

# NEWSLETTER

Chinese Communication Association

## Research and Publishing are Here to Stay

by Shuhua Zhou  
Page 4-5

## 2020 Solidarity Symposia in Retrospect

Page 6-7

## CCA Research Update: Panels at AEJMC, NCA and ICA

by Yong Volz  
Pages 8-10

## Happy Holidays & Tips on Job-Hunting

**By Jack Linchuan Qiu**  
CCA President

**T**he exceptional year of 2020, marked by COVID-19, is finally coming to an end. I wish all CCA members, friends, and your families a happy and healthy holidays season full of wellbeing, and a wonderful new beginning in 2021!

This is also the season for job-seeking. At the National University of Singapore (NUS), we are seeing a tidal wave of job applications, while I prepare recommendations for former students and colleagues who are on the job market, especially for tenure-tracked positions. What are your tips for us to put together an impressive application package? I was asked. And how about job interviews that have all moved to Zoom or similar online venues? What has changed, under conditions of the pandemic, and what has remained the same?

My answers in a nutshell: Despite the new trends, including the technological factor of remote job

talks, the fundamentals of job seeking remain. By the fundamentals I mean two things: (a) prioritizing quality over quantity, and (b) emphasizing persuasive effectiveness more than egocentric performance.

Before explaining more, let me first have a general look at the demand side of the market. An important service of our Association is to share information about new openings via the CCA-list, for example, job advertisements from LSE, CUHK, and SISU (Shanghai International

Studies University), which you've probably seen via our emails in recent months. In addition to CCA-list, I also subscribe to the mailing lists of AoIR (air-I), ACS (Association of Cultural Studies), and ICA (both the ICA newsletter and various division- and interest-group-level lists).

Despite the overall trends of economic downturn and rising unemployment, my observations are that academic jobs in media and communication studies



remain stable. In some areas, there is even growth. This has to do with the demographic shift when baby boomers are entering retirement age, which started a few years back. But because of the global financial crisis of 2008-09, most schools had a hiring freeze until 3 or 4 years ago.

CCA student members graduating from doctoral programs in 2020 are, in this sense, luckier than those entering the market in the early 2010s. The field of media and communication is also rather lucky because, compared to most other disciplines in the social sciences and humanities, we have a steady flow of students aspiring to become digital media professionals, analysts, strategists, and startup entrepreneurs. Universities around the world need capable teachers to educate these students. This won't change in the foreseeable future.

The demand for talent is however highly uneven within our field. Most new jobs are in the subfields of new media studies, especially on algorithms and platforms. Growth seems to be concentrated on the interdisciplinary zone between communication studies, broadly defined, and computing: for instance, computational methods, data communication, digital humanities, AI and ethics.

If you happen to be in such interdisciplinary growth areas, lucky you! Those who work on less trendy topics or follow other kinds of interdisciplinary traditions, you will need more perseverance bearing in mind that knowledge production is not about chasing the latest trend. It's about solving those puzzles that you feel the most passionate about, that would be most appreciated by colleagues in your subfields, even if those topics are not trendy at the moment. Within CCA, we treasure our intellectual diversity, as should good universities.

Given the extraordinary diversity of media, communication, and cultural studies programs, there is no one-size-fits-all formula for job application

packages other than the standard requirements for your texts to be coherent with a logical flow, free of editorial errors, and using correct APA etc. A glaring typo can be the reason why you didn't make it to the shortlist. Careful proofreading is essential.

Most important is for you to do your homework well about the job requirements, the departments you are hoping to join, and the universities. This is why you should not apply for too many (i.e., more than a dozen) jobs at the same time because, otherwise, you won't have enough bandwidth. This is also because entering a shortlist entails more intensive work. Personally I don't think it's humanly possible to handle more than three shortlisted job candidacies well, while writing your dissertation and/or carrying out teaching and other duties simultaneously.

Take a deep breath if you manage to be shortlisted, meaning your profile has stood out among the applications and your career directions fit the position being advertised. It also means you now typically need to prepare for: (a) an interview with the hiring committee, (b) a job talk to present your research, (c) a mock teaching session, and (d) an informal meeting with colleagues outside the hiring committee, which in the old days before COVID would be usually done over a nice meal during campus visit. However, given the pandemic, alas, now all these are via Zoom.

Your goal at this stage is to persuade the hiring committee that you are the best fit in terms of your research, teaching, and service capabilities; that you are much more than your records on paper with excellent growth potentials; and that you are perceptive, collegial, willing to learn, and easy to work with.

There are many ways to do it right, and you can probably find a wealth of advice from your seniors or online. There are also many ways to fall through. Let me focus on the latter here to organize my tips through the most common pitfalls, while sharing ideas on how to avoid them.

#### **Pitfall #1 – Talk without listening.**

No one would hire an egocentrist who cannot listen. If you are not sure about the question, do clarify it before proceeding with your answers. It helps to say, "Correct me if I get your question wrong." It also helps for you to write down the questions and comments, for example, on an old-fashioned notepad under the gaze of the Zoom camera.

#### **Pitfall #2 – Unable to see things from the perspective of the hiring committee.**

While choosing what to present, some candidates tend to select what they are most proud of, instead of what is the most relevant for the hiring committee. Study the committee members, read their papers, follow them on Twitter. Be kind to them! Make it easier for them to do the paperwork. Remember: they usually are not paid anything extra to do this assessment and fill in the forms for you.

