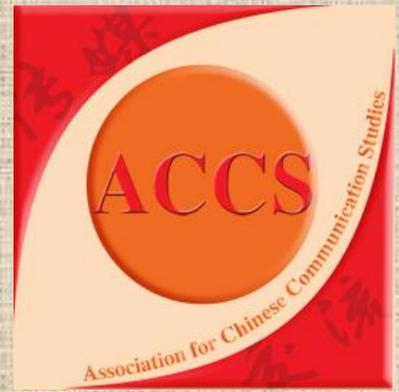


Association for Chinese Communication Studies

Spring 2022 Newsletter



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A Letter from our President

Dear ACCS Community:

Hello and greetings. Thank you for opening the pages of our spring 2022 newsletter. I hope this finds you safe, healthy, and well, and that warmer weather is settling in wherever you may be.

In working with the ACCS it has been the people, relationships, and collective effort that have made the experience a pleasurable one. Here, I want to acknowledge our team of leaders that have done the good work of keeping our Association thriving. Thank you to Vice President, **Julie Lin Zhu**, Secretary/Treasurer, **Xiaowen Xu**, and Newsletter Editor, **Andrew Gilmore**. Thank you for everything you do in service to the Association that is oftentimes behind the scenes and goes unnoticed. Likewise, I would like to share thanks with Research Committee Chair, **Hsin-I Cheng**, Student Committee Chair, **Lingyan Ma**, and External Affairs Committee Chair, **Zhi Li**. Thank you for leading these respective committees over the past couple of years and for the initiative in making the Association stronger. I also want to express gratitude and thanks to **Rya Butterfield**, our Web Master, and **Chiaoning Su**, our Program Planner. Thank you for all the extra service time you clocked in for the Association that, no doubt, is foundational to our success. Overall, I would like to express thanks and gratitude to these leaders who collectively make up the ACCS Executive Board, and for whom the Association would not be possible.



It is usually around this time of year when I begin planning my November schedule in anticipation of the annual NCA Convention and our reunion as a community of scholars. With the tenacity of Covid these past couple of years, we have been riddled with challenges that have prevented many of us from getting to the Convention in person. Reflecting on these past couple of years I have come to the realization that I had taken international travel and our special annual gatherings for granted. The rhythms of our traditions and ceremony, our annual business meetings and banquets, the good cheer we share together in communion around good food, good company, and of course good conversation with community members and friends all have me yearning for the time when we can reunite in person. I remain hopeful that we will soon find the opportunity to reunite our greater community in person. I look forward to that moment when we are together in sharing the joys of our annual banquet and laughter during happy hour, filling each other in about missed time, life experiences, and the cool and important projects we are working on.

Looking ahead to the future of the Association, our search for the 2022-2024 ACCS leadership team brought us nominations for Vice President, Secretary/Treasurer, and Newsletter Editor. Thanks go to **Meina Liu** for leading this year's Nomination Committee. I also want to thank all those who were nominated and willing to serve the Association. Without further ado, the Committee has tallied the vote and results are in.

ACCS 2022-2024 Leadership Team

Vice President: **Dongjing Kang**

Secretary/Treasurer: **Andrew Gilmore**

Newsletter Editor: **Xiaowen Xu**

Congratulations to the winners! In the week ahead, I will be reaching out to the team with more information on getting the transition process going. So, please stay tuned.

Turning to the content within, we have much to share with you in this newsletter. In the first of our *Scholar Spotlight Series*, **Andrew Gilmore** interviewed Dr. **Yang Yue**, our 2021 ACCS Dissertation Award Winner, about her passions for healthcare communication and her dissertation, *Professional Publics in Transitional/Digital China*, which explores intersections between health, media, and socio-political change. Second, we highlight **Lingyan Ma's** interview with Professor **Meina Liu**, Dr. **Dongjing Kang**, and Dr. **Julie Zhu** about their experiences working across academia in both the United States and China. For those considering the transition between academic institutions in the U.S. and China, our experts provide first hand perspective, valuable insight, and advice that should prove to be helpful. Third, we have an interview with Founding ACCS President, **Guo-Ming Chen**. If you are interested in hearing about the ACCS's origin story, or perhaps what book Professor Chen has (re)read over the past 30 years, I invite you to check out my Q&A with Professor Chen.

