

Preface

It is our great pleasure to welcome you to the 2023 International Conference on Language and Cultural Communication (ICLCC 2023), held during January 6th-8th, 2023 in Changsha, China (virtual event). The conference is a great platform for academic communication and research exchange.

ICLCC 2023 provided an international forum for researcher and practitioner to share ideas in all aspects on how to enhance language and cultural communication under the changing and advancing domestic and international situation. Besides, the conference promoted scientific and academic information exchange among all the participants working all over the world. And it will be held every year to make it an ideal platform for researchers to share insights and experiences in related fields.

We had a three-part plenary including a keynote speech delivered by resources persons from different parts of China and other countries and totally 100 delegates participating in the conference. All the keynote speakers have delivered expertise lectures by imparting the latest findings from their respective research domains. Among them, Prof. Digvijay Pandya from Lovely Professional University, India addressed a keynote speech on the title Creative and Academic Writing: A Strong Medium of Expression. He introduced to us that creative and academic writing are not only strong mediums of expression but provide ample opportunities in a variety of fields like publication, translation, proofreading, content development, social media management, freelance writing, content creation, media and journalism, film production, etc. And the present study will be helpful for young learners with the salient features and points to remember while trying hands in either of the fields of creative or academic writing. It was a wonderful opportunity for all the participants to interact with the experts and specialists to get their advice or suggestions.

The proceedings of ICLCC 2023 contain quantities of excellent papers grouped by topics. All submissions were performed double blind review to check their quality of content, level of innovation, significance, originality and legibility, covering but not limited to the following topics: Applied Linguistics, Language Acquisition, Psychological Language, Communication Science, Propagation Behavior, Advertising Photography, etc.

We would like to express our gratitude to all the participants for their fruitful work and excellent contribution to the success of ICLCC 2023. Especially, we appreciate the enormous work of the editorial board and reviewers in the preparation of this volume. Also, our heartfelt thanks and appreciation go to the SHS Web of Conferences for their cooperation and help during the preparation of the proceedings. We sincerely hope that the ICLCC 2023 turned out to be a forum for excellent discussions that enable new ideas to come about, promoting collaborative research.

The Committee of ICLCC 2023

Committee member

Conference General Chair

Assoc. Prof. Chen Zhong, Department of Chinese Language and Literature, Faculty of Art and Humanities, University of Macau, China

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Assoc. Prof. Deepanjali Mishra, School of Humanities, KIIT University Bhubaneswar, India

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