Preface

International Conference on Language and Cultural Communication (ICLCC) was motivated to bridge the scientists, experts, practitioners, and students in the scientific forum through sharing ideas and issues about theoretical and practical knowledge in fields of language and cultural communication.

The 2024 2nd International Conference on Language and Cultural Communication (ICLCC 2024) took place via hybrid form from January 19th to 21st, 2024 in Sanya, China, bringing together about 80 attendees nationally and internationally. As an annual conference, ICLCC has been held in China starting from 2023 and will continue to be held every year in the future. With strong organization team, committee members domestically and internationally (more than half of them from abroad), dependable reputation and wide sponsors globally, ICLCC 2024 was even more successful than previous one.

The keynote speeches were provided especially to show the contributions of scholars and experts around the world working in the fields related to language and cultural communication towards research experience and knowledge sharing. We had four keynote speakers (Assoc. Prof. Chew Fong Peng from University of Malaya (UM), Malaysia, Prof. Budsaba Kanoksilapatham from Silpakorn University, Thailand, Prof. Yongjun Feng from Shaanxi Normal University, China, and Prof. Junfeng Diao from Hainan Normal University, China). They made keynote speeches on: Factors Influencing the Students’ Learning of the Malay Language in Malaysia Independent Chinese Secondary Schools, Academic Writing Culture of Research Articles: Deciphering The Conclusion Section Using Linguistic Analysis, Using Education Big Data to Select and Evaluate the New Round of “World first-class” Universities in the Context of Chinese-style Modernization, and Research on Standard and Training Implementation for Dual Professional Vocational Teachers’ Teaching Competency in the Information Age.

The Proceedings of ICLCC 2024 involves various accepted excellent papers around topics including Chinese/Foreign Languages and Literature, Research on Classroom Teaching Method, Translation & Writing, Journalism and Communication, Network and New Media, Advertising Photography, etc. The selected papers were checked through a rigorous peer review process, and are published in the present volume. Reviews were conducted by expert referees to the professional and scientific standards expected of SHS Web of Conferences.

We would like to thank the Conference Committee members for their great support and suggestion provided in every aspect to make the Conference successful and the members of reviewers for their kind assistance in reviewing the manuscripts submitted. We would also extend our best gratitude to the keynote speakers for their invaluable contribution and worthwhile ideas shared in the Conference. Last but not the least is our appreciation to SHS Web of Conferences for every process its members conducted to make this Proceedings published.

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