

JAN 2024

Newsletter

Chinese Communication Association

<https://www.cca1.org/newsletter>





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President's Message

By Lu Tang (CCA President)



Dear CCA members and friends,

Happy New Year! With the coming of 2024 comes a new chapter in CCA. I would like to thank Dr. Yong Volz, our immediate past president, for leading us through two years full of uncertainty during the COVID-19 pandemic.

I am honored to introduce to you the new steering committee of CCA in this newsletter. The steering committee consists of volunteers to serve CCA in different functions. This year, we are happy to welcome several new members to the committee: Dr. Yuan Wang (AEJMC Research Co-Chair) and Jinxu Li (Graduate Student Liason) and are grateful that most of the members from the previous two years have decided to stay on and continue to serve CCA.

In addition, I would like to introduce a few changes that we are introducing to CCA.

Proposed Name Change

In order to reflect on the international membership and global impact of our organization, we propose to modify our English name to be consistent with the Chinese name (国际中华传播协会) as "International Chinese Communication Association." The merits of the renaming initiatives include:

- Alignment with our mission: The proposed name change aligns with our mission to promote the exchange of knowledge and ideas related to Chinese communication on a global scale. It reinforces our dedication to fostering cross-cultural understanding through academic endeavors.
- Enhance of our reputation: An international focus can enhance our organization's reputation and visibility within the academic community and beyond. It signals our commitment to contributing to the global discourse on Chinese communication and related fields.

Over the past four months, the incumbent steering committee has consulted with Professor Chin Chuan Lee, the founder of CCA, past CCA presidents, and noted senior professors in US, China, Hong Kong, Singapore and Taiwan. The majority supports our proposal to change to "International Chinese Communication Association." Please feel free to reach out if you have any questions, thoughts or concerns. We will conduct a formal vote among active members following the organization's constitution.

Formal Procedure for Sponsorship

In the past, CCA has been fortunate to receive the sponsorship of quite a few universities that allow us to organize receptions at annual ICA conferences. As interest in sponsoring CCA reception is growing, the steering committee has decided to implement a formal application process. We ask representatives from schools or universities interested in sponsoring a reception to complete an Intention to Sponsor form, which will be published on CCA's website. In order to better showcase our sponsors at ICA, each reception will have up to two sponsors.

Improve CCA research visibility and community bonding

By Trisha Lin (CCA Vice President & Research/Conference Chair)



With an increasing number of members across the globe, CCA has elevated its academic impacts and international visibility by holding research sessions at three major conferences (ICA, NCA and AEJMC) and fostering collaborations with academic organizations in U.S. and Asia. Facing post-pandemic transformation, it is crucial for CCA to reconnect members across the globe, improve our visibility and impacts and expand partnerships in Asia and around the world. I felt very honored to have your support to serve as VP to make substantial contributions in CCA research and conference matters.

As CCA's Vice President, my ultimate goals are to promote CCA's global visibility and academic impacts, and to increase values for our members and collaborated communities. I felt inspired by the Founding President, Professor Chin-Chuan Lee's visions and motivated by the devoting endeavors of ex-presidents that I served. Since 2011, I have served many roles in CCA's steering committee (Digital Communication Director, Chair of Marketing & Promotion Committee, Social Media Committee Chair and ICA-CCA Research & Conference Co-Chair). Thanks to CCA's recognition, I received the 2014 and 2018 Outstanding Service Awards as well as 2018 Best Faculty Article Award.

Research & conference goals

At the post-COVID-19 era, I think the main role of the CCA leadership should be to provide a nurturing and supportive community to promote and facilitate Chinese Communication scholarships. CCA's mission is to "promote, enhance, and facilitate scholarly activities and exchanges on Chinese communication." In addition to CCA research sessions in ICA, CCA and AEJMC, we can facilitate additional research panels in greater China regions and further enhance CCA's global profile by expanding our participation in and contributing to communication communities in Asia. By doing so, CCA can promote its brand, develop regional networking, and attract like-minded members.

Plans for CCA research sessions

From 2024 CCA-ICA onwards, those whose articles are selected as the Best Faculty Paper and the Best Student Paper will receive e-certificates, USD 200 monetary rewards, and a one-year CCA membership. All papers have to be presented on-site. CCA will remove papers from the programs if authors fail to present in person or register to be CCA members.

- In terms of 2024 June's CCA research session in International Communication Association, Gold Coast, Australia, I've worked with the CCA-ICA co-chair, Dr. Sunny Liu (Associate Director, Stanford Social Media Lab) in last October. Through a competitive blind review process, we selected the following six high-quality papers with a 33% acceptance rate:

(1). The Effects of Fear of Missing Out and Perceived Prevalence on Acceptance of Misinformation about COVID-19 on China's Social Media Platforms (Best paper)

Ran Wei, Ph.D. Hong Kong Baptist University; Wenting Yu, The Hong Kong Polytechnic University; Jichen Fan, Chinese University of Hong Kong; Xiaodong Yang, Shandong University

(2). In punishment we trust: Analyzing content features and credibility judgment of fact-checking posts on Chinese social media

Bin Chen, The University of Texas at Austin (Student); Shuning Lu, North Dakota State University

(3). The Potential for Shadowbanning to Elicit a More Positive Sentiment Polarity – An Empirical Study Based on Chinese Users in Twitter

Chuanzhen Bian, Shanghai University (Student); Hongfa Yi, Shanghai University (Faculty)

(4). Heuristics and Cues in Cyber Self-censorship: The Case of China

Dan Wang, Hong Kong Baptist University; Steve Zhongshi Guo, Hong Kong Baptist University

(5). Navigating artificial intelligence with human wisdom: A semantic analysis of AI governance texts in China, the United States, and the European Union

Yungeng Li, Shanghai Jiao Tong University (Faculty); Xintong Yao, Shanghai Jiao Tong University (Student); Xiao Liang, Shanghai Jiao Tong University (Student)

