

**2024 JOINT ICA PRECONFERENCE:**  
**Impacts of Strategic Communication in an Interconnected World**  
**LOCATION: UTS Building 6, 702 Harris Street, Ultimo, NSW**

**CONFERENCE PROGRAM**

**Day 1: June 16, 2024 (Sunday)**

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| <b>7:00 am – 4pm</b>                                     | <b>Registration CB06.04.Foyer (Level 4, UTS Building 6)</b>   |
| <b>CONFERENCE OPENING (GUTHRIE THEATRE, CB06.03.028)</b> |   |
| <b>8:20- 8:25am</b>                                      | <b>Welcome to Country</b>   |
| <b>8:25 – 8:30am</b>                                     | <b>Opening Remarks from the Dean of the Faculty of Arts and Social Sciences</b><br>Professor Alan Davison   |
| <b>8:30 – 8:35am</b>                                     | <b>Words from the Head of School, School of Communication</b><br>Professor Stephanie Hemelryk Donald  |
| <b>8:35-8:45am</b>                                       | <b>Welcome from Joint Conference Partners</b> <ul style="list-style-type: none"> <li>• Professor Xianhong Chen, Founder and Co-Chair of International Forum on Public Relations and Advertising (PRAD); Professor of School of Journalism and Information Communication, Huazhong University of Science and Technology (HUST); Vice President of Chinese Association for History of Journalism and Communication (CAHIC)</li> <li>• Professor Xiaocheng Liu, Dean of School of Journalism and Communication, Lanzhou University; President of Public Relations Scholars' Community (PRSC), affiliated with CAHIC</li> <li>• Dr. Marianne Sison, Founder and Convenor, Asia-Pacific Public Relations Research and Education Network (APPRREN)</li> </ul> |
| <b>8:45-8:50am</b>                                       | <b>Special Issue Address from Editor-in-Chief, <i>Journal of Communication Management</i></b><br>Professor Jesper Falkheimer, Department of Strategic Communication, Lund University, Sweden  |
| <b>8:50 – 9:00am</b>                                     | <b>Conference Housekeeping</b><br>Dr. Kate Delmo/Dr. Flora Hung-Baesecke, Conference Organisers, Strategic Communication Discipline, University of Technology Sydney, Australia   |

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| <p>9:00 – 10:00am</p>  | <p style="text-align: center;"><b>KEYNOTE ADDRESS</b></p> <p style="text-align: center;">Venue: Guthrie Theatre, CB06.03.028</p> <p style="text-align: center;">Distinguished Professor Jim Macnamara,<br/>UTS Strategic Communication</p> <p style="text-align: center;">Facilitator: Professor Maureen Taylor<br/>Honorary Professor, UTS Strategic Communication</p>  |  |
| <p>10:00 – 10:15</p>   | <p style="text-align: center;">Morning Tea</p>   |  |
| <p style="text-align: center;"><b>SESSIONS<br/>(CHINESE SUBMISSIONS)</b></p> |  |  |
| <p>10:15 – 11:30</p>   | <p><b>Session 1</b></p>  | <p><b>Session 2</b></p>  |
|  | <p style="text-align: center;">Venue: CB06.06.103</p> <p style="text-align: center;">Chair: 陈先红 (Xianhong Chen)</p> <p>社交媒体文章传播驱动力模型研究<br/><i>Research on the Driving Force Model of Articles in Social Media Communication</i></p> <p><b>Yunze Zhao</b>, School of Journalism, Renmin University of China<br/><b>Guoning Zhao</b>, Communication University of China<br/><b>Xiaoning Wang</b>, Communication University of China<br/><b>Tiantian Xiang</b>, School of Journalism, Renmin University of China<br/><b>Zhen Liu</b>, Beijing Institute of Graphic Communication, China</p> | <p style="text-align: center;">Venue: CB06.03.052</p> <p style="text-align: center;">Chair: 肖灵 (Ling Xiao)</p> <p>“可沟通城市”理论视域下亚运会期间的杭州城市传播研究<br/><i>Research on urban communication in Hangzhou during the Asian Games from the theory of "Communicable City"</i></p> <p><b>Ling Xiao</b>, School of Sport Media, Guangzhou Sport University, China<br/><b>Liang Guo</b>, Graduate School of Guangzhou Sport University, China</p> |