#### **Pitfall #3 – Showing insufficient confidence.**

As Chinese, we have been trained to be humble. Modesty is important for scholars, but it may also be interpreted as a sign of low self-esteem. Avoid asking the hiring committee how they think of your performance. Don't even ask that awkward question during the less formal meeting with colleagues. You can be confident and modest at the same time.

#### **Pitfall #4 – Unrealistic promises. Job talks are not sales pitches.**

Academics in our field are trained to make decisions based on empirical evidence. They know what is doable. Feasibility is an essential criterion when they assess your future plans. Bragging will backfire.

#### **Pitfall #5 – Too much content for job talk.**

In recent years some candidates started to present multiple studies in a single job talk. This was unheard of a decade ago. But it has become increasingly commonplace. My take is: too much content is counterproductive. Colleagues sharing your research interests may see your presentation of multiple studies as only scratching the surface. Those outside your subfields will find it confusing. Take a deep dive

in your job talk, and your audience will appreciate it, especially in this time and age of Zoom fatigue.

**Pitfall #6 – Too difficult materials for students.** This is for your mock teaching session, when you will give a "guest lecture" most likely to an undergrad class. Bear in mind: those are students several years younger than you. They are not your dissertation committee. Most of them won't become scholars after graduation. It'll be crucial to study the course syllabus and coordinate with the instructor while choosing the right content that is appropriate for this class.

**Pitfall #7 – Too simplistic study for presentation.** A goal for the search committee is to identify active scholars on the cutting edge of knowledge creation. Some candidates tend to "play safe", but that won't allow you to demonstrate your creativity, rigor, and sophisticated analysis. Remember: the hiring committee needs to report to

higher levels and justify their decision. If the work you present is too simple, they won't be able to make a strong case.

**Pitfall #8 – Make unnecessary enemies.** This is often seen among junior colleagues. While introducing your approach or proposing your concepts, you don't want to say the alternatives are all trash. You should say: Some of the existing models are really good. I've learned from them before coming up with this new idea that would work better under such and such conditions. Avoid sweeping criticism, and you'll start to sound like a mature scholar.

**Pitfall #9 – Being too relaxed.** I once interviewed a candidate who looked really strong on paper. But she was almost falling asleep while talking to us. As a result, she didn't make it. You should know: Zoom magnifies your facial expressions. If your background is messy, it'll be better to use a virtual background or simply sit in front of an

empty wall. The last thing you want is to wear your pajamas -- including during the supposedly "casual" meetings. Treat these "informal" sessions as if you were in a physical campus visit, when you go to lunch with your future colleagues. In these occasions, you still want to look professional and attentive. Right?

In sum, over the job application process, you'll be better off to emphasize high-quality research, high-quality pedagogy, and having a quality time with your Zoom audiences. Consider how they will see things from their angles. After all, as comm scholars, we know the importance of the audience-centered approach. It's now time to put it into practice.

Wish you good luck and success in 2021!

Jack Linchuan Qiu

## From Prof. Leonard Chu on Receiving the 2020 CCA Lifetime Achievement Award

By Leonard Chu/ Zhu Li



**T**hank you for the award. CCA has honored and humbled me by the award. I honestly think many CCA members are more deserving. But I am older than most CCA members.

When I became CCA President I was leaving the University of Queensland to become Dean of Communication at Hong Kong Baptist University, in January 1995. It was a time when HKBU was becoming research-oriented, making the Dean's job very demanding. I had very little time for CCA. Fortunately, Professor Chang Tsangkuo, then with the University of Minnesota, helped me greatly.

CCA has been on my mind ever since its founding. I tried to attend CCA meetings and supported its activities whenever I could. I am delighted to notice CCA's growth and academic independence. I shall of course support CCA whenever needed. Having been in retirement in Brisbane Australia for many years. I never expected any award.

Last, but not the least, I thank CCA for the award and wish you all the best.

Leonard Chu/ Zhu Li

# Research and Publishing are Here to Stay

By Shuhua Zhou

Leonard H. Goldenson Professor  
Missouri School of Journalism

**A**s a new editor for the *Journal of Broadcasting and Electronic Media*, I was invited to attend a publication conference organized by Taylor and Francis. I am glad to learn that China is right behind the United States this year in research papers published in international journals. This is part of China's higher education institutions' push to rely on recognized research for academic promotions, job offers, and allocation of research funding. However, there is a recent push back by the Ministry of Education.

Why is research deemed necessary? Those working in research universities know that a professor's job has typically consisted of three parts: teaching, research, and service. Typically, a professor in a US tier-one research university is required to teach two courses, which is 40% of the workload. Research is another 40%, with 20% for service, such as advising, serving in department, college, university and discipline committees. 40% of the research workload means that a professor is expected to spend close to half of the time doing research. The situation in teaching universities is a little different. Most professors spend their time teaching four or five courses per semester, with little research expectations. That would mean teaching every day and occasionally publishes a paper or two. The consequence is that such positions hardly allow a professor to move to another university or a research university, as the faculty member has little to show that he/she can be productive.

That brings us the question: why is research so important? And how do you publish your research?

Research is essential for many reasons.

Research in higher education became important, especially after the Second World War, when research made innovations possible. People realize that investment in scientific research has a lot of long-term implications. Atomic bombs, the industrial revolution, and computing are only possible with scientific advances.

In a general sense, research is a rigorous way to find answers to questions and solutions and allow us to make the right decisions. A layperson may look at an issue and claim to have an answer based on hunches. But research will enable us to conclude with confidence.

