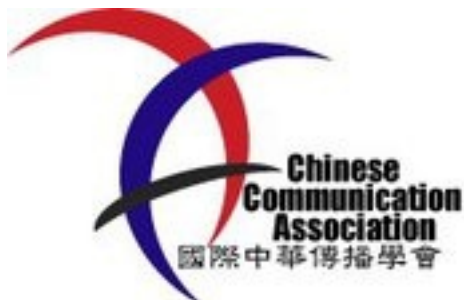


CCA News



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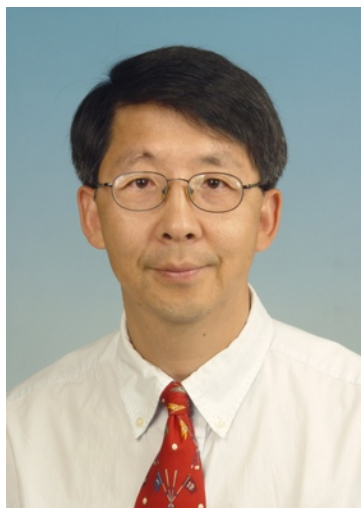
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President's Message



Dr. Ran Wei
**University of South
Carolina**

Dear CCA members and friends:

Season's greetings! I am honored to have been elected president of the Chinese Communication Association (CCA) in 2011. It is a privilege for me to serve this growing group of leading scholars committed to researching issues in Chinese communication.

Established in 1989, CCA has entered its third decade of growth as an international forum for the overseas Chinese communication community. CCA proudly showcases the work of our scholars at major

international conferences such as the ICA, NCA, AEJMC, and IAMCR conventions, while also serving as a "home away from home" for members and friends during these annual gatherings.

I'd like to express my sincere gratitude to past CCA officers, especially the immediate past president Dr. Zhou He of City University of Hong Kong. He has provided steady stewardship of our organization while carrying a heavy burden of administrative duties at his school. I especially appreciate his efforts in organizing the highly successful joint conference in December 2010 in Hong Kong between CCA and the Chinese Communication Association in mainland China.

This is an exciting time for CCA, with the growth of Chinese communication scholars overseas and the unprecedented expansion of communication programs in greater China. We have the opportunity to build upon our decades of work and make a significant and lasting impact on Chinese communication, now and in the future.

Communication is being touted as the discipline of the 21st century, and the global phenomena of new media-enabled communication platforms like the iPhone have become a foundation of social life. China leads the world with an Internet population of 500 million and a mobile phone population of 700 million. Yet the availability of information is surprisingly low because of censorship and self-censorship. The relocation of Google to Hong Kong from Beijing in March 2010 made headlines around the world. By taking the lead on research that explores the relationship between power and media and examines the contradictions in China's communications context, CCA members can enlighten the field with significant theoretical advances. To help our members capitalize on this unique opportunity, I have outlined the following priorities and goals for my presidency:

1. Community-building: Using CCA as a forum and a networking organization to build a community of scholars. To achieve this goal, we will use group email, Facebook, the CCA website, and CCA News to facilitate networking and the sharing of information among CCA members.

2. Membership drive: The number of graduate students

from greater China studying in the U.S. is continuing to grow. At the same time, more communication faculty from mainland China are participating in international conventions. We will target both of these groups to help grow our membership. Additionally, we are currently exploring the option of using an online transaction service like Pay-Pal to make it easier to join or renew memberships to CCA.

3. Make an impact: CCA boasts some of the best scholars in Chinese communication, and we need to make the work of CCA members more visible and accessible. I strongly encourage CCA members to contribute to the news media and to participate in online forums. We will also begin building searchable databases or archives of publications and citations of scholarly work devoted to Chinese communication research.

To achieve these goals, I have assembled a stellar team to work with me. It includes Dr. Shuhua Zhou of the University of Alabama, the administrator of the CCA group email; Dr. Yinjiao Ye of the University of Rhode Island; CCA's secretary/treasurer for the past six years; and Dr. Sunny Liu of California State University-Stanislaus, the editor of *CCA News*. But our success is also

dependent on your participation and volunteer work. CCA offers opportunities to serve at all levels in a variety of roles. Please contact me to discuss your interests in serving CCA and contributing to the Chinese communication community. I can assure you it will be a very rewarding experience.

PAST PRESIDENTS OF CCA

♦ 2010-2011

Zhou He (City U of HongKong)

♦ 2008-2010

Bonnie Peng (National Chengchi U, Taiwan)

♦ 2006-2008

Xiaoming Hao (Nanyang Tech U, Singapore)

♦ 2004-2006

Junhao Hong (State U of New York at Buffalo);

♦ 2002-2004

Jonathan Jian-Hua Zhu (City U of Hong Kong);

♦ 2000-2002

Shujen Wang (Emerson College);

♦ 1998-2000

Joseph Man Chan (Chinese U of Hong Kong);

♦ 1996-1998

Tsan-Kuo Chang (U of Minnesota-Twin Cities);

♦ 1994-1996

Leonard L. Chu (Hong Kong Baptist U);

♦ 1992-1994

Chin-Chuan Lee (U of Minnesota-Twin Cities);

♦ 1991-1992

Chin-Chuan Lee (U of Minnesota-Twin Cities);

Strength of Weak Ties

禮記: 獨學而無侶, 孤陋而寡聞

Dr. Chin-Chuan Lee
City University of Hong Kong
Founding President of CCA

As a graduate student in the 1970s, I often found myself alone in the crowd at various conferences. I was diligent enough to absorb the knowledge imparted to us, but was never fully convinced what I learned was what I wanted. We had a different set of cultural concerns. Mindful of the old Chinese saying that “studying alone without companions is a gateway to ignorance” (禮記: “獨學而無侶, 孤陋而寡聞”), some of us decided to launch the Chinese Communication Association (CCA) when we saw more and more familiar and new faces beginning to surface at such conferences. CCA was thus born in Minneapolis—in the town where I taught—as a byproduct of the International Communication Association’s annual convention. CCA was formed as a loosely organized platform for making friends, sharing ideas, and better yet, establishing collaboration. Looking back, I believe diffusionists were correct in pronouncing what they called “the strength of weak ties.” A seed germinated in the ground of CCA contacts may someday bear fruits far and beyond. That every year we see increasing numbers of colleagues from successive generations and diverse cohorts participate in CCA activities is ample proof of its value.

When CCA was founded, I was in my mid-career. As I am earning my senior citizenship, I am glad that we had the right impulse to make CCA a reality. As its good wisher, I would like to remind CCA members of the importance to strike a delicate balance between “Chinese experiences” and “global theories,” by sharing some thoughts excerpted from a recent article:

“If the de-Westernizing project aims to challenge what Bourdieu (2001) calls ‘the imperialism of the universal,’ we must not fall into the reverse trap of ‘the parochialism of the particular.’ We abhor the Western-cum-universal hegemony, but we are not interested in creating any essentialized theories of Asian or Chinese media. We have nothing to do with any concept of ‘Chinese exceptionalism.’ We study Chinese media partly but not only because we are culturally Chinese. Nor because we are culturally Chinese can we only study Chinese media. The study of Chinese media is by no means intellectually self-sufficient or isolated; it should interpenetrate with the theoretical and methodological advances in the field of



international communication and, more important, in the larger currents of humanities and social sciences.