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|  | <p> <i>战略传播中的情感转向：作用机制、现实影响与未来前景</i><br/> <i>Emotional Turn in Strategic Communication: Mechanism, Current Impact, and Future Prospects</i><br/> <b>Kun Niu</b>, Communication University of China         </p> <p> <i>公众情感的获取：积极公共关系的效果评估及其证实范式</i><br/> <i>Acquisition of Public Sentiment: Evaluating the Effects of Positive Public Relations and Its Confirmatory Paradigm</i><br/> <b>Xiaocheng Liu</b>, School of Journalism and Communication, Lanzhou University, China<br/> <b>Jie Cao</b>, School of Journalism and Communication, Lanzhou University, China         </p> <p> <i>社交网络环境中舆论操纵类信息的情感传播机制研究</i><br/> <i>Research on the Emotional Propagation Mechanisms of Public Opinion Manipulation Information in Social Network Environments</i><br/> <b>Shiyao Zhang</b>, Tsinghua University, China<br/> <b>Yang Shen</b>, Tsinghua University, China         </p> | <p> <i>个体身份对公众体育赛事风险传播行为意向的影响：信息信任度和信息涉入度的链式中介效应</i><br/> <i>Influence of Identity on the Behavioral Intention of Public Risk Communication in Sports Events: Chain Mediating Effect of Information Trust and Information Engagement</i><br/> <b>Na Song</b>, School of Journalism and Communication, Chengdu Sport University, Chengdu 610041, China; School of Physical Education, Hubei Minzu University, Enshi 445000, China<br/> <b>Qing Guo</b>, School of Journalism &amp; Communication of Hangzhou City University         </p> <p> <i>立场分析视角下突发公共卫生事件网络舆情引导效果研究——基于多案例的比较分析</i><br/> <i>Guidance of Online Public Opinion and its Effect in Crisis from the Perspective of Stance Analysis-A Qualitative Comparative Analysis Based on Multiple Case Studies</i><br/> <b>Jing Yu</b>, School of Communication, East China Normal University<br/> <b>Yitong Zhao</b>, School of Communication, East China Normal University         </p> <p> <i>交叉点关系传播理论视阈下信息关照路径的开辟方略——以太原匹克球城际赛为测试性分析“标本”</i><br/> <i>Developing Strategy for Information-Interaction Pathways under the Perspective of Intersection-Relationship Communication Theory: A Case Study of Testing Analysis on Intercity Pickleball Tournament in Taiyuan</i><br/> <b>Dongsheng Huang</b>, Shanxi Xiangsheng Brand Management Co., Ltd         </p> |
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|                       | Session 3  | Session 4   |
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| <b>11:45 – 1:00pm</b> | <p style="text-align: center;"><b>Venue: CB06.06.103</b></p> <p style="text-align: center;"><b>Chair: 曾秀芹 (Xiuqin Zeng)</b></p> <p>日本核污染水排海风险传播对中国公众核风险接受度的影响：<br/>有双重调节的中介模型<br/><i>The Impact of Japan's Nuclear-Contaminated Water Discharge Risk Communication on the Acceptance of Nuclear Risks by the Chinese Public: A Moderated Mediation Model</i></p> <p><b>Yue, Hu</b>, School of Journalism &amp; Communication, Xiamen University, China<br/> <b>Yuxuan He</b>, School of Journalism &amp; Communication, Xiamen University, China<br/> <b>Xiuqin Zeng</b>, School of Journalism &amp; Communication, Xiamen University, China</p> <p>建设地方的“可对话性”：基于自然灾害中多元主体议程属性网络的关系探究<br/><i>Constructing "dialogue capability" at the grassroots: Research on relationship of diverse subject agenda attribute networks in natural disasters</i></p> <p><b>Xu Dong</b>, School of Journalism, Renmin University of China<br/> <b>He Gong</b>, Renmin University of China<br/> <b>Hui Xiong</b>, School of Journalism, Xiamen University, China<br/> <b>Qi Yin</b>, School of Journalism, Xiamen University, China</p> <p>效益主体与隐私泄露：突发性公共卫生危机中公众保持社交距离的健康传播策略效果研究<br/><i>Benefit Entities and Privacy Leakage: A Study on the Effectiveness of Health Communication Strategies for Social</i></p> | <p style="text-align: center;"><b>Venue: CB06.03.052</b></p> <p style="text-align: center;"><b>Chair: 荆学民 (Xuemin Jing)</b></p> <p>在战略传播层面击穿“意识形态壁垒”共享人类政治文明的必要性和可能性——以“民主价值”的战略传播为解锁的钥匙<br/><i>The Necessity and Possibility of Sharing Human Political Civilization by Breaking through the "Ideological Barrier" at the Level of Strategic Communication - Using the Strategic Communication of "Democratic Values" as the Key to Unlocking it</i></p> <p><b>Xuemin Jing</b>, School of Government and Public Affairs, Communication University of China</p> <p>宣传恐惧症：中西公共关系学的“阈限性”探析及公共性转向<br/><i>Propaganda phobia: An Analysis of the "Liminality" of Chinese and Western Public Relations Studies and the Publicity Turn</i></p> <p><b>Xiaocheng Liu</b>, School of Journalism and Communication, Lanzhou University, China<br/> <b>Hao Wang</b>, School of Journalism and Communication, Lanzhou University, China<br/> <b>Guolin Cao</b>, School of Journalism and Communication, Lanzhou University, China</p> <p>隐蔽的驯化：战略传播中计算宣传的信息操控手段与影响<br/><i>Covert Domestication: Information Manipulation Tactics</i></p> |

