

SISU INTERCULTURAL INSTITUTE	
Introduction	<p>Established in September, 2006, the SISU Intercultural Institute (SII) initiates, supports, and coordinates the intercultural research of related disciplines in SISU to increase academic exchanges and cooperation for intercultural communication (IC) projects at home and abroad, as well as provides intercultural education, consulting, and training for schools, companies, and public institutions. In addition to seeking to integrate disciplinary, intellectual, and geographical advantages in the cultivation of international-oriented talents, the SII aims to develop advances in intercultural research, intercultural education, corporate training, and public awareness. Our goal is "<i>Developing a Discipline to Develop People</i>".</p>
Students and Courses	<p>Student Size and Source</p> <p>The program accepts 12-20 MA graduates and 2-3 PhD students annually (now over 220 MA and 6 PhD graduates), majoring in the “Intercultural Communication” (IC) direction (interpersonal, educational, organizational [kuawenhua jiaoji 跨文化交际] or mass communication [kuawenhua chuanbo 跨文化传播]) in the following colleges:</p> <ul style="list-style-type: none"> * School of English Language and Literature Studies (MA, PhD) * School of Communication and Media Studies (MA) * School of International Education and Exchange (Overseas student MA, PhD), and * courses for the SISU MBA program in “Intercultural Competence for Business.” <p>Focus</p> <p>The SII program seeks to apply a rigorous academic theory-into-application and experience approach to develop budding Chinese professionals and academics who intend to integrate cross-cultural and international awareness into their future work (e.g., cross-cultural management, international human resources, intercultural training, foreign language education, or continued academic work in intercultural studies). The extensive ten plus course offerings (China’s most comprehensive MA in intercultural studies) and research directions include:</p> <ol style="list-style-type: none"> a. IC Theory, IC History & Status b. Cross-cultural & Indigenous Psychology (Comparative Values & Identity Studies) c. Intercultural Adaptation & Conflict Management d. Intercultural Education & Training (IC Competence) e. IC Mass Communication, Discourse/Semiotics, & Media Effects f. IC Business Communication, PR, HR, & Organizational Management g. IC in Literature, Anthropology, & Social-cultural Phenomenon
Faculty	<p>The SII teaching team includes 5 full-time faculty members, each a research fellow in their respective areas (Communications, Ethnography, Language & Psychology, Literature) as well as about ten faculty members from other schools, and international experts and visiting scholars. Because of the SII’s participation in international associations and conferences, several world-leading scholars are present on campus each year. Each helps direct MA theses, offers courses, and develops research projects in their areas of expertise.</p>

<p>Education</p>	<p>SII courses are interactive, personal- and group-project, and presentation oriented. They integrate the interdisciplinary roots and disciplinary content and applications of the intercultural field, especially at interpersonal, intergroup, mass media, and national communication levels. Social science and interpretative approaches are primarily utilized, contrasting western with indigenous studies, emphasizing Chinese own-culture awareness. Current courses include: IC Competence: Theory & Practice; IC Qualitative Research Inquiry; IC Quantitative Research Inquiry and Data Analysis; Disciplinary Foundations of IC: History & Status; Modern Communication Theories and Cultural Studies; IC Education & Training; IC Business Communication; IC and Conflict Negotiation; Interpersonal Communication in IC Contexts or Psychology and IC (Values, Identity, Acculturation); Contrastive Culture and Translation; Literary Theory and Culture.</p> <p>Courses aim to help students:</p> <ul style="list-style-type: none"> • Assess the history and current state of the field; • Master the prominent concepts and theories, related scholars and research areas; • Develop descriptive, analytical, and critical research methodologies; • Enhance effective learning and inquiry skills needed for conducting careful cross-cultural studies for academic and teaching/training purposes. • Develop personal and professional orientations and skills to become competent critical thinkers and analysts, and capable interpersonal communicators, with adaptable intercultural awareness and competence skills.
<p>Research</p>	<p>As an entity designated to further the IC research and disciplinary development for the whole university, the SII has collected and houses an extensive intercultural library (over 2000 volumes plus journal and paper collections), links resources across colleges and research units toward developing competitive research projects, publishing quality research articles in key journals, handbooks, and encyclopedias, facilitating publication of important overseas IC textbooks, and its own <i>Intercultural Research</i> thematic IC monograph series.</p> <p>The faculty of the SII works together at producing quality conference presentations, journal articles, book chapters, and monographs to broaden and deepen intercultural communication research in China. More than 50 articles have been published in leading journals at home and abroad, and important chapters have been invited for publication in several international handbooks and encyclopedias.</p> <p>Funded projects include:</p> <ul style="list-style-type: none"> • Resource Exchange International, Inc. (USA) • 4-year “Intercultural Communication Series Research” (SISU Institutional Key Research Project) • “Special IC Collections Library” Subsidiary Project of the Third Public Service Construction of the SISU 211 Project • IC-oriented “Foreign Language Teaching: Theory and Practice” (211 Key Discipline Project) and several “Young Scholar” projects. <p>The SII’s <i>Intercultural Research</i> monograph series includes the following topics:</p> <ul style="list-style-type: none"> • “Chinese Communication Studies” (Vol. 1) • “Intercultural Identity Studies” (Vols. 2 and 3) • “Intercultural Values Research” (Vols. 4 and 5) • “Intercultural Adaptation Studies” (Vols. 6 and 7)

<p>International Cooperation</p>	<p>The institute is committed to supporting SISU’s internationalization initiative and is actively seeking to develop exchange programs to foster student’s intercultural awareness and competence. For example, each year, our intercultural MBA course conducts an on-line cross-cultural simulation with the MBA program at the UMass Isenberg School.</p> <p>With the SISU College of English, the SII has established a program for second year MA students to study at Bayreuth University in Germany toward a degree in “Comparative Linguistic and Anglophone Studies”.</p> <p>Each year, selected applicants go as “fellows” to participate in the annual Summer Institute of Intercultural Communications (SIIC) workshops for Intercultural Communications training at the Intercultural Communications Institute (ICI) in Portland, Oregon, USA.</p> <p>Current International Exchange Partners:</p> <ul style="list-style-type: none"> • Bayreuth University, Berlin • Intercultural Communication Institute (ICI), Portland, OR, USA • Department for Education Studies, Humboldt University, Berlin • Isenberg School, University of Massachusetts Amherst (on-line exchange) <p>International Conferences:</p> <p>The “China Communicating Interculturally and Internationally” Forum (in SASS China Studies Forum, 2006); “Intercultural Research Methodology” conference (SISU, 2006); Intercultural Disciplinary Development Forums (SISU 2010, 2014); the “Sino-German Conference on Intercultural Communication” (Berlin, 2010); joint support of Cross-cultural Management conferences (SISU, 2009, 2011, 2013) and a national “IC Teaching in FLT” Teacher’s Training Seminar (SII with Sino-FLTT, 2011).</p>
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