In closing, let me take this moment to convey the important message that the Association needs your help. Our membership numbers have decreased steadily over the past couple of years much due to the hiatus from our annual meetings, reunions, and in-person time together. So, it is here that I appeal to you to please turn your attention to the website link below and take a few minutes of your time to **become a member**, or to **renew your annual membership**, if you are already a member: \$10 for students, \$20 for faculty, \$90 for five years.

<https://www.chinesecommunicationstudies.com/membershipdonations.html>

Thank you for your support – membership dues and donations are how the ACCS raises funds to sustain the Association.

Sending positive vibes and cheer to all for a safe, healthy, and happy season.

Sincerely, and with all best wishes,
Patrick



Patrick Shaou-Whea Dodge, 杜晓晖, Ph.D.
Associate Professor CTI, Department of Communication
President, Association for Chinese Communication Studies
University of Colorado Denver
International College Beijing

SCHOLAR SPOTLIGHT: YUE YANG

In the first of our Scholar Spotlight series, we introduce Dr. Yue Yang, recipient of the 2021 ACCS Outstanding Dissertation Award.

Born and raised in Southern China, Dr. Yang has trod a well-traveled path to receiving the ACCS Outstanding Dissertation Award presented at the National Communication Association conference in Seattle, Washington, in late 2021.

After receiving her BA in English and French from Sun Yat-sen University in Guangzhou, Yang began her graduate studies in England, where she received her MA in Media and Cultural Analysis from Loughborough University before moving to the US to study for her doctorate in Communication at the University of Southern California.

Yang's passion is in healthcare communication.

Revealing that her medically focused family embraced ideals for socio-political betterment, Yang became interested in the tension-ridden encounters among Chinese medical professionals and patients that manifest and constitute the multifaceted challenges in post-socialist China. For Yang, popular discourse and academic scholarship frequently approach health communication narrowly, often as a result of restricted disciplinary imagination, authoritarian agendas for control, or commercial tendencies to harmonize and celebrate. By developing a “cultural” and political, instead of “transmissive,” view of health-focused communication (Carey, 1989), Yang seeks to shed new light on media and society in China and from unexpected angles, while exploring professional imaginaries beyond Western experiences.

Yang's award-winning doctoral dissertation—*Professional Publics in Transitional/Digital China*—explores what she describes as “the intersections among health, media and socio-political change.” After engaging in ethnographic studies in multiple locations, including hospitals, digital health startups, and online spaces, her interviews with physicians, health journalists, and state authorities left her with an overwhelming amount of data. While intriguing, Yang explains that her data told “many different stories rather than different parts of one story.” Thus, she narrowed her approach.

The updated approach focused on theorizing and describing medical professionals in transitional China as a particular kind of “public”, that is, people with shared identities, experiences or consequences act together for local and social changes (Dewey, 1954). The professional publics gather online, seeking to enhance their interests, cultural authority, and broader society through deliberative, dramatic, agonistic, or adversarial interactions with other public sphere actors such as journalists and “netizens.” Before a fuller account of these actions and interactions, Yang historicized the emergence of the professional publics by situating them in the “increasing and paradoxical entanglement between medicine and media that has resulted from privatization, liberalization and technological change across China since the 1980s.”



Yang receiving her award from Dr. Chiaoning Su, ACCS Program Planner

SCHOLAR SPOTLIGHT: YUE YANG

Using a mixed-methods approach, Yang analyzed how Chinese news media reported medical controversies over a decade-long period and, furthermore, how healthcare professionals responded to both journalists and the ordinary public. She uncovered that, after initially gathering in “specialized and enclaved online spaces to coordinate discourses and action,” many Chinese physicians migrated to social media platforms such as Weibo and WeChat to seek wider influence. Yang explains that with heightened visibility and popularity the medical professionals also received more pushback, as their public expressions and mobilizations often upset “the usual expectations of doctors/professionals being neutral, dispassionate and apolitical.” Furthermore, this approach saw medical professionals creating significant implications on the Chinese public sphere and the journalistic field, as the former claim exclusive expertise and superior morality in defining and interpreting medicine to challenge traditional journalists’ authority and motivations.