(6). Partner or Rival? A Cross-National Content Analysis of Newspaper Coverage of EU-China Trade Relations in the Netherlands and the United Kingdom (2001-2021)

Xiaoyang Zhao, University of Amsterdam; Mark Boukes, University of Amsterdam; Knut De Swert, University of Amsterdam; Rens Vliegthart, Wageningen University & Research

- As for 2024 August's CCA research session in the Association for Education in Journalism and Mass Communication (AEJMC) in Philadelphia, U.S. I worked with the newly-elected CCA-AJMEC co-chair, Dr. Wang Yuan (Assistant Professor and Program Leader, Department of Media and Communication, City University of Hong Kong). After we announced the call for paper in last December, we welcomed submissions before the deadline (11:59 pm on March 15, 2024, Eastern Standard Time). Full papers with additional author information pages are encouraged to email to Dr. Trisha T. C. Lin (trishlin@nccu.edu.tw) and Dr. Yuan Wang (yuan.wang@cityu.edu.hk). If you are interested in helping review papers, do complete the short questionnaire by March 14. (<https://cityuhk.questionpro.com/a/TakeSurvey.....>). The results will be notified by March 29.
- CCA will hold research sessions at 110th National Communication Association (NCA) in New Orleans, Louisiana this November. I work with experienced CCA-AEJMC co-chair, Dr. Shaohai Jiang (Assistant Professor, Department of Communications and New Media, National University of Singapore). The call for paper is recently released on CCA Listserv, Facebook and the website. All submissions must be made by 11:59 pm (Pacific Time), March 27, 2024 and submit your papers online using the NCA Submission Website. CCA-NCA research sessions will no longer accept online presentations or video recordings. If you have any queries, feel free to contact Dr. Trisha T. C. Lin (trishlin@nccu.edu.tw) or Dr. Shaohai Jiang (cnmjs@nus.edu.sg)

Roundtable with Four CCA Past Presidents

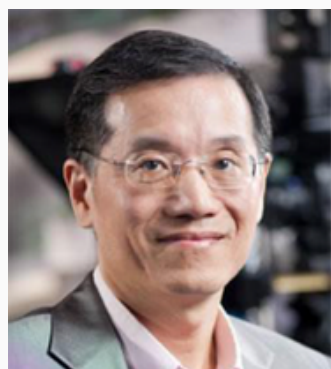
Interviewees: Chin-Chuan Lee, Jonathan Jian-Hua Zhu, Yu-li Liu, & Jack Linchuan Qiu

Interviewer: Wenxue Zou

Date: November 2021



Dr. Chin-Chuan Lee is Professor Emeritus in the Department of Media and Communication, City University of Hong Kong and Yushan Scholar in College of Communication, National Chengchi University, Taiwan. He has published numerous influential journal articles and books since the 1980s including *Chinese Media, Global Contexts*, *Global Media Spectacle*, *Voices of China: The Interplay of Politics and Journalism*, etc. His work has been cited more than 5,965 times. He served as the first president of the Chinese Communication Association (CCA) and received the Audrey Fischer Mentorship Award granted by the International Communication Association (ICA).



Dr. Jonathan Jian-Hua Zhu is Chair Professor in the Department of Media and Communication and Director in the Centre for Communication Research, City University of Hong Kong. As a leading scholar in social computing and social networks, he has published numerous research articles and book chapters in English and Chinese. He has been awarded as Chang Jiang Chair Professor of Communication, Renmin University of China, and received the Outstanding Faculty Advisory Award for supervising a team of three students to participate in the 2019 China National Data Journalism Competition and win a Third-place Prize. Jonathan now serves as an elected Fellow of the International Communication Association (ICA).



Dr. Yu-li Liu is the Distinguished Professor in the School of Media and Communication at Shanghai University. Prior to joining Shanghai University, she was the Head of the Department of Media and Communication at the City University of Hong Kong. She once served as the Vice President for Research and Development and Executive Director of Top University Program Office of NCCU. She has authored/edited 15 books and numerous journal articles around communication policies and new media business strategies. Her research interests include AI ethics and governance, user behavior of AI applications, policy and regulation for new media, and big data and privacy protection. She serves as a member of the editorial board of 4 SSCI journals and other three journals.



Dr. Jack Linchuan Qiu is Professor and Research Director in the Department of Communications and New Media, the National University of Singapore. A former president of CCA, Jack has published more than 100 research articles and chapters and 10 books in English and Chinese including *Goodbye iSlave: A Manifesto for Digital Abolition*, *World Factory in the Information Age*, *Working-Class Network Society*, and co-authored book *Mobile Communication and Society*. He is the recipient of the C. Edwin Baker Award for the Advancement of Scholarship on Media, Markets and Democracy, and an elected Fellow of the International Communication Association (ICA).

In recent years, the Chinese Communication Association (CCA) has witnessed a surge in its influence on developing the Chinese communication scholarly community. This roundtable brings together four of the former CCA presidents (each representing 1990s, 2000s, 2010s, and 2020s) to discuss the history and the future directions for the organization in particular and for the Chinese communication scholarly community in general. The discussion was inspired by Dr. Lee's talk of *CCA: The Rise of Chinese-American Scholarly Community* in 2018 and further extended by Dr. Zhu, Dr. Liu, & Dr. Qiu.

Lee: The story of the Chinese Communication Association (CCA) marks the rise of Chinese-American scholars as a community and, also, growing interest in things China and Chinese. Recall 1990. When the International Communication Association (ICA) held its annual convention in Minneapolis, where I was then teaching, the number of Chinese-American attendees could be counted with slightly more than two hands. Some of us, including my colleague Tsan-kuo Chang, nonetheless felt the need to form a loose network for socializing and, better yet, for potential collaboration. Hence, CCA was born in a humble background. T.Y. Lau volunteered to edit the newsletter during the initial years, largely funded by a center. I headed at Minnesota. Lobbying hard, we secured paper sections in ICA, AEJMC, and later NCA conferences, all specially earmarked for CCA. CCA members customarily gathered around for dinner, through which friends were made. The Chinese-American scholarly community has since then grown at a breath-taking pace.