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|              | <p><i>Distancing During Public Health Crises</i><br/> <b>Ching-Tsao Chen</b>, School of Journalism and Communication, Xiamen University<br/> <b>Yuan Le</b>, School of Journalism and Communication, Xiamen University<br/> <b>Mengting Wang</b>, School of Journalism and Communication, Xiamen University</p> <p><i>从“脆弱性”走向“能动性”：应急传播中重大灾害事件的韧性治理</i><br/> <i>From “Vulnerability” to “Agency”：Resilient Governance of Major Disaster Events in Emergency Communication</i><br/> <b>Xiaoping Guo</b>, School of Journalism and Information Communication, Huazhong University of Science and Technology<br/> <b>Jingjing Wan</b>, School of Journalism and Information Communication, Huazhong University of Science and Technology</p> | <p><i>and Impacts of Computational Propaganda in Strategic Communication</i><br/> <b>Ling Qiu</b>, School of Journalism and Communication, Shandong University<br/> <b>Jing Mu</b>, School of Journalism and Communication, Shandong University</p> <p><i>从软实力到锐实力：概念辨析、媒介话语与传播策略</i><br/> <i>From Soft Power to Sharp Power: Conception analysis, Media Discourse and Communication Strategies</i><br/> <b>Ziyi Yin</b>, School of Journalism and Communication, Guangdong University of Foreign Studies, China<br/> <b>Jingjun Wang</b>, School of Journalism and Information Communication, Huazhong University of Science and Technology, China</p> |
| 1:00-2:00 pm | <b>LUNCH</b>   |   |
| 2:15-3:15pm  | <p><b>PLENARY SESSION: <i>Managing Crises In An Evolving Landscape</i></b><br/> <b>Venue: Guthrie Theatre, CB06.03.028</b></p> <p><b>Panellists:</b><br/> <b>Professor Augustine Pang</b>, Singapore Management University, Singapore<br/> <b>Professor Øyvind Ihlen</b>, University of Oslo, Norway<br/> <b>Professor Chiara Valentini</b>, University of Jyväskylä, Finland<br/> <b>Professor Yan Jin</b>, University of Georgia, USA</p> <p><b>Discussion Chair: Dr. Kate Delmo, University of Technology Sydney, Australia</b></p>   |   |
| 3:15 -3:45pm | <b>Afternoon Tea</b>   |   |

