

## ICCA VP Election 2025

Dear ICCA Members,

We are pleased to announce that we have two outstanding candidates for the ICCA Vice President election:

- Dr. Hongmei Li
- Dr. Céline Yunya Song

We thank both candidates for their willingness to serve the association.

### **Voting Process:**

The candidates' statements are included in this email. Please review the candidates' statements carefully before casting your vote.

### **Voting Instructions:**

- You must be an active member of ICCA to vote. To check if your membership is active, please contact our Membership Chair Dr. Jie Qin at [jqin@scad.edu](mailto:jqin@scad.edu)
- To vote, please send your vote directly via email to both the President (Dr. Lu Tang, [ltang@tamu.edu](mailto:ltang@tamu.edu)) and the Vice President (Dr. Trisha Lin, [trishlin@nccu.edu.tw](mailto:trishlin@nccu.edu.tw)). The deadline to submit your completed ballot is Monday, May 19, 2025.

### **Election Timeline:**

- May 5, 2025: Ballots and candidates' statements sent to members
- May 19, 2025: Deadline to submit completed ballots
- May 26, 2025: Election results will be announced
- If necessary, a runoff election will be held, with voting completed by June 2, 2025.

The candidate receiving the higher number of votes will be declared elected. In the case of a tie, a runoff election will be conducted.

Thank you for participating in this important election and for your continued support of ICCA.

Sincerely,

Dr. Lu Tang, ICCA President

Dr. Trisha Lin, ICCA Vice President

Candidate 1

**Hongmei Li (李红梅), Ph.D.**

**Professor and Area Coordinator of Strategic Communication**

**Department of Media, Journalism and Film**

**Miami University, Oxford, Ohio**

### **Statement for the ICCA Vice President Position**

I am honored to submit my candidacy for the position of Vice President of the International Chinese Communication Association (ICCA). My name is Hongmei Li, and I am a Professor and Area Coordinator of Strategic Communication at Miami University. I hold a Ph.D. in Communication from the Annenberg School for Communication, University of Southern California, and was an inaugural fellow of the George Gerbner Postdoctoral Fellowship at the University of Pennsylvania in 2008-2010. I had worked as an Assistant Professor at Georgia State University before I moved to Miami University. Throughout my academic career, I've been deeply committed to research, mentorship, leadership, and cross-cultural dialogue, values that align closely with the ICCA's mission. I bring to this role a combination of scholarly excellence, administrative experience, and a global perspective that I believe can help strengthen and support the work of the President and the broader leadership team.

#### **Why Am I a Strong Candidate?**

(1) Strong record in interdisciplinary research. I have published more than 50 peer-reviewed articles and book chapters in leading communication journals and prominent book volumes. I have also published one sole-authored book and an edited book. I am now co-editing a book on U.S.-China relations, to be published by Michigan State University Press, focusing on hard, soft, smart and sharp powers. I have delivered around a hundred conference presentations and invited talks (including keynote speeches), including those at prestigious universities in the U.S., China, and India. My research in Chinese Communication spans multiple research methodologies (qualitative, quantitative and critical) and disciplines including Strategic Communications (Advertising, PR and Corporate Communication), Global Communication, Cultural Studies, Health Communication, History, International Relations and New Technologies. I have received awards from major communication associations and other places, including ICA, CCA, Southern State Communication Association, Miami's Award of Excellence in Research and Innovation, the PR Educator of the Year (2022), Fulbright Hays scholarship to India (2023), and others. I have also secured multiple grants to support my research and collaborative projects, including a recent grant of \$120,000 from the National Historical Publications and Records Commission to document and research Asian histories in Ohio.

(2) Extensive Leadership and Institutional Experience. My academic journey in four American universities and my undergraduate experience at Peking University in China allows me to develop institutional knowledge about how higher education functions in different regions and in different types of universities. I have served as Associate Director at the Center for International Media Education and an affiliate of the Center for Asian Studies at GSU as well as an Associate

of China Research Center, having fostered wide connections with the Asian community and media professionals. At Miami, I have served as the Area Coordinator of Strategic Communication since 2019 and have developed extensive experience and leadership in curriculum design, management and collaboration with other programs. I was also chosen as a fellow for the Mid-American Conference (MAC)-Academic Leadership Development Program (ALDP) in 2022-23, along with fellows from even other universities. The program provided extensive leadership training, and we worked closely with select administrators from colleges and universities in the MAC program. In addition, I have been selected as an Altman Faculty Fellow in 2025-26 at Miami's Humanities Center to plan a year-long speaker series about the Midwest. My leadership style is highly effective as I always use collaborative, demographic approach to inspire other people to participate in decision making.

(3) Deep Community Engagement and Understanding of Chinese Communication. I have collaborated with scholars and people in the Asian American community. In the last two decades, I have been trying to bridge my experience in studying Chinese communication with my interest in the Chinese/Asian American communities. I have provided consulting to and established extensive networks with various organizations and groups in the Asian American communities, attempting to increase the visibility of Chinese/Asian voices. What's more, I have been involved in ICCA for a long time. For example, when I was a graduate student at USC, I served as the student representative of CCA. I have also reviewed CCA conference submissions on a regular basis. In addition to my academic research on Chinese communication, media and society, I had worked in China as an editor and copyright manager in a Beijing-based top academic publishing house before I pursued my Ph.D. degree, thus enabling me to develop a deep appreciation for Chinese communication and culture.