We witness the CCA group hit the ceiling of 500 members on WeChat, making new entrants difficult. Incorporating several generations, CCA has brought together as a family of scholars and students from both sides of the Pacific Ocean. A little bit of cultural purpose will go a long way toward establishing itself as a source of common inspiration and collective memory. I was privileged to serve as founding president of CCA for two terms before passing the torch to a stream of abler friends: Leonard Chu, Joseph Chan, T.K. Chang, Jonathan Zhu, Zhou He, and many others—a lineage that ought to do us pride. It is, however, particularly significant to record that president Yu-li Liu started a good tradition at the Puerto Rico conference with CCA cosponsoring events with universities of China, Hong Kong, and Taiwan, thus extending the institutional and personal bond beyond the set boundaries and making CCA a symbolic home of global Chinese. Of course, Chinese-American scholars may opt not to study things China or Chinese. But it is also unmistakable that growing interest is being invested on things China and Chinese; even though not quite mainstream yet, it is a far cry from its marginal status when I began my career forty years ago.

Communication has from its inception been American, while international communication was regarded as nothing but conceptual extension and empirical testing ground of American communication. We as a community have an obligation, and indeed opportunity, to think very seriously about where and how to locate ourselves in the globalizing world. On this topic, I wish to leave a few parting words by quoting myself unashamedly: *"If the de-Westernizing project aims to challenge what Bourdieu calls 'the imperialism of the universal,' we must not fall into the reverse trap of 'the parochialism of the particular.'... We study Chinese journalism partly but not only because we are culturally Chinese. Nor because we are culturally Chinese can we only study Chinese journalism. The study of Chinese journalism is by no means intellectually self-sufficient or isolated; it should interpenetrate with the theoretical and methodological advances in the field of international communication and, more important, in the larger currents of humanities and social sciences."*

What we aspire to establish is, in sum, certain general theoretical perspectives with Chinese characteristics that arise from and highlight cultural specificity in our problematic consciousness and interpretations, but ultimately emerge from this cultural reflection to develop a broader view of how the world works. If we succeed in establishing such general perspectives that allow internal differences, speak with a distinctive cultural accent, and yet transcend theoretical parochialism, we will be in a strengthened position to maintain an open-minded and mutually enriching dialogue with the Western literature on an equal footing. Looking back, I am proud of the development and achievements of CCA, and looking forward to its further growth and ultimate greatness.

Zou: Could you please share with us the story of your joining CCA? How did you learn about CCA? What were the factors that motivated you to be part of it?

Zhu: Allow me to recall a long story. During the 1988 AEJMC conference in Portland, Oregon, T. K. Chang (who was an assistant professor at Cleveland State at the time), T. Y. Lau (a Ph.D. student at Michigan State), and I (a Ph.D. student at Indiana-Bloomington) had a lunch in a Chinese restaurant. At the lunch table, three of us, coming from Taiwan, Hong Kong, and mainland China, respectively, felt a strong need to form a joint association for all Chinese scholars and students of communication in the U.S., who were only about 40-50 in total at the time. We then started to contact other Chinese friends largely through emails (yes, most Chinese scholars and students in the U.S. were already using Bitnet in the late 1980s). After two years of preparation, CCA was formally founded in the 1990 AEJMC conference in Minneapolis, Minnesota, with C. C. Lee elected as the inaugural president. Looking back, I believe that a small community in the larger AEJMC, plus internet technology were the initial imperatives for the birth of CCA.

Liu: This is a good question which lets me recall what I have done a long time ago. I am not sure whether all of my recollections are correct. I try to do my best to provide whatever I can think of back to more than 30 years ago. In 1990, I attended the AEJMC conference held in Minneapolis, Minnesota as a Ph.D. student. I was very glad to meet Prof. Chin-Chuan Lee at the conference and knew that he and some scholars established the CCA. I believe that most of the scholars and graduate students from Greater China were very excited about having a Chinese communication association. Therefore, it's very natural for me to join the CCA. To me, Prof. Lee is a great scholar and a mentor to many people including myself. CCA not only provides good networking but also a platform for the academic exchange and collaboration among the members.

Qiu: I first heard of CCA when I was a master's student during 1997-1999 at CUHK (the Chinese University of Hong Kong). Professor CC Lee was my supervisor in the first year. Then, after he returned to Minnesota in 1998, I studied under Professor Joseph Chan. Both of them were in CCA leadership positions back then, and they introduced me to CCA activities, traditions, networks, and other CCA seniors such as Professors Leonard Chu and TK Tsang. Throughout my PhD studies at USC Annenberg, I've joined CCA panels and social activities at ICA, NCA, AEJ. Toward the end of my study period, I also had the fortune to serve as CCA student representative, when Professor Jonathan Zhu was the President. I felt so close to CCA and owed so much of my intellectual growth to the CCA community that I used my first month's salary from CUHK in January 2005 to get myself a lifetime membership. It must be the best investment I've ever made!

Zou: What areas and initiatives did you focus on when serving as the president of CCA? And why?

Zhu: When I ran for the office in 2004, I promised to focus on three tasks: facilitating research collaboration among existing members, promoting CCA in mainland China, and launching a journal of Chinese communication. Research collaboration was an obvious item that all presidents of CCA before and after me would push. Mainland China was a largely uncultivated territory for CCA at the time. As the first CCV president from mainland China and located in Hong Kong, I felt both a personal duty and physical convenience to do so. Several founding members of CCA, including myself, had talked about to have a journal of ours for some time to fit a gap in the market at the time.