When reflecting on the dissertation process, like many graduate students, Yang harbored moments of self-doubt. However, receiving the ACCS award in Seattle has renewed her confidence and, moreover, connected her with similarly minded scholars. “I am truly grateful for the encouragement and visibility that this award, and the ACCS as a whole, provides to junior scholars,” says Yang. “Sharing my research within the ACCS network has provided me with the opportunity to gain feedback from brilliant minds.”

For Yang, completing her dissertation was a “mid-way accomplishment,” and she has already turned her attention to transforming the project into a book manuscript. In addition to addressing “the discursive contentions that intersect journalists, medical professionals, and the general public,” Yang plans to unpack the “political-economic entanglement” among media, biomedicine, and the state. Finally, like many graduates who completed their studies during the outbreak of COVID-19, Yang plans to address the pandemic by examining how medical professionals in China have mediated discussions about global health and “the biopolitical other.”

The ACCS family wishes Dr. Yang congratulations, and we look forward to reading her published book soon!

Works Cited

James W. Carey, *Communication as Culture: Essays on Media and Society* (Winchester, MA: Unwin Hyman, 1989).

John Dewey, *The Public and Its Problems*. New York: Swallow Press, 1954).



L to R: Ms. Lynn Goodnight, Yue Yang, Dr. Chiaoning Su,
Dr. Tom Goodnight, Junyi Lv

ACCS at NCA 2021

While the ongoing COVID-19 pandemic meant that many of our members could not attend NCA in person this past November, a few did make it to Seattle.

NCA Award Winners:

Early Career Award: Dr. Ziyu Long

Outstanding Dissertation Award: Dr. Yue Yang

Top Paper Awards:

Stephen Croucher, Mingsheng Li, Ying Huang, Xiaohui Pan, Gang Yuan, and Ying Kou: *Developing Media and Information Literacy Skills in Multi-ethnic Schools in Yunnan Province, China*

Andrew Gilmore: *Lam(b) to the Slaughter: The Metaphorical Sexual Assault of Hong Kong's Leader*

Bryan Robert Reckard: *Inhibiting Democratic Transformation: The 228 Hand-in-Hand Rally and International News Framing*

Ming Xie and Chin-Chung Chao: *The Transformation of National Identity in Hong Kong Within the Transnational Space of China and the United States*

In addition to our regular panel sessions, over 25 of our members, colleagues, and friends joined together to celebrate the 30th anniversary of the ACCS by participating in a solidarity panel to discuss and address anti-Asian hate and violence across US campuses. Throughout the hour-long discussion, participants productively explored ways to advocate for a path toward transformation, acceptance, cooperation, and acceptance.



ACCS at NCA 2021



International Scholarship in the U.S. and China

By Lingyan Ma

To understand the similarities and differences working in academia in the United States and China, I recently interviewed Drs. Meina Liu, Dongjing Kang, and Julie Zhu. Having all worked in both countries, their experiences are valuable and should be helpful for those who plan to transition between institutions in the U.S. (or other Western countries) and China.

Dr. Meina Liu is a Professor of Communication, Chair of the Department of Organizational Sciences & Communication at George Washington University. Her research and teaching focus on intercultural communication, organizational communication, negotiation, and conflict management. She was a visiting professor at Shenzhen University in Guangdong, China, in Spring 2017.



Dr. Liu looks back fondly on her time in Shenzhen. “I really enjoyed life in Shenzhen. The more people I knew, the more I learned about the inner workings of the city and the more I felt attracted to it,” she told me. “People’s lifestyle in Shenzhen is not too different from that in the U.S. After all, it is an immigrant city, just like the U.S. is an immigrant country. People in Shenzhen are hardworking, strive for professionalism, and respect rules. I could feel the uplifting spirit (正能量) of living in Shenzhen. My younger daughter was with me in Shenzhen, and she went to a local school—she also loved life there.”

Can you describe a typical working day at GWU and Shenzhen University?

Dr. Liu: *At GWU, before the pandemic, my typical working day started with a long commute to campus. I dealt with emails, had office hours, and did some class planning and preparation in my office. Since I also have an administrative position, there is much to balance. I need to prepare and host meetings and work with the secretary. Teaching, of course, is also a part of the day. This is not much different from one of my typical days at Shenzhen University.*

What are the main differences between working at GWU and Shenzhen University?