If elected, I plan to do the following:

1. Launch a Mentorship Program that allows junior and senior scholars to share experience and support each other.
2. Encourage Collaboration by (a) hosting regular academic webinars and forums, (b) supporting the formation of interest-based academic groups, (c) leading conversation about the most urgent issues in Chinese communication research such as the global geopolitical competition, Global South, Artificial Intelligence, Health Communication, and theory building that challenges colonialism, racism and Eurocentric research, and (4) supporting the dissemination of expertise and knowledge by having more social media presence and visibility.
3. Most important of all, I will be an active listener and try to foster inclusivity and members' engagement. I will conduct surveys to find out what ICCA members want, and my agenda will be based on members' input. Ultimately, my goal is to involve ICCA members in decision making so that we all fully embrace the organization and thrive together.

In short, I will bring energy, collaboration, and vision to support ICCA's goals and serve the members. I look forward to the opportunity to work alongside dedicated colleagues to strengthen our association's global impact, academic rigor, and inclusive community.

Candidate 2

**Céline Yunya Song (宋韻雅), Ph.D.**

**Associate Head and Professor**

**Division of Emerging Interdisciplinary Areas**

**The Hong Kong University of Science and Technology**

Dear ICCA Colleagues,

As I reflect on my journey with the International Chinese Communication Association (ICCA), I realize just how deeply this community has shaped both my academic career and my sense of purpose as a scholar. Joining ICCA in 2019 as co-chair of the Award Committee and Liaison for Hong Kong, Macao & Taiwan marked the beginning of an enriching chapter in my professional life. Over the years, I've been fortunate to receive recognition from ICCA, including two Best Faculty Article Awards, and the Outstanding Service Award. But the recognition that means the most to me is seeing one of my Ph.D. students honored with the Outstanding Dissertation Award in 2023. It's moments like these that remind me of the profound impact ICCA has not only on my own work, but on the broader academic community it nurtures.

ICCA has always been more than just an academic association to me; it has been a space where collaboration transcends boundaries and where diverse perspectives come together to build a richer understanding of communication in the Chinese context. As I consider the history and accomplishments of ICCA since its founding in 1990, I am struck by how far we've come. From advancing the study of Chinese communication to fostering cross-cultural dialogues, ICCA has consistently played a pivotal role in shaping the global landscape of communication research.

This rich legacy, built by those who came before us, inspires me to take the next step in contributing to this community that has given me so much. I am honored to put forward my candidacy for the role of Vice President of ICCA—a position through which I hope to further support and advance the organization's mission. My path here has been shaped by a blend of experiences across three vibrant cultures—Chinese, English, and French—and by the mentorship of my Ph.D. supervisor, Professor Chin-Chuan Lee, whose visionary leadership laid the foundation for ICCA's growth. While I am deeply grateful for Professor Lee's pioneering role, I also wish to express my heartfelt appreciation to the past Presidents and all the steering committee members whose tireless service has nurtured and sustained ICCA through the decades. It is upon their dedication and wisdom that we continue to build. Their collective efforts have created a community that inspires, empowers, and connects us. It is this very spirit that ignited in me a profound desire not only to carry their legacy forward but also to help shape a future that is even more inclusive, innovative, and impactful for generations to come.

#### PLANS FOR MOVING FORWARD

Throughout my academic career, I have dedicated myself to integrating cutting-edge technologies with the rich traditions of communication studies. This commitment to interdisciplinary integration sets the cornerstone of my vision for ICCA, where I aspire to make

this comprehensive approach foundational to how we explore and impart knowledge about Chinese communication on a global stage. If elected as Vice President, I am committed to working closely with Professor Trisha Lin, the incoming President, to guide our association towards these ambitious and transformative goals:

