



\*\*\*\*\*Special Issue CJoC 3(4) CFP\*\*\*\*\*

***Chinese Journal of Communication***

***Special Edition  
Call for Papers***

**"Emerging Media and Challenges in  
Chinese Communities"**

Guest Editor

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Submission by January 15, 2010

Launched in 2008 and published by Routledge, *Chinese Journal of Communication* (CJoC) is an English language scholarly publication aimed at elevating Chinese communication studies along theoretical, empirical, and methodological dimensions. The CJoC is covered by Current Abstracts and Ebsco databases. This special issue of the *Chinese Journal of Communication* (CJoC) is to address the impact and nature of emerging media in Chinese communities or comparison with other countries or ethnic communities. Emerging media is defined as message delivery vehicles achieving higher utilization among the general population, but has neither universally accepted technical standards for content transmission and display, nor established operation models such as revenue sources and content strategies. Examples of emerging media are digital television, webcasting, podcasting, cellular phones, IPTV, blogs, social media and networking sites, etc.

China is at the forefront of emerging media. The number of Internet users in China is the largest in the world and Chinese consumers are among the most avid users of media technologies. The adoption of these media can have significant political, social,

and economic implications on Greater China and present challenges to the current media industry structure there. The use of the emerging media by overseas Chinese can reconnect them to the mainland and connect them to the Chinese around the world.

Topics for papers could include, but are by no means limited to:

1. Political, social or economic impact of emerging media on Greater China and other Chinese communities
2. Public perception of emerging media and their role in politics and formation of public opinion
3. Comparison of the use of emerging media between Chinese and non-Chinese markets
4. Comparison of emerging media use in different Chinese markets
5. Business models of emerging media in Chinese markets
6. Market competition and management of emerging media in Chinese markets
7. Comparison of the use of different emerging media by Chinese consumers
8. Policy and regulatory issues on emerging media in Greater China.
9. Online advertising, online games, and Internet search services development in Greater China
10. Audience measurement of emerging media in Greater China
11. Methodological issues in studying emerging media in Chinese communities

Both quantitative and qualitative approaches to the issue are welcome. We especially encourage the collaboration of Chinese scholars and non-Chinese scholars to submit manuscript to this issue to facilitate exchange of ideas and offer cross-national perspectives on the issue.

Submissions should conform to the editorial guidelines of the *Chinese Journal of Communication* to be found at <http://www.informaworld.com/cjoc> under "Instructions for Authors." Papers for consideration in this special edition should be emailed to: [louisah@bgsu.edu](mailto:louisah@bgsu.edu).

Papers will undergo a double blind peer review process and should be submitted by **January 15, 2010**. Informal enquiries are welcome and please contact the special issue editor for potential topics. Planned publication date is December 2010.

*Chinese Journal of Communication (CJoC) is a refereed journal serving as an important international platform for students and scholars in Chinese communication studies to exchange ideas and research results. Interdisciplinary in scope, it examines subjects in all Chinese societies in Mainland China, Hong Kong, Taiwan, Macau, Singapore, and the global Chinese diaspora. The journal will be published quarterly beginning 2010.*

*The CJoC welcomes research articles using social scientific or humanistic approaches on such topics as mass communication, journalism studies, telecommunications, rhetoric, cultural studies, media effects, new communication technologies, organizational communication, interpersonal communication, advertising and PR, political communication, communications law and policy, and so on. Articles employing historical and comparative analysis focused on traditional Chinese culture as well as contemporary processes such as globalization, deregulation, and democratization are also welcome.*

*Published by Routledge, CJoC is institutionally based at the Communication Research Centre, the School of Journalism and Communication, the Chinese University of Hong Kong . For more information and submission instructions, please visit <http://www.informaworld.com/cjoc>*

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