Initial Call for Papers

The Fourth Global Communication Forum
Theme: “Global Cities in eTimes: Urban Design, Creativity, Collaboration”
Shanghai, China
September 29th – 30th, 2010

Global Communication Research Institute of Shanghai Jiaotong University
Department of Communication - Purdue University

Early in April 2007, the first Global Communication Forum and ceremony establishing the Global Communication Research Institute at Shanghai Jiaotong University were held in Shanghai. Two hundred and fifty researchers from academe and industry attended this conference. Dr. Maxwell McCombs of the University of Texas chaired the first Global Communication Forum which focused on “New Media Communication and Globalization: Education and Research.”

In June 2008, the Second Global Communication Forum was held at Shanghai Jiaotong University. This conference was co-sponsored by the Global Communication Research Institute of Shanghai Jiaotong University, the School of Media and Design of Shanghai Jiaotong University, the Department of Communication at Purdue University, and the International Communication Association. Dr. Pamela J. Shoemaker of Syracuse University was invited to chair the conference. The theme of the conference was “New Media and Social Change”. In addition to plenary speakers and paper presentations, activities were held to assist victims of the Sichuan Earthquake in China. Over 300 scholars from China and other countries attended the conference.

In October 2009, the Third Global Communication Forum and the 2009 Chinese Communication Association annual convention were held together and co-sponsored by the Global Communication Research Institute of Shanghai Jiaotong University, the International Communication Association, the Department of Communication at Purdue University, and the Chinese Communication Association. The conference theme was “Communication in e-Society: Challenges, Opportunities, and Responsibilities” (Innovation and Collaboration).

Announcement of the Fourth Global Communication Forum

2010 Conference Theme: “Global Cities in eTimes: Urban Design, Creativity, Collaboration”

Panels will be dedicated to topics related to e-Times, The World Expo, urbanization, and global collaboration, including:

- Communication in global and sustainable technology
• Communication in urban landscapes
• Communication in cultural enclaves
• Communication in human ecology
• Communication in virtual communities
• Communication in city image development

Attendees should plan to also attend the World Expo 2010 which is being held at the same time as the conference. More information on the World Expo can be found at: [http://en.expo2010.cn/](http://en.expo2010.cn/).

2010 Conference Chair and Planning Committee

**Conference Chair:** Dr. Patrice M. Buzzanell, Immediate Past President of the International Communication Association (ICA) and Professor in the Department of Communication at Purdue University

**Chair of the Conference Organizing Committee:** Dr. Guoliang Zhang, Dean of the School of Media and Design and Head of the Global Communication Research Institute at Shanghai Jiaotong University

**Chair of Conference Procedures:** Dr. Howard E. Sypher, Head of the Department of Communication at Purdue University

2010 Conference Sponsors

Global Communication Research Institute (GCRI), Shanghai Jiaotong University  
School of Media and Design, Shanghai Jiaotong University  
Department of Communication, College of Liberal Arts, Purdue University  
Department of Intercultural Communication and Management, Copenhagen Business School  
International Communication Association (ICA)

2010 Conference Dates and Location

September 29th – 30th, 2010 (tentative)

Shanghai Jiaotong University, Minhang Campus, Shanghai, China

**Conference Language**

Chinese and English
Papers may be in Chinese or English

All abstracts must have an English version

**Paper Submission Guidelines**

The deadline for submitting full papers is **August 15th, 2010**. Papers submitted in English must use APA style. Papers submitted in Chinese should follow the standard of Chinese academic publishing.

Papers should be sent electronically to Dr. Pearl Wang at: pearlwang@sjtu.edu.cn

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*Papers presented at the convention will be published in the Conference Proceedings.*

**Conference Participants**

We anticipate 300 presenters and attendees at the conference, including distinguished scholars from Chinese and overseas universities, Chinese government personnel, professors and students from Chinese and overseas universities, representatives of various research Institutes, and leaders from related industries.

**Conference Schedule and Agenda**

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We sincerely welcome scholars and leaders from related academic disciplines, government and industry to attend this fourth annual Global Communication Forum.

School of Media and Design, Shanghai Jiaotong University  
Global Communication Research Institute, Shanghai Jiaotong University  
Department of Communication, Purdue University  
Department of Intercultural Communication and Management, Copenhagen Business School  
International Communication Association