

# NEWSLETTER

Chinese Communication Association

## CCA Panels at 2021 ICA, AEJMC and NCA Conferences

by Yong Volz  
Pages 3-8

## Announcing the 2021 CCA Awards

Page 10-11

## 12 Books to Read in the Summer 一打新書

Page 12-16

## Take care & see you in Paris, 2022?

By Jack Linchuan Qiu  
CCA President

**D**ear CCA members and friends,

Hope you and your loved ones are keeping well and safe!

Despite the inconveniences brought by the pandemic, I hope you're starting to enjoy a unique summer journey (or winter journey for those of us in the Southern Hemisphere), which may or may not be physical. Researching media and communication in Chinese and comparative contexts is our shared intellectual journey. Let's look back on the path behind us to take stock and reflect on what we have learned, then take a look forward to see what is to expect and what is on the horizon in the near future for CCA.

A lot has happened since our last newsletter. The fallouts of COVID-19 continued to ripple through the world. The tragic shootings at Atlanta targeting Asian women

spurred a new wave of protests, including by members of our CCA community, against racism and misogamy, against hate and violence. Recently, President Xi Jinping called for change in the CCP's external-propaganda messaging strategies to make less enemies while promoting a "true, three-dimensional and comprehensive China". Meanwhile, the geopolitical hotspots in and around the East and South China Seas have become even more volatile and worrisome than before. Can the power of communication and mutual understanding prevail over bigotry and the barrel of the gun?

Within our Association, much has happened, too. We have called for our annual CCA awards nominations, which triggered enthusiastic responses from the membership, especially in the category of Best Dissertation Award. This, undoubtedly, is a sign for the wonderful productivity and high-quality work by young

CCA scholars. Although as a result the Awards committee had to make some tough decisions, it's a nice problem to have and it made us really proud of our newly minted PhDs. At the end, we selected a new batch of CCA award winners for the year 2021 (read on to see who they are).



Jack traveling in Paris, 2017

Together with our Korean colleagues, we have held our CCA-KACA and KACA-CCA panels at the 2021 ICA virtual conference. There has also been good progress in preparing for CCA panels at other major conferences such as NCA and AEJMC.

Most importantly, we have elected our next Vice President, Dr. Lu Tang of Texas A&M University. Lu has served as CCA Treasurer for long and, in recent years, she has also been our NCA Research Co-Chair. Known for her influential work on health communication, corporate communication, and social media, Lu is always patient and organized, meticulous and reliable, yet also highly efficient. She will start to serve in her VP role on September 1st this year. From there onwards, Lu will work with Dr. Yong Volz to lead CCA onto the next phase of our collective journey, and I will be more than delighted to assist them.

I'd like to take this opportunity to again thank Dr. Fuyuan Shen of Penn State University. Fuyuan is a Lifetime Member of CCA who has actively supported our work for many years. This time he kindly stepped forward when members of the Steering Committee nominated him. We cannot be more grateful for Fuyuan's willingness to serve and his visions for CCA.

To me, this VP election is a reminder that my tenure as CCA President is about to end. I have vivid memory of the moment, more than four years ago in spring 2017, when Dr. Bu Zhong called on me to step forward. Like Fuyuan and Lu, I prepared my VP election statement, in which I proposed to make better use of Internet technologies for CCA community-building, and to give more priority to the study of Chinese media outside China. Due to COVID-19, CCA has indeed moved most of our activities online, be they virtual conference panels, the Solidarity Symposia webinar series of last year, or meetings for the Steering Committee. These were unintended consequences of the pandemic that I cannot claim credit for. In addition

to CCA-List the pillar of our internal communication, we now have a fully revamped website [cca1.org](http://cca1.org) and regular updates and discussions through social media via Facebook or WeChat.

The growth of Chinese media overseas has indeed attracted more scholarly attention from members of this Association, not only at the traditional centers of global Chinese diaspora like Southeast Asia, but also along the "One Belt One Road" initiative and along the fault lines of the "New Cold War". This can be seen through the cases of Huawei and TikTok being targeted in western countries. But there are also pushbacks. With the world becoming increasingly divided between "us" and "them", the administrative, sometimes even political, costs have skyrocketed both for colleagues in the US to study global Chinese media and for colleagues within China to study Chinese media overseas. Regardless of the geographical location, regardless of the political stance, it has become more difficult and riskier if one does not want to toe the partisan line. This challenge calls for more mutual support and solidarity among CCA members to keep the integrity of our research from being compromised.

Another campaign promise I made four years ago was to revive the tradition of CCA dinners at major international conferences, while we continue to have the receptions that contribute tremendously to the CCA brand. As we all know, dinners have very special place for Chinese communication. Through good food and drink, we socialize and know each better, while our community bonds strengthen. Between 2017 and 2019, I helped plan and thoroughly enjoyed CCA dinner parties in Prague, Madrid, Washington DC, and Eugene, Oregon. Looking at photos from these dinners brings me smiles. But, alas, such CCA gatherings have become impossible since 2020.

With members of the CCA Steering Committee, Yong and I have discussed potential solutions many times. In

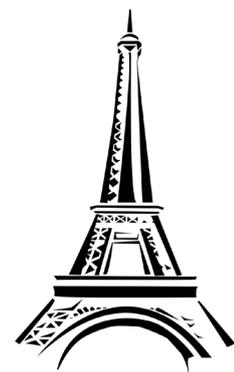
2020, our decision was to create the Solidarity Symposia and to have the annual business meeting online during the ICA virtual conference in May. But in 2021, Yong and I re-assessed the situation and we thought that, given the prevalent Zoom fatigue after a full year of online teaching in most universities, it would be unwise to either line up yet another webinar series or add another virtual business meeting at ICA. The most important thing is to announce the annual CCA awards, which can be done via email, social media, and through this newsletter. Hence, this is how we are doing it now in 2021.

May travel restrictions be lifted early next year, so that we can meet up in person, for instance, at ICA 2022 Paris. So that we can see each other, to continue our tradition of CCA dinner in a Parisian Chinese restaurant -- perhaps one of those places I love near Galeries Lafayette?

The theme for next year's ICA conference is "One World, One Network?!", for which I serve on its Organizing Committee chaired by Professor Noshir Contractor of Northwestern University. Please join us if conditions allow, and please let us know if you have any new ideas for CCA's post-COVID community-building activities.

I dream of the journey to our next CCA physical gathering. Before then, let's continue our collective journey intellectually online, via social media, and remotely. Take care, and bon voyage!

Cheers,  
Jack Linchuan Qiu



# CCA Research Update: CCA Panels at 2021 ICA, AEJMC and NCA Conferences

By Yong Volz

CCA Vice President/Research Co-Chair



We are halfway through 2021. It is also the lunar year of Metal Ox, symbolic for diligence, resilience, strength and determination, which perfectly describe our CCA members who continue their excellent work in research, teaching and various service responsibilities under these unprecedented circumstances as the global pandemic has extended into a second year.

I am especially grateful for those who maintained faith in us and submitted their work to the CCA paper competitions for this year's ICA, AEJMC and NCA conferences. The submitters are from a wide range of institutions in mainland China, Hong Kong, Taiwan, Macao and the U.S. They represent different career stages, from seasoned scholars to graduate students, and some were even undergraduate students. We have also seen great research partnerships among scholars across different countries and regions, and between professors and their students. Their collaborations resulted in excellent research: some were featured in the ICA conference that was concluded last month, and others will be included in the CCA panels at the upcoming AEJMC conference in August and the NCA conference in November. These conferences are important venues for CCA not only to publicize and promote research related to Chinese communication but also to sustain community-building through meaningful interactions and exchanges. We encourage our members to continue to participate in the CCA paper competitions, and at the same time we will work to make the process more accessible and streamlined.