When you are doing research, you learn a lot more than someone who does not do research. Think about a professor

who keeps teaching the same subject and regurgitating what is known. There is no new information. In media production, a professor can teach you how to use a camera and an editing software. Those are skills. When you research the effects of reverse-angle shots, you can explain to your students how juxtaposing shots may bring different effects. It is another level of knowledge. So, research informs teaching.

Research also gives you a much more complete picture of a phenomenon. When you are going through your graduate studies, you learn about agenda setting. If that is the extent of your knowledge, you may know its hypotheses and major researchers in this area. But when you are doing research, you may expand your knowledge to agenda building, need for orientation, first and second level agenda settings, and networked agenda setting. Your understanding is much more comprehensive and nuanced than general knowledge.

Research also encourages curiosity. When you are not into something, you may gloss over it and never bother to pursue further knowledge. The more research you do, the more knowledge you build, and the more you want to learn. There is a saying that knowledge is like a circle surrounded by ignorance. The more you learn, the more you realize how ignorant you are, and the more you want to learn. As such, you contribute knowledge, and as a result, we are more informed, and human beings are better off.

Unfortunately, it is not enough just to do research. You need to publish your research to be recognized. It is useless if you hide your finding. Science is meant to be public to be useful.

On the other extreme, there is the doctrine "Publish or perish". The ultimatum is well known and a reality to many, especially if you are in a research university. Such pressure can create a stressful lifestyle. When you are a newly hired assistant professor, you have to publish enough to earn tenure and promotion in a short period of time. When you are an associate professor, you continue to publish, maybe more books at this stage, to earn a full professorship. When you are full, you are so used to publishing, you find it hard not to do it!

Many people ask whether there are shortcuts to navigate the publication systems. The short answer is no. You have to learn the system. Here are some tips.

1. Know the academic journals in your area well. Study them, and learn what kinds of research they publish. Almost all journals reject a paper that is not a good fit for the journal. Submitting a paper to a journal without studying a journal probably ensures that you lose half of the battle.

2. Ensure your research process is sound and your final product is clear and accurate. This means you must edit, edit, edit! Get a colleague to have a second pair of eyes to look at your paper. I often see papers submitted that have glaring mistakes in terms of grammar. You do not want grammar or spelling errors to undermine or distract from your research.

3. Follow the instructions given by your target publication to the letter. You can't afford to be passed over for neglecting to follow a journal's submission guidelines or style guide with such stiff competition. Fortunately, these days a lot of journals are beginning to use freestyles in the submission process. Only when the paper is accepted they will ask you to conform to a particular style, whether it is APA, Chicago, or others.

4. If you get rejected, don't give up. You may be tempted to curse or claim the editor or reviewers are idiots. Most often than not, you are what you are accusing others of. Submit to

other relevant journals, take editors' and reviewers' advice when given, and be willing to revise or go back to the drawing board. The process can be arduous, but perseverance pays off.

5. There are many successful academicians in the CCA community. Reach out to them for advice. Sometimes a single tip may save a manuscript.

And of course, best of luck, and I hope you will flourish.

## Make the Best of Virtual Conventions

By Sunny Xun Liu

CCA-AEJMC Research Co-Chair  
Stanford University



**C**OVID has disrupted and transformed academic conferences and conventions. In 2020, major conferences in Communication, such as ICA, AEJMC, and NCA, were held virtually. ICA has announced that its 2021 convention will be virtual again, and AEJMC is still deciding its August 2021 convention format. It is anticipated that hybrid or virtual might be the primary set-up for large international conventions in the next few years.

We will miss the vibrant social atmosphere, the serendipity of meeting old friends, and the broad network opportunities in-person conferences offer. But many barriers to participating in international conferences, such as time and cost for travel and expensive conference registration fees, were broken down. Hybrid or virtual conventions provide unique opportunities for students and professors. Here are some best practices of virtual conventions:

### Submit your paper/papers!

Conference deadlines are a great motivator to get a first draft done. Without the concerns of traveling cost and logistics, we can go for more major conferences in Communication and our specific research areas. Instead of aiming for one or two conferences each year, it

is now an excellent time to expand our horizons and explore new conferences, especially those that real conversations in the discipline are taking place. CCA offers special panels at major conferences such as AEJ, ICA and NCA, in order to advance research in the Chinese research community. Take these opportunities and submit your papers!

### Prepare your presentations as if you were preparing your job talk.

Each conference presentation is a valuable opportunity to practice presentation skills and promote our research. We may be able to engage with a large audience because it is easier for people to attend a session or a talk at a virtual conference. Yet, presentations are harder to follow virtually. It is more challenging to engage and interact with attendants as well. No matter in which format, a good presentation has an easy-to-follow flow and always has the audience in mind. A good presentation is not a repeat of the paper; it summarizes the main findings that the audience can understand and follow. Speak slowly and clearly, and take ownership of the time are particularly important for virtual presentations.

Graduate students can arrange a couple of practice talks with their cohort and their advisors to get feedback about the content and the flow of the presentations. If the conferences allow, we can put

the videos we made for asynchronous presentation on our websites and social media to further promote our research and expand the impact.

### Attend conferences even if you don't have a paper to present

Attending a conference is one of the best and more efficient ways to learn new research methods, topics, and findings in a discipline. Many associations have reduced conference registration fees. For example, ICA 2021 sets registration fees from \$0 to \$50 for members in different ties. AEJMC and NCA also anticipate more affordable conference registration fees. We can take these opportunities to attend the major conferences, including pre and post conferences, in our field.

### Networking is still important.

Networking is always an essential component of conferences. In virtual conferences, networking is still there but may take a different form. Being present is the first step in networking. We can be present by having our video turned on even we just listen to a talk, by joining division meetings and social events, and by sending multiple follow up emails to develop connections.

