

Chinese Rhetorical Tradition and Communication

Call for Submissions

This special section of *China Media Research* invites scholars from across disciplines to submit manuscripts on the theme of “Chinese Rhetorical Tradition and Communication.” Since Robert Oliver’s *Communication and Culture in Ancient India and China* was published in 1971, studies of Chinese rhetoric and communication have made impressive advances, extending research from speech to written discourse, media, visual images, and other modes of communication. New methodologies and questions have emerged, challenging established models of inquiry and research. For example, indigenous scholarship has unearthed a series of rhetorical terminologies in Chinese rhetorical tradition. But challenges remain, when times and spaces change. Today, China is rising as a global political and economic power, exercising influence through all forms of communication—spoken and written discourse, hypertext, visual image, styles of negotiation, etc. The changes prompt questions of if Chinese rhetorical tradition is relevant in scholarly inquiry of communication in today’s China and if it can shed light on the what, how, and why of new rhetorical practices. This special section aims to examine the continuity and change in Chinese rhetorical practice against its classical tradition. It is especially interested in the studies that address, but are not limited to, the following topics:

- Theoretical exploration of Chinese rhetorical tradition and communication;
- Chinese rhetorical tradition and contemporary practice;
- Rhetorical concepts in Chinese classics and today’s communication;
- Chinese rhetorical tradition and media;
- Gendered, and feminist, studies of Chinese rhetoric;
- Chinese rhetorical tradition and public communication;
- Chinese epideictic rhetoric past and present;
- Roles of Chinese rhetorical tradition in today’s communication;
- Chinese visual rhetoric;
- Comparative studies of Chinese and Western rhetorics.

Submissions must not have been previously published nor be under consideration by another publication. Both qualitative and quantitative approaches are welcome in this submission. An extended abstract (up to 1,000 words) or a complete paper for the first stage of the reviewing must be received by **April 2, 2018**. If the extended abstract is accepted, the complete manuscript must be received by **June 8, 2018**. Manuscripts should be prepared in accordance with the APA publication manual (6th edition) and should not exceed 8,000 words including tables and references. All manuscripts will be peer reviewed, and the authors will be notified of the final acceptance/rejection decision. Please visit <http://www.chinamediaresearch.net> for more information about the quarterly journal of *China Media Research*, which publishes both print and online versions.

Please direct questions and submissions to the CMR special section guest editor, Dr. Hui Wu at hwu@uttyler.edu.