Liu: I was very lucky that the previous CCA Presidents had laid a good foundation for the association. I directly learned from my predecessor Prof. Ran Wei. Different CCA Presidents may have different agenda. When I took the role as the CCA President, I focused on six areas: (1) recruiting new members and retaining old members; (2) inviting universities of Greater China to co-host CCA reception; (3) strengthening the relationship with the flagship international associations ICA, NCA, and AEJMC and being their affiliates and host CCA sessions; (4) inviting all the past CCA Presidents to be honorary members of CCA's Advisory Committee; (5) revamping CCA websites; (6) updating CCA membership directory and membership status. Members are the cornerstone of the association.

In order to recruit new members and retain old members, I designated some members to be the representatives of CCA in different regions to help us promote CCA and collect membership fees. I recalled that Prof. Jinghong Xu and other members helped us recruit many members from Mainland China in 2014. In 2013, CCA's first reception was held at the annual convention of AEJMC in Washington D.C. when Prof. Ran Wei was the CCA President. The reception was sponsored by Shanghai Jiao Tong University and went very well. In 2014 and 2015, I continued the good model and invited Hong Kong Baptist University (with the help of Prof. Zhong), Communication University of China, and Chinese University of Hong Kong to co-host the CCA receptions at ICA conferences held in Seattle and Puerto Rico. Before I stepped down, Peking University and Xiamen University both agreed to sponsor and co-host the 2016 CCA reception at ICA conference held in Fukuoka, Japan.

Qiu: I declared two objectives when Professor Bu Zhong asked me to stand for CCA Election in 2017. First was to make better use of digital technologies in CCA activities to engage in the membership more widely and more efficiently. For this objective, the CCA Steering Committee started to use teleconference (first Skype then Zoom) for our internal communication, and with the help from Dr. Lei Guo (U of Nebraska) we revamped our website (cca1.org). We also had a new series of webinars due to the pandemic, which was, however, something I could not have anticipated. My second goal was to "revive" CCA dinners at major conferences. Before 2014, CCA members and friends almost always had dinner together at big events such as ICA annual conventions. Since CCA started a new tradition to co-organize high-profile receptions in 2014, the limelight shifted to these joint receptions and the dinners became much smaller, sometimes non-existent. We all enjoyed the receptions very much, which was indeed a fabulous innovation in so many ways. Yet, old-timers like myself missed the sit-down dinners when we could relax more, enjoy "real" food (which has to be Chinese, of course!), and have better conversations with each other. So I proposed to have both the receptions and, immediately afterward, CCA dinners. Starting from 2017, when I served as CCA VP under Professor Shuhua Zhou the President, then in during 2019 when I became his successor, we organized numerous memorable CCA dinners, e.g., at ICA (Prague and DC) and IAMCR (Eugene and Madrid). However, with the spread of COVID-19, these CCA dinners have to be suspended until some level of normalcy with physical conferences is restored, hopefully in the near future. Maybe in ICA Paris?

Zou: What CCA accomplishments were you most proud of during your tenure as the president? What was your most memorable experience with CCA?

Zhu: I don't think I accomplished much during my tenure. One of a few activities worth mentioning is a joint conference CCA and the National Communication Association in mainland China (led by Prof. Zhang Guoliang of Fudan University at the time) coorganized in January 2004 in Shanghai. The conference was originally scheduled in summer 2003, but had to be postponed because of the SARS pandemic in that summer (sound familiar?). Fortunately, the pandemic lasted only a few months not only in mainland China but also elsewhere. When the joint conference was finally held, CCA had several interesting and innovative sessions there, including a workshop on how to get published in international journals and a panel discussion on how to adapt to the local academic life for scholars trained in the west. Seventeen years later, the speakers of the panel have now all become established scholars, and some of them academic leaders, in their respective institutions.

Liu: With the great help of Prof. Bu Zhong and the members of the Steering Committee, I could accomplish the tasks in my agenda. I am very glad to see that CCA has been growing steadily over the past 30 years. More universities are willing to co-host the CCA reception and more people are willing to submit their papers to CCA sessions. In May 2014, we had an unforgettable CCA reception at the ICA conference sponsored by Baptist University of Hong Kong. Three of our distinguished members at CCA were recognized for their outstanding contribution at the ICA 2014 Annual Conference. Professor Chin-Chuan Lee, the founding President of CCA was awarded the B. Aubrey Fisher Mentorship Award which honors outstanding scholars. The past CCA President Professor Joseph Man Chan was elected as the ICA fellow. Professor Yuezhi Zhao also received the C. Edwin Baker Award for the Advancement of Scholarship on Media, Markets and Democracy.

Qiu: It must be the Solidarity Symposia, the webinar series in 2020. You can click [here](#) to watch them on CCA's YouTube. The credit goes to an impressive team from CCA Steering Committee, CUHK, and NUS (National University of Singapore). Together we created this webinar series along with two dozens of experts/speakers and our 29 institutional co-organizers from around the world. The participation was terrific with sometimes more than 1,000 registrations for a single symposium, many hundreds of CCA members and friends watching the live Zoom events simultaneously, and even more watching them on YouTube. We designed the Solidarity Symposia because we all were facing the unprecedented challenges of lockdown, loneliness, and trying to make sense of the pandemic as communication scholars. Many were also experiencing racism and xenophobia, worry about our personal safety and the security of our families. Hence, all the symposia topics had to do with COVID from not only research perspectives (e.g., health communication, computational methods, narrative studies, and political economy) but also critical and everyday angles that are applicable in concrete ways to enhance members' wellbeing (e.g., nonviolent communication, anti-racism, and decolonial futures). The most memorable moment was to listen to Solidarity Forever, the music cover I asked Jessica Kong (musician and PhD student at LSE) to rewrite and play as the theme music for our symposia series. Jessica's piano was so expressive with nuanced feelings and an amazing sense of steadfastness. Such is the power of music, beyond what I can put in words.

Zou: What were some of the challenges you faced as you were moving CCA forward? How did you overcome them?