Dr. Liu: *When I started teaching at Shenzhen University, I was told there was a camera in each classroom, and I was advised to exercise caution when discussing sensitive topics. Because of the difference in ideology in China, scholars need to be politically sensitive when teaching and researching there. In Shenzhen, I was teaching in English and students came from different academic backgrounds and had varying levels of English proficiency. In Shenzhen, students’ class participation was not as active as those at GWU, who are more comfortable with classroom interaction and tend to be more outspoken. With regards to research, collecting data could be very easy if your research had official support from the government. We did a study on factors that affected bus drivers’ mental health and received support from the transportation commission of the Shenzhen municipal government. It didn’t take us long to recruit participants for our focus groups, and the participants were very friendly and cooperative.*

What did you find most challenging about switching between the two institutions?

Dr. Liu: *Language differences meant that motivating students could be a challenge. Of course, I had to consider cultural differences and students’ life experiences when giving examples in class in order to help students relate to course content. In addition to the self-censorship that I mentioned earlier for teachers and researchers in China, students face similar hurdles. For example, I heard stories about censorship on politically sensitive topics for students who participated in a public oral defense of their theses.*

International Scholarship in the U.S. and China

By Lingyan Ma

In recent years, more doctoral students and junior scholars have been considering working in China. What suggestions would you give them for a smooth transition?

Dr. Liu: I think we should keep an open-mind and embrace new opportunities. If you plan to work in another country, it would be helpful to build some connections with people before you go—they can be a great source of social support. Also, it is necessary to be politically sensitive and research where you are going. For example, you should be aware of any constraints for certain research topics.



Dr. Dongjing Kang joined Shanghai Jiaotong University (SJTU) in February 2022 as an Associate Professor. Before joining SJTU, Kang served as an Assistant Professor at Florida Gulf Coast University and an Instructor at the University of Colorado Denver's International College Beijing (ICB) program. Her research lies at the intersection of (inter)cultural and international communication, media and development, and organizational communication.



What motivated you to relocate to a different country?

Dr. Kang: *Stability is not my priority, and I love exploring new possibilities. Also, the move gave me the chance to be closer to my mother. I am excited about my new life in Shanghai!*

What are the most notable differences you've found working in China?

Dr. Kang: *I found three significant differences. First, with regards to the hiring process, surprisingly, I learned that some administrative staff in Chinese universities have much more decision-making power than those at U.S. institutions. When looking for a job at a university in China, it is better to use the Chinese style of communication—"being humble"—to speak with the staff and build rapport with them.*

Second, the criteria and expectations for promotion are very different in China when compared to U.S. institutions. Serving as SJTU's tenure-track Associate Professor, my major responsibility is to conduct research—to publish in Social Science Citation Index (SSCI) journals. My teaching load is negotiable. I will teach one or two courses per year in the School of Media and Communication's graduate program instructed in English. But some universities may require their new hires to teach in Chinese, it really depends on the particular program.

The third difference is the promotion criteria regarding publications. In the U.S., scholars publish in journals that provide a good fit for their research. However, in China, scholars' publications are evaluated by a point-based system. The score will be determined by the level of the journal, the authorship, as well as other indexes. In addition, receiving grants is a solid requirement for some R-1 universities in China. As young scholars, we need to understand the rules and be smart to survive in this system.

Despite these three differences, I think there are great similarities working in U.S. and Chinese higher education. As humans, we all need to build relationships with others for a good life; networking is important for landing jobs in both countries. Also, bureaucracy is very similar in both countries, but in different forms. Overall, I don't think there are too many differences. We need to know the basic criteria in both countries/cultures and make the necessary adjustments. I enjoy research and writing, and I can quickly learn a new system and adapt myself to new environments.

International Scholarship in the U.S. and China

By Lingyan Ma

Dr. Lin Zhu is an Associate Professor of Communication at the University of Massachusetts Boston, and is currently a Visiting Professor at Hong Kong Baptist University (HKBU). Specializing in intercultural communication and negotiation and conflict management, Dr. Zhu has extensive research and teaching experience in the U.S. and China.



What are the most notable differences you've found between working in Boston and Hong Kong?