I also want to thank Jack Qiu, our outgoing president, for his tremendous leadership in the last two years in moving CCA forward. I have known Jack since 1998 when both of us were attending graduate school at the Chinese University of Hong Kong. Jack was one year ahead of me in the program, lending his hand and helping me in every way to transition into the new environment. Our paths departed, though, when we began our PhD studies at different institutions, and we only saw each other occasionally at some international conferences. With that, it has been an ultimate pleasure to have the opportunity to work with him some twenty years later in my capacity as CCA's vice president. Jack leads CCA with both vision and energy. He takes the initiative and goes the extra mile to ensure a smooth process and shepherding through to the finish

line. The CCA Solidarity Symposia Series he led last year was a huge success, attracting dozens of institutional partners and including thousands of participants across the globe. He has left behind some big shoes for me to fill as he concludes his tenure this summer. But I know Jack is a most generous person and that I can always count on him when I need help as I begin serving CCA in this new role.

My deep gratitude also goes to Lu Tang, who was willing to step up and was elected to be the next vice president of CCA. Lu has been serving CCA for ten years, first as a reviewer, then the treasurer, and also NCA research co-chair for the last three years. Her skills, knowledge, experience and integrity will no doubt contribute to the continuing healthy development of CCA. I am very much looking forward to working with her in this new partnership!

A big shoutout also to Trisha Lin (research co-chair for CCA/ICA) and Sunny Xun Liu (research co-chair for CCA/AEJMC) for their diligent and meticulous work. Given the unusual situations in the last two years, their efforts and meticulous work in running the CCA paper competitions and planning and organizing for the virtual panels are even more extraordinary. Thank you for your hard work year after year!

Last but certainly not the least, appreciation and recognition go to our fabulous reviewers. At the end of this report, I include a list of those who have reviewed for us for the 2021 ICA, AEJMC and NCA. These 29 volunteers took the time to perform this important service during a hectic time with all the challenges and uncertainties brought on by the COVID-19 pandemic. The timely turnaround (often less than two weeks) and the quality of the CCA panels would certainly suffer without their hard work. THANK YOU! I encourage other CCA members to also consider serving as ad-hoc reviewers for CCA. We will include Google links for signing up as reviewers in our call letters for 2022 ICA, AEJMC and ICA conferences. You can also send Lu Tang ([ltang@tamu.edu](mailto:ltang@tamu.edu)) an email, indicating your preferred methodology and areas of expertise.

Here is a detailed report of both CCA-led and CCA co-sponsored panels being scheduled for this year's ICA, AEJMC and NCA conventions.

## CCA Panels at ICA, May 27-31, 2021 (Virtual Conference)

The 2021 ICA conference was just concluded. Although it was convened virtually again this year, we hope you enjoyed the variety of sessions it offered. Here is a recap of the two research panels we co-sponsored with the Korean American Communication Association (KACA). Each of the two panels included three papers that were accepted through the CCA/ICA research competition that we ran last October. Both sessions were pre-recorded and shared with the ICA participants over the course of the week when the conference was open.

A big thank-you goes to Trisha Lin, our ICA research co-chair, who took care of all the logistics and details in organizing the pre-recording of the CCA-led panel. I am also grateful that Jack Qiu, our president, took up the role of discussant and made the panel a meaningful engagement.

I am including below the complete information of the two panels that featured the presentations of our CCA colleagues in case you missed their presentations but would like to look them up.

### CCA-KACA Joint Research Session: Social Media and Public Participation in East Asia

Chair/Moderator: Trisha T. C. Lin (National Chengchi University)

Discussant: Jack Linchuan Qiu (National University of Singapore)

- "News Consumption and Affective Polarization: Longitudinal Evidence on the Mediating Roles of Likeminded Discussion and Partisan News Hostility Gap in Taiwan," Xia Zheng (Indiana University) and Yanqin Lu (Bowling Green State University)
- "Strong-Tie Discussion, Political Trust and Political Participation: A Comparative Study of Mainland China, Hong Kong and Taiwan," Minwei Ai (Chinese University of Hong Kong), Nan Zhang (Xiamen University)
- "Social Resistance in Participatory Culture: Female Fan Activism in Chinese Online ACG Communities," Yijun Luo (Independent Researcher, China), Lei Vincent Huang (Hong Kong Baptist University)
- "Social Media and Social Capital Revisited: Importance of Types of Social Media Use and Social Capital," Dam Hee Kim and Joshua von Herrmann (U of Arizona), Seungahn Nah (U of Oregon)
- "Effects of Sponsorship Disclosure for YouTube Influencer Marketing: A Case of Korean Mukbang," Sieun Ha and Soontae An (Ewha Womans University)

### KACA-CCA Joint Research Session (Themed): Communicating Crisis in Networked Asia

Chair/Moderator: Jooyun Hwang (Elon University)

Discussants: Jinsook Kim (University of Pennsylvania) Hyunjin Seo (University of Kansas), Soomin Seo (Temple University)

- "COVID-19 Information Sharing on Social Media: Examining the Influence on Informational Reciprocity and Life Satisfaction," Piper Liping Liu (University of Macao), Lei Vincent Huang and Melannie Zhan (Hong Kong Baptist University)
- "What Do We Believe in? Rumors and Processing Strategies during the COVID-19 Outbreak in China," Wenxue Zou and Lu Tang (Texas A&M University)
- "Collectivism and Altruistic Behavior in a Public Health Crisis: A Third-Person Effect Study of COVID-19 News among Wuhan Residents," Yicheng Zhu (Beijing Normal University), Ran Wei (Chinese University of Hong Kong), Ven-Hwei Lo (Hong Kong Baptist University), Mingxin Zhang and Zongya Li (Huazhong University of Science and Technology)
- "Framing North Korea on Twitter: Does Network Strength Explain Sentiment?" Seok Kang (University of Texas at San Antonio)
- "The Story of You and Me': Paratextual Analysis of Kim JiYoung, Born 1982 and Feminist Discourse in South Korea," JiHae Koo, (Kookmin University)

## CCA Panel at AEJMC, August 4, 2021 (Virtual Conference)

The CCA paper competition for the 2021 AEJMC annual conference was concluded at the end of March. I want to give a shout out for Xun Sunny Liu, our AEJMC research co-chair, for running a successful competition again, and the nine reviewers for the swift turnaround, which enabled us to meet the programming schedule and to promptly notify all the submitters of the results. The list of our volunteer reviewers is included at the end of this report.

We received nine full paper submissions this year. The submissions represented a varied range of conceptual frameworks and timely topics, yet most of them were limited to survey-based studies. We would like to see future submissions to be broadened to include other methodological approaches and procedures such as interpretative phenomenological analysis, discourse analysis, ethnography, interview and focus group.

The CCA panel will feature five selected papers based on the review results. The authors, as in previous years, represent a nice mix of geographical areas and institutions. They are from eight different institutions, six different cities/regions, across mainland China, Hong Kong and the U.S., including Chinese Academy of Social Sciences, Shanghai Jiao Tong University, Fudan University, East China Normal University, City University of Hong Kong, North Carolina State University, Indiana University, and Bowling Green State University. Impressively, one of the papers is a student-only paper authored by three doctoral students at Shanghai Jiao Tong University: Chen Li, Yang Su, and Lin Zhang. Congratulations to all the authors!

