

Chinese Communication Association

# NEWSLETTER

August 2017

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## NOTE FROM PRESIDENT

### Be Well, Do Good Research, and Keep in Touch!

Dear CCA Members:

We will once again gather, in a few days, at the 2017 AEJMC for presenting papers and sharing our research insights.

This year, AEJMC will celebrate its 100th anniversary on August 9-12, 2017 in Chicago with the theme of "Closing the Gap: Media, Research and the Profession." The theme of closing the gap also reflects nicely about what CCA members have done in the past year. In addition to closing gap in media, research and the profession, we, at CCA, are also closing gap in cultural differences through conducting Chinese communication studies.

Here I am taking the opportunity to report to you, briefly, the developments of CCA in the past two years.

First, we have grown our membership rapidly, in particular, lifetime members. I am happy to report that CCA officers are constantly inquired by new researchers about how to join CCA wherever we go.



Bu Zhong, Ph.D.  
CCA President  
Pennsylvania State University

CCA is, indeed, becoming an academic home for all of us.

Secondly, we have extended our collaboration with more academic organizations like Korean American Communication Association (KACA), Association for Chinese communication studies (ACCS) and communication associations in mainland China. The presidents of AEJMC, ICA and NCA had met with me for more collaboration with CCA in coming



cca1.org

years, which should bring out more fruitful results for our members.

Thirdly, CCA continues spreading its reputation in Asia, not just in North America. In China, CCA has offered summer training camps to junior faculty and graduate students coming from dozens of Chinese universities. Starting this year, CCA officers help judge the Top Annual Research Papers published in China's leading communication journals. CCA and KACA may jointly kick off our own academic conference either in China, South Korea or the United States. These are just a snapshot of the CCA achievements, and I am confident that CCA will achieve even more when it is under the new leadership – Dr. Shuhua Zhou, Dr. Jack Qiu and their new Steering Committee, who will start to serve CCA members on September 1, 2017.

So August is the last month I work for you as CCA President. In my last President's Note, I'd like to let you know that my two years of working

for you as a CCA officer is an exceptionally rewarding experience, which will certainly be a memorable tenure in my academic career.

At CCA, I have enjoyed working for you so much in the past two years that I'd like to take this opportunity to thank you all for your support and dedication throughout. My sincere thanks go to Dr. Shuhua Zhou, all the officers in the CCA Steering Committee and the governors in the CCA Advisory Committee, and above all, CCA members. If not for your support, patience and cooperation, I could not have made it to where I am today.

I feel truly humbled to have worked with such an excellent team of CCA officers who are always devoted to serving our members and volunteering their time in CCA activities. When the work is done, it was done fabulously with no exception. I am so proud of the achievements that you have accomplished at your officers' positions, during which I have learnt

greatly from each of you. Your service to CCA members has made CCA an engaging academic home for CCA members, which also provides me with a sense of pride and gratitude that is indescribable. Because of your remarkable work, no matter where I am, CCA will always remain my academic home.

Working for you all is an honor, a pleasure, and an experience that I will truly treasure. Now I am leaving the CCA presidency with great confidence in the people here, knowing that they are capable of overcoming any hurdles that will come up.

As CCA enters a new chapter of growth, I wish all CCA members good health and continued success in your careers.

Be well, do good research, and keep in touch!

Bu Zhong  
CCA President







Shuhua Zhou, Ph. D.  
CCA Vice President  
The University of Alabama

On behalf of CCA, and Huge  
Thanks to Dr. Bu Zhong, and  
what CCA is doing at AEJMC.

## CCA RESEARCH AT AEJMC

You have read President Zhong's message. He is being modest and CCA as an association really owes him a deep debt of gratitude.

As you all are well aware of, CCA is an academic association that depends on altruistic scholars who believe in its mission and its goals and who see values in serving its community. While I was not there to witness CCA's founding, I have seen most of the CCA presidents at work and function in that capacity. While all are great and capable presidents, Dr. Bu Zhong has always been the one who is conscientious of its development, and he has never missed an opportunity to promote CCA. During his tenure, the CCA receptions have become a stable attracting large numbers of participants, which are wonderful for our reputation and influence. Given the rapid growth of communication programs in China, CCA has also left its footprints in many venues, forums, and campuses in China because of him. Working closely with Dr. Bu Zhong in the last four years, I can attest to his dedication, his wisdom, his foresight, and his personal appeal in guiding CCA.