We can make the best out of virtual conferences before we can meet in person again.

## 2020 Solidarity Symposia in Retrospect

For nearly three decades, CCA has made effective use of digital media to connect the diaspora of Chinese media and communication researchers. Initially it was the mailing list, the newsletter, and a simple webpage. Then we had a more advanced website (now updated at [cca1.org](http://cca1.org)), social media outlets (e.g., Facebook and WeChat), and teleconferencing. The exceptional year of 2020 witnessed CCA having another breakthrough in organizing the Solidarity Symposia webinar series and curating the audio-visual content via Youtube and Bilibili.

The Solidarity Symposia series is, of course, way more than a technical breakthrough. It demonstrates that CCA has become more mature in internal organization and external networking, with our own creative responses to unprecedented challenges posed by the pandemic, with such impressive capacity to persevere and collaborate across countries, time zones, and disciplinary boundaries.

Reflecting our communal spirit of solidarity, the webinar series addresses pressing social needs of CCA members being isolated and needing social support during lockdowns. More important, it showcases exemplary works in the domains of health communication, computational methods, narrative and cultural analysis, critical political economy, race and decolonial futures. We had more high-quality cross-fertilization of ideas, both within CCA and beyond. The result is that leading scholars in our academic community received more attention

from across the field, while CCA increased our global impact at the same time.

The Solidarity Symposia would not have been possible without the CCA special webinar taskforce whose members include: Jack Qiu, Yong Volz, Lu Tang, Celine Song, Shaohai Jiang, Sunny Liu, and Wenjing Xie. The taskforce enjoys wonderful admin and technical assistance from Daisy Cheng, Esther Lee, as well as several student helpers at the Chinese University of Hong Kong and National University of Singapore: HU Yang, Grace Yuanjie XIA, and WANG Ziyi.

We are deeply grateful to all speakers who have shared their expertise and inspired young scholars through the Solidarity Symposia. Several of them have also donated their speakers' honoraria to frontline medics and community organization fighting for more racial equality, social justice, and public health wellbeing.

We sincerely thank all our co-organizers, who provided CCA with generous and effective help in organizing the webinars by suggesting topics, speakers, and spreading promotional materials through your respective scholarly networks.

Despite the challenges of 2020, our scholarly community has emerged from this crisis with more unity, strength and resilience. We will thrive in 2021 because, in solidarity, we communicate and collaborate!

## List of 2020 Solidarity Symposia Series

You may watch video recordings of the 2020 Solidarity Symposia at CCA's YouTube channel (<https://bit.ly/30VIMcH>) and Bilibili channel (<https://space.bilibili.com/629941782>).

1. (April 22) **Health communication studies in a pandemic: Cross-national and interdisciplinary comparative perspectives** -- focus on questionnaire survey and content analysis [max number of simultaneous online participants: 700; English summary for this Chinese-language event: <https://bit.ly/3oPLLhb>]
2. (May 8) **Home-brew CommResearch Club: Computational approaches to studying COVID-19** [max number of simultaneous online participants: 370; Event in English]
3. (May 15) **Nonviolent communication during the pandemic: Dialogue on racism, hatred and fear** [max number of simultaneous online participants: 150; Event in both English and Chinese]
4. (July 1) **Narratives of COVID-19 in China and overseas -- Comparative social and cultural analysis** [max number of simultaneous online participants: 860; English summary for this Chinese-language event: <https://bit.ly/3qNnav3>]
5. (July 7) **Race, communication, and decolonial futures** [max number of simultaneous online participants: 690; Event in English]
6. (July 12) **Under the shadows of the pandemic and a New Cold War: Webinar on critical political economy of communication** [max number of simultaneous online participants: 470; English summary for this Chinese-language event: <https://bit.ly/3qQ1xu7> ]



## Co-organizers for the 2020 Solidarity Symposia Series

1. Asia-Pacific Communication Alliance (APCA)
2. Center for Chinese Media & Comparative Communication Research, CUHK
3. Centre for Culture & Technology, Curtin University
4. Center on Digital Culture & Society, UPenn Annenberg School
5. Center for Entertainment & Media Industries, Moody College of Communication, UT Austin
6. Center for the Studies of Media Development, Wuhan University
7. China Media Research 傳媒學術網
8. College of Communication, National Chengchi University
9. Communication & Media Research Institute (CAMRI), Westminster University
10. Dept of Communication, Texas A&M University
11. Dept of Communication Studies, University of North Carolina, Charlotte
12. Dept of Communications & New Media, Faculty of Arts & Social Sciences, National U of Singapore
13. Dept of Media & Communication, City University of Hong Kong
14. Dept of Media & Communications, the London School of Economics & Political Science
15. Dept of Media, Journalism & Film, Miami University, Ohio
16. Digital Ethnography Research Centre, School of Media & Communication, RMIT University
17. Journalism Studies Group, School of Journalism, University of Missouri
18. The Chinese Association for History of Journalism and Mass Communication 中國新聞史學會
19. School of Communication, East China Normal University
20. School of Communication, Hong Kong Baptist University
21. School of Communication, Simon Fraser University
22. School of Journalism, Fudan University
23. School of Journalism and Communication, Tsinghua University
24. School of Interdisciplinary Arts & Sciences, University of Washington Bothell
25. School of International Communications, University of Nottingham Ningbo China
26. School of Media and Communication, Bowling Green State University
27. School of Media and Communication, University of Leeds
28. The S.I. Newhouse School of Public Communications, Syracuse University
29. Department of Media, Culture & Communication, NYU