Below is the lineup of the papers and the panel information. This year's AEJMC will be virtual again, but we hope you will "stop by" to watch our real-time presentations and show support to our CCA authors.

**CCA Panel: The Impact of Social Media and Smartphone Use: Evidence from Chinese Societies (Thursday, August 4, 9:00-10:30 a.m. Central Standard Time, i.e., 10:00-11:30 p.m., Beijing, China Time)**

*Chair/Moderator: Yong Volz (University of Missouri)*

*Discussant: Xun Sunny Liu (Stanford University)*

- *"Should I Click the Like Button For My Colleague? Domesticating the Social Media Affordance in the Workplace," Hongjun Zhu and Weishan Miao (Chinese Academy of Social Sciences)*
- *"Exploring the Effects of Dialogic Communication and Employee-Organization Relationships during Crises: Empirical Evidence from the United States and China," Xiang Meng (City University of Hong Kong), Yuan Wang (City University of Hong Kong), and Yang Cheng (North Carolina State University)*
- *"Does Social Media Use by Government Authorities Increase Public Trust in Government? Evidence from China amid the COVID-19 Pandemic," Chen Li, Yang Su, and Lin Zhang (Shanghai Jiao Tong University)*
- *"Gaps in Fake News Risk Perception and Combating Measure Preferences," Xia Zheng (Indiana University) and Yanqin Lu (Bowling Green State University)*
- *"Predictors of Chinese Adolescents' Smartphone Addiction: A Moderated-Mediation Model," Bin Shen (Fudan University), Fan Wang (East China Normal University), Shaojing Sun (Fudan University), and Yue Liu (East China Normal University)*

## CCA Panels at NCA, November 18-21, 2021 (Seattle, WA)

With both ICA and AEJMC conferences being scheduled as virtual events for this year due to the global pandemic concerns, NCA's current plan to hold the November convention in a face-to-face format seems to be exciting news for many. This highly anticipated convention will be held in the beautiful city of Seattle and is expected to result in, in Dr. Roseann Mandziuk (NCA's First Vice President)'s words, an "extraordinary event" that will generate "significant conversations and interactions."

We have recently concluded the CCA paper competition for the NCA conference. First, a big thank-you to the 11 volunteers who took the time to perform the review during a hectic time towards the end of the spring semester. Their names are listed at the end of this report. I am also grateful to Dr. Lu Tang, our NCA research chair, for running this

competition in the most smooth way possible.

We received 12 research paper submissions this year, which is a smaller number compared with pre-pandemic years. We were, however, impressed by the quality and breadth of the submissions, and were able to accept eight for presentation. Four of them will be featured in the CCA panel, and the other four will be included in two joint research panels co-sponsored by CCA and the Korean American Association (KACA).

This year's accepted papers continue to reflect the broad definition of Chinese Communication promoted by CCA in recent years. The topics range from Chinese news startups to Chinese freestyle rap battles, from the Chinese public discourse on GMO misinformation to doctor-journalist conflict on the Chinese public forum, from Chinese consumers' attitudes towards online shopping to the in-feed advertising on Zhihu. We are also glad to see the submissions by graduate students from mainland China, Hong Kong and the U.S., whom we hope will continue to support CCA in their future academic careers.

Below you will find information on the three panels that feature the eight papers accepted through the 2021 CCA/NCA research competition. We will let you know the dates/times/rooms of these panels through the CCA mailing listserv and social media platforms once we have confirmation from the NCA headquarters.

#### **CCA Research Panel: Understanding Communication Behavior and Effects: Evidence from the Chinese Case**

Chair: Zhaoxi Josie Liu, (Trinity University)

Respondent: Xi Cui (College of Charleston)

- "Accomplishing Digital Journalism in China? Examining an 'Exceptional' Chinese News Startup in the Xi Era," Yue Yang (University of South California)
- "Does a Man Never Mind Others' Judgements? The Effect of Network Interpersonal Trust and Social Comparison Orientation on Self-presentation Strategies," Xueying Wang, Yulei Feng, Nannan Pi (Shanghai Jiaotong University)
- "You-Don't-Wanna-Mess: A Case Study of Nonverbal Behaviors in Chinese Freestyle Rap Battles," Shuting Yao and Mian Jia (University of Texas-Austin)
- "Understanding Chinese International Students' Flu Vaccination Intention on U.S. College Campuses: A Pilot Study," Huixin Deng, Lei Sun and Michelle Seelig (University of Miami)

#### **CCA Research Panel: Misinformation, Disinformation and Lies: Cases in East Asia (Co-sponsored by Korean American Communication Association)**

Chair: Hongmei Li (Miami University)

Respondent: Yuan Wang (City University of Hong Kong)

- "How Group Identity Polarizes Public Deliberation on Controversial Science: Examining Public Discourse on GMO Misinformation and Counter-Narratives from a Popular Q&A Platform in China," Kaiping Chen, Anqi Shao, Yepeng Jin (University of Wisconsin-Madison)
- "Degrading Journalists for Harmony and Justice? A Multi-perspectival Analysis of Doctor-Journalist Controversies on the Chinese Internet," Yue Yang (University of South California)
- "Public Understanding of Vaccines on Social Media: Vaccine Hesitancy in the COVID-19 Era," Won-Ki Moon and Yong Whi Song (University of Texas-Austin)
- "In Search of Korean Outliers: 'A Few Prolific Liars' in South Korea," Timothy Levine, (University of Alabama Birmingham), Hee Sun Park (Korea University), Kim Serota (Oakland University)

#### **KACA Research Panel: (Re)use, Sense-making, and Transformation in Virtual and Cultural Space (Co-sponsored by Chinese Communication Association)**

- "Do I Belong in Ikseon-dong?: Glocalized Cosmopolitan Spaces of Belonging," (Top Paper) Jin Choi" (University of Maryland)
- "Postcolonial Ambivalences in Japan: Anti-Korean sentiment and Korean admiration in the reception of the Japanese K-pop group NiziU," Min Wha Han (West Texas A&M University) and David Oh (Ramapo College of New Jersey)
- "Does Attitudes towards Shopping Online Really Differ by Age? A Media Dependency Perspective Comparing Young, Middle-aged and Old Chinese Consumers," Ran Feng (Shanghai Jiao Tong University)

- *“Investigating the Influence of In-Feed Advertising Based on the Tricomponent Attitude Model, a Case Study of Zhihu,”* Xu Miao (Sun Yat-Sen University), Gege Fang (Tsinghua University), and Yuxiang Lv (Tsinghua University)
- *“What Makes People More Polarized?: Exploring the Effect of Anonymity, Belongness to Majority, and Need for Approval,”* Seo Yoon Lee (University of Illinois at Urbana-Champaign) and Jung-Hyun Kim (Sogang University)

In addition to the above three research panels, we are also co-sponsoring four panels with other NCA divisions and affiliates on topics that should be of interest to our CCA members. Below are descriptions of each panel. The dates/times/rooms of these panels will be shared with you once we have the information.

