



**Inherit and Inspire:
The Past, Present and Future of Chinese Communication Studies**

Date: 18 January 2020 (Saturday)

Venue: Cho Yiu Conference Hall, CUHK

Co-Conveners: Prof. Francis L. F. Lee

Director and Professor, School of Journalism and Communication, CUHK

Prof. Yu Huang

Dean and Professor, School of Communication, HKBU

Prof. Jack L. C. Qiu

Professor, School of Journalism and Communication, CUHK

Committee: Prof. Joseph M. Chan

Emeritus Professor, School of Journalism and Communication, CUHK

Prof. Ven-hwei Lo

Visiting Professor, School of Communication, HKBU

Prof. Christine Y. H. Huang

Chair Professor of Communication and Media, City University of Hong Kong,

Professor, School of Journalism and Communication, CUHK

Prof. Ying Zhu

Professor, School of Communication, HKBU

Time Allocation

Presentation: 25 minutes each for keynote speech

20 minutes each for paper presentation

15 minutes for discussion and Q & A in each session

MORNING

8:45 am – 9:00 am	<i>Tea & Coffee</i>
9:00 am – 9:15 am	<p>Welcoming Speech</p> <p>Prof. Chi-yue Chiu <i>Dean and Professor, Faculty of Social Science, The Chinese University of Hong Kong</i></p> <p>Prof. Francis L. F. Lee <i>Director and Professor, School of Journalism and Communication, The Chinese University of Hong Kong</i></p> <p>Prof. Yu Huang <i>Dean and Professor, School of Communication, Hong Kong Baptist University</i></p>
9:15 am – 9:30 am	<i>Group Photo</i>
9:30 am – 11:00 am	<p><u>Session 1:</u></p> <p>Moderator: Prof. Jack L. C. Qiu <i>Professor, School of Journalism and Communication, The Chinese University of Hong Kong</i></p> <p>Keynote speech 1: Internationalization through decontextualization for communication research in China and elsewhere</p> <p>Speaker: Prof. Jonathan J. H. Zhu <i>Chair Professor of Computational Social Science, Department of Media and Communication and School of Data Science, City University of Hong Kong</i></p> <p>Keynote speech 2: What is Chinese communication research? understanding the politics of academic interactions among different Chinese-speaking societies</p> <p>Speaker: Prof. Yuezhi Zhao <i>Professor, School of Communication, Simon Fraser University, Canada</i></p>

<p>9:30 am – 11:00 am</p>	<p>Keynote speech 3: Reflection on Chinese communication studies during the 40 years of its growth: in both retrospect and prospect</p> <p>Speaker: Prof. Guoliang Zhang <i>Professor, School of Media and Communication, Shanghai Jiao Tong University</i></p> <p>Discussion and Q & A Session</p>
<p>11:00 am – 11:15 am</p>	<p><i>Tea break</i></p>
<p>11:15 am – 12:20 pm</p>	<p><u>Session 2:</u></p> <p>Moderator: Prof. Ran Wei <i>Professor, School of Journalism and Communication, The Chinese University of Hong Kong</i></p> <p>Keynote speech 4: For theoretical innovations and a comparative approach in Chinese communication studies</p> <p>Speaker: Prof. Joseph M. Chan <i>Emeritus Professor, School of Journalism and Communication, The Chinese University of Hong Kong</i></p> <p>Keynote speech 5: Chinese communication journals and Chinese communication research</p> <p>Speaker: Prof. Ven-hwei Lo <i>Visiting Professor, School of Communication, HKBU</i></p> <p>Discussion and Q & A Session</p>
<p>12:20 pm – 2:00 pm</p>	<p><i>Lunch (Chung Chi College Staff Club)</i></p>

AFTERNOON

<p>2:00 pm – 3:20 pm</p>	<p><u>Session 3:</u></p> <p>Moderator: Prof. Clement Y. K. So <i>Professor, School of Journalism and Communication, The Chinese University of Hong Kong</i></p>
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<p>2:00 pm – 3:20 pm</p>	<p><u>Presenters:</u></p> <p>Wilbur Schramm and Chinese communication research: cultural cold war and consensus of modernization Prof. Hailong Liu <i>Professor, School of Journalism and Communication, Renmin University of China</i></p> <p>Domesticating media sociology: traveling theories, cultural intermediaries and the building of a local tradition Prof. Hongtao Li <i>Professor, College of Media and International Culture, Zhejiang University</i> Prof. Shunming Huang <i>Professor, School of Literature and Journalism, Sichuan University</i></p> <p>The advantage of being in the periphery: the development and characteristics of communication research in Hong Kong Prof. Francis L. F. Lee <i>Professor, School of Journalism and Communication, The Chinese University of Hong Kong</i></p> <p>Discussion and Q & A Session</p>
<p>3:20 pm – 3:35 pm</p>	<p style="text-align: center;"><i>Tea break</i></p>
<p>3:35 pm – 5:15 pm</p>	<p><u>Session 4:</u></p> <p>Moderator: Prof. Ven-hwei Lo <i>Visiting Professor, School of Communication, Hong Kong Baptist University</i></p> <p><u>Presenters:</u></p> <p>Academic logic and paradigm change of China’s Internet governance studies: literature review based on CNKI database Prof. Jinghong Xu <i>Professor, School of Journalism and Communication, Beijing Normal University</i> Paper co-authored by: Jinghong Xu and Weipeng Hou</p> <p>Rethinking the development and practice of organizational communication in Chinese society Prof. Li-Li Chin <i>Professor, Department of Speech Communication, Shih Hsin University</i></p>

<p>3:35 pm – 5:15 pm</p>	<p>Media and countryside: the tension between development communication theory and "Chinese style" development: the discussion based on four rural cases of ethnic minorities in southwest China</p> <p>Prof. Jianbin Guo <i>Professor, School of Ethnology and Sociology, Yunnan University</i></p> <p>Paper co-authored by: Jianbin Guo and Jing Yao</p> <p>Discipline and breakthrough: beyond the interdisciplinary myth of internet studies in Mainland China</p> <p>Prof. Xiaojie Cao <i>Assistant Professor, School of Journalism and Communication, South China University of Technology</i></p> <p>Discussion and Q & A Session</p>
<p>6:00 pm – 8:00 pm</p>	<p><i>Dinner (Dong Lai Shun)</i></p>