*In solidarity,  
we communicate & collaborate.*



# CCA Research Update: Panels at AEJMC, NCA and ICA

By Yong Volz

CCA Vice President/Research Co-Chair



The Year of 2020 has been filled with many unprecedented challenges posed by the global pandemic crisis. It has, however, also provided new opportunities for us to reconsider our research programs and think of new ways to participate in scholarly activities and exchanges. All the three conferences, ICA, AEJMC and NCA, where CCA has dedicated panels, moved to a virtual format this year. The virtual format, though not ideal for many obvious reasons, did make the presentations more accessible to potentially a larger and more diverse audience. We are also glad to see that our CCA members continue to devote their time to research, especially on topics related to this pandemic. One of the CCA panels at next year's ICA, for example, will feature three papers that explore how people processed and shared COVID-19 information during the public health crisis.

Here, I want to first take the opportunity to thank our research chairs: Dr. Trisha Lin (research co-chair for CCA/ICA), Dr. Sunny Xun Liu (research co-chair for CCA/AEJMC), and Dr. Lu Tang (research co-chair for CCA/NCA). Given this year's events, their efforts and meticulous work in running the CCA paper competitions and planning for the virtual panels are even more extraordinary. Thank you for your hard work year after year! And, of course, much appreciation goes to Dr. Jack Qiu and Dr. Shuhua Zhou, who, as past VPs, have been helping me with every step as I take over this responsibility.

I also want to thank our members for their continued support of CCA. We are especially grateful to the 26 volunteers who took the time to perform this valuable service during a hectic time with all the challenges and uncertainties brought on by the COVID-19 pandemic. At the end of this report, I include a list of those who have reviewed for us this year. The timely turnaround and the quality of the CCA panels would certainly suffer without their hard work.

I encourage other CCA members to also consider serving as an ad-hoc reviewer for CCA. The links to sign up as reviewers can be found in the call letters for 2021 AEJMC and NCA, which are included in this newsletter (p. 12). You can also send me (volzy@missouri.edu) an email, indicating your preferred methodology and areas of expertise. Your service as a CCA reviewer will be greatly appreciated.

Below is detailed information regarding the CCA panels presented at this year's AEJMC and NCA virtual conventions. I am also reporting below the newest results of the CCA competition for next year's ICA conference. Trisha and I have informed all the submitters of the results. We would like to share the list of selected papers with the CCA community; please help us congratulate the winners!

## CCA/AEJMC Panel, August 6, 2020 (Virtual Conference)

This year's AEJMC was virtual. We accepted four papers through the CCA paper competition, three of which were presented at the conference. We want to thank our presenters for their participation and their meticulously prepared presentations. All of our presenters are from mainland China and Hong Kong. Due to the time difference, they had to stay up until 3 a.m. for their synchronous presentations. A special thanks goes to Dr. Sunny Xun Liu, our AEJMC Research Co-Chair, who served as the discussant and provided insightful comments on the three presentations.

*Here is the full information of the CCA panel that was presented at the 2020 AEJMC:*

### **Research Panel: Understanding Consumer and Citizen Behavior: The Case of China**

*Chair/Moderator: Yong Volz (University of Missouri)*

*Discussant: Xun Sunny Liu (Stanford University)*

- "Powerful Little Numbers: How Bandwagon Cues Influence Consumer Purchase Intention for Online Content," Pengya Ai, Wu Li, Annette Ding (Shanghai Jiao Tong University)
- "Influencing Factors of Young Adults' Advertising Avoidance in In-feed Ads of WeChat Moments," Wenjia Yan, Zhen Liu, Jiasheng Xiao (City University of Hong Kong)

- “Chinese Women’s Motivation and Frequency of Using Social Shopping Apps and Their Influence on Users’ Gender-role Stereotypes,” Yue Wu (University of Chinese Academy of Social Sciences), Jiangnan Wang (University of Chinese Academy of Sciences), Tonghui Liu (University of Chinese Academy of Social Sciences), Yixuan Liu (Peking University), Yuannan Sun (Shandong Women’s University)

## CCA/NCA Panels, November 15-17, 2020 (Virtual Conference)

This year’s NCA conference was also a virtual event. CCA hosted two panels. One was a joint research panel co-sponsored by the Korean American Communication Association (KACA). The panel included three papers that were selected through the CCA paper competition. CCA also inaugurated a professional development panel, through which three senior scholars provided valuable advice to doctoral students and junior faculty on how to build a strong academic career. We are grateful to Drs. Luisa Ha, Yu-li Liu and Shuhua Zhou for participating in the panel and taking the time and trouble to pre-record their talks.

Here is the full information of the two CCA panels that were presented at the 2020 NCA:

### Research Panel: Communication in East Asia: Political, Sports, Health, and Entertainment (Cosponsored with Korean American Communication Association)

- “A Comparative Study of Online Cancer Information Seeking among US and Chinese Publics: Perceived Needs versus Enabling Conditions,” Di Zhang, Zhen Shi, and Biao Li, (Renmin University of China)
- “The Political Economy of China’s Esports Industry,” Menglu Lyu (Southern Illinois University, Carbondale)
- “Toward a Cross-Cultural Understanding of the Relationship Between Types of Incidental Exposure and Political Participation,” Dam Hee Kim (University of Arizona), Nojin Kwak (University of Michigan)

### Professional Development Panel: How to Build a Strong Academic Career

- Dr. Luisa Ha (Bowling Green State University)
- Dr. Yu-li Liu (City University of Hong Kong)
- Dr. Shuhua Zhou (University of Missouri)

## CCA/ICA Panel, May 21-25, 2021 (Virtual Conference)

We received 12 research paper submissions this year for the 2021 ICA virtual conference. This is a smaller number compared with past years, which could be partly explained by the research interruption many of us experienced in the midst of the pandemic. We were, however, impressed by the quality of the submissions, of which we were only able to accept a total of six for the two research panels we will be co-sponsoring with the Korean American Communication Association (KACA). The acceptance rate was 50%.

