



One Day Workshop



**Cross-Cultural Communication: Effective Communication with Chinese People in Education, Business and Everyday Life**

Sponsored by the Asian Studies Centre at St Antony's College, and the British Inter-University China Centre, University of Oxford

VENUE: Darendorf Room, St Antony's College, Oxford

TIME: 10.30am – 3.30pm, Monday 30<sup>th</sup> March 2009

**All Welcome** but please register with Jennifer Griffiths if you will be having lunch ([jennifer.griffiths@sant.ox.ac.uk](mailto:jennifer.griffiths@sant.ox.ac.uk)) so that we know the numbers for providing sandwiches and coffee. Please register with her by **Monday, 23<sup>rd</sup> March** (40 places in total). There is no need to register if you are just dropping in for one or two sessions.

Programme

10.30 – 10.45: Welcome from the convenors, **Mavis Maclean**, Social Policy, Oxford and **Rachel Murphy**, Chinese Studies, BICC and St Antony's College, Oxford.

10.45 – 11.30: 'Cross cultural communication when doing business in China: the case of "Foster's"' **Dr Mona Chung**, School of Management and Marketing, Deakin University

11.30 – 12.15: 'Cultural issues in Western supervisors supervising Chinese PhD students' **Dr Mona Chung**, School of Management and Marketing, Deakin University and **Professor Richard Ingleby**, North China University of Technology

12.15-12.45: 'A Contrastive Study of Apology Strategies: Chinese and British', **Dr Catherine Xiang**, University of Bristol

12.45-2.00: Lunch

2.00-2.45: 'Cross-cultural issues for Chinese students in Western university classrooms', **Dr Janette Ryan**, Monash University

2.45-3.30: Coffee/ Tea - Open roundtable discussion with the panelists

### Panelists

**Dr Mona Chung** has a BA in International Trade, Beijing Renmin University, Grad Dip, International Business, Swinburne University, Master of International Business, Deakin University, Grad Cert Higher Education, Doctor of Philosophy, Monash University. Her work addresses the major issue in doing business with China – overcoming the cultural gap. The vast cultural differences between Australia and China have left many companies with a large amount of write-downs. Dr Chung specialises in strategic planning, management and marketing practice for international organisations to understand the culture of Chinese market. As a bi-cultural person she short-circuits processes and produce results that increase efficiency. Dr Chung is a frequent guest speaker at public forums and tertiary institutions and is the author of an extensive list of publications in cross-cultural business studies. Dr Chung teaches international business, management and marketing. She can be contacted at [ccinternational@optusnet.com.au](mailto:ccinternational@optusnet.com.au) or [mchung@deakin.edu.au](mailto:mchung@deakin.edu.au).

**Professor Richard Ingleby** is a member of the Victorian Bar and a Visting Professor at North China University of Technology. He has a DPhil from Wolfson College, Oxford University, a Master of Laws with 1st Class Honours from Trinity Hall, Cambridge University and a BA (Jurisprudence) from University College, Oxford University. He has previously held positions at Deakin University, the University of Melbourne, Manchester and Ohio State Universities. His published research is mainly in the area of family law and alternative dispute resolution and includes *Solicitors and Divorce*, Oxford University Press, Oxford, 1992; *In the Ball Park: Alternative Dispute Resolution and the Courts* (Australian Institute of Judicial Administration, Melbourne, 1991); *Family Law and Society* (Butterworths, Sydney, 1993)) and articles in refereed journals in England, Australia and US.

**Dr Janette Ryan** Janette Ryan is a Senior Lecturer in the Faculty of Education at Monash University, Australia. She has a Bachelor of Arts (Honours) from Melbourne University majoring in Chinese language, a Bachelor of Education (Post Graduate) from Deakin University and a Doctorate of Education from Ballarat University. After graduating from Melbourne University, she spent two years on a Chinese/Australian Government scholarship in the early 1980s studying the Chinese language and literature at Beijing Languages University and Nanjing University. She then worked for the Victorian State Government in Australia establishing the first sister-State relationship with Jiangsu Province and later completed a Bachelor of Education and taught Chinese at primary and secondary levels for several years before returning to academia. For the last three years, she has been part of a three country (China, Australia and Canada) research project working with schools and school leaders on China's curriculum reform with schools in Beijing and Inner Mongolia. Her current research is on Western and Chinese notions of scholarship and learning as a response to the current ill-informed debates about 'the Chinese learner'.

**Dr Catherine Hua Xiang** (M. Ed, PhD) is currently the Mandarin Chinese Co-ordinator at the Language Centre and she is responsible for setting up and delivering the Mandarin Chinese modules on undergraduate, postgraduate and Life Long Learning programmes. In 2002, Catherine completed her M.Ed in TEFL (Teaching English as a Foreign Language) with commendation at the Graduate School of Education, University of Bristol. In 2007, she completed her Ph.D. in the area of cross-cultural communication and pragmatics at the Open University, with a particular focus on the comparison of Chinese and British English apology speech acts. The study aims to explore how cultural differences impact on the way Chinese and British speakers produce, evaluate and perceive apologies. Catherine is also an executive member of the British Association of Applied Linguistics ([BAAL](#)). She is the representative of BAAL for the postgraduate Cambridge Linguistics Association. Currently, Catherine is working on a book called ‘Mastering Chinese’, which is a text book for complete beginners of Mandarin Chinese, by Palgrave Macmillan.