Dr. Zhu: *My teaching load is heavier in Hong Kong. In Boston, a large part of my work was about my research and service. I spent much time in meetings, evaluations, and reviews. At HKBU, my role is teaching and research focused.*

Universities in Hong Kong are similar to U.S. universities. HKBU is culturally diverse, But you still feel that the Chinese culture is dominant. I find many people in Hong Kong are workaholics. They work hard, and there seems to be no boundary between work and life. Also, people in Hong Kong spend a lot of time with their colleagues after working hours. Life in Boston is different. People are more independent and there are clear boundaries between work and personal life. Colleagues don't contact each other much after working hours.

What did you find most challenging about switching between the two institutions?

Dr. Zhu: *The process of understanding and adjusting to a new environment has been the most challenging part for me. It took some time for me to figure out everything at HKBU, and I didn't know who to ask for help. Also, I have children, and finding a suitable school in Hong Kong was not easy.*

In recent years, more doctoral students and junior scholars have been considering working in China. What suggestions would you give them for a smooth transition?

Dr. Zhu: *I think the most important thing is understanding what is important to you and then accepting the trade-offs. Switching to a new environment can be challenging and there will always be pros and cons. You might also want to consider spending some time in the city before you decide on whether to live and work there.*

Thank you to Drs. Liu, Kang, and Zhu for their valuable insights!

Q&A With ACCS Founding President Guo-Ming Chen by Patrick Dodge



During the winter of 2022 the idea was floated to interview an ACCS Past President for our Spring newsletter. I figured what better way than starting with our founding President, Professor Guo-Ming Chen, and reached out with the request. Much of the work we do in the ACCS would be impossible without Professor Chen's vision, leadership, service, and scholarship, so I was excited when Professor Chen graciously accepted and agreed to speak with me.

Patrick Dodge: Can you share with our community, the ACCS's "origin story"? I heard that back in the late 80s/early 90s we had a growing group of friends, colleagues, and scholars that would come together at the NCA's annual convention. How did we come together to form the Association?

***Professor Guo-Ming Chen:** I began to attend the NCA conference in 1985 when I was still a doctoral student. At that time, it was very difficult to see Chinese or other Asian descendants in the conference. While there were many opportunities to interact with US American scholars, loneliness during the 4-5 conference days often dominated the mood because of the unfulfilled need to share ideas and feelings with someone who has a similar cultural, linguistic, or racial background.*

It is at the 1989 NCA Annual Convention in San Francisco that I met Jensen Chung and initiated the idea to form a group. The idea was realized in 1991, at the ECA conference in Pittsburg with the support of Guo-Ming Chen, Lyall Cramford, Wenshu Li, Ringo Ma, William J. Starosta, and Philip Wander. The decision to form a communication association was made after that discussion. The following meeting was called in November 1991 at the NCA Annual Convention in Atlanta, with more than 20 professors and graduate students to form an Asian Communication Studies Association. After hot discussions and debates, the Association for Chinese Communication Studies name was adopted, and the ACCS was born.

PD: So, it was an organic movement of sorts that took a collective effort among friends and colleagues looking to build deep(er) community bonds. What a wonderful group of scholars! Can you share with us the background of how we chose to become affiliated with the NCA? Which year did we first apply (for affiliation), and why the move to be affiliated with the NCA?

***G-M:** At that moment, most scholars and graduate students of Chinese descent in the discipline of Speech Communication attended the NCA Convention. That is why we thought that the NCA should be the best place for the sustainable development of ACCS. To be affiliated with NCA means that we could share slots for conference programs, so we decided to apply for the affiliation. I think we applied for the affiliation status in 1993 or 1994 and began to sponsor our own ACCS programs at the 1995 NCA Annual Convention. As a new, small and non-mainstreamed academic group, to be affiliated with the main association of the discipline was a way for survival and through which to continue to promote the ideal of ACCS.*

PD: Would you share with us the short history about the formation of the field (Chinese Communication Studies), how we came to be where we are in contemporary, current times?

G-M: In a nutshell, Chinese Communication Studies—either as an academic group or a branch of general communication study—needs to reflect the inclusive nature of the discipline with theoretical and methodological diversity. This also refers to the embrace of both the pursuit of the production of pure knowledge and action to solve social problems.