I think at the very beginning he was purely driven by enthusiasm when he was elected Vice President of CCA four years ago. However, when the daunting tasks of overseeing the paper selection and scheduling

processes of CCA papers at ICA, AEJMC and NCA were hitting real, he was surprised by how demanding they were, but he forged ahead without any complaints. I don't blame him for being surprised, because the tasks were indeed very DAUNTING. Think about it: for ICA we typically get about 30-60 papers. Think about calling for two reviewers each for those papers, and how many reviewers to manage in a short period of time! By his second year as the Vice President, he got into a groove and ran it like a machine.

Speaking of wisdom, there is certainly no shortage, but one piece of evidence is that he actively pursues the idea of setting up multiple research chairs for CCA, knowing precisely how difficult it is to run all three conferences by one person. We are indeed in the process of selecting research chairs for the organization so the job can be shared.

Maybe because part of his research is on social media, Dr. Zhong also has the foresight to set up our communication in multiple platforms. Many people contribute to these accomplishments, for sure. But he has a big hand in all. We have Facebook, WeChat, CCA1.org., among others!

Dr. Zhong has successfully navigated a professional and an academic career,

so his appeal to our members and non-members are equally strong. I have worked with him in multiple functions and occasions. He is magnetic in many ways and his personality serves CCA exceptionally well.

All these is to say from my personal perspective that Dr. Bu Zhong serves CCA beyond everyone's expectation, and we truly want to say a loud "thank you!" to him.

We have a lot ahead of us and there is a lot of work to do. I and my new team are working to shape up the steering committee. We are actively seeking collaborations with other associations. We want to expand CCA's presence in BEA and IAMCR. We need to play a strong rule in Chinese communication research. We have journal endeavors. We have workshops to do, and we have book projects to complete. I will lay out these plans in concrete details in the near future.

Speaking of the near future, AEJMC is just a blink away, here is the schedule for the CCA session. Congratulations to our paper presenters. And thanks to Dr. Yong Volz for responding. She asked for these papers to read many weeks ago: just another example of an exemplary CCA officer who is committed to serve. I also thank my UA colleague, Dr. Kala Gowder for chairing the session.

## CCA Paper Session at the 2017 AEJMC

Chinese Communication Association features five excellent papers from anchor effects, network literacy, online resistance, to anti-corruption and American TV series in China.

Chair, Dr. Karla Gower, University of Alabama  
Respondent, Dr. Yong Volz, University of Missouri

Anchoring Effects in Comparative Nutrition Claims: The Presence of Anchor Brand and the Role of Scale

Bin Shen, Ph.D., Assistant Professor, Fudan University  
bshen@fudan.edu.cn

Development, Validity and Reliability of Urban Teenagers' Network Literacy Scale

Siyuan Ma  
Beijing Normal University  
201621021017@mail.bnu.edu.cn  
Zening Duan  
Beijing Normal University  
Lin Sun,  
Beijing Normal University

How Media Inform Governance: A Case Study of News Framing of Anti-corruption Campaign in China

Juan Liu, Wayne State University  
Juan.liu2@wayne.edu

Weapons of the "New Weak:" Online Resistance of medical doctors in Post-Socialist China---A Case Study of "the Black Ribbon Campaign" on Chinese Social Media

Yuan Wang, The Chinese University of Hong Kong  
1155067478@link.cuhk.edu.hk

The Impact of American TV Series in China: Online Television Viewing, Gratifications Sought, and Perceptions of Cultural Values among Chinese Audiences

Meng Xu, University of Canterbury, New Zealand  
mxu14@uclive.ac.nz

Important Note: All lead authors must be current CCA members before they present their research at CCA sessions. All papers must be presented in person. For CCA membership information, please refer to [www.cca1.org](http://www.cca1.org), or contact any CCA officers. You are also encouraged to join ICA as its member, and must register for the 2017 ICA annual conference by visiting <http://www.icaqd.org>.