**ACCS (Association for Chinese Communication Studies) 30th Anniversary Solidarity Panel: Addressing Anti-Asian Hate and Violence, Advocating for a Path Toward Transformation and Renewal (co-sponsored by Chinese Communication Association, Korean American Communication Association, Japan-U.S. Communication Association, International and Intercultural Communication Division, Asian/Pacific American Communication Studies Division)**

**Description**

In the COVID-19 pandemic, racialized discourses pervaded media coverage, political debate, and social life. As a result, people of Asian descent are subjected to direct and indirect discrimination and violence. Nearing its 30th anniversary, ACCS proposes this special panel to acknowledge and critically examine the escalating anti-Asian harassment, hatred, discrimination, and violence in the U.S. and across the globe and reflect on what we communication scholars can do to promote positive social change. This panel invites our members to share their personal experiences, scholarly perspectives, and anti-racism strategies both inside and beyond higher education institutions. Their dialogue will shed light on the core values of our association—a scholarly organization advocating for justice and enacting change.

**Specifically, this panel will discuss the following questions:**

**Personal experiences:** What have we experienced over the past year regarding anti-Asian hate and violence? How do our distinct identities (e.g., intersectionality, positionality) shape our experience?

**Scholarly perspectives:** What do we perceive as the root causes of nation-wide anti-Asian hate and violence? How can a historical perspective enlighten us about the changes that need to be made in the U.S. public education system (e.g., the Page Act of 1875, the Chinese Exclusion Act of 1882, the Japanese Internment Camps)? How might we bring awareness to the historical roots of racism and xenophobia? How does current pop culture (e.g., Crazy Rich Asians, Bling Empire) perpetuate or reshape the racial myths of the yellow peril and the model minority? How does social media act as a platform to augment racism and xenophobia?

**Anti-racism strategies:** What can we do as communication scholars to bring about the changes through our scholarship, teaching, and service to our professional and local communities (e.g., pedagogical tactics, social media advocacy, local community engagement)? How do we create anti-racism and anti-hate coalitions in the communication discipline to allow for greater intercultural engagement with deeper levels of empathy for and understanding of different Asian communities?

**IICD (International and Intercultural Communication Division) Research Panel (co-sponsored by Chinese Communication Association)**

- *Constructing Desire: “Femvertising” and Postsocialist China’s Transformation of Female Empowerment*
- *Chinese industry in American film: A political economic analysis of Huayi Brothers and Wanda Media*
- *Media Effects on the Levels of Social Identity and Their Influence on Intercultural Competence: The Case of the 2016 U.S. Presidential Election*
- *Beyond Global Youth Culture: A Cross-National Comparison of YouTube Usage Across the United States, Saudi Arabia, and Taiwan*
- *American Media, American Mind: Media Impact on Nigerians’ Social Perception*

**IICD (International and Intercultural Communication Division) Research Panel (co-sponsored by Chinese Communication Association)**

- *“Spitted on and coughed at”: Co-Cultural Understanding of Chinese International Students’ Experiences with*

*Stigmatization during the COVID-19 Pandemic*

- *Undocumented Hispanic Immigrants' Perceived Stigma, Social Barriers, Coping and Adapting during COVID-19*
- *Living Abroad During COVID-19: International Students' Personal Relationships, Uncertainty, and Management of Health and Legal Concerns During a Global Pandemic*
- *Community newspapers representation of the farm workers during the COVID-19 pandemic*

### **IICD (International and Intercultural Communication Division) Discussion Panel: The U.S.-China Trade War: Global News Framing and Public Opinion in the Digital Age (co-sponsored by Chinese Communication Association)**

*Chair: Chin-Chung Chao*

*Presenters: Louisa Ha (Bowling Green State University), Lars Willnat (Syracuse University), Rik Ray (University of Illinois), Yanqin Lu (Bowling Green State University), Ke Guo (Shanghai International Studies University), Peiqin Chen (Shanghai International Studies University), Hamilton Bean (University of Colorado-Denver)*

#### **Description**

The U.S.-China relationship is at its worst in decades during the COVID-19 pandemic and the trade conflicts since 2018. News media and public opinion in both U.S. and China can contribute to more positive development in the relationship. This panel is based on the research findings of the five panelists in their book chapters in the book, *The U.S.-China Trade War: Global News Framing and Public Opinion in the Digital Age*, to be published by the Michigan State University Press. The studies consist of national public opinion surveys in China and the U.S., content analysis of mainstream news media coverage in the U.S. and China as well as social media analysis as public opinion, sources of misinformation and alternative information. They represent international and interinstitutional research collaboration to provide diverse perspectives and engage dialogues on professional and user-generated media's role in international relations through framing and influence of public opinion. While each panelist will share his/her findings in 10 minutes, the panel will use the rest of the time to discuss their views with the audience on the roles of professional and user-generated media in shaping U.S.-China relations in the digital age and future outlook of U.S.-China relations.

## Reviewers for the 2021 CCA Research Paper Competition

The CCA wishes to thank and recognize the 29 colleagues listed below for volunteering to serve as reviewers for the CCA research paper competition for the 2021 ICA, AEJMC and NCA conferences. Your timely reviews, especially during this challenging year, enabled us to meet the time schedule required and develop outstanding programs for the conferences. Your dedication and support for CCA is most appreciated!

Robert Bautista (UT Austin)  
 Leanne Li-Yuan Chang (HKBU)  
 Feifei Chen (Texas A& M)  
 Hsuan-Ting Chen (CUHK)  
 Stella Chia (City U of Hong Kong)  
 Xi Cui (Charleston)  
 Mengfei Guan (Arkansas)  
 Lei Guo (Nebraska-Omaha)  
 Shaohai Jiang (National U of Singapore)  
 Hongmei Li (Miami U)  
 Trisha T. C. Lin (NCCU)  
 Cheng-Shan Liu (National Sun Yat-sen U)  
 Juan Liu (Columbus State)  
 Xun Liu (Stanford)  
 Zhaoxi Liu (Trinity)

Margaret Ng (Illinois)  
 Natalie Pang (National U of Singapore)  
 Yunya Song (HKBU)  
 Chiahung Tsai (NCCU)  
 Yuan Wang (City U of Hong Kong)  
 Wenjing Xie (Marist College)  
 Deya Xu (Shanghai Jiao Tong)  
 Jie Xu (Villanova U)  
 Fei Xue (Southern Mississippi)  
 Lai Fong Yang (Xiamen U Malaysia)  
 Yiyi Yang (North Carolina Wilmington)  
 Yue Zheng (California State, Northridge)  
 Bu Zhong (Penn State)  
 Jianchuan Zhou (Albany State)

# CCA Financial Report

By *Lu Tang*

Treasurer and CCA-NCA Research Co-Chair

As of June 1, 2020, CCA has \$30710 in its US account. (This excludes the membership fee collected by Dr. Jinghong Xu in China.) During the first months of 2021, the major incomes and expenditures CCA included:

**Income: \$260**

- Membership fee. \$260

**Expenditures: \$543.94**

- Trophy purchase for CCA awards and postage: \$531.94
- Dreamhost (CCA webpage host). \$12

## Research Highlight: COVID-19 Infodemics in Chinese Societies

Dr. Ran Wei, a professor at the Chinese University of Hong Kong, won a HK\$3-million collaborative research fund (CRF) to study COVID-19 infodemics in Chinese societies. This two-year research project, entitled “(Mis)communication, Trust, and Information Environments : A Comparative Study of the COVID-19 Infodemics in Four Chinese Societies”, is supported by Hong Kong’s Research Grants Council. Dr. Wei and his interdisciplinary research team aims to take an holistic approach to examine the emergence and spread of infodemics on digital media in four Chinese societies: Mainland China, Hong Kong, Singapore and Taiwan.