PD: I am reminded of your talk on “Unity in Multiplicity: The Past, Present, and Future of the ACCS,” something I read in our Spring 2010 ACCS Newsletter. We had printed your wonderful presentation from the “Five Years Out” Panel during the 2009 NCA Annual Convention. You encouraged the ACCS to work toward “foster[ing] the ability to balance the dialectical relationships between *localization/internal contraction* and *globalization/external expansion*.” As an association, this meant working to “develop group cohesion and prolong the vertical continuity of ACCS history,” and at the same time working to expand our “scholarly and professional collaboration based on the opening and creative ability of the association.” It meant our prospects as an association founded on three fundamental imperatives (expanding to the global picture; (re)defining and (re)inventing our identity; and flexibility, sensitivity, and openness to managing changes and balancing contradictions) through the means of our connections and cooperation. This was a wonderful vision for the ACCS (in 2010) that I feel still holds true to our membership and efforts as an Association today. I wonder if you have any wisdom you might add, or other visionary insights for our next “five years out.”

G-M: In the coming years, the tensions between localization and globalization will continue to escalate on individual and group levels in human society. The ACCS and its members should prepare for this and continue to make efforts to balance the two opposite but complementary trends. My ideas you quoted above are based on the Yin Yang theory embedded in I Ching Ba Gua. A few years ago, I further developed and organized the ideas of yin yang interaction into a more precise chart (see below), which shows the nature and attributes of different yin and yang forces. The eight forces represented by the eight hexagrams (ba gua) can be used to demonstrate the competition and collaboration between internal cohesion and external expansion of ACCS (see p. 13). In other words, the movement of the eight forces (i.e., opening-centrifugal-centripetal-radiating-waving-falling-concentrating-closing) reflects eight patterns originated from the interaction of openness (i.e., yang) and closeness (i.e., yin). How to perceive and conceptualize the eight patterns and further use them as strategies of action should be a helpful way to promote the future development of ACCS. The conceptual model of these yin and yang forces looks complicated, but it can be highly practical, too. I will feel excited if someone who is interested in these kinds of ideas can look into it in the future for the sake of the ACCS’ future development or apply it to tackle other issues caused by the tension of localization and globalization.

PD: I would also love to hear your thoughts on where you see the future of the field heading, and where we need more work and efforts (the resurgence of AAPI hate, discrimination, and violence; worsening US-China relations come to mind as pressing exigencies).

G-M: The convergence of globalization and new technology will continue to positively and negatively impact every aspect of world affairs, including the development of academic disciplines. While it is human nature to welcome the positive trends, it often requires more time, knowledge, and skills to face and tackle the problems caused by the negative trends.

G-M: (cont.) *Because both globalization and technology are key concepts in the discipline of Communication Studies, it is crucial for the discipline to continue to play the leading role in facing future potential trends of human society through education and social participation. The area of Chinese Communication Studies of course cannot be exempted from taking the same responsibility.*

PD: Are there any journals, books, or work that you are reading and would recommend that we check out?

G-M: *There is no lack of classic work in, among, and between different disciplines. As a scholar or student in the discipline of Communication Studies, I think there should be no problem in knowing what work is worth reading in general, and from the perspective of one's specialized study area.*

*I would like to recommend one of the communication books by Lee Thayer (1987, *On Communication: Essays in Understanding*. Norwood, NJ: Ablex) which I have never stopped reading over the last 25 years. The 14 essays in the book deal with philosophical, conceptual/theoretical, ethical/moral, contemporary, and "Field" issues. Although the book has been published for more than 35 years, the author's views are still quite provoking, stimulating, and contemporary in terms of communication related issues before and now.*

Personally, I continue to read Chinese classics, especially those from Daoism, Confucianism, and Buddhism. Because over the last 30 years I have been trying hard to connect and apply Chinese thoughts to the study of human communication from humanistic and social science perspectives, in addition to enjoying reading, I hope I can continue to produce some more work in this specific area of research based on my personal views.

PD: Finally, congratulations on your recent retirement from teaching! Do you have any plans or projects after retirement that are hot on your list?