“What we aspire to establish is, in sum, certain general theoretical perspectives with Chinese characteristics that arise from and highlight cultural specificity in our problematic consciousness and interpretations but ultimately emerge from this cultural reflection to develop a broader view of how the world works. If we succeed in establishing such general perspectives that allow internal differences, speak with a distinctive cultural accent, and yet transcend theoretical parochialism, we will be in a strengthened position to maintain an open-minded and mutually enriching dialogue with the Western literature on an equal footing.”

(amended from “Voices from Asia and Beyond,” *Journalism Studies*, iFirst Article, 2011, 1_11, DOI: 10.1080/1461670X.2011.575692



Editor's Column

Confessions of a Journal Editor

Dr. Louisa Ha

Professor and Chair, Department of
Telecommunications, Bowling Green State U.
Associate Editor, *Journalism and Mass Communication
Quarterly* (JMCQ)
Special Issue Editor, *Chinese Journal of
Communication*

My journey to journal editorship is more an accident than a deliberate pursuit. Five years ago, I was applying for the book review editorship of *Journalism and Mass Communication Quarterly* and suddenly found out that JMCQ needed an associate editor and was invited to serve as its associate editor. JMCQ is one of the oldest refereed journals in the field and covers a broad range of topics of interest to mass communication scholars as the flagship journal of the Association for Education in Journalism and Mass Communication. Perhaps my work as the editorial review board member of JMCQ at that time and previously as an ad hoc reviewer of JMCQ did get noticed from the editor. I love to read good manuscripts with great ideas and help the authors to improve. It is always a delight to see a manuscript improved from its original submission to a finished publication and get noticed and cited by others. In my editorial essay in the special issue on Emerging Media and Challenges in Chinese Communities in the *Chinese Journal of Communication*, I stated that "refereed scholarly research is a collective wisdom and a product of the interaction between the authors, the reviewers, and the editor" (Ha, 2010, p.382).

However, not all manuscripts are that good and reviewers all avoid bad manuscripts. I see many recycled manuscripts that were rejected somewhere and sent to the journal or manuscripts rejected by JMCQ and sent to other places. I also noted a few manuscripts were sent to both JMCQ and other journals at

were sent to both JMCQ and other journals at the same time. Hey, the academic world is quite small! Respect the reviewers and editors by making necessary changes before sending the manuscript somewhere.

As a non-native English speaker, I understand the hurdles facing foreign-born researchers' in their writings and have never rejected a manuscript based on writing alone (especially when it's only grammatical, not logical issues). Yet not all reviewers share the same view. In fact, Dan Riffe (2006), the editor of JMCQ, in his editor essay, wrote that writing was the most common criticism he received from reviewers. I strongly recommend graduate students and junior faculty to learn from the best by collaborating with senior scholars (which may mean your professors) or reading journal articles of seasoned authors published in top journals with good writing and emulate their clear and well-organized writing styles.

The editor is the advocate of the manuscript authors especially when the reviewers' views are mixed on the manuscript. While I need to keep an open mind to all ideas, some comments are better than others. I value originality and contribution to advancing the knowledge in the field most in my selection of manuscript. Sound methodology and good writing are necessary but not sufficient conditions for a manuscript to be published. If you don't have a good representative sample, you better make the theory so strong that we can forgive your data's lack of representativeness. As Neuman et al. (2008) said, "Theory is king" in the reviewers'

eyes. No manuscript is perfect. But we try to correct the obvious mistakes as much as possible. Some reviewers are more critical than others. Hence as an editor, I have to make a lot of hard decisions such as which review I should count more and which I will give less weight.

Finding good reviewers and making them agree to turn in their review on time are other challenges to the editor. It's like match-making. When I know the topic of the manuscript well or the topic is attractive, I found it easy to find the right reviewer for it and the review quality is usually good too. Usually a manuscript that quickly finds reviewers to review it is more likely to be a good manuscript because reviewers all want to read good manuscripts. But when the topic is not my expertise and the manuscript abstract is not attractive, then finding good reviewers is hard. It may take two months just to assemble the three qualified reviewers who agreed to review. That's why some journals decided to have more desk rejections.

In addition, all refereed scholarly journal editors do it as a side-job. We have our classes to teach, our own research projects to work on, dissertations to guide, and many other administrative commitments. The high demand on my time means I have to make sure I spent my time wisely. I would spend more effort in finding a good reviewer for a good manuscript and less effort for a manuscript that I felt is not ready for prime time. So are the comments I give to authors. For manuscripts that I see more potential either for JMCQ or other outlets, I would write much more elaborate comments with concrete suggestions.

So I would ask all of you to check carefully before submitting a manuscript. If you take the manuscript seriously, your editor is more likely to take your manuscript seriously.

Reviewing is an important service to the field and should be put on your vita. If you haven't begun any reviewing, start your reviewing career by reviewing papers for conferences such as AEJMC, ICA and NCA. They all need reviewers. If you have started reviewing, I suggested you to do a good job on it. Write your review with the author in mind. Authors welcome constructive criticism. Anonymous reviews do not mean nasty reviews. Decline invitation early if you were not available or cannot do it. You can always ask for extension if you are interested in the topic but cannot meet the stated due date. Please honor your promise. Your reputation as a reviewer will determine whether you might be offered any editorial board membership which eventually may lead to editorship invitation.

You will learn how journals make editorial decisions and review criteria when you become a reviewer. You will know that an accepted conference paper is not the same as an acceptable journal article publication. The bar is higher on both method and theory and the writing as well. The comments from conference paper reviewers and discussants are just the starting point. Compare your work to journal article publications and see if your work is comparable. Don't give up even if you get rejected. Whenever you found useful comments to your manuscript, you should make the corrections. Your manuscript may find a new home in another journal.

JMCQ is always looking for ad hoc reviewers and may add editorial review board members. If you are a faculty member, let me know your expertise and send me your vita if you are interested to review for JMCQ at louisah@bgsu.edu.

P.S. I have been nominated to run for the publications committee of AEJMC this year. I hope to receive your support to have a voice from Chinese scholars in all AEJMC publications. If you are an AEJMC member, please vote when you received the ballot.

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Journal of Communication, 220-237.

Riffe, D. (2006). An editorial comment.

Journalism and Mass Communication Quarterly, 83(2), 242-243.



To Reach Journal Editors

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Human Communication Research

Jim Katz, Editor
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Journal of Computer-Mediated Communication

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Communication Monographs

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Communication Education

Paul Witt, Editor
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传播与社会学刊

陳韜文 香港中文大學／復旦大學
editor@cschinese.com



JOB COLUMN

Landing Your Dream Job

Dr. Shuhua Zhou

Professor & Associate Dean for Graduate Studies
College of Communication & Information Sciences
University of Alabama

If I have a message, I will say this, your job search starts the first day you begin graduate school. Feathers are not grown in a day. They take time. So start early, built your resume and a job will come to you.