We are glad to see that the authors represent different countries and regions, including Taiwan, Hong Kong, Macao, Mainland China and the U.S. Together, they represent nine different academic institutions and one independent scholar. More impressively, we have several student authors whose papers made it into the final selection. They are Wenxue Zou of Texas A&M, Xia Zheng of Indiana, and Minwei Ai of the Chinese University of Hong Kong. Congratulations, all the CCA presenters!

Here is the lineup of the papers that will be presented on the CCA/KACA panels at 2021 ICA:

### Themed Research Panel: Communicating Crisis in Networked Asia

- *“COVID-19 Information Sharing on Social Media: Examining the Influence on Informational Reciprocity and Life Satisfaction,”* Piper Liping Liu (University of Macao), Lei Vincent Huang and Melannie Zhan (Hong Kong Baptist University)
- *“What Do We Believe in? Rumors and Processing Strategies during the COVID-19 Outbreak in China,”* Wenxue Zou and Lu Tang (Texas A&M University)
- *“Collectivism and Altruistic Behavior in a Public Health Crisis: A Third-Person Effect Study of COVID-19 News among Wuhan Residents,”* Yicheng Zhu (Beijing Normal University), Ran Wei (the Chinese University of Hong Kong), Ven-Hwei Lo (Hong Kong Baptist University), Mingxin Zhang and Zongya Li (Huazhong University of Science and Technology)

### Open Topic Research Panel

- *“News Consumption and Affective Polarization: Longitudinal Evidence on the Mediating Roles of Likeminded Discussion and Partisan News Hostility Gap in Taiwan,”* Xia Zheng (Indiana University) and Yanqin Lu (Bowling Green State University)
- *“Strong-Tie Discussion, Political Trust and Political Participation: A Comparative Study of Mainland China, Hong Kong and Taiwan,”* Minwei Ai (the Chinese University of Hong Kong), Nan Zhang (Xiamen University)
- *“Social Resistance in Participatory Culture: Female Fan Activism in Chinese Online ACG Communities,”* Yijun Luo (Independent Researcher), Lei Vincent Huang (Hong Kong Baptist University)

Please note that the 2021 ICA conference will be convening entirely virtually. We hope you will plan on supporting our CCA colleagues as they present their scholarship through the ICA online platform. We will let you know the dates and times of the panels as soon as they are confirmed.

## Reviewers for the 2020 CCA Research Paper Competitions

The CCA wishes to thank and recognize the 26 colleagues listed below for serving as reviewers for the CCA research paper competitions for 2020 AEJMC, 2020 NCA, and 2021 ICA. Your timely reviews, especially during this challenging year, enabled us to meet the time schedule required and develop outstanding programs at the conferences. Your dedication and support for CCA is most appreciated!

Robert Bautista (UT Austin)

Leanne Li-Yuan Chang (HKBU)

Stella Chia (City U of Hong Kong)

Mengfei Guan (Arkansas)

Lei Guo (Nebraska-Omaha)

Hongmei Li (Miami U)

Hongtao Li (Zhejiang U)

Wang Liao (UC-Davis)

Cheng-Shan Liu (National Sun Yat-sen U)

Xun Liu (Stanford)

Zhaoxi Liu (Trinity)

Shuning Lu (North Dakota)

Mufan Luo (Stanford)

Margaret Ng (Illinois)

Natalie Pang (National U of Singapore)

Yunya Song (HKBU)

Lu Tang (Texas A&M)

Chiahung Tsai (NCCU)

Luna Wu (Texas A&M)

Wenjing Xie (Marist College)

Jie Xu (Villanova U)

Yiyi Yang (North Carolina Wilmington)

Xueying Zhang (North Carolina A&T State)

Bu Zhong (Pen State)

Shuhua Zhou (Missouri)

Jianchuan Zhou (Albany State)

# CCA Call for 2021 AEJMC Papers and Ad-hoc Reviewers

The Chinese Communication Association (CCA), a long-time affiliate of the Association for Education in Journalism and Mass Communication (AEJMC), invites submissions for the AEJMC annual conference to be held August 4-7, 2021, in New Orleans, Louisiana. As in the past, CCA will hold a competitive research paper session at the AEJMC conference.

We invite submissions of full papers broadly related to all areas of Chinese communication themes. Submission of papers pertinent to the convention theme, "Turning the Page," is particularly encouraged. CCA embraces all theoretical and methodological approaches.

For the CCA paper competition, each qualified submission will be reviewed by two reviewers. Papers will be evaluated on originality and importance of topic; adequacy of literature review; clarity and appropriateness of methods; soundness of analysis; validity and strength of conclusions and discussion; clarity and organization of writing; and relevance to the field of Chinese communication. CCA will present a top faculty paper award and a top student paper award based on the results of the reviews. Papers submitted with both faculty and student authors will be considered faculty papers and are not eligible for student paper competitions.