# CCA Annual Joint Reception at ICA in San Diego Celebrates the 120th Anniversary of Zhejiang University

Gang (Kevin) Han, Ph.D.  
Assistant to the President  
Iowa State University

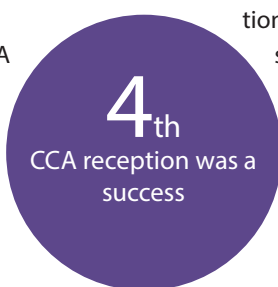
The fourth annual reception of Chinese Communication Association (CCA), once again, turned out to be a big success at the 2017 conference of International Communication Association (ICA) in San Diego, California on May 26th.

This year's reception was jointly delivered by CCA and its generous sponsor, the College of Media and International Culture (CMIC) at Zhejiang University (ZJU or Zhe Da), to celebrate the 120th anniversary of Zhe Da founded as one of the top higher education institutions in the Mainland China.

Representing CCA, President Dr. Bu Zhong, opened the reception and welcomed members and friends. All guests were then greeted by Professor Fei Wu, Dean of CMIC, and Professor Lu Wei, CMIC Deputy Dean, who also shared the

information about CMIC and their thoughts on international collaboration, on behalf Zhe Da. Having more than 200 attendees from global academic communities, especially North America and Greater China region, the joint reception provided the international communication scholars with a networking opportunity that's too good to miss.

Preparation for our next joint reception at ICA is already put on CCA's agenda, according to both Dr. Zhong, who's stepping down as CCA leadership in this fall, and Dr. Shuhua Zhou, the incoming CCA President. Shanghai Jiatong University will join CCA to present the exciting annual event in Czech Republic in June 2018. "See you all in Prague next year, my friends," they added.



The CCA reception at ICA 2017  
Photo by Yan Wang, NCCU





The CCA reception at ICA 2017  
Photo by Yan Wang, NCCU



The CCA reception at ICA 2017  
Photo by Yan Wang, NCCU

# How CCA is Becoming the Face of Chinese Communication Scholarship



**Professor Yuanqing Tang**  
**Secretary-General**  
**Communication University of China**

Dear CCA Members,

I joined CCA at a critical time when CCA enjoys a rising influence in Asia, especially in mainland China. Based on the consultation with CCA President and Vice President, I will be committed to the following three main tasks after taking office.

The first area is to recruit more members, especially mainland China members.

The second area is to organize academic activities such as hosting forums, conferences, training camps, and academic workshops. These activities will help CCA achieve its goals and objectives as an academic community.

In addition, promote global academic exchanges between Chinese journalism & communication scholars, especially the CCA liaison with scholars and universities in mainland China, and develop CCA as a widely recognized academic community among the Chinese journalism & communication scholars.

I hope these activities above will greatly benefit CCA members. I am also looking forward to cooperating with the domestic and overseas journalism & communication institutions and academic communities to jointly promote the progress of Chinese journalism and communication research.

Thank you all!

## CCA Website Updates

The website will be featuring three updates next month. We will be constructing a CCA Governors Page that will highlight the profiles of CCA Governors. The site will also receive some logistical updates including a revised membership application form and pictures from the recent CCA Reception at ICA 2017. We are always happy to post any CCA relevant information.



**CHARLES MEADOWS, PH.D., WEBMASTER**  
**EAST CAROLINA UNIVERSITY**



# Education Leader's Column:

## When All that is Solid Melts into Air

**Professor Tingrong Zhi**

**Executive Dean**

**School of Journalism & Communication**

**Jinan University**

**Guangzhou, China**



Are we training journalists, TV anchors, or advertisers today? Yes, but it is not the whole answer.

One of our graduates who used to be a newspaper reporter now works for a company similar to Flipboard. I'm not sure whether Flipboard is called new media in the US, but its Chinese counterpart prefers to be labeled as a data-driven technology company, due to that half of its employees are engineers. They don't produce news; they're just news porters.