We are seeing more and more Chinese Ph.D. students throughout campuses in the United States, Canada, Britain, Australia and other western countries. In Alabama, for example, we typically have four to six Chinese students at any given time in our doctoral program. For those of you who want to return to mainland China, Hong Kong, Macao and Taiwan to pursue a career, congratulations on a job well done to complete your degree, on your aptitude for finding the niche you desire, and your discerning ability for culinary superiority! For those of you who want to make your sojourn country a permanent home, you need to find a job, or better yet, to land your dream job.

My focus in this essay is to help you successfully navigate the academic job search process and to offer some pointers. Bear in mind that there is no general recipe (think culinary!) that will fit every Jill and Joe. Job interviewing techniques are important. However, there is nothing else that can replace the person you are. What this means is that job search and job interviews are just one of the final formalities that you are going through. Whether you will get a job or not starts years earlier. In fact, it does not matter how well you “perform” in the job interview, what really matters is if you have built your resume and whether your job interview accentuates what you’ve accomplished.

We all know that search committees get lots of applications these days. My home department has an opening this year and we already have 49 applicants. I’d say that this is an average number. Depending on the job, sometimes you have 80 applicants for a position. The fewest we had three years ago was for a media management position, with 17 applicants. What do you think a search committee will do? Cut the fluff and get to the best candidates. Who are the first ones to be eliminated? Apparently the ones who don’t qualify, for example, someone who does not have a Ph.D. while the job description calls for one. The next round that will be thrown under the bus will be those who don’t quite fit. If the job is for a media effects position and you are a media historian, then there is no chance. Next to go are the also-runs, people who fit the job description but they don’t stand out. Example, if many applicants have three publications and you don’t have any, you are out. Now we may have a shortlist of eight to ten people. Here is where your personality, your professionalism and the quality of your cover letter come to play. If you have enough conference papers, people should have an impression of you and your work. People will know whether you conduct yourself professionally in conferences (hint: you are not remembered as the freak who sang to finish the presentation).

As for cover letters, many people struggle with

these. In general, the cover letter allows you a chance to project your personality and highlight things that people normally don't see in the CV. You should try to personalize the cover letter, addressing the letter, for example, to the search chair, rather than "To Whom It May Concern." It may concern no one because it shows that you don't know the place. Take the time to find out who is in charge. Your cover should not be a litany of your accomplishments. Rather, leave that to the CV. You can highlight your achievements in the cover letter and call attention to those parts of the CV that will make you an outstanding candidate for the job. Be sure to use simple and non-convoluted (see the effect?) language and proofread everything.

Back to the search process. If you make it to the shortlist, congratulations. People will be calling your references. You should always keep your references informed of the places that you have applied so they won't be surprised to get a call from Hope College, for example. The last thing you want your references to say is "I did not know he/she applied to your university." What does that show? It shows that you are a communication scholar who communicates poorly. You may also get a phone interview. As a non-native speaker, you need to be aware that a phone conversation does not include visuals. So your normal body language and gestures will not help. What you need to do is to take your time, articulate your answers clearly and put some energy in your voice. If you are unprepared, or in the middle of your culinary feast, it is quite OK to politely request that the caller call back in 30 minutes. It is better to have a good answer than a rushed one that may rid of you an opportunity.

During the site visit, you should definitely dress professionally and leave your hippie side in the house. Be honest with your answers. Don't say that you can teach a course if in reality you know nothing about it. Remember, as much as it looks like you are begging them for a job, you are actually also interviewing them. The fact that you get an on-campus

interview means that you have a foot in the door. You can close the door by showing that you have the intangibles to succeed and you are a pleasant person to work with. Much of the job interview is to show people that you can be a good addition and that you will be a good colleague. The latter part is as important as the first part. A good colleague is someone who cares, by showing that you have studied the hosts' teaching needs, personal interests and the kind of research they do. Many people dread the one-on-one interviews. They actually are good places for you to persuade your potential "voters" by showing them that you know them and you know their research.

For a Chinese student, language proficiency and lack of teaching experience are two of the most common "Achilles Heels." Language is a long-term project and you should always work on it. But practice will help. If you are concerned that you may not be able to articulate what you are trying to express, practice before you go to the interview. You should twist some arms and get people to hear your research talk rehearsal before you go. It will give you more confidence. As for teaching experience, you may not be able to teach a class during your course of study. As in the case of Alabama, students have to pass an ITAP test before they can be instructors of record.

Many students can't pass the test and they remain research assistants, rather than teaching assistants. What you can do, though, is to create opportunities for yourself: including presentations at various venues such as conferences and colloquia, so your references can comment on and infer about your teaching ability. You can also volunteer to your professors to guest-lecture a topic or two in their classes so you gather as much experience as possible.

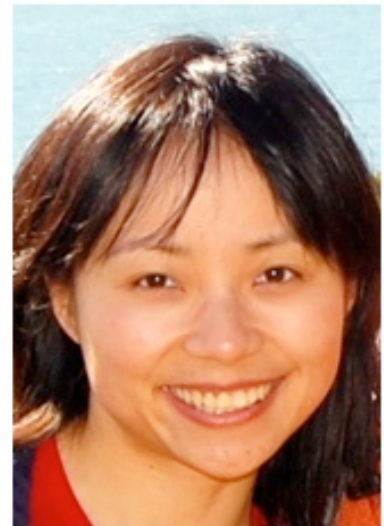
If I have a message, I will say this, your job search starts the first day you begin graduate school. Feathers are not grown in a day. They take time. So start early, build your resume and a job will come to you.

JOB COLUMN

Finding an Academic Job in the US —Suggestions for Foreign-born PhD Students

Meikuan Huang, PhD

Assistant Professor, California State University-Stanislaus



You can quite easily find many great suggestions on finding an academic job in the US from sources such as the *Chronicle of Higher Education* and the career center at your university, covering topics such as preparation of application packages, interviews, and negotiation. However, if you are like me, who was born and brought up in a totally different culture and speaks English as a second language, you may already anticipate extra stress in the interview processes due to the language and cultural challenges above and beyond the highly intensive pressure in the faculty interview process for everyone.

I have both good and not so good news for you. The good news is that we have seen an increasing number of foreign-born and foreign-educated faculty in almost every academic discipline in US universities. They have been successful in not only getting the tenure-track jobs, but also thriving in both teaching and research. Such a trend follows the national one: The U.S. labor force undergoes increasing diversity in nationality (U.S. Census Bureau, 2010); specifically, 44% of the doctoral degrees in science and engineering in the U.S. in 2006 were awarded to non-U.S. citizens and this trend seems to be expanding (National Science Foundation, 2007).

The not-so-good news is that there are some challenges that are quite unique for foreign-born PhD students in the academic job interview processes. Based on my own recent interview experiences with multiple universities and teaching experiences on “Professional Interviewing”, I would like to share a few suggestions, especially aimed to inform and empower foreign-born PhD students who are considering or have recently started academic job search.

1. Teaching preparation. Even though it is not requested by every job opening, I still encourage you to build a teaching portfolio for yourself, made up of teaching statement/philosophy, representative syllabi and other course materials, teaching evaluation by students and colleagues, and teaching related publications, etc. In both R1 and non-R1 universities, teaching is likely to be an important component of your contribution to the university, and you need to show both confidence and preparation in teaching. Such a portfolio can come handy when you are preparing application packages and during the phone and on-site interviews. Many of us who are not English native speakers may feel much apprehension about standing in front of 30 native speakers and teaching them how to communicate in English—your teaching portfolio (as well as how you present it during interviews) can help convince the search

committee that you are enthusiastic about teaching and you are ready.

