

AN INTERNATIONAL CONFERENCE CO-HOSTED BY THE COMMUNICATION UNIVERSITY OF CHINA (CUC)
AND THE NATIONAL COMMUNICATION ASSOCIATION (NCA)

Call for Participants for the Second Biennial Conference on:

Communication, Media, and Governance in the Age of Globalization



THIS GROUND-BREAKING CONFERENCE will be held at the CUC International Convention Center, creating public space for scholars, media practitioners, government officials, and students to participate in open discussions and dialogue. Presentations will be made in English and Chinese, with simultaneous translations available via headsets.

RATIONALE

With converging and diverging interests, China and the United States are increasingly intertwined in issues related to sovereignty and cyber-sovereignty, nationalism, citizenship, human rights, popular culture, climate change, and public health. This international conference will address these broad issues as questions about communication: about how our two nations engage with and envision each other, and about how our interlinked imaginaries create both opportunities and obstacles for greater understanding and strengthened relations. Within the overarching theme of "Communication, Media, and Governance in the Age of Globalization," the conference will address three key topics, each to be explored in panel sessions with a designated leader. Workshops and graduate student panel sessions will round out the conference. The three "tracks" within the theme will include:

GREEN PUBLIC SPHERES AND ENVIRONMENTAL COMMUNICATION, LED BY DR. PHAEDRA C. PEZZULLO

We live in an age of ecological crises; environmental communication constitutes these challenges and expresses our hope for a more sustainable world. Scholarship on green public spheres underscores the conditions of possibility for people to connect to local, national, and international matters of collective environmental interest. Work in this area will focus on green public sphere theories; the role of communication in environmental decision-making in China and the United States; utopian and dystopian narratives of green imagined communities; and environmental and climate justice discourses, communities, and/or critiques of the ways ecological issues are intertwined with social injustices.

SOCIAL MEDIA AND MOBILE COMMUNICATION, LED BY DR. GUOBIN YANG

A fascination with digital communication platforms is palpable in recent academic and popular discourse about social media. Platform studies of Facebook, Twitter, and even Sina Weibo have proliferated. Work in this area will examine the concepts of platforms and infrastructures in the study of social media, and will focus on how these evolving platforms both enable and constrain the civic work of netizens. Further, work in this area will focus on empirical and historical studies exploring the multiple ways practice, culture, language, and history shape, or are shaped by, social media platforms.



NATIONAL COMMUNICATION
ASSOCIATION



COMMUNICATION UNIVERSITY
OF CHINA



GLOBAL HEALTH INEQUALITIES AND COMMUNICATION INTERVENTIONS, LED BY DR. MOHAN DUTTA

The accelerated flow of goods, services, and labor across global boundaries has produced inequalities in access to health resources, health services, and opportunities for health. Likewise, the global distribution of precarious working conditions and environmental risks, the weakening of labor organizations, and the privatization of public health resources all pose dramatic challenges for global health. This track will cover new thinking about the roles of communication in constituting a socially just global health infrastructure. We seek submissions that address both practical case studies of communication interventions into global health inequalities and theoretical arguments about how to advance social justice through health communication.

ADDITIONAL CONFERENCE WORKSHOPS WILL INCLUDE:

- Communication Pedagogies in the Age of Globalization, led by the NCA Task Force on Fostering International Collaborations Pedagogy Team.
- Publishing in the Communication Discipline and Applying to Graduate Programs, led by Dr. Trevor Parry-Giles, NCA Interim Executive Director.
- A Snapshot of Research Trends Across the Communication Discipline, led by the NCA Task Force on Fostering International Collaborations Research Team

CALL FOR SUBMISSIONS

We invite submissions that address any of the topics cited above. Applicants should submit a proposal of 750–1,000 words. Submissions can be made in English or Chinese and should indicate the submitter's home institution. Submissions should be in Microsoft Word or Adobe.pdf format. The deadline for all submissions is February 1, 2018. Applicants will be contacted by March 1, 2018, with results.

Please send all English-language submissions and inquiries to Dr. Patrick Shaou-Whea Dodge, Associate Professor Clinical Track, CU Denver and International College Beijing, patrick.dodge@ucdenver.edu; please send all Chinese-language submissions and inquiries to Dr. Zhi Li, Professor of Media Studies, Communication University of China, bbilee@sina.com.

ADDITIONAL INFORMATION

In a show of international friendship and support, CUC and NCA have agreed to waive registration fees and provide hotel accommodations for all accepted presenters during the duration of the conference. Upon notification of acceptance to the conference, Dr. Dodge will convey to all participants the necessary information regarding lodging, visas, airfare, and other logistics.

The conference's local host, CUC plays a leading role in studying, teaching about, and practicing communication, journalism, and radio and television arts in China. Since its founding, CUC has earned the reputation of being "the cradle of China's radio and television talent"; it stands today among the top universities in China. Situated on a lovely campus on Beijing's east side, CUC's world-class Convention Center will provide a unique staging ground for conference participants to experience the charm and character of Beijing, the political, economic, and cultural center of China.

The conference's international co-sponsor, NCA is the largest and leading U.S. organization committed to advancing the discipline of Communication. Dr. Dodge, Dr. Qingwen Dong, and Dr. Zhi Li, all members of NCA's Task Force on Fostering International Collaborations in the Age of Globalization, are leading NCA's role in this conference.

RESULTING PUBLICATIONS

Following the model used to publish *Imagining China: Rhetorics of Nationalism in the Age of Globalization* (Michigan State University Press, 2017, edited by Stephen J. Hartnett, Lisa B. Keranen, and Donovan S. Conley), our three "track" leaders will edit volumes based on the best work presented at the conference. These are not conference proceedings, but academic books wherein each chapter is an expanded version of the original conference presentation. The "track" leaders will solicit chapters from the conference presenters.