It seems that professional news production was first hit by UGC and now is being sidelined by AGC, or Algorithm-generated Content. Machines are replacing human labor, and we have to adapt and evolve. The profit structure of news media can also illustrate this point. For decades, Chinese media like those in the US have relied heavily on advertising revenues. But today, a very popular newspaper in Guangzhou relies mainly on renting out two industrial parks to maintain newsrooms. This is an era of diversification from channels to returns. Perhaps only the rich can afford reading print media in the future.

**Are we training journalists,  
TV anchors, or advertisers  
today? Yes, but it is not  
the whole answer.**

In recent years, graduates of our school may change several employers in a short term. Many of our students cast their eyes over real estate companies, game companies, or start their own business. This vision was unimaginable a decade ago. Therefore, the change of the world forces us to keep an open mind. Individuals, businesses or public institutions need to deal with information, commentary and relationships in the age of information overload. In fact, the employment opportunities for our students are increasing other than decreasing if we broaden our horizons.

However, I believe that there will be real journalists in the long run, though the number of jobs may decline. Everyone can cook, but chefs are indispensable. The media industry has changed dramatically, while the cognitive structure remains the same. On the one hand, the work we are doing and the goal we have come up with will lead to a radical change, with all the majors in journalism, broadcasting, advertising, and new media being placed in transition. On the other hand, what we will insist on is to provide a basic level of literacy and ability to educate students. We always emphasize the "trinity" of cultural, business and technological literacies.





Lu Tang, Ph.D.,  
Treasurer  
Texas A&M University

## CCA Financial Report

It is time to report to you on the financial health of CCA. At the end of July, CCA has \$15714.32 in its US account. (This excludes the membership fee collected by Dr. Jinghong Xu in mainland China in the amount of RMB 43396.06)

This year, the most important event of CCA was its reception sponsored by Zhejiang University at the ICA conference in San Diego in May, 2017. The cost of this reception was 12,699.94. Zhejiang University has graciously contributed \$10,000 to CCA with another \$5000 on the way.



Hotel charge for reception (including venue, food, beverage and other fees)	11207.87
ICA advertisement fee for the reception	1000.00
CCA award plaques	383.79
FedEx fee	92.28
Wire service charge	16.00
Total	12699.94

In addition to sponsorship fee, the major income of CCA comes from membership fees. Between January 1 and July 30 of 2017, CCA received \$790 in membership fees. In addition, it received \$300 for advertising job openings at its members' institutions.

# Membership Updates

May - July, 2017

**S**In the last three months, six students and faculty members from Mainland China and the U.S. joined or renewed the CCA membership. Welcome, Minwei Ai (Sun Yat-Sen University), Chuqing Dong (University of Minnesota), Xia Sheng (University of Kentucky), Xueye Wang (Jinan University), Wenjie Xie (Southern Illinois University), Yue Zheng (California State University)! We hope you will enjoy being part of the CCA family.

**W**e will continue our recruitment efforts at the upcoming AEJMC conference in Chicago. We will have membership forms ready for you and you can renew your membership right at the conference site (please email me at [volzy@missouri.edu](mailto:volzy@missouri.edu) for details). Meanwhile, please help spread the word and encourage your colleagues and students to join CCA. Membership information and membership form can also be found at <http://cca1.org/join-or-renew/>

**Y**our membership is important to us as we continue to improve ways of linking our members and to build and strengthen our collective voice in addressing critical issues in the field of Chinese communication. As a member of CCA, you receive CCA newsletters and have free access to the journal *Communication and Society*. Job announcements, calls for papers, research opportunities, teaching resources and

other useful information will be sent to you through the CCA listserv, CCA Facebook and CCA WeChat. CCA also provides opportunities exclusively for our members to present papers as part of CCA panels at the annual conferences of ICA, AEJMC and NCA. CCA-hosted socials at these major annual conferences give you an opportunity to explore possible collaborations, or simply to meet up with friends both old and new. As a member, you are also eligible to compete for the CCA Outstanding Dissertation Award and CCA Outstanding Graduate Student Teaching Award. We would also like to bring to your attention that only current CCA members are eligible to run for CCA vice president and serve on CCA committees. Please get in touch with me ([volzy@missouri.edu](mailto:volzy@missouri.edu)) or your regional liaisons if you have further questions about membership benefits and membership payment options.