## Eligibility

You do not need to be a CCA member to submit a paper to the CCA competition. If your paper is accepted for presentation, however, you will need to register for the AEJMC conference and become a CCA member in order to be part of the program. At least one author of an accepted paper must attend the conference to present the paper. If you win a top faculty paper or a top student paper, you will be awarded a free CCA membership for one year.

For the CCA membership, visit <https://www.cca1.org/membership>. Detailed information about the AEJMC conference and AEJMC membership can be found at <https://www.aejmc.org/>

One-paper limit: An individual can appear as author or co-author on a maximum of one submitted research papers to the CCA paper competition. If one individual appears as author or co-author on more than one submitted research papers, the CCA research chairs have the right to disqualify the second or more submitted paper.

## Paper Preparation and Submission

Submissions should be in English. Two separate files are required for the submission: 1) title page, and 2) full manuscript.

**The title page** must include the following information:

- Paper title
- An abstract (no more than 150 words) and 5-8 keywords
- All authors' names, email addresses, and affiliations (listed in the order as they would appear in the program)
- Please indicate the corresponding author and include her/his e-mail address and phone number if different from the listed first author
- Please indicate if any of the authors are students
- Author(s) need to confirm that the submission has not been published in scholarly journals and has not been presented to previous ICA or other conferences. In addition, papers should not have been submitted to other ICA divisions for this year's competition and they should not be already under review for other conferences.

**The full manuscript** must meet the following requirements:

- Each paper should be no more than 25 pages in length, excluding references, tables and figures
- Each paper should be double-spaced, use 12-point Times New Roman font, and have 1-inch margins
- Author's identification information should be removed from the manuscript to ensure blind review.

**Special note:** submissions not meeting the above criteria will not be considered for review and will automatically be disqualified from the competition.

## CCA Deadline

Please send your completed papers to Dr. Yong Volz ([volzy@missouri.edu](mailto:volzy@missouri.edu)) and Dr. Xun Liu ([sunnyxliu@stanford.edu](mailto:sunnyxliu@stanford.edu)) by **11:59PM U.S. EST, March 15, 2021**. Authors will be notified whether their papers have been accepted by **March 30**. FYI, the

AEJMC general submission deadline is April 1, so you may consider resubmitting your paper to an AEJMC division if it is not accepted by CCA. Please direct your inquiries, if any, to Dr. Volz or Dr. Liu by email.

### Call for Reviewers

For those who do not plan to submit a paper to the CCA session this year, please consider serving as an ad-hoc reviewer for CCA. Please send us an email, indicating your preferred methodology and areas of expertise. Or, you can sign up here on the CCA [Google Form](https://docs.google.com/forms/d/e/1FAIpQLSd7DgRS_kxsUhipy5SKX84VFInl1qrdWXTXqToSWQkgFdzR_A/viewform) ([https://docs.google.com/forms/d/e/1FAIpQLSd7DgRS\\_kxsUhipy5SKX84VFInl1qrdWXTXqToSWQkgFdzR\\_A/viewform](https://docs.google.com/forms/d/e/1FAIpQLSd7DgRS_kxsUhipy5SKX84VFInl1qrdWXTXqToSWQkgFdzR_A/viewform)). Your service as a CCA reviewer is greatly appreciated. As an acknowledgement, we will include your name as a CCA reviewer in the CCA newsletter and other CCA communication channels.

### CCA/AEJMC Session Planners' Contact Information

Yong Volz, Ph.D.  
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School of Journalism, University of Missouri  
Email: [volzy@missouri.edu](mailto:volzy@missouri.edu)

Xun Liu, Ph.D.  
Associate Director, Social Media Lab  
Stanford University  
Email: [sunnyxliu@stanford.edu](mailto:sunnyxliu@stanford.edu)

## CCA Call for 2021 NCA Papers and Ad-hoc Reviewers

The Chinese Communication Association (CCA), a long-time affiliate of the National Communication Association (NCA), invites submissions for the 107th NCA annual convention to be held in Seattle, Washington, November 18-21, 2021. CCA will hold two competitive research sessions.

We invite submissions of full papers broadly related to all areas of Chinese communication themes, including but not limited to intercultural/international communication; crisis communication; influence of new technologies and social media on communities; and contemporary communication issues in public and corporate policy, civic affairs, health, science, environment, sports, or entertainment. Submission of papers pertinent to the convention

theme, "Renewal & Transformation," is particularly encouraged. CCA embraces all theoretical and methodological approaches.

For the CCA paper competition, each qualified submission will be reviewed by two or three reviewers. Papers will be evaluated on originality and importance of topic; adequacy of literature review; clarity and appropriateness of methods; soundness of analysis; validity and strength of conclusion and discussion; clarity and organization of writing; and relevance to the field of Chinese communication. CCA will present a top faculty paper award and a top student paper award based on the results of the reviews. Papers submitted with both faculty and student authors will be considered faculty papers and are not eligible for student paper competitions.

### Eligibility

You do not need to be a CCA member to submit a paper to the CCA competition. If your paper is accepted for presentation, however, you will need to register for the NCA convention and become a CCA member in order to be part of the program. If you won a top faculty paper or a top student paper, you will be awarded one-year free CCA membership.

For the CCA membership, visit <https://www.cca1.org/membership>. Detailed information about the NCA conference and NCA membership can be found at <https://www.natcom.org/>

### Individual Paper Preparation and Submission Guideline

Submissions should be in English. Each paper should be no more than 25 double-spaced pages in length, excluding references, tables and figures. All papers should use 12-point Times New Roman font, and have 1-inch margins. Author's identification information should be removed from the paper to ensure blind review. AV requests must be made at the time of submission.