G-M: *I plan to work on two book projects after retirement. One is about the building of a "global community," and the other will focus on "Chinese communication." I have published quite a few articles on both themes, it should be a good time after retirement to organize the thoughts into a coherent analysis or theory. I also wish to write more essays in Chinese on those topics (like issues on religion, philosophy, living, and culture) which I continue to read and write. However, because I just retired two and half months ago, I don't want to give myself too much pressure in doing all this heavy stuff. I will just relax now and let myself float like an aimless vessel in a peaceful lake until when I feel it is time to "work" again. Retirement is good, and life must go on. I am sure that after retirement one needs to continue to learn what has not been learned and to unlearn some of those that have been learned. I will just keep it easy and hold a positive attitude after retirement.*

The Association thanks Professor Chen, for his foundational leadership, scholarship, and visionary efforts

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| 運動 | 開放 | 離心 | 向心 | 輻射 | 波動 | 陷入 | 專注 | 關閉 |
| 屬性 | 創造性 | 循環性 | 附著性 | 滲透性 | 激起性 | 險陷性 | 濡滯性 | 接受性 |

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| Trigram | | | | | | | | |
| Name | Qian | Dui | Li | Xun | Zhen | Kan | Gen | Kun |
| Symbol | heaven | lake | fire | wind | thunder | water | mountain | earth |
| Force | | ○ | ノ | ^ | — | M | ㄟ | コ |
| Direction | straight | circular | oblique | pointed | flat | curve | dilatory | square |
| Movement | opening | centrifugal | centripetal | radiating | waving | falling | concentrating | closing |
| Attribute | creative | circular | clinging | penetrating | arousal | abysmal | dilatory | receptive |

Publications

Lin, Carolyn A. & Xu, Xiaowen (2021). [Exploring Bottled Water Purchase Intention Via Trust in Advertising, Product Knowledge, Consumer Beliefs and Theory of Reasoned Action](#). *Social Sciences*, 10(8), 295-312. <https://doi.org/10.3390/socsci10080295>.

Presentations

Hsin-I Cheng, Andrew Gilmore, Chiaoning Su, and Hsin-I Sydney Yueh, “Presidential Spotlight: Reconnect through Resistance: Authoritarianism, Nativism and Asian Communities in the U.S. and Abroad,” discussion panel at the Central States Communication Association convention, March 2022.

The ACCS Newsletter is published biannually and emailed to all members.

If you have items to submit for our next newsletter, please email Newsletter Editor, Andrew Gilmore: agilmore@centralstate.edu

To become a member of ACCS or to renew your membership, [click here](#)

Visit our website at www.ChineseCommunicationStudies.com

Call for Book Chapter Submissions

Mobile Communication in Asian Society and Culture: Continuity and Changes across Private, Public, and Organizational Spheres (Book contract signed with Routledge)

Editors: Dr. Ming Xie, West Texas A&M University, mxie@wtamu.edu

Dr. Chin-Chung Chao, University of Nebraska at Omaha, chinchuchao@unomaha.edu

Mobile communications are becoming the mainstream of communications and providing human and social development opportunities. According to the World Bank's Information and Communication for Development Report (2012), there are six billion mobile subscriptions worldwide, accounting for $\frac{3}{4}$ of the world's population. The report also states that more people have access to a mobile phone than to clean water, a bank account or even electricity in some developing countries. If mobile apps have been a ubiquitous phenomenon worldwide, it is necessary to explore how mobile apps are embedded into an array of communication strategies and changing our communicative ways in every aspect of our lives.

Asia has been seen as the epicenter of mobile communications (Rao & Mendoza, 2004; Srivastava, 2008). Japan, South Korea, India, and China have been the leading countries in 3G and 5G technology worldwide. Also, Asian countries such as China, India, Indonesia, and Japan are among the top countries with the most mobile phone subscribers (Statista, 2017). In 2004, the book *Asia unplugged: The wireless and mobile media boom in the Asia-Pacific* provided an overview of the system and different players of mobile communication in Asian countries and highlights the unique context of Asia. After 18 years, the landscape of mobile communication has been changed dramatically with the emergence of numerous mobile apps. TikTok, a short video app originated from China, is coming to dominate social media platforms and has captured billions of users' attention worldwide. During the COVID-19 pandemic, mobile apps-based education, sports, and businesses have been the only way people interact, entertain, work, and have social lives. All of these offer unique opportunities for breadth and depth in academic research and comparative analysis of mobile apps use and communication in the diverse region of Asia.