**O**n membership payment options, the CCA steering committee has created a separate payment schedule for faculty and students in mainland China to join CCA by paying membership fees directly in Chinese currency at a fixed rate, if they prefer. We hope this new option will simplify the payment process and is more convenient for our members in mainland China. Please contact Dr. Jinghong Xu ([123abctg@163.com](mailto:123abctg@163.com)) for details about using a WeChat account for this payment option. The two rate schedules are



**Yong Volz , Ph. D.**  
Membership Chair  
University of Missouri

listed below.

**W**e would also strongly encourage you to become a lifetime member of CCA. It is one-time payment on a special rate and you don't have to go through the trouble of renewing on an annual basis. It is also a great way to show your support for the CCA community, especially for the young generation of scholars who are interested in Chinese communication studies since some of the fees go into the awards particularly designated for our graduate students.

**C**urrently, we have a total of 56 lifetime members. Geographically, they come from Mainland China, Taiwan, Hong Kong, Macao, Singapore, U.S. and Canada. They range in status from professor emeritus to junior scholar to doctoral student. Some were founding members of CCA who became lifetime members from early on but many joined in the last couple of years. You can find the full list below. Please consider joining the committed group of CCA lifers!

## CCA Membership Fees in Chinese yuan and U.S. dollars

Student one-year membership:	¥ 65	\$ 10
Student five-year membership:	¥ 260	\$ 40
Faculty one-year membership:	¥ 130	\$ 20
Faculty five-year membership:	¥ 520	\$ 80
Lifetime membership:	¥ 2,000	\$ 300



## CCA LIFETIME MEMBERS

Joseph Man Chan (陳韜文)  
 Jingxi Chen (陈静茜)  
 Kara Chan (陈家华)  
 Ying Chen (陈映)  
 Leonard Chu (朱立)  
 Xi Cui (崔玺)  
 Xiujun Deng (邓秀军)  
 Zhitao Du (杜智涛)  
 Yee Lotus Fong  
 Louisa Ha (哈筱盈)  
 Hongxing Han (韩红星)  
 Xiaoming Hao (郝晓鸣)  
 James Hsiung (熊杰)  
 Jianbin Jin (金兼斌)  
 John Lee Jellicorse  
 Fei Jiang (姜飞)  
 John Jirik  
 Tuen-yu Lau (刘端裕)  
 Chin-Chuan Lee (李金铨)  
 Zhan Li (李展)  
 Trisha Lin (林翠娟)  
 Bin Liu (刘斌)  
 Jian Liu (刘剑)  
 Yu-li Liu (劉幼琍)  
 Ven-Hwei Lo (罗文辉)  
 Luwei Luqiu (闫丘露薇)  
 Jing Niu (牛静)  
 Bonnie Peng (彭芸)  
 Jack Linchuan Qiu (邱林川)  
 Fuyuan Shen (沈福元)  
 Clement So (苏钥机)  
 Hongyun Sun (孙红云)  
 Diana Tillinghast  
 Lu Tang (汤璐)  
 Yong Volz (张咏)  
 Haoqing Wang (王昊青)  
 Yun Wang (王韵)  
 David Weaver  
 Ran Wei (魏然)  
 Lars Willnat  
 Raymond Wong (黄应士)  
 Feng Wu (吴锋)  
 Yun Wu (吴贇)  
 Zhiyuan Wu (吴志远)  
 Mei Wu (吴玫)  
 Jinghong Xu (徐敬宏)  
 Jing Xu (许静)  
 Fei Xue (薛飞)  
 Hongzhong Zhang (张洪忠)  
 Lei Zhang (张磊)  
 Yuezhi Zhao (赵月枝)  
 Bofei Zheng (郑博斐)  
 Bu Zhong (钟布)  
 Shuhua Zhou (周树华)  
 Jianchuan Zhou (周建川)  
 Hongjun Zhu (朱鸿军)