|             | Session 5  | Session 6  |
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| 3:45-5:00pm | <p style="text-align: center;"><b>Venue: CB06.06.103</b></p> <p style="text-align: center;"><b>Chair: 吴红雨 (Hongyu Wu)</b></p> <p><i>中国语境下的数字治理与媒介-政治的共生关系——基于H市“1+X”民意互动平台的个案研究</i><br/> <i>Digital Governance and the Symbiotic Relation of Media Politics in China—A Case Study on the "1+X" Public Opinion Interaction Platform in H City</i><br/> <b>Hongyu Wu</b>, College of Media and International Culture Zhejiang University, China<br/> <b>Rouke Tao</b>, College of Media and International Culture Zhejiang University, China<br/> <b>Chunhui He</b>, College of Media and International Culture Zhejiang University, China</p> <p><i>遭遇不确定性：博主问责对公众责任感知的效应机制</i><br/> <i>Encountering Uncertainty: The Effect Mechanism of Social Media Influencers' Crisis Attribution on Public Perception of Responsibility</i><br/> <b>He Gong</b>, Renmin University of China<br/> <b>Yidan Zhang</b>, School of Journalism and Communication, Xiamen University, China<br/> <b>Miaohong Huang</b>, College of Communication and Information Sciences, University of Alabama, USA<br/> <b>Qi Yin</b>, School of Journalism, Xiamen University, China<br/> <b>Hui Xiong</b>, School of Journalism, Xiamen University, China</p> <p><i>互联网平台企业隐私政策沟通研究</i><br/> <i>Research on Communication of Internet Platform Enterprise Privacy Policy</i></p> | <p style="text-align: center;"><b>Venue: CB06.03.052</b></p> <p style="text-align: center;"><b>Chair: 董天策 (Tiance Dong)</b></p> <p><i>新型主流媒体舆论引导力的实证分析——以人民日报官方微博新闻评论为分析样本</i><br/> <i>Empirical Analysis of the Guidance Power of the New Mainstream Media to the Public Opinion—Take the News Commentary under People's Daily Official Weibo Account as the Sample</i><br/> <b>Tiance Dong</b>, Chongqing University, China<br/> <b>Runzhe Zhou</b>, Chongqing University, China<br/> <b>Jun Ma</b>, Chongqing University, China<br/> <b>Shi Li</b>, Chongqing University, China</p> <p><i>数字时代主流媒体新闻生产的战略实践</i><br/> <i>Strategic practice of News production in mainstream Media in Digital Age</i><br/> <b>Cheng Feng</b>, School of Journalism and Communication, Lanzhou University, China<br/> <b>Fei Wang</b>, School of Journalism and Communication, Lanzhou University, China</p> <p><i>东方创新的西方镜像：中国科创平台的媒介形象构建与国际科技合作策略</i><br/> <i>Western Perspectives on Chinese Innovation: Media Representation of China's Sci-Tech Platforms and International Cooperation Approaches</i><br/> <b>Weili Wang</b>, School of Journalism and New Media, Xi'an</p> |

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|                           | <p><b>Tingting Yu</b>, Hua Zhong University of Science and Technology,China</p> <p><i>社交线索的嵌入：信息框架与信息源对在线虚假健康信息接受的影响</i><br/> <i>Embedding Social Cues: Exploring the Influence of Message Framing and Sources on the Acceptance of Online Health Misinformation</i></p> <p><b>Yanjiao Deng</b>, School of Journalism and Information Communication, Huazhong University of Science and Technology,China</p> <p><b>Zhenfang Li</b>, School of Journalism and Information Communication, Huazhong University of Science and Technology,China</p> | <p>Jiaotong University,China</p> <p><i>战略传播视角下菲律宾媒体对仁爱礁对峙的事件建构——基于《马尼拉公报》报道的语料库分析</i><br/> <i>Construction of the Ren'ai Reef issue by Philippine Media from a Strategic Communication Perspective: A Corpus Analysis Based on Reports from the Manila Bulletin</i></p> <p><b>Yuyue Mo</b>, School of Journalism and communication , GuangXi University,China</p> <p><b>Zengzhan Xu</b>, School of Journalism and communication, GuangXi University,China</p> |
| <p><b>5:30-6:30pm</b></p> | <p style="text-align: center;"><b>WELCOME RECEPTION:<br/>Canapés and Drinks</b></p> <p style="text-align: center;"><b>Venue: UTS Building 2 Level 4A Exhibition Space</b></p>   |   |