Objectives of the Book

This book has three objectives. First, to offer rich empirical and contextual evidence regarding how mobile apps empower individual users, build relationships, enrich lifestyles and livelihoods, sustain communities, and boost the economic and social development in Asian societies and cultures. Second, to contribute to the research agenda of mobile communication through the exploration of mobile apps use about its scale, scope, depth, complexity, and distinctiveness within the Asian context. Three, to examine how Asian cultures have been changed and adapted to the mobile communication environment and to provide in-depth coverage of the diverse Asian cultures from an indigenous perspective rather than view Asian communities and cultures as monolithic from a western viewpoint.

Recommended topics include, but are not limited to, the following

Mobile Communication and Cultural/ Social Norms

- Mobile communication and cultural identity
- The interplay of mobile communication and social/cultural context
- Mobile communication, entertainment, and culture
- Mobile communication and ecommerce

Mobile Communication and Behavioral Change in the Private Sphere

- Mobile dating apps and romantic relationships
- Parenting and family communication in the digital age
- Mobile apps addiction and interpersonal relationship

Call for Book Chapter Submissions

Mobile Communication in Organizational Settings

- Mobile communication use and work-life balance
- Mobile communication and organizational communication
- Mobile communication and education
- Mobile communication and crisis communication
- Mobile communication and public relations

Mobile Communication as a New Form of Public Sphere

- Mobile communication and health communication
- Mobile communication and emergency management
- Mobile communication and public service delivery: eGovernment to mGovernment
- Mobile communication and civic participation/social movement

Mobile Communication and a Networked Society

- Mobile communication and social development of rural and remote community
- Mobile communication and intercultural communication

The scope includes communities in all Asian countries and Asian communities in other countries and regions. The preference is given to studies on Asian settings, but studies in all countries and cross-cultural comparative studies are welcome. Both qualitative and quantitative approaches are welcome in this submission.

Submission Procedure

Potential contributors should email (mxie@wtamu.edu AND chinchuchao@unomaha.edu)

- Complete contact details (name/title/institution affiliation/contact information)
- A biographical sketch (maximum 150 words)
- An extended abstract (minimum 600 words) identifying your study's significance, justification, central research questions(s), specific research method(s) and theories used, and findings or projected findings sent to the co-editors by **May 10, 2022**.

Authors will be notified by May 31, 2022, about the status of their proposals and sent chapter guidelines. Full chapters are expected to be submitted by September 30, 2022, and all interested authors must consult the guidelines for manuscript submissions prior to submission.

All submitted chapters will be reviewed on a double-blinded review basis.

All chapters should be written for a general readership. Manuscripts should be written in U.S. English and use APA style (7th edition) for in-text citations and the reference list. If needed, use footnotes and not endnotes.

Important Dates

- May 10, 2022: Extended abstract submission deadline
- May 31, 2022: Notification of Acceptance
- September 30, 2022: Full chapter submission
- November 15, 2022: First round review results returned
- January 15, 2023: First revised chapter submission
- January 31, 2023: Second round review results returned, and final acceptance notification
- February 28, 2023: Final chapter submission
- March 31, 2023: Manuscripts submitted to Routledge

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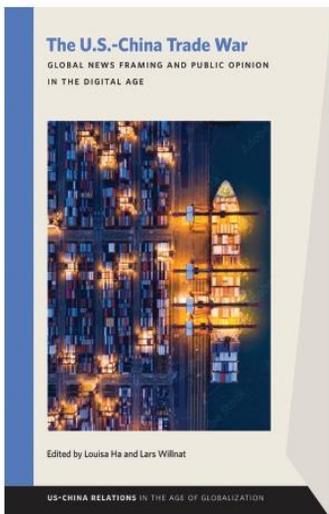
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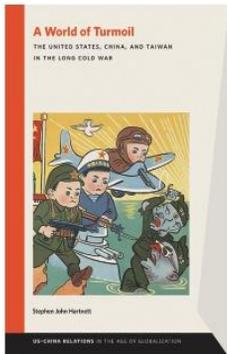


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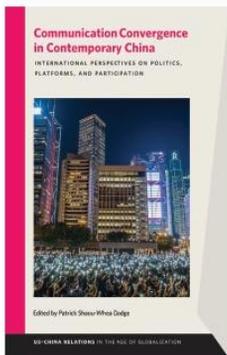
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