2. Research. In both research- and teaching-oriented universities, they are likely to request a research talk as part of the on-site interview. Many of my foreign born colleagues feel that they can work hard and prepare the presentation itself well, but they are not comfortable with the Q&A session. Some schools use this as an opportunity to assess how you can think on your feet, as you are likely to experience many future Q&As like this in both classrooms and conference sessions. Don't feel pressured to give the "right" answers for every question; instead, show your composure as well as a clear thinking about how to approach this question, even though you may not be able to solve it on the spot.

3. The interviews. Once you are on the "short list" (which is a great step forward), the first round of interview is likely to be a phone interview with one or a group of people. The phone interview will highlight what you say and how you say it, which may be something non-native speakers feel not so confident about. A strategy used by many of my colleagues and students is to draft answers to commonly asked questions (such as "Why are you interested in this position?") and rehearse in front of a friend and/or a mirror several times, making sure we sound natural and confident. The second round of interview is likely to be an on-site one, and here you will be evaluated by how you sound as well as how you look. You may feel self-conscious that you will not naturally fit in or be identified as "one of them" due to your physical appearance. But

you can rest assured that once they invite you for an on-site interview, they already have many positive perceptions about you and want you to succeed. Your smile and confidence will help break the ice and help you make instant connections.

4. Negotiation. After the hard work in the interview processes, finally there is an offer for you: What should you do next? I was brought up in a culture which traditionally values "not asking for too much" especially in women. I still feel very intimidated and uncomfortable when I encounter negotiations. However, we simply can't afford not negotiating in this job market. It may not apply to everyone, but I learned the rule of the game is that you are expected to negotiate and counter-offer. I strongly encourage everyone, not just women, to read the book *"Women Don't Ask"*, which presents powerful statistics on the perils of not "asking" for one's first job and gives straightforward suggestions on what you can do on job offer negotiation.

I gained invaluable suggestions from colleagues, career centers, books, and online resources when I was on the job market. I hope you will make good use of your resources and wish you the best in the job interview process, as you will learn a lot and grow quickly on this journey. Please feel free to contact me at meikuanhuang@gmail.com if you have questions.

Position Announcements

CLINICAL ASSISTANT/ASSOCIATE PROFESSOR OF COMMUNICATION (DIGITAL MEDIA/JOURNALISM)

The Edward R. Murrow College of Communication Washington State U

The Edward R. Murrow College of Communication at Washington State University in Pullman, WA seeks two full-time, 9-month academic year, Clinical Assistant Professors. Appointment begins August 16, 2012.

Responsibilities for the digital media position include teaching undergraduate classes that involve hands-on training in digital media content creation and promotion across multiple media platforms, including broadcast, print and Internet. Areas of expertise may include digital media, journalism, social media, advertising, public relations, marketing, graphic design or visual communication.

Responsibilities for the journalism position include teaching undergraduate classes in reporting, editing, public affairs journalism, public relations writing and related topics for multimedia platforms. The successful candidate may be responsible for advising student multimedia projects and productions in the College's computer labs and broadcast production facilities or supervising student media outlets. Candidates for all positions are expected to have significant professional experience. Applicants will be expected to advise undergraduate students and serve as a liaison with the professional community.

Review of applications will begin January 15, 2012. To read more: <https://www.wsujobs.com/applicants/jsp/shared/position/jobDetails.css.jsp>

ASSISTANT PROFESSOR AT UNIVERSITY OF CONNECTICUT

The Department of Communication Sciences at the University of Connecticut invites applications for a tenure track faculty position in the area of health communication to begin August 23, 2012. The position is at the assistant professor level. Minimum qualifications include: a Ph.D. in Communication or related field by time of appointment; evidence of research productivity; a publication record; the ability to work in a collegial manner with a diverse faculty, staff and student population; experience teaching undergraduate courses; ability to teach quantitative research methods; and the ability to teach undergraduate and graduate courses in health communication. Additionally, the successful candidate must be able to teach in at least one of the following areas: advertising, public relations, social networks, new communication technologies, social marketing/communication campaigns, dissemination/translation, or the study, design, and development of media and social networks for health applications.

Candidates must also possess the ability to conduct research in health communication; to obtain grant funding to support research; and the ability and have experience performing professional service commensurate with rank. It is preferred that candidates possess the ability to contribute through research, teaching, and/or public engagement to the diversity and excellence of the learning experience.

To apply, use Husky Hire (<http://www.jobs.uconn.edu>)

Position Announcements

ASSISTANT PROFESSOR/MEDIA EFFECTS AND QUANTITATIVE RESEARCH METHODS

California Polytechnic State U, San Luis Obispo

Full-time, academic year, tenure-track Assistant Professor specializing in Media Effects and Quantitative Research Methods at California Polytechnic State University, San Luis Obispo, California, to begin September 10, 2012. Salary is commensurate with qualifications and experience. In addition to teaching Media Effects and Quantitative Research Methods courses, applicant must be prepared to teach public speaking, which could account for up to one-third of the instructional assignment. Teaching other undergraduate courses in the department related to the applicant's background and experience is possible. Non-instructional duties include engaging in productive research and scholarship, service, and academic advising. During the regular academic year, the normal teaching load is 12 units (3 courses) per quarter.

An earned doctorate degree in a communication studies discipline is required. Coursework relevant to the instructional assignment is required as the minimum academic preparation. Evidence of successful university level teaching is required.

To apply, please visit complete a required online faculty application and apply to Requisition #102403. REVIEW BEGIN DATE: January 2, 2012

**THREE ASSISTANT PROFESSOR POSITIONS:
PUBLIC RELATIONS
STRATEGIC/BUSINESS COMMUNICATION
DIGITAL/BROADCAST MEDIA AND AUDIO
PRODUCTION**

State University of New York at Oswego

Public Relations Position:

Candidates will teach a variety of courses including survey of public relations, public relations research, public relations writing, public relations cases, public relations campaigns and strategies. Candidates also will engage in scholarly research and/or creative activity. Active involvement in advisement and department service is expected.

Strategic/Business Communication Position:

The successful candidate will develop and teach strategic/business communication course(s) in consultation with the School of Business. Teaching responsibilities will include business writing & speaking, and public relations courses as needed. Active involvement in advisement and department service is expected.

Digital and Broadcast Media Position:

Candidate will teach in the areas of broadcast media production (with an emphasis in audio production), and digital media programming and management. Other responsibilities include participation in the management of department media services and operations, student advisement, production of scholarly or creative media works, and participation in service activities.

Review Date: Review of applications will begin January 2, 2012, and will continue until the position is filled. For questions or more information, please contact Taejin Jung at taejin.jung@oswego.edu.

Position Announcements

ASSISTANT PROFESSOR OF RHETORICAL STUDIES AT U OF NEVADA, LAS VEGAS.