Zhu: The planned journal of CCA has never taken off. I organized several meetings and a survey among members of CCA, with diverse responses. The vast majority agreed on the necessity for the journal, but disagreed on the feasibility such as lack of financial resources, quality manuscripts, and editorial manpower. As an alternative, I proposed to operate the journal exclusively online to minimize resource demands, as inspired by the successful story of Journal of Computer-Mediated Communication. However, an online journal was not an attractive idea to the community then. Although the plan failed, I think it was (and probably still is) a good lesson for us to learn about the potentials and limitations of CCA.

Liu: The biggest challenge is to make CCA visible and prestigious. To make CCA visible, hosting receptions at the major international conferences is very important. There are many receptions held by different universities or associations at the flagship conferences. Therefore, CCA's reception should be held at an appropriate time in order to attract more people to come. To find universities from Greater China to sponsor the activities could help us manage the budget and make CCA sustainable. We were glad that CCA receptions were held successfully with the generous support from some universities I mentioned above. To make CCA prestigious is even harder. We need to organize significant sessions and panels at the major international conferences in order to attract more members and interested participants to join us. Therefore, our research committee needs to call for papers and review the papers with the help of CCA officers and volunteers. With the help of Prof. Bu Zhong, we also collaborated with Korean American Communication Association (KACA) to organize some sessions and panels. I believe that CCA's brand is well-known and widely recognized by the scholarly communities now.

Qiu: The biggest challenges have to do with COVID, with which everyone is still struggling. But the pandemic also brought out the best of us in the CCA community, without which I could not have even imagined the Solidarity Symposia. Since the pandemic began, we have also seen the rise of racism and nationalistic sentiments against CCA members and Asians at large. Back in May-July, 2020, we explicitly tackled such problems of cultural conservatism and xenophobia, while introducing ways to deal with them both scholarly and practically in our symposia #3, #5, and #6. But the Atlanta shooting in March 2021 triggered another wave of both hate speech and anti-racist, anti-misogyny activism. Like a year ago, CCA members approached me and members of the Steering Committee, sharing with us the horrendous events they encountered and the awful effects on their work and life.

While CCA has limited power, we are a caring community. I have therefore worked with CCA members and colleagues from KACA (Korean American Communication Association) to bring the issue to the attention of ICA leadership behind the scenes. ICA finally released a rare statement in “Solidarity Against Anti-Asian Hate” to support our cause in April 2021.

Solidarity, as such, is more than what we discuss publicly through scholarly discourse. It is also what we practice – along with other associations and colleagues beyond CCA who share our values.

Zou: How do you understand the core missions and goals for today’s CCA? How are they different from other communication associations?

Zhu: As I mentioned, CCA started with two roots -- AEJMC (i.e., mass communication) as the intellectual basis and the U.S. as the geographic basis. After three decades, CCA has become far broader both intellectually and geographically. While this is a natural evolution, it is a good time for the community of CCA to review the past and forecast the future to find a healthy balance between breadth and depth in and between diversity and unique identity.

Liu: I think the core missions and goals for today’s CCA is to continue to make CCA visible and prestigious. It is great to do networking, but to have influence we need to have a unified CCA and to focus on academic activities. If CCA wants to continue to serve as the main communication association focusing on Chinese communication studies all over the world, it has to insist on communicating in English (except social media), because our members not only include Chinese and our association is a global academic organization. This can differentiate CCA from other communication associations established in Greater China to some extent. I want to cite a few words from my predecessors. “The word ‘Chinese’ in the name of CCA does not refer to ethnicity or national identity. Rather, it denotes research interest and passion to study phenomena concerning human communication in Chinese societies.”

Qiu: The world is changing rapidly. CCA has to be more effective in adjusting ourselves to the changing needs of our members, in a constantly changing world of digital media and academic trends. The deteriorating relationship between China and the West (where most our members reside) poses a unique challenge to the future of CCA because we have also seen considerable growth of our membership in Mainland China over the past decade, and students and colleagues from mainland universities have indeed proven themselves as invaluable assets of CCA, which can be seen in their increasing role in CCA conference panels as well as their SSCI publications. But as we all know, media and communication studies cannot be easily separated from politics and ideology. We cannot avoid studying “sensitive” topics especially when the boundaries – also known in Singapore as “OB markers”, i.e., “out-of-bound markers” – are constantly shifting. This is true in not only China and Asia but also in Western, nominally “free” countries, where certain new university policies have started to look like they were from the McCarthy era. I hope CCA can have more discussions – probably internally – about how to cope with the challenges of a world becoming so deeply divided. Meanwhile, we should continue to listen carefully to our members about their needs, aspirations, frustrations, and coping strategies.

Zou: In your opinion, what are some initiatives that CCA should prioritize going forward? Where do you hope to see CCA in five years with regard to its reach and impact?

Zhu: I’d like to make just one specific suggestion: to form regional branches and/or organize regional events, to supplement CCA-wide gatherings in AEJCM, ICA, and NCA.

Liu: In addition to organizing the paper session and panel session at the major conferences, CCA can also propose to call for papers for a special issue of a prestigious communication journal. It can continue to collaborate with other communication associations. I suggest CCA hold an annual Ph.D. seminar at ICA conference and assign mentors to the participating students and give awards to the best student papers. After the pandemic, CCA can continue to invite universities from Greater China to sign up to co-host CCA reception at ICA.

CCA President can invite ICA President, communication journal editors, and other scholars to be the guests of the joint reception. In addition, CCA can invite some senior members to discuss with the Ph.D. students about their research, career planning and job opportunities. Also, I think it is time to reconsider whether CCA wants to establish an academic journal in the near future. It will definitely enhance CCA's reputation. Finally, I would suggest CCA continue to use social media to engage CCA members. The WeChat group is very efficient to reach a lot of CCA members in mainland China. However, if WhatsApp and Line can be considered, we may be able to reach more members. Some of the above suggestions CCA may already be doing, I just provide some suggestions at the request of the editor of CCA News.