Day 2: June 17, 2024 (Monday)

## SESSIONS (CHINESE SUBMISSIONS)

|                | Session 7  | Session 8  |
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| 9:00 – 10.15am | <b>Venue: CB06.03.052</b><br><br><b>Chair: 王 芳 (Fang Wang)</b>   | <b>Venue: CB06.06.103</b><br><br><b>Chair: 来向武 (Xiangwu Lai)</b>   |
|                | <p><i>中国特色自由贸易港形象塑造与话语体系构建</i><br/> <i>Image Building and Discourse System Construction of China Free Trade Port with Characteristics.</i><br/> <b>Fang Wang</b>, Hainan Borui Public Relations Research Center, Department of Political Science, School of Marxism, Hainan University, China<br/> <b>Haixia Guo</b>, Hainan Borui Public Relations Research Center, China</p> <p><i>以城为媒：数智化时代气候风险中交往的断裂与连接</i><br/> <i>The Mediated City: How Do People Disconnect and Connect in Climate Risks</i><br/> <b>Miao Guo</b>, Northwest University of Political Science and Law, China<br/> <b>Xiaojuan Tan</b>, Northwest University of Political Science and Law, China</p> <p><i>“打游戏” = “打疫苗”?: 作为信息疫苗的严肃游戏在战略传播中的作用探究</i><br/> <i>"Gaming" = "Vaccination"? Exploring the Role of Serious</i></p> | <p><i>国内国际社交媒体的跨平台传播秩序和融通特征研究</i><br/> <i>A Study on the Cross-Platform Communication Order and Integration Characteristics of Domestic and International Social Media.</i><br/> <b>Xiangwu Lai</b>, School of Journalism and Communication, NorthWest University, China<br/> <b>Kun Wang</b>, School of Journalism and Communication, NorthWest University, China</p> <p><i>从言说到共享：中国国家形象广告的文化传播机制探讨</i><br/> <i>From "preaching" to "sharing" : Exploring the mechanism of cultural communication in China's national image advertising</i><br/> <b>Laian Wu</b>, School of Journalism and Communication, Jinan University, China</p> <p><i>真假之间：基于社会化人机关系视角的虚拟数字人广告效果研究</i><br/> <i>Being Virtual, Being Authentic: Examining Advertising Effectiveness of Virtual Influencers from the Perspective</i></p> |



