



香港浸會大學  
HONG KONG BAPTIST UNIVERSITY



傳理與影視學院  
School of Communication and Film

HONG KONG, JUNE 6-JUNE 7, 2022

**THE HONG KONG FORUM:  
COMMUNICATION TRANSFORMATIONS IN  
HEALTH, CLIMATE, TECHNOLOGY,  
AND CULTURE**

An International Event Co-Hosted by the  
Association for Chinese Communication  
Studies (ACCS) and the  
Hong Kong Baptist University (HKBU)

**Organizing Committee:**

**Leanne Chang**, Associate Professor, Co-Director, Centre for Media and Communication Research, HKBU

**Ling Chen**, Professor Emeritus, HKBU

**Patrick Dodge**, Associate Professor CTT, President of ACCS, University of Colorado Denver

**Julie Lin Zhu**, Associate Professor, Vice President of ACCS, University of Massachusetts Boston/HKBU

The COVID-19 pandemic has exacerbated global tensions around health, climate, culture, and technology both in domestic scenes and across national borders afflicting our everyday lives and practices. While scholars and scientists across different fields of study search for cures and solutions, communication has a unique role in facilitating understanding and bringing about needed change and transformation. The Hong Kong Forum will bring together scholars and media practitioners from around the globe to engage in conversations about communication's transformational role. The forum will engage conversations around four thematic tracks, including:

**HEALTH, MEDIA, AND COMMUNICATION IN THE POST-TRUTH ERA:**

The ongoing COVID pandemic has accentuated the role of communication in assisting media professionals, health providers, and public policy makers. With rampant misinformation, the spread of disinformation, and the discourse of existential threat, situated sense-makings of risk and the capacity to make informed decisions are being challenged in new ways. Presentations in this track should explore health, media, and communication's potential in the decision making process and transforming public policy and attitudes.

Track Leader: **Lijiang Shen (Professor, Penn State University); Edward L. Fink (Professor), Temple University**

**CLIMATE CHANGE, CATASTROPHE, AND ENVIRONMENTAL**

**COMMUNICATION:** Climate change poses great threat to the future of our place on this planet. The multidisciplinary research of environmental communication assesses how different actors (e.g., people, institutions, states) interact in conversations regarding issues such as climate change, sustainability, conservation, and environmental justice.

Presentations in this track should look into environmental communication's potential in transforming people's attitudes and behaviors to achieve environmental sustainability.

Track Leaders: **Thomas Goodnight (Professor, University of Southern California); Jingfang Liu (Associate Professor, Fudan University).**

**COMMUNICATION TECHNOLOGIES, TRANSFORMATION, AND THE**

**RACE TO THE FUTURE:** Communication technologies have greatly shaped the processes of convergence and fragmentation, platformization and participation, and generally the ways we connect and communicate. Presentations in this track should examine technology's potential (social media, 5G, virtual reality, augmented reality) and challenges in transforming identities, relationships, public discourse, and the (re)configuration of future global mediascapes.

Track Leaders: **Bu Zhong (Associate Professor, Penn State University); Ven-Hwei Lo (HKBU Visiting Professor)**

**INTERCULTURAL COMMUNICATION AND GLOBALIZATION: COMMON PROSPERITY AND THE GLOBAL COMMONS:** Hong Kong is characterized as an international mixture of Eastern and Western culture. As a modern cosmopolitan city, Hong Kong maintains traditional Chinese values at the same time embracing western values of individuality and independence. The city provides an insightful venue to study how the processes of intercultural communication and globalization at home can serve to facilitate mutual understanding and common prosperity, as well as promote peace and the global commons, abroad. Presentations in this track should investigate intercultural communication's transformational role in the globalization process.

Track Leader: **Meina Liu (Professor), George Washington University; Deborah A. Cai (Professor), Temple University**

## **DATES**

All participants should plan to arrive on the HKBU campus no later than the afternoon of Sunday, June 5, 2022. The conference will be held on Monday and Tuesday, June 6–7, 2022, with participants departing from the HKBU campus on Wednesday, June 8, 2022.

## **BEST PAPER AWARDS**

Complete papers are due by May 15, 2022. Among these papers, “Best Paper Awards” for each track will be selected. Track leaders will make selections on the basis of academic excellence of the submitted work.

## **APPLICATION INFORMATION**

We invite submissions that address any of the “tracks” cited above. Applicants should submit a project proposal of roughly 1,000 words in English or 2,000 words in Chinese to the submission site: <https://cmt3.research.microsoft.com/ACCSHKBU2022>. Submissions should be in Microsoft Word or Adobe.pdf format. The deadline for all submissions is **February 15, 2022**. Applicants will be contacted with results by March 15, 2022. Please note that we assume all applicants are making good-will submissions and will, if accepted, attend the Forum. If accepted, complete papers are due by **May 15, 2022**.

For all questions and enquiries, please contact Julie Zhu, [linzhu@hkbu.edu.hk](mailto:linzhu@hkbu.edu.hk), and Patrick Dodge, [patrick.dodge@ucdenver.edu](mailto:patrick.dodge@ucdenver.edu).

## **RESULTING PUBLICATIONS**

**Communication & Society (Chinese) and Global Media and China (English) have agreed to publish respective special issues from the best work among the ACCS-HKBU Hong Kong Forum. Both Chinese and English submissions will be selected for publication.**