CRF grants are competitive. The project Dr. Wei leads is the only one from the communication field that was funded in that round. In addition to the rook’s luck, Dr. Wei believes that his team’s project was funded for several reasons, including three “Ts”.

The first “T” is a timely topic. “COVID-19 is a hot and important research topic,” Dr. Wei said, “It is not just a challenge for medical professionals and public health people. We believe that we can also contribute to the fight of pandemics from the communication perspective.”

The second “T” is an interdisciplinary team. The seven co-principal investigators (co-PIs) of this project come from the fields of communication and media studies, public health, and engineering, and are based at the Chinese University of Hong Kong (Prof. Hai Liang, Prof. Dong Dong, Prof. Sibao Wang), the City University of Hong Kong (Prof. Yihui Christine Huang, Prof. Guanxiong Huang), Hong Kong Baptist University (Prof. Ven-Hwei Lo), and the National University of Singapore (Prof. Jack Linchuan Qiu). Dr. Wei said, “Our team members have collaborated many times before on various topics. We will combine our strengths in this research into infodemics.

The third “T” is “triangulation”. In this research, Wei’s team combines big data analytics, online experiments, with large-



*Dr. Ran Wei and his team members*

scale surveys and focus group interviews to explore, clarify, and theorize the dynamics of infodemic diffusion during the COVID-19 pandemic. “The biggest advantage of combined methods is that we can triangulate,” says Dr. Wei. By employing multiple research methods, Dr. Wei and his team hope their research will shed new light on the complexity and dynamics of infodemics in different social contexts.

Given the complexity of infodemics and the challenges to combat them, Dr. Wei’s team aims to offer policy suggestions for government authorities to effectively manage infodemics. When the project is completed in 2023, they plan to make policy suggestions to spot and contain infodemic messages at the early stage of a public health crisis; to develop a user-friendly online application to monitor future emerging infectious diseases, and to help design strategies to contain and counter infodemics with correction messages. Dr. Yi-Hui Christine Huang, one of the co-PIs, says, “Humanity is confronting the worst global health crisis in decades. We believe that each of the four Chinese societies offers unique lessons regarding how to effectively communicating the COVID-19 pandemic to the general public.”

# Announcing the 2021 CCA Awards

## Lifetime Achievement Award

Dr. Joseph M. Chan is the recipient of the 2021 CCA Lifetime Achievement Award. Dr. Chan is Emeritus Professor of Journalism and Communication at the Chinese University of Hong Kong, from where he served as CCA President during 1998-2000. Internationally renowned and highly recognized on both sides of the Pacific, Dr. Chan was the first communication scholar to receive the Changjiang Chair Professorship (hosted by Fudan's Journalism School during 2006-2009) as well as the first Chinese to be inducted as a Fellow of the International Communication Association in 2013. Dr. Chan is also the founding Editor-In-Chief of the Journal *Communication & Society* 《傳播與社會學刊》 and the founding Director of the Centre for Chinese Media and Comparative Communication Research at CUHK. According to his nominator Dr. Jack Qiu, "Through his eminent scholarship and institution-building achievements, Professor Chan has been a superb role model inspiring generation after generation of CCA members. He has blazed so many new trails and taught so many of us so well. Yet he is always so humble, approachable, and generous with his time when it comes to serving the CCA community."



## Outstanding Dissertation Award

Dr. Lei Guo, currently an Assistant Professor at the University of Nebraska-Omaha, is one of two recipients of the Outstanding Dissertation Award. The title of her dissertation is "Elephant in the Room: A Study of the Impact of Emotional Experiences on Burnout among Chinese Reporters". Nominated by Dr. Yong Volz at the University of Missouri, this dissertation examines how Chinese journalists experienced and managed emotions during their work. Dr. Volz, who has served on more than 50 dissertation committees from five different academic programs, commented that, "Dr. Guo's dissertation is one of the most thoughtfully and passionately conceived, theoretically insightful, and methodologically rigorous journalism dissertation I have had the opportunity to read."



Dr. Kecheng Fang, currently an Assistant Professor at Chinese University of Hong Kong, also won the Outstanding Dissertation Award. His dissertation explores the ideological landscape of the Chinese media environment by mapping media bias in China through sophisticated computer assisted content analysis, computational science methods, data visualization, and depth interviews with members of the Chinese media. According to his nominator Dr. Michael X. Delli Carpini at the University of Pennsylvania, "these original findings, and Kecheng's interpretation of them, not only provide a more nuanced, insightful picture of the Chinese media landscape than has prior research, but also provide a more globally and comparatively useful model and method for studying national media eco-systems than existing theory and methods allow."



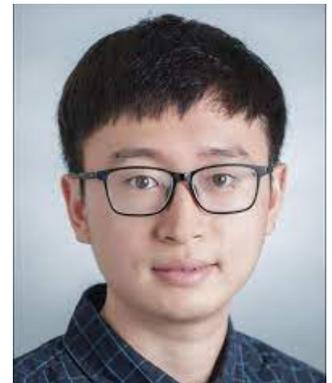
### Best Faculty Article Award

Dr. Hsuan-Ting Chen (Chinese University of Hong Kong), Dr. Lei Guo (Boston University) and Chao Chris Su (Boston University) received the Best Faculty Article Award for their article “Network Agenda Setting, Partisan Selective Exposure, and Opinion Repertoire: The Effects of Pro- and Counter-Attitudinal Media in Hong Kong”. This study used data from a content analysis of partisan media and a public opinion survey administered in Hong Kong to test media effects on people’s perception of the relationship between Hong Kong and mainland China. Their nominator Dr. Celine Song said this study has made “important contributions to the network agenda-setting literature” by incorporating individuals’ partisan selective exposure into the network agenda-setting model. This study is laudable for its “theoretical depth” as well as “methodological innovativeness” in that “Dr. Chen and her co-authors developed an innovative approach to explore the respondents’ opinion repertoire.”



### Outstanding Graduate Student Teaching Award

Mr. Lingshu Hu, a Ph.D. candidate at the University of Missouri, is the recipient of the Outstanding Graduate Student Teaching Award. Nominated by Dr. Michael W. Kearney at the University of Missouri for his “endless work ethic, immense curiosity, and impressive growth”, Mr. Hu was an instructor of record for the course “Fundamentals of Visual Journalism and Strategic Communication” and a co-instructor for the course “Fundamentals of Multimedia Journalism”. He received comments saying he is “humorous, kind, helpful, knowledgeable, and made classes enjoyable”. Dr. Kearney said “Lingshu has made numerous important contributions to journalism and communication studies through his teaching.”

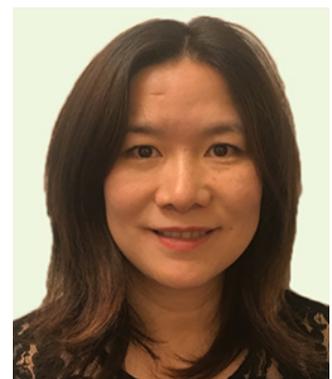


### Outstanding Service Award

Dr. Wenjing Xie, an Associate Professor at Marist College, is a recipient of the Outstanding Service Award. As Co-Chair of the CCA Award Committee, Dr. Xie manages all aspects of the promotion, nomination, judging and presentation of the CCA Awards with great assiduity. She has never wavered in her support for the various initiatives of the CCA. She has actively assisted with CCA communications and has invited many distinguished scholars to partner with CCA. Her nominator Dr. Shuhua Zhou said Wenjing deserves recognition for “her sustained excellent service.”



