Initial Call for Papers

Abstract Deadline Extended to Nov 5, 2011

ICA 2012 Preconference: The Fifth Global Communication Forum on New Media and Internet Communication and Communities in China Phoenix, USA 23 May 2012 (Wed)

Following four successful consecutive Global Communication Forums in Shanghai China\(^1\), this year, the Fifth Global Communication Forum will be held as a preconference of ICA 2012 annual conference at Phoenix, USA. The preconference theme is *New Media and Internet Communication and Communities in China*. We will focus on hot issues of communication and social interaction in China.

Thirty years has passed since China started the reform and opening-up policy in 1978. As the largest developing country, China has made great achievements in economics, with the nominal GDP ranking the second largest in the world. Yet the political system reform and social management still face many problems. The growth of new communication technologies, especially the boom of internet, has made unprecedented changes to China’s traditional communication ecology, and consequentially caused changes in politics, economics, society, and culture etc. On the one hand, new media and internet accelerate the exposure of contradiction and conflicts in all sides. On the other hand, new technologies provide opportunities and practicability to solve these problems.

A crucial question is “How to study, comprehend and utilize the rules of new media and internet to maximize their positive roles and eradicate drawbacks?”. Researchers in communication have the responsibility to find the answer and this is also a good chance to show talents. Against the background of globalization, China and the world can not be separated from each other. Therefore, the preconference opens a platform for researchers interested in *New Media and Internet Communication and Communities in China*. We cordially invite people from all over the world to share their findings, exchange insights, and make efforts to promote communication research.

- **Dates and Venue**
  23 May 2012 (Wednesday)
  Phoenix, Arizona, USA

- **Keynote Speeches**
  Dr. Patrice M. Buzzanell (Purdue University, USA)
  Dr. Wei Ran (University of South Carolina, USA)
  Dr. Kuo Chen-Yu, Eddie (Nanyang Technological University, Singapore)
  Dr. John Pavlik (Rutgers University, USA)
  Dr. William Dutton (Oxford University, UK)
Dr. Dorte Salskov-Iversen (Copenhagen Business School, Denmark)
Dr. Zhang Guoliang (Shanghai Jiao Tong University, China)

• **Suggested Topics**
  Impact of New Media on Chinese Political Ecology
  Impact of New Media on Chinese Traditional Media
  Change of Chinese People’s Value Systems by New Media
  Change of Chinese People’s Life Modes by New Media
  Influence of New Media in Less-developed Regions of China
  Influence of New media on Chinese Disadvantaged Groups
  History, Current Status and Trend of New Media Study in China
  History, Current Status and Trend of New Media Education in China
  Other related topics

• **Working language**
  English and Chinese

• **Paper Submission and Publishing**
  1. Papers submitted in English must use the APA style and papers submitted in Chinese should follow the standard of Chinese academic publishing. All abstracts must have an English version.
  2. The abstract submission deadline is 31 October 2011. The full paper submission deadline is 29 February 2012.
  3. Please send in two SOFT copies as e-mail attachments to 2012gcforum@gmail.com, one with the title of the paper, name(s) of the author(s) as well as affiliation(s), and the other without the author’s information. The named copy should be operated in MSWord while the anonymous one can be in MSWord or PDF.
  4. Please list (1) title of the paper, (2) name(s) of the author(s), (3) affiliation(s), (4) mailing address(es) and (5) email address(es) in the e-mail.
  5. Preconference participants are invited to submit revised manuscripts after the ICA conference for considered in an edited collection (publisher undecided).

• **Registration and Accommodation**
  Each attendee must pay the registration fee, USD80 or RMB500 per person. The registration fee covers the costs for meeting rooms, forum materials, snacks and beverage, lunch and dinner. Once their papers are accepted, attendees shall pay the registration fee to an appointed account in advance of the preconference date. Attendees will pay the costs of transportation, accommodation and breakfast by themselves.

  An optional post-preconference tour of Grand Canyon will be organized on 24 May 2012. Interested attendees must register with ICA because they are making arrangements and calculating expenses. Others can explore the city themselves.
• Chairs
General Chair: Dr. Patrice M. Buzzanell
(President of the Council of Communication Associations, Past President of the International Communication Association (ICA) and Professor in Brian Lamb School of Communication at Purdue University)
Organizing Committee Chair: Dr. Zhang Guoliang
(Dean of the School of Media and Design and Head of the Global Communication Research Institute at Shanghai Jiao Tong University)
Procedural Committee Chair: Dr. Howard E. Sypher
(Dean of Brian Lamb School of Communication at Purdue University)

• Sponsors
Global Communication Research Institute, Shanghai Jiao Tong University
School of Media and Design, Shanghai Jiao Tong University
Brian Lamb School of Communication, Purdue University
Department of Intercultural Communication and Management, Copenhagen Business School
Chinese Communication Association (CCA)
International Communication Association (ICA)
National Broadcasting Company (NBC)

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We anticipate more than 100 presenters and attendees at the preconference. Distinguished scholars, professors, research students, leaders from industry, and government personnel are all welcome to join us.

1Early in April 2007, the first Global Communication Forum and ceremony establishing the Global Communication Research Institute at Shanghai Jiao Tong 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 in the Context of Globalization: Education and Research.”

In June 2008, the Second Global Communication Forum was held at Shanghai Jiao Tong University. This conference was co-sponsored by the Global Communication Research Institute of Shanghai Jiao Tong University, the School of Media and Design of Shanghai Jiao Tong 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 Jiao Tong University, the International Communication Association, the Department of Communication at Purdue University, and Chinese Communication Association. The conference theme was “Communication in the e-Society: Challenges, Opportunities, and Responsibilities”.

In September 2010, the fourth Global Communication Forum was held at Shanghai Jiao Tong University. This conference was co-sponsored by Global Communication Research Institute of Shanghai Jiao Tong University, School of Media and Design of Shanghai Jiao Tong University, Department of Communication, College of Liberal Arts, Purdue University, Department of Intercultural Communication and Management at Copenhagen Business School, International Communication Association. The conference theme was “Global Cities in e-Times: Urban Design, Creativity and Collaboration”.