

## Preface

The 2<sup>nd</sup> International Conference on Public Relations and Social Sciences (ICPRSS 2022), a virtual conference, was successfully held on September 23-25, 2022 in Changsha, China. ICPRSS 2022 provided a platform for experts, scholars and engineers in related fields to share scientific research achievements and cutting-edge technologies, promoting the institutionalization and standardization of Public Relations and Social Sciences through modern research.

In the conference, we were honored to have Assoc. Prof. Cüneyt Birkök from Sakarya University, Turkey to serve as our Conference General Chair. This online conference covered keynote speeches, oral presentations and online Q&A discussion, attracting 160 individuals. Firstly, the keynote speakers were each allocated 30-45 minutes to address their speeches. Then in the oral presentations, the excellent papers selected were presented by their authors by turns.

Five distinguished professors were invited to hold keynote speeches during the conference. Among them, Assoc. Prof. Nadeem Akhtar from South China Normal University, China performed a speech on Academic Adaptation of International Students to Chinese Universities: Exploring the Role of Cross-Cultural Sensitivity. Given the growing influx of international students into Chinese universities, this study examined the impact of intercultural sensitivity on the academic adjustment of international students and applied Chen and Starosta and Bennett's models. Besides, Prof. Wu Feng from Xi'an Jiaotong University, China delivered a speech on the Deep Learning-based Path Planning for Vehicles on Cooperative or Confrontational? Research on the Aggressive Responses by Chinese Foreign Ministers in Press Conferences (1996–2016). This study analyzed and measured Chinese foreign ministers' aggressiveness in response to journalists' questions at press conferences between 1996 and 2016 with an IDAAA (initiative, directness, assertiveness, adversarialness, and accountability) framework. Last but not least, Assoc. Prof. Christian Kahl from Beijing JiaoTong University, China made a report on Re-thinking the Employability of Universities Fresh Graduates in a Global Perspective. He introduced that with Gen Y and Z joining the workforce now, the employees' understanding of work and work skills are opposite to the classic model. Creativity, flexibility and self-development is more requested by future employees, before they are willing to join a company. Their insightful speeches had triggered heated discussion. And every participant praised this conference for disseminating useful and insightful knowledge.

After months of hard work and preparation, we have selected a bunch of high-quality papers from the submissions and compiled them into the proceedings after rigorously reviewing them. These papers feature but are not limited to the following topics: Social Media, Public Relations Writing, Business Communication, PR Psychology, etc. All the papers have been checked through rigorous review and processes to meet the requirements of publication.

We would like to acknowledge all of those who supported ICPRSS 2022 and made it a great success. Particularly, we would like to acknowledge the SHS Web of Conferences, for the endeavor of all its colleagues in publishing this paper volume. With the strong support, we firmly believe that ICPRSS 2022 has been beneficial to all attendees.

Committee of ICPRSS 2022

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