Dr. Sunny Xun Liu, an Associate Director of the Social Media Lab at Stanford, also won the Outstanding Service Award. Dr. Liu was CCA Newsletter Editor in the early 2010s and now CCA-AEJMC Research Co-Chair. As Editor, she put together some of the most substantive newsletters including her interviews with renowned scholars. As Co-Chair, she has been fully dedicated to the work of conference program arrangements and submission reviews during conferences. According to her nominator Dr. Jack Qiu: “CCA is most blessed to have such outstanding members as Dr. Sunny Liu.”



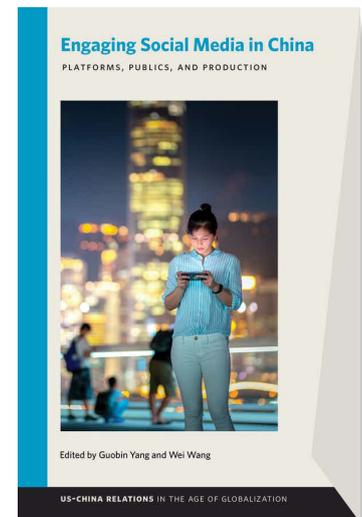
## 12 Books to Read in the Summer 一打新書

**F**or many of us, summer is probably the best time to read books. Let this CCA Newsletter end with a book list, courtesy of CCA member Dr. Weiyu Zhang at the National University of Singapore. Dr. Zhang recommends these books because all of them are published recently since 2019; because they are informative and innovative, building on solid research from various disciplinary traditions; because they all deal with aspects of Chinese Internet and digital media that have become essential to work and entertainment, politics and culture, in China and globally. Hope you enjoy the read!

The following synopses are provided by the book publishers.

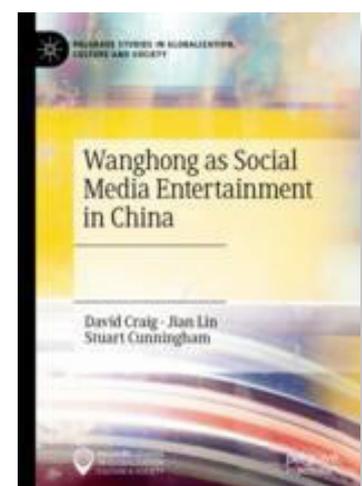
### [Yang, G., & Wang, W. \(Eds.\). \(2021\). Engaging Social Media in China: Platforms, Publics, and Production. MSU Press.](#)

Introducing the concept of state-sponsored platformization, this volume shows the complexity behind the central role the party-state plays in shaping social media platforms. The party-state increasingly penetrates commercial social media while aspiring to turn its own media agencies into platforms. Yet state-sponsored platformization does not necessarily produce the Chinese Communist Party's desired outcomes. Citizens continue to appropriate social media for creative public engagement at the same time that more people are managing their online settings to reduce or refuse connection, inducing new forms of crafted resistance to hyper-social media connectivity. The wide-ranging essays presented here explore the mobile radio service Ximalaya.FM, Alibaba's evolution into a multi-platform ecosystem, livestreaming platforms in the United States and China, the role of Twitter in Trump's North Korea diplomacy, user-generated content in the news media, the emergence of new social agents mediating between state and society, social media art projects, Chinese and US scientists' use of social media, and reluctance to engage with WeChat. Ultimately, readers will find that the ten chapters in this volume contribute significant new research and insights to the fast-growing scholarship on social media in China at a time when online communication is increasingly constrained by international struggles over political control and privacy issues.



### [Craig, D., Lin, J., & Cunningham, S. \(2021\). Wanghong as Social Media Entertainment in China. Springer Nature.](#)

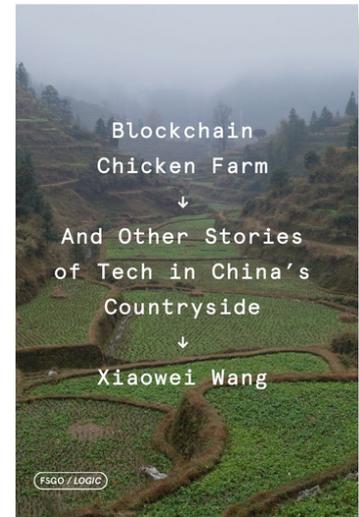
In Chinese, the term wanghong refers to creators, social media entrepreneurs alternatively known as KOLs (key opinion leaders) and zhubo (showroom hosts), influencers and micro-celebrities. Wanghong also refers to an emerging media ecology in which these creators cultivate online communities for cultural and commercial value by harnessing Chinese social media platforms, like Weibo, WeChat, Douyu, Huya, Bilibili, Douyin, and Kuaishuo. Framed by the concepts of cultural, creative, and social industries, the book maps the development of wanghong policies and platforms, labor and management, content and culture, as they operate in contrast to its non-Chinese counterpart, social media entertainment, driven by platforms like YouTube, Facebook, Instagram, and Twitch. As evidenced by the backlash to TikTok, the threat of competition from global wanghong signals advancing platform nationalism.



**Wang, X. (2020). Blockchain Chicken Farm: And Other Stories of Tech in China's Countryside. FSG Originals.**

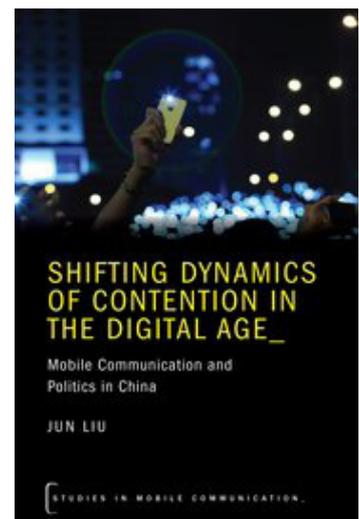
In *Blockchain Chicken Farm*, the technologist and writer Xiaowei Wang explores the political and social entanglements of technology in rural China. Their discoveries force them to challenge the standard idea that rural culture and people are backward, conservative, and intolerant. Instead, they find that rural China has not only adapted to rapid globalization but has actually innovated the technology we all use today.

From pork farmers using AI to produce the perfect pig, to disruptive luxury counterfeits and the political intersections of e-commerce villages, Wang unravels the ties between globalization, technology, agriculture, and commerce in unprecedented fashion. Accompanied by humorous “Sinofuturist” recipes that frame meals as they transform under new technology, *Blockchain Chicken Farm* is an original and probing look into innovation, connectivity, and collaboration in the digitized rural world.