- **Global Regionalization with a Local Focus.** I envision ICCA embracing "Global Regionalization," enhancing our global presence while respecting the unique cultural and academic contexts of local communities. By strengthening regional chapters, we can foster localized engagement, ensuring that our global initiatives resonate meaningfully at the community level. This strategy will promote a more nuanced exchange of ideas, tailored to the specific needs of diverse regions, strengthening the global network of Chinese communication scholars.
- **Promoting Interdisciplinary Collaboration.** Building on ICCA's legacy, I am committed to advancing interdisciplinary collaborations across fields such as technology, cultural studies, sociology, psychology, linguistics, economics, political science, education and law. By addressing the evolving challenges of global communication from multiple perspectives, we can generate innovative solutions that are holistic and relevant in today's interconnected world, where the boundaries between technology and humanistic disciplines are increasingly fluid.
- **Building a Responsive and Inclusive Global Community.** My vision includes making ICCA a model of inclusivity and responsiveness, ensuring that all members—regardless of geographic or socio-economic background—have access to the resources and opportunities we offer. This involves improving digital access to our publications and events and enacting policies that make participation in ICCA activities both feasible and rewarding for all. Moreover, we will expand membership to include non-Chinese scholars in the field of Chinese communication, thereby increasing ICCA's global visibility and encouraging cross-institutional collaboration.
- **Enhancing Membership Services and External Communication.** I propose enhancing member services by offering benefits such as discounted or complimentary journal access, professional development opportunities, networking events, awards, and mentorship programs. ICCA will serve scholars at all career stages, providing tailored support and resources. To increase the visibility and impact of our research, I advocate for the creation of dedicated publication platforms, beginning with journal special issues, and for reviving the online bibliography on Chinese communication. We will also establish connections with other communication associations, form affiliations with journals, and create special committees to strengthen these initiatives.
- **Fostering Programs for Students & Early Career Researchers.** To ensure that ICCA remains a vibrant and future-ready academic community, I propose prioritizing a comprehensive support system for students and early-career researchers. This includes launching a global micro-grant scheme to fund student-led research and regional

initiatives, creating a digital mentorship hub that matches early-career scholars with senior researchers across time zones and disciplines, and developing hybrid training modules on emerging areas such as AI ethics, digital methods, and intercultural publishing. I will also work to institutionalize early-career awards and international mobility funding to facilitate access to key conferences and collaborative networks. These forward-looking efforts will not only support students and junior scholars materially but also empower them to lead and shape the future of Chinese communication scholarship on a global scale.

## MY RELEVANT ACADEMIC EXPERIENCES

I am currently a tenured full professor and associate head in the Division of Emerging Interdisciplinary Areas at the Hong Kong University of Science and Technology, Hong Kong's premier university, renowned for its cutting-edge resources in AI, data science, and technology. In this role, I lead interdisciplinary efforts integrating AI and data science with the humanities and social sciences, striving to bridge technological advancements with humanistic inquiry. This interdisciplinary approach has given me a broad perspective on how emerging technologies can transform academic research and teaching, a perspective I believe could bring significant momentum to ICCA's development.

- **Academic Achievements.** With an extensive track record in pursuing interdisciplinary research, my scholarship has straddled English, French and Chinese cultures and media. I am a two-time recipient of the prestigious Fulbright award, a rare distinction for scholars in Hong Kong. I was also a visiting associate professor at Cornell University from 2019 to 2020. My research has been awarded a series of internal and external grants, including the Humanities and Social Sciences Prestigious Fellowship Scheme, General Research Fund, Quality Education Fund, and Public Policy Research Fund. I was honored with the HKBU President's Award for Outstanding Young Researchers in 2017 and the HKBU President's Award for Outstanding Performance in Scholarly Work in 2023. These experiences have provided me with the ability to navigate complex funding landscapes, and I hope to bring this expertise to ICCA, ensuring the association continues to secure resources for impactful initiatives.
- **Leadership Roles in the Academic Community.** I have actively taken on leadership roles within the local and international academic communities. I serve as the associate editor of *Computers in Human Behavior* (SSCI), the world's leading journal in cyberpsychology and behavioral science, and *Mass Communication and Society* (SSCI), the flagship journal in the field of communication. I am also the editor of *Communication & Society* (TSSCI), the only affiliate Chinese-language journal of the International Communication Association. Through these experiences, I have honed my ability to connect diverse scholarly communities, a crucial skill for strengthening ICCA's global network.
- **Administrative Experiences.** Previously, I was a full professor and associate dean in the School of Communication at Hong Kong Baptist University (HKBU). As the director of the

Research Postgraduate (RPg) programme, I was dedicated to fostering a world-class academic environment with a focus on interdisciplinary initiatives for RPg students. I was the founder and director of the AI and Media Research Lab in the School of Communication. My lab has yielded a host of world-leading research outputs and highly competitive grants. I founded the esteemed HKBU Factcheck Service, the first of its kind among all universities in Hong Kong, dedicated to advancing misinformation research and practice while serving the broader community. These experiences demonstrate my capacity to foster innovative and forward-thinking initiatives.

My interdisciplinary experience, combined with my administrative and leadership roles, positions me to make a meaningful contribution to ICCA's continued growth, ensuring that the association embraces new technologies and methodologies to enrich communication scholarship worldwide. I can help ICCA strengthen its position as a hub for innovative, globally relevant research. This includes fostering collaborations between communication scholars and experts in technology, data science, and media studies, ensuring ICCA remains at the forefront of addressing the challenges and opportunities posed by emerging technologies.

With heartfelt humility and a genuine commitment to our shared mission, I look forward to joining hands with the ICCA community to deepen our understanding of international communication in all its complexity. It is my hope that together, we can build a more connected, compassionate, and intellectually vibrant community—one that not only elevates the global presence of Chinese communication studies but also nurtures meaningful dialogue across cultures. My vision is to help guide ICCA into a future where innovation, inclusivity, and purpose continue to shine, inspiring and empowering the next generation of scholars and practitioners.

Thank you for your support!