In the electronic submission form enter the paper title, description (abstract) of no more than 250 words, 5-8 keywords, and author(s) information. Please indicate if this is a student submission in the first tab of the electronic submission form. AV requests must be made at the time of submission.

Per the [NCA Professional Standards for Convention Participants](#), you should only submit work that has not been published or has not been accepted for publication at the time of submission, you should submit only original work that has not been presented at another conference and that is not concurrently under consideration for another conference, and you should submit your proposal to only one NCA interest group or affiliate.

**Special note:** submissions not meeting the above criteria will not be considered for review and will automatically be disqualified from the competition.

### CCA Deadline

Please submit your paper online using the NCA Submission Website. All submissions must be made by **11:59 pm (Pacific Time), March 31, 2021**.

### Call for Reviewers

For those who do not plan to submit a paper to the CCA session this year, please consider serving as an ad-hoc reviewer for CCA. Please send us an email, indicating your preferred methodology and areas of expertise. Or, you can sign up here on the CCA [Google Form \(https://docs.google.com/forms/d/1YI5Lg\\_D0RSNVfRqjesRG\\_59RG1B25KIH86WF972Z5xI/viewform?edit\\_requested=true\)](https://docs.google.com/forms/d/1YI5Lg_D0RSNVfRqjesRG_59RG1B25KIH86WF972Z5xI/viewform?edit_requested=true). Your service as a CCA reviewer is greatly appreciated. As an acknowledgement, we will include your name as a CCA reviewer in the CCA newsletter and other CCA communication channels.

### CCA/NCA Session Planners' Contact Information

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Associate Professor and Roger Gafke Faculty Fellow

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Lu Tang, Ph.D.

Associate Professor

Department of Communication, Texas A&M University

Email: [ltang@tamu.edu](mailto:ltang@tamu.edu)

## Update on Membership

By Dr. Jinghong Xu

CCA Membership Chair  
Beijing Normal University

I am very delighted to report that the community of CCA has grown considerably in 2020 to surpass the threshold of 400 members. In addition to long-standing strongholds of CCA in the United States, Mainland China, Hong Kong, Macau, and Singapore, our membership has recently expanded in the United Kingdom (e.g., Swansea University), Australia (e.g., University of Sydney), Japan (International Christian University), and Spain (Universitat Pompeu Fabra). As a result, the footprint of CCA has become even more global.

The most notable growth is in Mainland China, where we had 34 new members between early January and early December 2020. These include two lifetime members: Prof. Yi MOU from the School of Media and Communication, Shanghai Jiaotong University, and Prof. Shuangqing LIU from the Guangming School of Journalism and Communication, China University of



Political Science and Law.

I'd like to take this opportunity to welcome all new CCA members. Trust you have already started to enjoy CCA activities, resources, and the global community at large. Please feel free to contact me or members of the Steering Committee if you have any suggestions on how CCA may improve its services and better meet your needs.

I'd also like to wish everyone a healthy and productive new year of 2021!

## Update on Finance

By Lu Tang

Treasurer and CCA-NCA Research Co-Chair  
Texas A&M University

**CCA** is in great financial shape. As of December 1, 2020, CCA has \$30,994 in its US account. This excludes the membership fees we have collected in RMB, which now stands at 65,228 yuan.

During 2020, the major incomes and expenditures for CCA's US dollar account included:

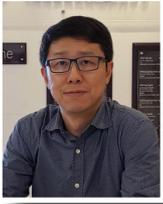
### Income: \$240

- Membership fee. \$240

### Expenditures: \$1,316.23

- Honorariums for speakers of CCA's Solidarity Symposiums: \$1,005.7
- Trophy purchase for CCA awards and postage: \$292.53
- Dreamhost (CCA webpage host). \$12

## CCA Steering Committee



**Dr. Jack Qiu**  
*President*  
National University of  
Singapore



**Dr. Yong Volz**  
*Vice President*  
University of Missouri



**Dr. Lu Tang**  
*Treasurer and NCA  
Research Co-Chair*  
Texas A & M



**Dr. Trisha T. C. Lin**  
*Social Media Chair and  
ICA Research Co-Chair*  
National Cheng-Chi  
University



**Dr. Sunny Xun Liu**  
*AEJMC Research Co-  
Chair*  
Stanford University



**Dr. Jinghong Xu**  
*Membership Chair*  
Beijing Normal  
University



**Dr. Wenjing Xie**  
*Award Co-Chairs*  
Marist College



**Dr. Yunya Song**  
*Award Co-Chairs and  
Liaison for Hong Kong,  
Macao & Taiwan*  
Hong Kong Baptist  
University



**Dr. Margaret Yee  
Man Ng**  
*Newsletter Editor*  
University of Illinois



**Lei Guo**  
*Webmaster*  
University of Missouri



**Dr. Shaohai Jiang**  
*Liaison for Singapore*  
National University of  
Singapore



**Yang Hu**  
*Graduate Student  
Liaison*  
The Chinese University  
of Hong Kong



**Dr. Shuhua Zhou**  
*Immediate Past President*  
University of Missouri



## Chinese Communication Association

Chinese Communication Association (CCA) is a nonprofit professional and academic organization registered and headquartered in the United States. Founded in 1990, CCA is the oldest international professional society aiming to promote, enhance, and facilitate scholarly activities and exchanges on Chinese communication, which is broadly defined to embrace any aspect of communication studies concerning mainland China, Hong Kong, Singapore and Taiwan. CCA is an all-volunteer academic organization, whose officers perform service but receive no compensation of any kind.