Pending budgetary approval, the Department of Communication Studies at the University of Nevada, Las Vegas, seeks a tenure track Assistant Professor in rhetorical studies to begin in the 2012-13 academic year.

The successful applicant will have in place or will develop a research program leading to publication in areas of specialization that complement current faculty. S/he will teach 2-3 undergraduate and/or graduate classes each semester in such courses as: survey of the rhetorical tradition, rhetorical criticism, principles of persuasion, contemporary rhetorical theory, rhetoric of dissent, argumentation, rhetoric of women's rights, political communication, and famous speeches. Ph.D. in Communication Studies expected by date of appointment. Established publication record and evidence of teaching effectiveness in relevant courses preferred.

Submit a letter of interest, a detailed resume listing qualifications and experience, and the names, addresses, and telephone numbers of at least three professional references who may be contacted. Applicants should fully describe their qualifications and experience, with specific reference to each of the minimum and preferred qualifications because this is the information on which the initial review of materials will be based. The review of materials will begin January 2, 2012 and will continue until the position is filled. Materials should be addressed to Dr. Thomas Burkholder, Search Committee Chair, and are to be submitted via on-line application at <https://hrsearch.unlv.edu>.

ASSISTANT PROFESSOR OF COMMUNICATION AT OAKLAND U

The Department of Communication and Journalism at Oakland University invites applications for a tenure track assistant professor in Communication who specializes in critical cultural studies to begin August 15, 2012 pending final University approval. We seek candidates who work in one or more of the following areas: globalization studies-transnational flows and material culture; race and ethnicity studies in a global context; diasporic identities and communities. Preferred candidates are expected to have methodological training in ethnography, historiography, or political economy.

Oakland offers a newly established Master's program in Communication. Candidates are expected to provide leadership in our MA program as well as direction in undergraduate curriculum development. Oakland University operates on the semester system, and the standard teaching load is five courses per academic year.

Teaching responsibilities will include both undergraduate and graduate courses, including our undergraduate core, multicultural communication. Candidates are expected to demonstrate a record of effective teaching as well as potential for a promising research agenda. Preferred candidates will possess a Ph.D. in Communication, but ABD will be considered.

Submit letter of interest detailing teaching interests and research program, curriculum vitae, research writing sample, statement of teaching philosophy and one sample course syllabus <https://academicjobs.oakland.edu/postings/151>.

Position Announcements

ASSISTANT PROFESSOR AT IOWA STATE U

The Department of Psychology and the Communication Studies Program is inviting applications for a tenure-track Assistant Professor position, with an anticipated start date in August 2012. The University's College of Liberal Arts and Sciences has targeted the interdisciplinary Communication Studies program as an expansion area and seeks a scholar who focuses on communication-related topics and can build upon the strengths in the Psychology Department's current Social, Counseling or Cognitive Psychology programs. Areas of intersection are open and can include such areas as interpersonal communication, social media, multi-cultural communication, electronically-mediated communication, cross-cultural communication, health communication, human factors in communication, small group communication, and/or organizational communication.

Required Qualifications:

Ph.D. in Psychology, Communications Studies, or related field. Record of publications in refereed Psychology and/or Communication journals.

Preferred Qualifications:

Record of 1st-author publications in top-tier refereed Psychology and/or Communication journals. Demonstrated teaching experience within Communication and/or Psychology.

To apply for this position, please go to website at: <https://www.iastatejobs.com/applicants/jsp/shared/position/JobDetails.css.jsp?postingId=383802>

To ensure consideration, submit application by 12-31-2011

ASSISTANT/ASSOCIATE/FULL PROFESSOR OF SCIENCE COMMUNICATION AT GEORGE MASON U

The Department of Communication at George Mason University is seeking a tenure-track Assistant Professor or a tenured Associate or Full Professor to teach and conduct research on issues related to science communication that examines the nature of scientific expertise, the diffusion of scientific knowledge, and the communication of science and technology information to different expert, government, and public audiences.

Our ideal candidate will: Provide strong leadership in the development of educational, research, and outreach programs concerning science communication; Demonstrate experience developing and managing interdisciplinary programs and projects that cross the lines between science/environment and social science/humanities disciplines, and that engage faculty and students across these boundaries; Demonstrate a track record of securing competitive grant funding for interdisciplinary research efforts that similarly draw on the expertise of faculty and students across science/environment and social science/humanities disciplines; Exhibit (or be in the process of developing for applicants at the Assistant Professor rank) a national and international reputation for scholarship in science communication; Have extensive experience teaching graduate and undergraduate courses in communication topics relevant to science communication; Demonstrate a robust record of research and publication concerning issues related to media, politics, public policy, public health, the environment, or other aspects of society.

To apply for this position (F9519Z) please log

Position Announcements

on to: <https://jobs.gmu.edu/>. If you have any questions, please contact Dr. Edward Maibach at emaibach@gmu.edu

ASSISTANT OR ASSOCIATE PROFESSOR IN ELECTRONIC MEDIA PRODUCTION AND DIRECTING AT SAN FRANCISCO STATE U

The Broadcast and Electronic Communication Arts Department at San Francisco State University invites applications for a full-time tenure-track position in Electronic Media Production and Television Directing. Appointment is contingent on funding, will be at the associate or assistant professor rank, and will begin in the Fall of 2012

Duties: The department seeks a scholar and practitioner of electronic media production, a colleague with commitment to multi-camera approaches, both in the studio and the field. Successful candidates should also be able to teach courses in directing, large-scale remote production, sports media production, and/or new electronic media technology applications. Application Deadline: Priority consideration will be given to applications received by December 21, 2011. Applications will continue to be reviewed until position is filled. Electronic Applications are also accepted at becajobs@sfsu.edu

TENURE TRACK: COMMUNICATION GENERALIST AT U OF WISCONSIN-WHITEWATER

The Department of Communication at the University of Wisconsin-Whitewater is seeking candidates for a full-time Communication Generalist position beginning Fall, 2012. The ideal candidate will have academic preparation and at least two years experience teaching communication courses at the college

level. The ideal candidate will have the ability to teach theoretical and skill-based communication courses which should include several of the following: Introduction to Human Communication (the basic course), Cross Cultural Communication, Public Speaking, Persuasion, Gender Communication, Communication Theory, and courses in our new Corporate and Health Communication emphasis. Teaching graduate classes and overseeing graduate students' capstone projects is expected. Ability to oversee graduate teaching assistants in the basic course is preferred. Experience with classroom technology and online delivery is desirable. Evidence of scholarly activity preferred. The teaching load for this position is 4-4 with occasional course releases for purposes of conducting research available.

Online Applications may be sent to: Julie Ridgeman, Academic Department Associate ridgemaj@uww.edu. Review of applicants begins Dec. 15, 2011 and will continue until filled. Only completed application packets will be reviewed. For more information on our department see <http://academics.uww.edu/cac/communication/index.html>.

CHAIR PROFESSOR/PROFESSOR/ASSOCIATE PROFESSOR/ASSISTANT PROFESSOR AT CITY U OF HONG KONG

The Department of Media and Communication accept applications from all areas of specialization, but look particularly for outstanding scholars who are also able to teach skill courses in Digital TV, Advertising, or New Media. As the University's strategic area of development, communication has a strong international team at the forefront of research in international communication, media effects, new media, and political economy of

Position Announcements

communication. Ability to work well with colleagues is essential.