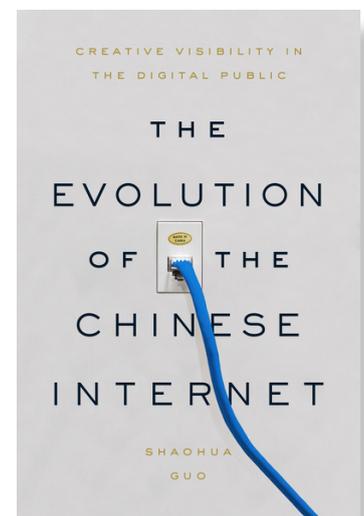
**Liu, J. (2020). Shifting Dynamics of Contention in the Digital Age: Mobile Communication and Politics in China. Oxford University Press.**

Over the past decades, waves of political contention involving the use of information and communication technologies have swept across the globe. The phenomenon stimulates the scholarship on digital communication technologies and contentious collective action to thrive as an exciting, relevant, but highly fragmentary and contested field with disciplinary boundaries. To advance interdisciplinary understanding, *Shifting Dynamics of Contention in the Digital Age* outlines a communication-centered framework that articulates the intricate relationship between technology, communication, and contention. It systematically explores the influence of mobile technology on political contention in China, the country with the world's largest number of mobile and internet users. Using first-hand in-depth interview and fieldwork data, *Shifting Dynamics of Contention in the Digital Age* tracks the strategic choice of mobile phones as repertoires of contention, illustrates the effective mobilization of mobile communication on the basis of its strong and reciprocal social ties, and identifies the communicative practice of forwarding officially alleged “rumors” as a form of everyday resistance. Through this groundbreaking study, *Shifting Dynamics of Contention in the Digital Age* presents a nuanced portrayal of an emerging dynamics of contention—both its strengths and limitations—through the embedding of mobile communication into Chinese society and politics.



**Guo, S. (2020). The Evolution of the Chinese Internet: Creative Visibility in the Digital Public. Stanford University Press.**

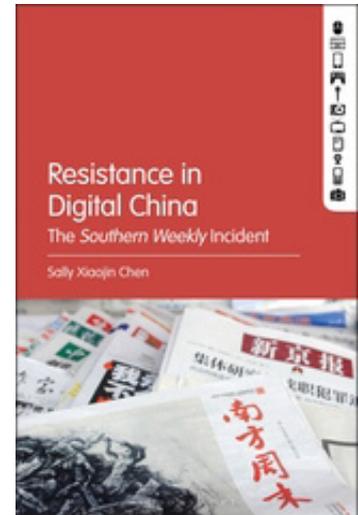
Despite widespread consensus that China's digital revolution was sure to bring about massive democratic reforms, such changes have not come to pass. While scholars and policy makers alternate between predicting change and disparaging a stubbornly authoritarian regime, in this book Shaohua Guo demonstrates how this dichotomy misses the far more complex reality. *The Evolution of the Chinese Internet* traces the emergence and maturation of one of the most creative digital cultures in the world through four major technological platforms: the bulletin board system, the blog, the microblog, and WeChat. Guo transcends typical binaries of freedom and control, to argue that Chinese Internet culture displays a uniquely sophisticated interplay between multiple extremes, and that its vibrancy is dependent on these complex negotiations. In contrast to the flourishing of research findings on what is



made invisible online, this book examines the driving mechanisms that grant visibility to particular kinds of user-generated content. Offering a systematic account of how and why an ingenious Internet culture has been able to thrive, Guo highlights the pivotal roles that media institutions, technological platforms, and creative practices of Chinese netizens have played in shaping culture on- and offline.

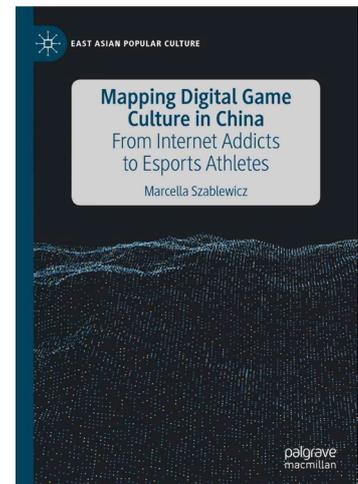
**Chen, S. X. (2020). Resistance in digital China: The Southern Weekly Incident. Bloomsbury.**

By investigating the Southern Weekly Incident, in which censorship of the prominent Chinese newspaper Southern Weekly triggered mass online contention in Chinese society, *Resistance in Digital China* examines how Chinese people engage in resistance on digital networks whilst cautiously safeguarding their life under authoritarian rule. Chen's in-depth analysis of the Southern Weekly Incident ties together overlapping debates in internet studies, Chinese studies, social movement studies, political communication, and cultural studies to discuss issues of civic connectivity, emotions, embodiment, and the construction of a public sphere in digital China. *Resistance in Digital China* demonstrates a valuable methodology for conducting in-depth empirical examination of an act of resistance in order to explore political, cultural, and sociological meanings of Chinese people's resistance within party limits. Fruitfully combining 45 interviews with key players in the Southern Weekly Incident with largely Western-based communications theory, Chen develops an understanding of the ongoing formation of the Chinese public sphere as elite-led and emotional, at once invoked and rejected by Chinese citizens.



**Szablewicz, M. (2020). Mapping Digital Game Culture in China. Palgrave MacMillan.**

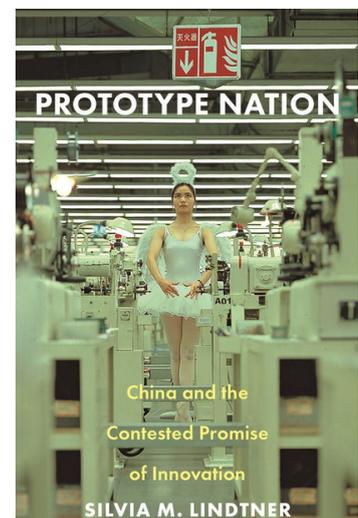
In this book, Marcella Szablewicz traces what she calls the topography of digital game culture in urban China, drawing our attention to discourse and affect as they shape the popular imaginary surrounding digital games. Szablewicz argues that games are not mere sites of escape from Real Life, but rather locations around which dominant notions about failure, success, and socioeconomic mobility are actively processed and challenged. Covering a range of issues including nostalgia for Internet cafés as sites of youth sociality, the media-driven Internet addiction moral panic, the professionalization of e-sports, and the rise of the self-proclaimed loser (*diaosi*), *Mapping Digital Game Culture in China* uses games as a lens onto youth culture and the politics of everyday life in contemporary China. Based on ethnographic fieldwork conducted between 2009 and 2015 and first-hand observations spanning over two decades, the book is also a social history of urban China's shifting technological landscape.



**Lindtner, S. M. (2020). Prototype nation: China and the Contested Promise of Innovation. Princeton University Press.**

How did China's mass manufacturing and "copycat" production become transformed, in the global tech imagination, from something holding the nation back to one of its key assets? *Prototype Nation* offers a rich transnational analysis of how the promise of democratized innovation and entrepreneurial life has shaped China's governance and global image. With historical precision and ethnographic detail, Silvia Lindtner reveals how a growing distrust in Western models of progress and development, including Silicon Valley and the tech industry after the financial crisis of 2007–8, shaped the rise of the global maker movement and the vision of China as a "new frontier" of innovation.

Lindtner's investigations draw on more than a decade of research in experimental work spaces—makerspaces, coworking spaces, innovation hubs, hackathons, and startup

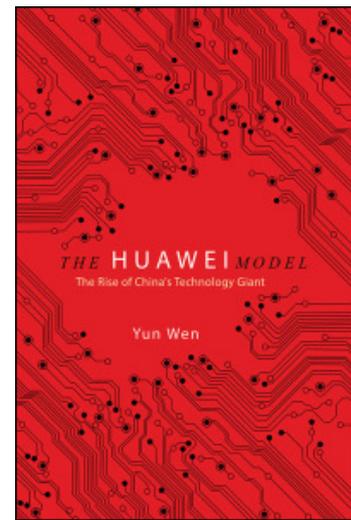


weekends—in China, the United States, Africa, Europe, Taiwan, and Singapore, as well as in key sites of technology investment and industrial production—tech incubators, corporate offices, and factories. She examines how the ideals of the maker movement, to intervene in social and economic structures, served the technopolitical project of prototyping a “new” optimistic, assertive, and global China. In doing so, Lindtner demonstrates that entrepreneurial living influences governance, education, policy, investment, and urban redesign in ways that normalize the persistence of sexism, racism, colonialism, and labor exploitation.