Qiu: I think I've started to answer this question in my previous answer. Whatever CCA prioritizes, it should be based on the inputs from CCA members. Although we have done a lot and I am confident that CCA will achieve even more under the leadership of Professors Yong Volz and Lu Tang, my understanding is that we still need more effective ways to engage our membership. During my tenure as VP and as president, I tried to use surveys. But the usual response rates are low.

Maybe we can try to create a tiered structure to collect inputs from graduate students, pre-tenure colleagues, and post-tenure members, respectively. Data collection can be through surveys but can also use other modes such as focus groups and brainstorming sessions. Besides receiving inputs from the membership, this tiered structure shall also foster synergy and organic solidarity among members at a comparable stage of their career development. Members of each tier can also organize things among themselves in a more targeted manner designed for their cohort only.

I can see the new CCA leadership is experimenting with further enhancing CCA Newsletter so that it can better engage our members. This is a great idea, and I fully support it. Hopefully, in five years, all CCA members will carefully read and actively contribute to this newsletter. Our future newsletters do not need to appear on the desk of Joe Bidden or Xi Jinping, who are non-members anyway. Our priority is: to serve our members, professionally and socially.

Conference Call

CCA Call for 2024 AEJMC Papers and Ad-hoc Reviewers

The Chinese Communication Association (CCA), a long-time affiliate of the Association for Education in Journalism and Mass Communication (AEJMC), invites submissions for the AEJMC annual conference to be held from August 7 to 11, 2024 in Philadelphia, U.S. CCA will hold a competitive research paper session at the AEJMC conference. We invite submissions of good-quality research papers related to Chinese communication, with various theoretical and methodological approaches.

For the CCA paper competition, each qualified submission will be blindly reviewed by two reviewers. The evaluation criteria include originality and importance of topic; adequacy of literature review; clarity and appropriateness of methods; soundness of analysis; validity and strength of conclusions and discussion; clarity and organization of writing; and relevance to the field of Chinese communication. Based on the review results, CCA conference committee will select a top faculty paper award and a top student paper award. The award winners will receive certificates and a monetary reward of USD 200 per paper.

Submission limit: An individual can appear as author or co-author on a maximum of two research papers submitted to the CCA- AEJMC research session. If one individual appears as author or co-author on more than two submitted research papers, the CCA conference chairs reserve the right to disqualify the papers.

Eligibility

You do not need to be a CCA member to submit a paper. If your paper is accepted, at least one author must register for the AEJMC conference, become a CCA member, and attend the conference physically to present the paper. The top faculty/student paper award winners will be awarded free CCA membership for one year. (For the CCA membership, visit <https://www.cca1.org/membership>. Detailed information about the AEJMC conference can be found at <https://www.aejmc.org/>.)

Paper Preparation and Submission

Submissions should be written in English. Two separate files are required for the submission: 1) title page and 2) full manuscript.

The title page must include the following information:

- Paper title
- An abstract (no more than 150 words) and 5-8 keywords
- All authors' names, email addresses, and affiliations (listed in the order as they would appear in the program)
- Please indicate the corresponding author and include his/her e-mail address and phone number
- Please indicate if any of the authors are students
- Author(s) need to include a statement to confirm that the submission has not been published in a scholarly journal and has not been presented at previous AEJMC or other conferences.

The full manuscript must meet the following requirements:

- Each paper should have no more than 25 pages in length, excluding references, tables, and figures
- Each paper should be double-spaced, use 12-point Times New Roman font, and have 1-inch margins
- Author's identification information should be removed from the manuscript to ensure blind review.

CCA Deadline

Please send your completed paper(s) to Dr. Trisha T. C. Lin (trishlin@nccu.edu.tw) and Dr. Yuan Wang (yuan.wang@cityu.edu.hk) by 11:59 pm on March 15, 2024 (Eastern Standard Time). Authors will be notified whether their papers are accepted by March 29. As the AEJMC general submission deadline is April 1, you may consider resubmitting your papers to other AEJMC divisions if they are not accepted by CCA. Please direct your inquiries, if any, to Dr. Lin or Dr. Wang by email.

Call for Reviewers

For those who do not plan to submit a paper to the CCA session at the AEJMC conference this year, please consider serving as an ad hoc reviewer for CCA. You can email Dr. Lin and Dr. Wang to indicate your preferred methodology and areas of expertise or sign up as a reviewer by completing a short [questionnaire](https://cityuhk.questionpro.com/a/TakeSurvey?tt=G9J37VSd%2BNQEChrPelW9eQ%3D%3D) (<https://cityuhk.questionpro.com/a/TakeSurvey?tt=G9J37VSd%2BNQEChrPelW9eQ%3D%3D>) by March 14. Your service as a CCA reviewer is greatly appreciated. We will acknowledge your contributions to the names of CCA reviewers in CCA's newsletters and other CCA communication channels.

Contact Information

Trisha T. C. Lin, Ph.D.

CCA Vice President/Research Chair/Conference Chair

Professor, College of Communication, National Chengchi University, Taiwan

Email: trishlin@nccu.edu.tw

Yuan Wang, Ph.D.

CCA-AEJMC Conference Co-Chair

Assistant Professor and Program Leader

Department of Media and Communication, City University of Hong Kong

Email: yuan.wang@cityu.edu.hk

CCA Call for 2024 NCA Papers and Ad-hoc Reviewers

The Chinese Communication Association (CCA), a long-time affiliate of the National Communication Association (NCA), invites submissions for the 110th NCA annual convention to be held in New Orleans, Louisiana, November 21-24, 2024. The conference is held in person. CCA does not accept online presentations or video recordings.

We invite submissions of full papers broadly related to all areas of Chinese communication themes, including but not limited to intercultural/international communication; crisis communication; the influence of new technologies and social media on communities; and contemporary communication issues in public and corporate policy, civic affairs, health, science, environment, sports, or entertainment. Submission of papers pertinent to the convention theme, "Communication for Greater Regard," is particularly encouraged. CCA embraces all theoretical and methodological approaches.