Requirements: A Ph.D. in communication/ media studies or related fields, with outstanding scholarly achievements or demonstrated promise

Salary and Conditions of Service:
Remuneration package is excellent. Fringe benefits include leave, medical and dental schemes, and housing benefits where applicable. Initial appointment will be made on a fixed-term gratuity-bearing contract.

Please send your application letter enclosing an up-to-date curriculum vitae to :

Email com@cityu.edu.hk
Fax (852) 3442-0228
Post Department of Media and Communication,
City University of Hong Kong,
83 Tat Chee Avenue,
Kowloon Tong,
Kowloon,
Hong Kong

Your curriculum vitae should include the following, where applicable:

- Academic and Professional Qualifications
- Chronological Employment History
- Teaching Record
- Research / Applied Work Achievements
- Publication List
- Community and Professional Service

Additional materials to be provided if you apply for the position of Professor:

- Three copies of most recent papers or papers that contain most significant work
- Three letters of reference

More job ads can be found at:



The Chronicle of Higher Education: <http://chronicle.com/section/jobs/61/>

AEJMC Jobs: <http://www.aejmc.org/jobads/>

CRTNET(NCA Communication, Research and Theory Network): <http://www.natcom.org/CRTNET/>

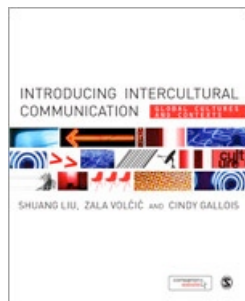
NCA Job Seekers: <http://www.natcom.org/Default.aspx?id=506>

NEW BOOKS

Introducing Intercultural Communication Global Cultures and Contexts

Shuang Liu, Zala Voicic, Cindy Gallois,
University of Queensland, Australia

Sage Publications



This multinational team of authors has put together an introduction to communicating across cultures that draws on examples and case studies from across the world, using no single culture as its frame of reference.

Structured around the links between theory and practice and between the global and the local, the discussion covers the key theories and their practical applications, as well as new topics often neglected in textbooks, such as international conflict, social networking, migrancy, and the effect that technology and mass media play in the globalization of communication.



Reorienting Global Communication Indian and Chinese Media Beyond Borders

An eclectic examination of the global nature of Indian and Chinese media

Edited by Michael Curtin
and Hemant Shah

University of Illinois Press

Emphasizing the global nature of Indian and Chinese film, television, and digital media, *Reorienting Global Communication: Indian and Chinese Media Beyond Borders* provides a diverse mix of alternative perspectives that collectively shift the discussion of media globalization away from Hollywood and New York.

Linked by a shared history of colonialism, state socialism, large diasporas, and recent market liberalization, India and China are poised to

become twenty-first-century world powers. While both enjoy a rich ensemble of religious iconography, legends, and folk traditions, Indian and Chinese producers and consumers are today challenged to find modes of expression that are culturally authentic and commercially viable in an increasingly globalized media environment.

Essays cover topics such as the influence of transnational Indian families on the narrative elements of Bollywood productions, the rise of made-in-China blockbusters, the development of pan-Asian cinema, and migrants' use of the Internet to maintain connections with their homelands. Contributors are Michael Curtin, Chua Beng Huat, Shanti Kumar, Chin-Chuan Lee, Madhavi Mallapragada, Divya C. McMillin, Sreya Mitra, Sujata Moorti, Zhongdang Pan, Aswin Punathambekar, Jack Linchuan Qiu, Hemant Shah, Lakshmi Srinivas, Emilie Yueh-yu Yeh, and Yuezhi Zhao.



Changing Media, Changing China

Edited by Susan L. Shirk
Oxford University Press

Covering everything from the rise of business media and online public opinion polling to

environmental journalism and the effect of media on foreign policy, *Changing Media, Changing China* reveals how the most populous nation on the planet is reacting to demands for real news. This collection of essays brings together a who's who of experts--Chinese and American--writing about all aspects of the changing media landscape in China. In detailed case studies, the authors describe how the media is reshaping itself from a propaganda mouthpiece into an agent of watchdog journalism, how politicians are reacting to increased scrutiny from the media, and how television, newspapers, magazines, and Web-based news sites navigate the cross-currents between the open marketplace and the CCP censors.

CALL FOR PAPERS

Call for Papers: Communication Yearbook 37

A Publication of the International
Communication Association
Editor: Elisia L. Cohen

CY 37 is a forum for the exchange of interdisciplinary and internationally diverse scholarship relating to communication in its many forms. Specifically, we are seeking state-of-the-discipline literature reviews, meta-analyses, and essays that advance knowledge and understanding of communication systems, processes, and impacts. Submitted manuscripts should provide a rigorous assessment of the status, critical issues and needed directions of a theory or body of research; offer new communication theory or additional insights into communication systems, processes, policies and impacts; and/or expand the boundaries of the discipline. In all cases, submissions should be comprehensive and thoughtful in their synthesis and analysis, and situate a body of scholarship within a larger intellectual context.

Submit manuscripts electronically via a Word attachment to Elisia L. Cohen, Editor, at CommYear@uky.edu. Following Communication Yearbook's tradition of considering lengthier manuscripts, initial manuscript submissions may range from 6,500 to 13,000 words (including tables, endnotes, references).

Submissions for CY 37 will be considered from **October 15, 2011 through February 15, 2012**. For more information about CY 37 or this call for submissions, please contact Dr. Cohen at commyear@uky.edu.

Call for Papers: Chinese Journal of Communication

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 comparing communication phenomena between China and other parts of the world are particularly welcome.

Indexed in the SSCI since 2008, CJoC is a refereed scholarly publication aimed at elevating Chinese communication studies along theoretical, empirical, and methodological dimensions, while contributing to the understanding of media, information, and communication phenomena around the world.

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 online submission instructions, please visit <http://www.tandf.co.uk/journals/rcjc>

CALLS

IAMCR 2012 General Call for Proposals

The International Association for Media and Communication Research invites submissions of abstracts for papers and panel proposals for the 2012 IAMCR conference to be held from July 15-19, 2012 at the Howard College Campus of the University of KwaZulu Natal (UKZN) in Durban, South Africa.

The conference will be held under the general theme, '**South-North Conversations**'. The theme reflects the asymmetry of global communication flows, but without implying the negatives that usually accompany discussions of the 'digital divide'. The theme also calls for balanced and empowering narratives that do not regard those in 'the South' as victims primarily in need of handouts from the more affluent.

The term 'Global South' refers to countries, territories and communities that have been excluded from the mainstream of economic, social and communication development. In much of the discourse around global geopolitics, these countries and communities are still regarded as the recipients of economic and technical largesse from more developed sources. In this conference, we wish to interrogate this position, and to emphasize the *communicative empowerment* and the *positive potential of media and communication in and from the 'Global South'*.