Chinese University of Hong Kong  
 Beijing Jiaotong University  
 Hong Kong Baptist University  
 Guangdong University of Finance  
 Hong Kong Baptist University  
 College of Charleston  
 Huazhong University of Science and Technology  
 China Youth University of Political Studies  
 San Francisco, USA  
 Bowling Green State University  
 South China University of Technology  
 Nanyang Technological University  
 Shih Hsin University  
 Tsinghua University  
 University of North Carolina at Greensboro  
 Chinese Academy of Social Sciences  
 TRT World  
 University of Washington  
 City University of Hong Kong  
 Xiamen University  
 National Chengchi University  
 Beijing Normal University  
 Beijing University of Posts and Telecommunications  
 National Chengchi University  
 Chinese University of Hong Kong  
 Penn State University  
 Huazhong University of Science & Technology  
 National Chengchi University  
 Chinese University of Hong Kong  
 Penn State University  
 Chinese University of Hong Kong  
 China Film Archive/Beijing Union University  
 San Jose State University  
 University of Alabama  
 University of Missouri  
 Shanghai Jiaotong University  
 Beijing Normal University  
 Indiana University  
 University of South Carolina  
 Syracuse University  
 Hong Kong Baptist University  
 Jiangnan University  
 Zhejiang University  
 Central China Normal University  
 University of Macau  
 Beijing Normal University  
 Peking University  
 University of Southern Mississippi  
 Beijing Normal University  
 Communication University of China  
 Simon Fraser University  
 Fudan University  
 Pennsylvania State University  
 University of Alabama  
 Albany State University  
 Chinese Academy of Social Sciences





## THE CCA AWARDS

WENJING XIE, PH.D.

AWARD CHAIR

SOUTHERN ILLINOIS UNIVERSITY

**T**he Chinese Communication Association launched two awards this year, the Biannual Outstanding Dissertation Award and the Outstanding Graduate Teaching Assistant Award. The Biannual Outstanding Dissertation Award honors the most outstanding dissertation conducted by a CCA member during the years of 2015 and 2016. The Outstanding Graduate Teaching Assistant Award honors an excellent graduate teaching assistant who served as a course instructor during the year of 2016.

**T**his year, the Biannual Outstanding Dissertation Award was conferred to Dr. Tianjiao Wang at City University of Hong Kong. The Outstanding Graduate Teaching Assistant Award went to Ms. Ruonan Zhang at Bowling Green State University. The Outstanding Service Awards went to Professor Yong Volz at University of Missouri and Professor Lu Tang at Texas A&M University. All the awards were presented at the annual conference of ICA in June 2017.

**W**e strongly encourage professors and mentors to nominate their outstanding graduate students for these awards next year. Meanwhile, CCA is planning to set up new awards targeted at CCA faculty and student members in the future. We appreciate all your suggestion and contributions.

**W**e strongly encourage professors and mentors to nominate their outstanding graduate students for these awards next year.

## Student Members: We Need Your Support!

CHENG HONG

GRADUATE STUDENT LIAISON

UNIVERSITY OF MIAMI

Chinese Communication Association (CCA) aims to provide its student members a platform where they can interact with professors and other graduate students. At major communication conferences such as AEJMC, ICA and NCA, student members, organized by CCA, get chance to talk about their research interest and to seek advice from professors and senior scholars via face-to-face interactions. In addition to offline interaction, student members can also use social media tools to communication with each other, and with professors in a convenient and prompt manner. As CCA officers, we are glad to find that discussion about various social-political issues, research ideas and methods, is happening on social media platforms every day, among which the WeChat group discussion is the most popular. Some student members report that the information they obtain on in the CCA group on WeChat benefit them in teaching, research and networking. They get inspired not only by the group discussion, but also the opportunity to reach out to the professor(s) they share research interest with.