For the CCA paper competition, each qualified submission will be reviewed by two reviewers. Papers will be evaluated on originality and importance of topic; adequacy of literature review; clarity and appropriateness of methods; soundness of analysis; validity and strength of conclusion and discussion; clarity and organization of writing; and relevance to the field of Chinese communication. CCA will present a top faculty paper award and a top student paper award based on the results of the reviews. Papers submitted with both faculty and student authors will be considered faculty papers and are not eligible for student paper competitions. Based on the review results, CCA conference committee will select a top faculty paper award and a top student paper award. The award winners will receive monetary rewards and certificates.

Eligibility

You do not need to be a CCA member to submit a paper to the CCA competition. If your paper is accepted for presentation, however, you will need to register for the NCA convention and become a CCA member in order to be part of the program. If you win a top faculty paper or a top student paper, you will be awarded one-year free CCA membership.

For the CCA membership, visit <https://www.cca1.org/membership>. Detailed information about the NCA convention and NCA membership can be found at <https://www.natcom.org/>

Individual Paper Preparation and Submission Guideline

Submissions should be in English. Each paper should be no more than 25 double-spaced pages in length, excluding references, tables and figures. All papers should use 12-point Times New Roman font, and have 1-inch margins. Author's identification information should be removed from the paper to ensure blind review. AV requests must be made at the time of submission.

In the electronic submission form, enter the paper title, description (abstract) of no more than 250 words, 5-8 keywords, and author(s) information. Please indicate if this is a student submission in the first tab of the electronic submission form. AV requests must be made at the time of submission.

Per the NCA Professional Standards for Convention Participants, you should only submit work that has not been published or has not been accepted for publication at the time of submission, you should submit only original work that has not been presented at another conference and that is not concurrently under consideration for another conference, and you should submit your proposal to only one NCA interest group or affiliate.

Special note: submissions not meeting the above criteria will not be considered for review and will automatically be disqualified from the competition.

Submission & Deadline

Please submit your paper online using the NCA submission site. All submissions must be made by 11:59 pm (Pacific Time), March 27, 2024. Although you do not need to be an NCA member to submit, you do need to have or create a Convention Central account.

Call for Reviewers

For those who do not plan to submit a paper to the CCA session this year, please consider serving as an ad-hoc reviewer for CCA. Please send us an email, indicating your preferred methodology and areas of expertise. Your service as a CCA reviewer is greatly appreciated. The review deadline and result notification will follow the AEJMC conference's schedule. The former is usually in early May and the latter is expected in June.

CCA/NCA Session Contact Information

CCA Vice President; Research & Conference Chair

Trisha Lin, Ph.D.

Professor

College of Communication

National Chengchi University

Email: trishlin@nccu.edu.tw

NCA-CCA conference chair

Shaohai Jiang, Ph.D.

Assistant Professor

Department of Communications and New Media

National University of Singapore

Email: cnmjs@nus.edu.sg

Reviewers for the 2023 CCA Research Paper Competition

AEJMC

Chenyan Jia
Trisha Lin
Fei Xue
Shuhua Zhou
Sunny Xun Liu
Yifeng Hu
Bu Zhong
Xi Cui
Yuan Wang
Wenxue Zou

NCA

Yiqun Geng
Annabel Ngien
Shaohai Jiang
Hepeng Jia
Shuning Lu
Nick Sciullo
Qingyue Sun
Haijing Ma
Jiakun Gong
Chun Shao
Min Zhou
Jiakun Gong
Lulu Peng
Kai Kuang
Wei Julia Cui
Shuting Ya
Yiyi Yang
Lu Tang
Qiaofei Wu
Lin Zhu
JhuCin (Rita)
Jhang
Jie Xu
Wenxue Zou
Yiyi Yang
Renwen Zhang
Kai Kuang
Zhiqiu Zhou
Juan Liu
Gejun Huang
Liping Liu

ICA

Debbie Goh
Vicki Chu
Lai Yu-Chai
Suwichit Chaidaron
Yinjiao Ye
Hui Zhang
Jason Lee
Yunya Song
TJ Shih
Natalie Pang
Jack Qiu
Jingwen Zhang
Wenxue Zou
Lu Tang
Zhaoxi Liu
Cui Xi
John Robert
Bautista
Vickie Chen
Lara Schreurs
Jeffry Oktavianus
Angela Lee
Ryan Moore
Vickie Chen
Sunya Song
Shuhua Zhou
Zhenchao Hu
Cui Meadows
Qiwei Luna Wu
Lei Guo
Zhaoxi Liu
Feifei Chen
Wen-Cheng Fu
Jeffry Oktavianus
Ran Wei
Angele Lee
Ryan Moore
Lara Schreurs
Yun Wang
Yu-Li Liu

CCA Financial Report

By Xi Cui (CCA Treasurer)

Thanks to the contributions of our members and institutional partners, CCA is in good financial shape to support our activities. As of December 18, 2023, CCA has a cash reserve of \$37,585.74 in its US accounts up from \$30,218.93 at the beginning of the year.

During this year, major incomes and expenditures CCA include

Income (\$21,761.99)

- City University partnership contribution: \$7,000
- Chinese U partnership contribution: \$7,000
- Hong Kong Baptist U partnership contribution: \$7,000
- Membership fee. \$550
- Interest: 211.99

Expenditures (\$14,395.18)

- ICA reception: \$11,915.78
- ICA expense foreign transaction fee: \$357.47
- Award trophies: \$351.8
- Affiliate membership fees for ICA (2022 - 2024): \$747
- Affiliate membership fee for AEJMC (2024): \$250
- Transaction fees: \$70.3
- CCA website cost: 23.88
- IRS Tax filing and tax-exempt status: 275
- Rhode Island incorporation annual filings: 403.95

Announcing the 2023 CCA Awards

Lifetime Achievement Award



Dr. Yu Huang, a distinguished leader in the political economy of Chinese media, has been honored with the Lifetime Achievement Award. Internationally acclaimed for his innovative theories on Chinese journalism models, Dr. Huang has significantly contributed to the understanding of journalistic performance, press roles, and the party-state apparatus. His insightful research, which challenges traditional views on professionalism and explores the complexities of Chinese journalists' roles, has greatly influenced the field. Dr. Huang's interdisciplinary initiatives addressing contemporary challenges such as fake news, misinformation, and vaccine hesitancy have also garnered international recognition.