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| <p><i>Games as Information Vaccines in Strategic Communication</i><br/> <b>Keyi Tan</b>, Journalism and Information Communication School, HUST,China<br/> <b>Yue Zhang</b>, Journalism and Information Communication School, HUST,China<br/> <b>Tianle Xia</b>, Journalism and Information Communication School, HUST,China<br/> <b>Shuo Xiong</b>, Journalism and Information Communication School, HUST,China</p> <p><i>直播电商中的危机公关水平，品牌形象和恢复消费者忠诚度的关系</i><br/> <i>The relationship between the level of crisis public relations, brand image and restoring consumer loyalty in live streaming e-commerce</i><br/> <b>Zhanrong Lu</b>, Live-Streaming E-commerce Teaching and Researching Section, Hubei Sports Vocational College,China</p> <p><i>互助文档接触对亲社会行为的影响研究—城市社区集体韧性的视角</i><br/> <i>Cultivating Community Resilience during a Public Health Crisis: Examining the Impact of Mutual Aid Documents Exposure on Prosocial Behavior</i><br/> <b>Yingru Ji</b>, College of Media and International Culture, Zhejiang University,China<br/> <b>Junli Zhu</b>, College of Media and International Culture, Zhejiang University,China<br/> <b>Chang Wan</b>, ollege of Media and International Culture, Zhejiang University,China<br/> <b>Chenyi Sun</b>, College of Media and International Culture, Zhejiang University,China</p> | <p><i>of Human-Computer Social Relations</i><br/> <b>Rang Wang</b>, Huazhong University of Science and Technology,China<br/> <b>Fanjue Liu</b>, School of Journalism and Communication, University of Florida,China<br/> <b>Zongya Li</b>, Huazhong University of Science and Technology,China<br/> <b>Chen Min</b>, Huazhong University of Science and Technology,China<br/> <b>Manli Wu</b>, Huazhong University of Science and Technology,China</p> <p><i>俄罗斯战略传播的历史渊源、实践探索及理论建构</i><br/> <i>The historical origins,practical exploration and theoretical construction of Russian strategic communication</i><br/> <b>Lerong Jia</b>, Institute of Comminication studies,Communication University of China</p> <p><i>战略传播视野下国际对华威胁认知的归因分析：基于对24国民意调查数据的考察</i><br/> <i>Attribution Analysis of International Perceptions of Threat from China in the Perspective of Strategic Communication: An Examination Based on Public Opinion Data from 24 Countries</i><br/> <b>Jingjun Wang</b>, School of Journalism and Information Communication, Huazhong University of Science and Technology,China</p> |
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| <p><b>10:30–11:30am</b></p>  | <p style="text-align: center;"><b>KEYNOTE ADDRESS</b><br/> <b>Venue: Guthrie Theatre, CB06.03.028</b></p> <p style="text-align: center;"><b>Professor W. Timothy Coombs</b><br/> Centre for Crisis and Risk Communication, Canada</p> <p style="text-align: center;"><b>Facilitator:</b> Professor Changfeng Chen<br/> Tsinghua University, China</p>   |
| <p><b>11:45–12:45pm</b></p>  | <p style="text-align: center;"><b>PLENARY SESSION: Editors' and Reviewer's Panel</b><br/> <b>Venue: Guthrie Theatre, CB06.03.028</b></p> <p style="text-align: center;"><b>Panellists:</b></p> <p><b>Professor W. Timothy Coombs</b>, Centre for Crisis and Risk Communication, Canada (<i>Journal of Contingencies and Crisis Management</i>)<br/> <b>Chair Professor Yi-Hui Christine Huang</b>, City University of Hong Kong (<i>Communication and the Public</i>)<br/> <b>Professor Erich Sommerfeldt</b>, University of Minnesota, USA (<i>Public Relations Review</i>)<br/> <b>Professor Damion Waymer</b>, University of South Carolina, USA (<i>Public Relations Inquiry</i>)<br/> <b>Professor Michael Kent</b>, University of New South Wales, Australia (Top Reviewer)</p> <p style="text-align: center;"><b>Discussion Chair: Dr. Flora Hung-Baesecke, University of Technology Sydney, Australia</b></p> |
| <p><b>1:00 – 2:00 pm</b></p> | <p style="text-align: center;"><b>LUNCH</b></p>   |
| <p><b>2:15-3:30pm</b></p>    | <p style="text-align: center;"><b>Session 9</b><br/> <b>Venue: CB06.03.052</b></p> <p style="text-align: center;"><b>Chair: 余秀才 (Xiucai Yu)</b></p>   |