The deadline for submissions is **February 14, 2012**. For more information: <http://iamcr.org/congress/durban2012>

Call for Paper Abstracts and Panel Proposals AEJMC Midwinter Conference 2012 March 2-3, 2012 | University of Oklahoma

The AEJMC Midwinter Conference is an annual forum for the presentation of research and debate in areas relevant to the 12 AEJMC groups (divisions, interest groups and commissions) sponsoring the event. The conference provides a platform for presentations and extended discussions in a relaxed setting.

The upcoming conference is scheduled for March 2-3, 2012 at the Gaylord College of Journalism and Mass Communication (University of Oklahoma) in Norman, Oklahoma. For the fourth year in a row, conference participants will be able to enjoy the College's state-of-the-art teaching and research facilities, as well as many winter diversions outside the conference activities, including world-class museums and art galleries.

Paper abstract submissions: Authors are invited to submit research paper abstracts of between **600 and 800 words** (word count excludes author information and references). Abstracts should give a clear sense of relevant literature, research objectives, methodological approach, stage of research project (conceptual, data gathering, data interpreting), findings and conclusions.

Submissions should be made by e-mail to the midwinter chair of the group authors wish to submit to. Note that authors can submit any specific paper abstract to only **one** participating group – submitting the same paper abstract to several groups will result in disqualification and withdrawal from the review process. **Do not submit full papers.**

Authors of accepted papers will be notified by mid-January 2012. Papers presented at the midwinter conference are also eligible for presentation at the AEJMC national convention in August. Authors are encouraged to use the

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midwinter conference as an opportunity to get feedback on their research to improve and finalize it for submission to the national conference.

Authors of accepted abstracts must submit complete papers (not exceeding 30 pages) to the discussant of their conference session at least two weeks before the midwinter conference.

At least one author of each accepted paper must register and attend the conference to present the paper. Failure to register by the deadline will result in authors' names and papers being removed from the program. ***NO onsite registration will be available. For more information***, please contact Elanie Steyn, Conference Site Host (elanie@ou.edu).

Call for Nominations AMIC Awards 2012

The Asian Media Information & Communication Centre (AMIC) is now calling for nominations for "The AMIC Media and Communication Advancement and Innovation Award" and "The AMIC Asia Communication Award" 2012.

Nominations for both awards are accepted from any member in good standing with the association. Nominees do not need to be members of AMIC. All nominations along with supporting documents are received through **31st December 2011**.

AMIC Media and Communication Advancement and Innovation Award 2012

AMIC believes that new innovation strategies supported by tools, skills and best practices are required as Asia moves into new kinds of global media and communication regimes. Thus, to recognize outstanding achievement in the field of media and communication AMIC

will be awarding this award annually at the AMIC annual meeting at the discretion of the AMIC board of directors. Individuals or institutions across the globe are eligible for this award. For more information on the criteria: http://www.amic.org.sg/AMIC_Award_in_Media_and_Communication_Advancement_2012.pdf

AMIC Asia Communication Award 2012

This award recognizes outstanding achievement in research, education, institution building, and excellence in journalism and other media endeavours. Thus an individual will be honoured based on the impact his or her work has had on Asian communication and media. Individuals of all nationalities are eligible for this award, which is given at the AMIC annual meeting at the discretion of the AMIC board of directors. For more information on the criteria http://www.amic.org.sg/AMIC_ASIA_COMMUNICATION_AWARD_2012.pdf

Call for Nominations AEJMC Equity & Diversity Award

AEJMC is calling for nominations for the 2012 AEJMC Equity & Diversity Award, which recognizes JMC academic units that are increasing equity and diversity among their faculty. Specifically, units will be evaluated for progress and innovation in racial, gender, and ethnic equity and diversity.

The selection committee will evaluate efforts over the past three years in the following areas:

Hiring and Recruitment: The academic unit illustrates efforts in recruiting or hiring qualified faculty from groups historically underrepresented in U.S. academia and/or from groups that reflect the communities that the unit serves. Evidence should include

CALLS

changes in salary levels; and hiring packages.

Status of Current Faculty: The academic unit illustrates equitable representation among full-time and part-time faculty that include groups historically underrepresented in U.S. academia and/or groups that reflect the communities that the unit serves. Evidence should include retention efforts, recent tenure and promotion rates, mentoring; and faculty participation in service/activities.

Climate: The academic unit illustrates a supportive climate. The unit strives to be free of discrimination. Evidence should include curriculum and program- ming; faculty/ student perceptions; and decreasing number of grievances.

Institutionally Embedded Support: The academic unit offers formal support for equity and diversity initiatives. Evidence should include mentorship activities and graduate student support.

Applications must be e-mailed, and may be submitted by any AEJMC or ASJMC member, by any faculty member within the nominated unit, or by the head of the nominated unit.

Complete applications must be received by 5 p.m. Eastern time February 1, 2012.

Materials should be emailed to AEJMC at aejmchq@aol.com. Only e-mailed applications will be accepted. Applications that are incomplete will not be considered.

Please address any questions to: Jennifer McGill, AEJMC Executive Director, at 803-798-0271, or aejmchq@aol.com. Selection of the winner is determined by the Equity and Diversity Award Advisory Committee, composed of AEJMC members. For more information: <http://www.aejmc.org/home/2011/11/equity-diversity-award/>

Call for Nominations

The Nafziger-White-Salwen Dissertation Award

AEJMC's Standing Committee on Research seeks nominations for the best Ph.D. dissertation in the field of mass communication research. The award provides recognition for research excellence and includes a monetary prize.

Dissertations are eligible if successfully defended between Sept. 1, 2010 and August 31, 2011. The Research Committee reserves the right to not grant the award in any given year.

How to Nominate:

- A. Nominations must be made by the dissertation adviser/director or by a senior administrator (dean, director, or chair) of the doctoral-degree granting unit. *Students may NOT nominate their own dissertation.*
- B. The nomination package includes four (4) items: (1) the nominator's cover letter, (2) an 8-10 page abstract summarizing the dissertation, (3) a PDF of the dissertation, and (4) the nominee's CV.
- C. The nomination letters, abstracts, dissertations and CVs must be submitted electronically as e-mail attachments on or before 11:59 p.m. (EST), January 15, 2012. All four (4) items must be delivered electronically by the deadline to qualify for consideration. **Send nominations and direct questions to: David D. Perlmutter, The University of Iowa, david-perlmutter@uiowa.edu.** For more information: <http://www.aejmc.org/home/?s=Nafziger-White-Salwen+Dissertation+Award>

Announcement & News

Chinese Journal of Communication has been accepted into SSCI

CJoC (Chinese Journal of Communication) has been accepted into SSCI!. All our articles, starting from Volume 1, Issue 1, April 2008, will be indexed and abstracted in SSCI. Our first impact factor will be published in July-August 2012. This is, of no doubt, a remarkable achievement. It would have been impossible without your generous support over the years. We'd like to take this opportunity to thank all of you – our authors, reviewers, editorial advisory board members, readers, and especially those who have used CJoC publications in your work.