Prototype Nation shows that by attending to the bodies and sites that nurture entrepreneurial life, technology can be extricated from the seemingly endless cycle of promise and violence.

**Wen, Y. (2020). *The Huawei Model: The Rise of China's Technology Giant*. University of Illinois Press.**

In 2019, the United States' trade war with China expanded to blacklist the Chinese tech titan Huawei Technologies Co. Ltd. The resulting attention showed the information and communications technology (ICT) firm entwined with China's political-economic transformation. But the question remained: why does Huawei matter? Yun Wen uses the Huawei story as a microcosm to understand China's evolving digital economy and the global rise of the nation's corporate power. Rejecting the idea of the transnational corporation as a static institution, she explains Huawei's formation and restructuring as a historical process replete with contradictions and complex consequences. She places Huawei within the international political economic framework to capture the dynamics of power structure and social relations underlying corporate China's globalization. As she explores the contradictions of Huawei's development, she also shows the ICT firm's complicated interactions with other political-economic forces. Comprehensive and timely, *The Huawei Model* offers an essential analysis of China's dynamic development of digital economy and the global technology powerhouse at its core.

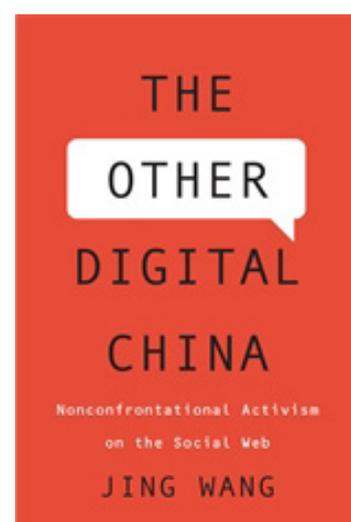


**Wang, J. (2019). *The Other Digital China: Nonconfrontational Activism on the Social Web*. Harvard University Press.**

A scholar and activist tells the story of change makers operating within the Chinese Communist system, whose ideas of social action necessarily differ from those dominant in Western, liberal societies.

The Chinese government has increased digital censorship under Xi Jinping. Why? Because online activism works; it is perceived as a threat in halls of power. In *The Other Digital China*, Jing Wang, a scholar at MIT and an activist in China, shatters the view that citizens of nonliberal societies are either brainwashed or complicit, either imprisoned for speaking out or paralyzed by fear. Instead, Wang shows the impact of a less confrontational kind of activism. Whereas Westerners tend to equate action with open criticism and street revolutions, Chinese activists are building an invisible and quiet coalition to bring incremental progress to their society.

Many Chinese change makers practice nonconfrontational activism. They prefer to walk around obstacles rather than break through them, tactfully navigating between what is lawful and what is illegitimate. *The Other Digital China* describes this massive gray zone where NGOs, digital entrepreneurs, university students, IT companies like Tencent and Sina, and tech communities operate. They study the policy winds in Beijing, devising ways to press their case without antagonizing a regime where taboo terms fluctuate at different moments. What emerges is an ever-expanding networked activism on a grand scale. Under extreme ideological constraints, the majority of Chinese activists opt for neither revolution nor inertia. They share a mentality common in China: rules are meant to be bent, if not resisted.

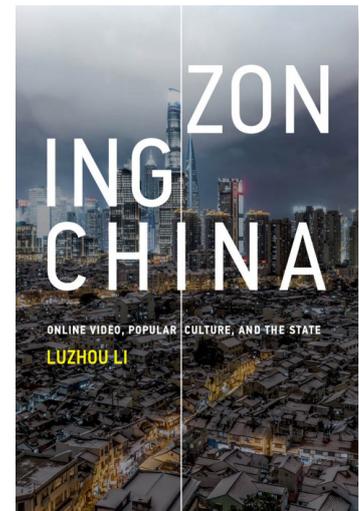


**Li, L. (2019). *Zoning China: Online Video, Popular Culture, and the State*. Cambridge, MA: The MIT Press.**

An examination of “cultural zoning” in China considers why government regulation of online video is so much more lenient than regulation of broadcast television.

In *Zoning China*, Luzhou Li investigates why the Chinese government regulates online video relatively leniently while tightly controlling what appears on broadcast television. Li argues that television has largely been the province of the state, even as the market has dominated the development of online video. Thus online video became a space where people could question state media and the state's preferred ideological narratives about the nation, history, and society. Li connects this relatively unregulated arena to the “second channel” that opened up in the early days of economic reform—piracy in all its permutations. She compares the dual cultural sphere to China's economic zoning; the marketized domain of online video is the cultural equivalent of the Special Economic Zones, which were developed according to market principles in China's coastal cities.

Li explains that although the relaxed oversight of online video may seem to represent a loosening of the party-state's grip on media, the practice of cultural zoning in fact demonstrates the state's strategic control of the media environment. She describes how China's online video industry developed into an original, creative force of production and distribution that connected domestic private production companies, transnational corporations, and a vast network of creative labor from amateurs to professional content creators. Li notes that China has increased state management of the internet since 2014, signaling that online and offline censorship standards may be unified. Cultural zoning as a technique of cultural governance, however, will likely remain.

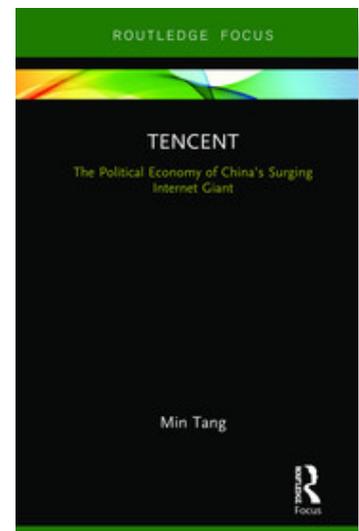


**Tang, M. (2019). *Tencent: The Political Economy of China's Surging Internet Giant*. Routledge.**

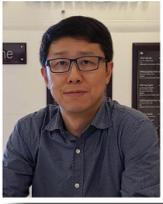
In this book, author Min Tang examines the political economy of the China-based leading global Internet giant, Tencent. Tracing the historical context and shaping forces, the book illuminates Tencent's emergence as a joint creation of the Chinese state and transnational financial capital.

Tencent reveals interweaving axes of power on different levels, particularly interactions between the global digital industry and contemporary China. The expansion strategies Tencent has employed—horizontal and vertical integration, diversification and transnationalization—speak to the intrinsic trends of capitalist reproduction and the consistent features of the political economy of communications. The book also pinpoints two emerging and entangling trends—transnationalization and financialization—as unfolding trajectories of the global political economy.

Understanding Tencent's dynamics of growth helps to clarify the complex nature of China's contemporary transformation and the multifaceted characteristics of its increasingly globalized Internet industry. This short and highly topical research volume is perfect for students and scholars of global media, political economy, and Chinese business, media and communication, and society.



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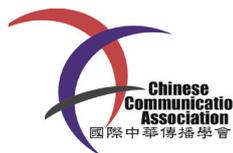
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## Chinese Communication Association

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.