Outstanding Dissertation Award



The Outstanding Dissertation Award has been awarded to **Dr. Yuanhang Lu**, currently an Associate Professor at the South China University of Technology. His dissertation, titled "Mediatized Rationality and Emotions in the Making of Networked Publics: The Cases of Weibo and YouTube during China's Vaccine Crisis", critically examines how rational discussions on public health policies were distorted and overwhelmed by emotional and politicized expressions during China's 2018 vaccine crisis.

Best Faculty Article Award



Dr. Jiawei Sophia Fu (The State University of New Jersey) and **Dr. Katherine R. Cooper** (DePaul University) are the recipients of the Best Faculty Article Award for their article, "Reconsidering communication visibility in politically restrictive contexts: organizational social media use in China". Their work presents pioneering insights into the antecedents to visibility paradoxes and introduces three novel forms of paradoxes: resource investment, public attention, and social change.

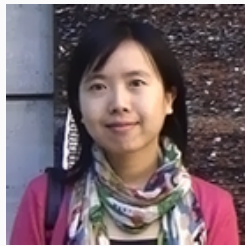


**Outstanding
Graduate
Student
Teaching
Award**



Ms. Yuanyi Chen, a doctoral student at the University of Missouri – Columbia, has been honored with the Outstanding Graduate Student Teaching Award for her exceptional teaching skills and dedication to her courses.

**Outstanding
Service
Award**



The Outstanding Service Award has been presented to two esteemed professors, **Dr. Yunya Song** from the Department of Interactive Media at Hong Kong Baptist University, and **Dr. Lei Guo** from the School of Journalism, Fudan University. Both have been recognized for their unwavering support and significant contributions to the CCA.



Membership Update

Join & Renew

Membership	Chinese Yuan	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
Faculty ten-year membership	800	125
Lifetime Membership	2,000	300

To renew membership or apply to be a CCA member:

For members with US-based bank accounts or PayPal accounts in US dollars, please complete the membership form and follow the payment instructions for Zelle or PayPal. The official receipt will be sent to the member once the payment is processed successfully. For additional payment options, please email the CCA Treasurer, Dr. Xi Cui at cuix@cofc.edu. For membership-related inquiries, please contact the CCA membership chair, Dr. Zhaoxi Liu at zliu@trinity.edu.

For our members in mainland China, please contact Dr. Jinghong Xu (123abctg@163.com) for details about using a WeChat account for this payment option.

Why Join CCA

- Free access to Communication & Society (傳播與社會學刊)
- Opportunities to participate and showcase your research at dedicated CCA panels in major international conventions.
- Special Access to the CCA social gatherings at the major conferences mentioned above
- The CCA announces announcements that specifically target Chinese communication scholars through its email listserv and social media outlets
- CCA provides you a home away from home at large international conventions

Steering Committee



Dr. Lu Tang

President
Texas A&M University



Dr. Trisha T. C. Lin

Vice President and Research Chair
National Cheng-Chi University



Dr. Xi Cui

Treasurer
College of Charleston



Dr. Sunny Xun Liu

ICA Research Co-Chair
Stanford University



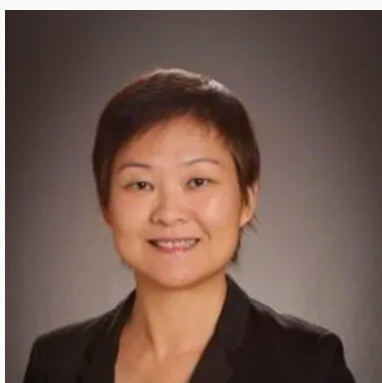
Dr. Yuan Wang

AEJMC Research Co-Chair
City University of Hong Kong



Dr. Shaohai Jiang

NCA Research Co-Chair and
Liaison for Singapore
National University of Singapore



Dr. Zhaoxi Liu

Membership Chair
Trinity University



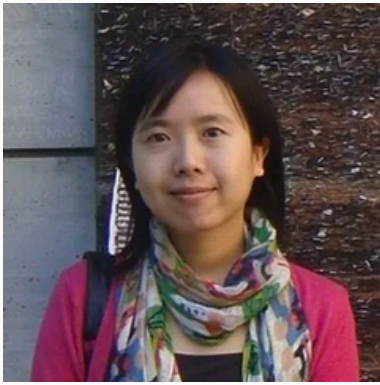
Dr. Jinghong Xu

Liaison in Mainland China
Beijing Normal University



Dr. Shuhua Zhou

Listserv Manager
University of Missouri



Dr. Yunya Song

Award Co-Chairs and Liaison for
Hong Kong, Macao & Taiwan
Hong Kong Baptist University



Dr. Lei Guo

Awards Co-Chair
Fudan University



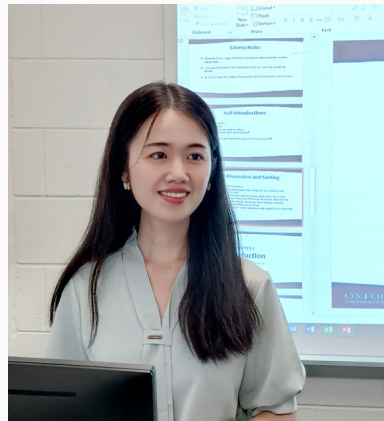
Jinxu Li

Graduate Student Liaison
Texas A&M University



Dr. Lei Guo

Webmaster
University of Nebraska Omaha



Dr. Wenxue Zou

Newsletter Editor
Coastal Carolina University



Dr. Yong Volz

Immediate Past President
University of Missouri