Meanwhile, CJoC 4(3) is just published. This is a special issue on "Covering China: Inside and Out" guest-edited by Professor Akiba Cohen. It consists of six solid articles by leading authors including Lars Willnat, Joseph Chan, Ven-



hwei Lo, Abby Goodrum, Knut De Swert, and Jürgen Wilke. The first three articles focus on the coverage of China through television news. The other three are conducted in Canadian, Belgian, and German contexts that include not only TV but also print and online media, not only data about the present but also

historical analysis. These are followed by reviews of four books published in Hong Kong, Wuhan, and Taipei, dealing with contemporary Chinese ideology, intercultural communication, public relations, and TV drama.

We hope you will like this latest issue. Many thanks again for supporting us and making it possible for CJoC to be indexed in the SSCI in less than four years. Cheers!

Yours sincerely,
Paul S.N. Lee
Michael Curtin
Clement Y.K. So
Louis Leung
Francis L.F. Lee
Jack L.C. Qiu



《傳播與社會學刊》第十八期已經出版，學刊今期特別邀請了國立政治大學講座教授汪琪發表她的跨國

研究〈全球化下的在地電視觀眾〉，測試媒介與文化帝國主義的實際影響。同時，學刊今期刊出兩岸學者的五篇研究論文，分別是：李紫茵及王嵩音的〈線上遊戲性別轉換行為分析〉、劉平君的〈客觀真實、多元真實與超真實：後現代社會的新聞認知〉、張丕萬的〈衝突性食品安全事件中的知識之爭與虛擬空間的話語——以蒙牛特倫蘇風波的專家博客為例〉、吳翠松的〈客家老年人觀展／表演之在地文化研究——一個苗栗地區老人文康中心卡拉OK室的觀察〉，以及孫信茹的〈哈尼族

村寨手機使用的傳播人類學考察〉。今期的〈學術對談〉是本刊首次聚焦電影，對談人是著名電影學者David Bordwell (大衛·波威爾)。對談的內容主要爬梳電影在美國學院建制化的沿革，與其中最重要的轉捩點——法國理論的輸入與強大——導致「宏大理論」形成，主宰北美與歐陸電影研究近二十年。這一期〈視覺·文本〉我們選題「媒體現代：傳播學與社會學的對話」，以圖像為言、視覺為語，反思現代社會與媒體的理論扣連，打開學術分析與藝術演繹的相互促進。

Announcement & News

The School of Media & Communication at **Bowling Green State University** welcomes applications from prospective graduate students at both the master's and doctoral levels for the 2012-13 academic year. Our new president at BGSU has provided us opportunities to strengthen our graduate programs, and we look forward to admitting students for years to come. Our program serves students who are interested in pursuing high quality graduate studies in our three areas of expertise:

- * Global Communication
- * Public Communication
- * Health Communication

Qualified students will gain vital experience through opportunities such as teaching



a variety of courses offered by the three departments in the school, which are:

- * The Department of Communication
 - * The Department of Telecommunications
 - * The Department of Journalism and Public Relations
- Other valuable career skills students may gain include participating in professional activities such as assisting our nationally recognized, award winning forensics debate team, collaborating on research publications and grants, or assisting in basic course program planning,

organization and delivery.

The deadline for applications from students seeking assistantships providing crucial tuition funding support is January 15, 2012. Students not seeking funding should submit applications by February 15. Please see the School website for more details

(<http://www.bgsu.edu/departments/smc/index.html>).

If you have any questions, please contact our Graduate Coordinator, Dr.

Joshua Atkinson at jatkins@bgsu.edu or by phone at: 419-372- 3403.

Faculty Departure

John Lee Jellicorse, founding dean of the School of Communication at Hong Kong Baptist University, has retired after a fifty year career as a teacher and academic administrator. In addition to his work in China, he oversaw the development of film, communication, and media studies programs in four US universities. After serving as the founding department head of Media Studies (Broadcasting and Cinema) at the University of North Carolina at Greensboro, he retired as a professor emeritus at that institution. His father, Harold Lee Jellicorse, was an engineer with the Tennessee Valley Authority, and Dr. Jellicorse is currently working on a film detailing aspects of the development of hydroelectric power in China.

ABOUT CCA

CCA currently has about 200 members. CCA membership has several benefits:

- Be in the loop of the Chinese communication community.
- Opportunities to network with colleagues who share your teaching and research interests
- Subscription to the professional journal *Chinese Journal of Communication and Society*
- Annual CCA panel sessions at the ICA, AEJMC, and NCA conferences
- Access to the CCA newsletter, published twice per year which includes job listings, association and member news and calls for papers

Your support to the CCA is critical for maintaining a current member status in the International Communication Association (ICA), National Communication Association (NCA), and Association of Education in Journalism and Mass Communication (AEJMC). Every year the CCA pays its membership fee to each of these three organizations in order to maintain its membership in these organizations.



Like us on
Facebook

Search for “Chinese Communication Association” on Facebook

HOW TO JOIN CCA

The current rates for CCA membership are \$5/year for students, \$10/year for faculty, and \$200 for life membership. A five-year special is also available (\$20 for students and \$45 for faculty). It is expected that membership fees can be paid through Paypal starting the end of December 2011 (TBA). To become a member of the CCA or to renew your membership now, please mail your check to the following address:

Yinjiao Ye
Department of Communication Studies
University of Rhode Island
Kingston, RI 02881 USA

CCA Membership Application Form

Please fill the appropriate information fields. Make your check payable to CCA and mail it to Yinjiao Ye, Department of Communication Studies, University of Rhode Island, Kingston, RI 02881 USA

Membership: New ☐ Renew ☐
Title: Dr. ☐ Mr. ☐ Ms. ☐ Miss ☐

Name:

Affiliation:

Address:

Telephone:

Email:

Editor's Corner



We're pleased to announce the December 2011 issue of *CCA News*, the newsletter of the Chinese Communication Association.

In this issue, the President of CCA, Dr. Ran Wei, offers warm greetings and speaks to the priorities and goals of his presidency. We also invited Dr. Chin-Chuan Lee, the founding President of CCA, to share the history and his vision of CCA. In the essay, Dr. Lee reminds CCA members of the importance to strike a delicate balance between "Chinese experiences" and "global

theories". The December issue also includes a feature essay by Dr. Louisa Ha, Associate Editor of *Journalism and Mass Communication Quarterly*, who provides valuable advices on how to turn a conference paper into a journal publication. In the spirit of the season, we offer *Job Column*. Dr. Shuhua Zhou, Associate Dean for Graduate Studies at University of Alabama, provides insights and practical tips on how to apply academic jobs. Dr. Meikuan Huang, a faculty member at California State University-Stanislaus, shares her own experience.

We hope you enjoy the December issue of *CCA NEWS*! We're always happy to hear your feedback and suggestions. We can be reached at: Sunny Liu (Editor): sliu@csustan.edu

Happy Holidays and all best wishes for the New Year!

Dr. Sunny Liu,
CCA News Editor

CCA STEERING COMMITTEE

PRESIDENT
Dr. Ran Wei

University of South Carolina

ADMINISTRATOR OF CCA GROUP EMAIL
Dr. Shuhua Zhou

University of Alabama

SECRETARY/TREASURER
Dr. Yinjiao Ye

University of Rhode Island

CCA NEWS EDITOR
Dr. Sunny Liu

California State U, Stanislaus

EX-OFFICIO
Dr. Zhou He

City U of HongKong

Merry Christmas & Happy New Year!