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| <p>2:15-3:30pm</p>    | <p><i>医者仁心：50 位医生的短视频健康科普及其传播效果认知</i><br/> <i>Paper's Title : The Caring Heart of a Physician: 50 Doctors' Short Video Health Science Popularization and Its Communication Effect Cognition</i><br/> <b>Xiucan Yu</b>, School of Journalism and Culture Communication,Zhongnan University of Economics and Law,China<br/> <b>Shanyi Zhou</b>, School of Journalism and Culture Communication,Zhongnan University of Economics and Law,China<br/> <b>Qi Guo</b>, School of Journalism and Culture Communication,Zhongnan University of Economics and Law,China</p>   |
|                       | <p><i>间性思维下Reddit 社区中“一带一路”交流共识的可能性探索</i><br/> <i>The possibility of communication consensus from the perspective of interality: A study of the discussion of One Belt and One Road in Reddit</i><br/> <b>Xiang Zhou</b>, Department of Journalism &amp; Communication,South China of Normal University,China<br/> <b>Jianqin Zhong</b>, School of Journalism and New Media, Xi 'an Jiaotong University,China</p>   |
|                       | <p><i>结构性压力下的有限主体：一项关于中文字幕组的网络民族志研究</i><br/> <i>Bounded Subjects under structural pressure: A Netnography of Chinese Fansub Groups</i><br/> <b>Boyi Deng</b>, School of Journalism and Information Communication, HuaZhong University of Science and Technology,China<br/> <b>Minghua Xu</b>, School of Journalism and Information Communication, HuaZhong University of Science and Technology,China</p>   |
|                       | <p><i>文化记忆消费：“日常生活审美化”视域下的怀旧空间传播转向——以武汉“楚风汉味美食街区”为例</i><br/> <i>Consumption of Cultural Memory: Turning to the Communication of Nostalgic Spaces under the Perspective of 'Aestheticisation of Daily Life '-Taking Wuhan's Chu Feng Han Wei food street area as an Example</i><br/> <b>Yulan Wu</b>, School of Journalism and Culture Communication ,Zhongnan University of Economics and Law,China<br/> <b>Zhiting Chen</b>, School of Journalism and Culture Communication ,Zhongnan University of Economics and Law,China</p> <p><i>国际非政府组织战略传播探析——以绿色和平组织与孔子学院为例</i><br/> <i>Analysis on strategic communication of international NGO——A case study of Green Peace organizations and Confucius Institutes</i><br/> <b>Sisi Deng</b>, The Brand Communication Department in the Humanities Faculty at Wenhua College,China</p> |
| <p>3:30 – 3:45 pm</p> | <p>Afternoon Tea</p>  |

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| <p><b>3:45-4:45 pm</b></p>  | <p style="text-align: center;"><b>GENERAL ASSEMBLY MEETINGS</b></p> <p style="text-align: center;"><b>Public Relations and Advertising Conference (PRAD) and Public Relations Scholars' Community (PRSC)</b><br/>Venue: Guthrie Theatre, CB06.03.028</p> <p style="text-align: center;"><b>Asia-Pacific Public Relations Research and Education Network (APPRREN)</b><br/>Venue: Collaborative Lecture Theatre, CB06.03.056</p>   |
| <p><b>4:45 – 5:15pm</b></p> | <p><b>Preconference Closing Session</b></p> <ul style="list-style-type: none"> <li>• Professor Xianhong Chen, Founder and Co-Chair of International Forum on Public Relations and Advertising (PRAD); Professor of School of Journalism and Information Communication, Huazhong University of Science and Technology (HUST), Vice President of Chinese Association for History of Journalism and Communication (CAHIC)</li> <li>• Professor Xiaocheng Liu, Dean of School of Journalism and Communication, Lanzhou University; President of Public Relations Scholars' Community (PRSC)</li> <li>• Dr. Marianne Sison, Founder and Convenor, Asia-Pacific Public Relations Research and Education Network (APPRREN)</li> <li>• Dr. Kate Delmo/Dr. Flora Hung-Baesecke, Conference Organisers, Strategic Communication Discipline, University of Technology Sydney, Australia</li> </ul> |

**Day 3: June 18, 2024 (Tuesday)**

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| <p><b>10 – 11 am</b></p> | <p style="text-align: center;"><b>PRAD &amp; PRSC Meeting with the Australia-China Relations Institute (ACRI), UTS</b></p> <p style="text-align: center;">Venue: Lecture Theatre, CB07.02.025</p> <p style="text-align: center;">Professor James Laurenceson, Director, UTS: ACRI<br/>Professor Wanning Sun, Deputy Director, UTS: ACRI</p> |
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