To further facilitate such kinds of communication and interaction on WeChat, we would like to ask our student members if they want the Steering Committee to guide the conversation in a more cohesive and organized way. In other words, we propose to start some WeChat seminars on specific topics, including job search, paper publications, and so on. If you have any suggestions or comments on this proposed plan, please feel free to contact the Student Liaison, Ms. Cheng Hong, at [c.hong1@umiami.edu](mailto:c.hong1@umiami.edu). Your contribution is greatly appreciated as it will make CCA a better community for all the members!



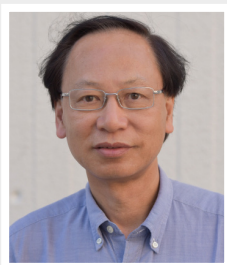
# CCA Governors' Committee



Chin-Chuan Lee  
City University of Hong Kong  
1991-1994



Leonard L. Chu  
National Chengchi University, Taiwan  
1994-1996



Joseph Man Chan  
Chinese University of Hong Kong  
1998-2000



Shujen Wang  
Emerson College, USA  
2000-2002



Jonathan Jian-Hua Zhu  
City University of Hong Kong  
2002-2004



Junhao Hong  
State University of New York at Buffalo,  
USA, 2004-2006



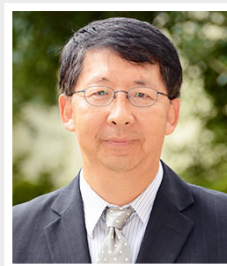
Xiaoming Hao  
Nanyang University of Technology,  
Singapore, 2006-2008



Bonnie Peng  
National Chengchi University, Taiwan  
2008-2009



Joe He Zhou  
City University of Hong Kong  
2009-2011



Ran Wei  
University of South Carolina, USA  
2011-2013



Yu-Li Liu  
National Chengchi University, Taiwan  
2013-2015

# CCA STEERING COMMITTEE



**Dr. Bu Zhong**  
President  
Pennsylvania  
State University,  
USA



**Dr. Shuhua  
Zhou**  
Vice President/  
Research Chair  
University of  
Alabama, USA



**Dr. Gang (Kevin)  
Han**  
Assistant to the  
President  
Iowa State Uni-  
versity, USA



**Dr. Roselyn Du**  
Liaison for Hong  
Kong, Macao &  
Taiwan  
Hong Kong Bap-  
tist University



**Cheng Hong**  
Graduate  
Student Liaison  
University of  
Miami, USA



**Dr. Cong Li**  
Communication  
Chair  
University of  
Miami, USA



**Dr. Trisha T.C.  
Lin**  
Social Media  
Chair  
National Cheng-  
chi University,  
Taiwan



**Dr. Lu Tang**  
Treasurer  
Texas A & M  
University, USA



**Dr. Yuanqing  
Tang**  
Secretary  
general  
Communication  
University of  
China



**Dr. Charles  
Meadows**  
Webmaster  
East Carolina  
University, USA



**Dr. Cui Zhang  
Meadows**  
Newsletter Editor  
East Carolina  
University, USA



**Dr. Yong Volz**  
Membership  
Chair  
University of  
Missouri, School  
of Journalism,  
USA



**Dr. Wenjing Xie**  
Award Chair  
Southern Illinois  
University, USA



**Dr. Jinghong  
Xu**  
Liaison for  
Mainland China  
& WeChat Group  
Leader  
Beijing Normal  
University, China



**Dr. Yu-li Liu**  
Immediate Past  
President  
National  
Chengchi Uni-  
versity, Taiwan



## Chinese Communication Association

Chinese Communication Association (CCA) is a nonprofit professional and academic organization registered and headquartered in the United States. Founded in 1990, CCA is the oldest international professional society aiming to promote, enhance, and facilitate scholarly activities and exchanges on Chinese communication, which is broadly defined to embrace any aspect of communication studies concerning mainland China, Hong Kong, Singapore and Taiwan. CCA is an all-volunteer academic organization, whose officers perform service but receive no compensation of any kind. CCA is an all-volunteer academic organization, whose officers perform service but receive no compensation of any kind.