Contemporary China* is regarded as China's first foundational theoretical reference book.



杨爱梅：美国南加州大学安伦堡传播新闻学院副教授。现任美国传播学协会(NCA)公共关系分会主席。

**Aimei Yang, Ph.D., Associate Professor, Public Relations, Annenberg School for Communication and Journalism at the University of Southern California (USC)** (Ph.D., University of Oklahoma). Yang's research is positioned at the intersection of strategic public relations, inter-organizational networks, and civil society research. Yang studies issue advocacy and the dynamic network ecology among nonprofit organizations, corporations, and governments. Yang has published over forty peer reviewed journal articles and over ten book chapters. Yang's work has appeared on impactful communication and management journals such as *Communication Theory*, *Business & Society*, *Information, Communication, & Society*, *Journal of Broadcasting & Electronic Media*, *Nonprofit and Voluntary Sector Quarterly*, *Journal of Business Ethics*, among others. Yang is a member of the Page Up Society and serves on the editorial board of *Public Relations Review* and *Journal of Public Relations Research*. Yang is currently the Chair of the Public Relations Division at the National Communication Association.



**Fourth Keynote Speaker | 第四位主题演讲者即将宣布...**