



CALL FOR PROPOSALS

**Communicating China with the World: New Dynamics in
International Communication**

Saturday, 6 July 2019

Universidad Complutense de Madrid, Spain

Co-organized by

The International Communication Section, IAMCR

The National Centre for Communication Innovation Studies, Communication

University of China

The Faculty of Information Sciences, Universidad Complutense de Madrid

As the second biggest economy, largely driven by global integration via export and import, and one of the oldest civilizations on the earth, China has been actively engaging with the world through multiple communication platforms. Since 2009, China's state-supported media going out project caught global attention due to its fast expansion and complex geopolitical implications in transforming both global and regional communication orders. The Confucius Institute, another state-driven cultural project, is constantly disputed by internationally leading media with regard to its ambition in building China's soft power abroad. Over the past few years, the population of cross-border Chinese tourists exceeded 100 million annually, which

became a new carrier of information flow from China to the rest of the world, and vice versa. Due to massive people exchanges, the connection between China and the world intensified. In addition, China's leading ICTs companies are accelerating the speed and enlarging the scale of globalization. Tik Tok, a mobile and social video platform, created by the ByteDance, a flagship private internet company featuring its capacity in artificial intelligence and algorithm, is harvesting fans worldwide. Though the fact that global internet platforms (e.g. Google, Facebook, and Twitter) are still not accessible in China, the new dynamics brought by a globalizing China together with its multiple communication subjects in international communication deserves international, transcultural, and trans-disciplinary scholarship.

This themed pre-conference welcomes trans-disciplinary contributions from all around the world to develop new perspectives in understanding the transformation of international communication, particularly the role of China, by investigating a series of topics including but not limited to:

- Historical trajectories and shifting paradigms in international communication
- International communication in the age of social media and algorithmic journalism
- China's media going out and its geopolitical implications
- Shaping the future of international journalism: the role of China's news media
- Hollywood, Bollywood, and the transformation of China's film industries
- Social media in China and China's social media
- China's cultural trade deficit on rise?
- Confucius Institute and China's cultural soft power
- Cross-border tourism and international communication

Abstracts should be between 300-500 words and submitted for peer review before May 15 to jideqiang@cuc.edu.cn or INC.IAMCR@gmail.com. Notification of acceptance will be announced on a rolling basis but no later than May 23. A selection

of high-quality papers will be published afterwards as a special section in *Global Media and China* by Sage.

Participation in this pre-conference is free of charge, however, registration is required after proposal is accepted.

Organizers:

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