

CURRICULUM VITAE

Junhao Hong

(As of May 1, 2024)

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Education

- University of Texas at Austin, USA, PhD in Communication, 1995
- University of Windsor, Canada, MA in Communication, 1990
- Shanghai International Studies University, China, Two-Year Diploma in International Journalism, 1986
- East China Normal University, China, BA in Chinese Language and Literature, 1984
- UNESCO Four-Week Training Program on Broadcasting Journalism, Asia Institute for Broadcasting Development, Malaysia, 1983

Academic Positions

- Professor (with tenure), SUNY-Buffalo, USA, 2008–present
- University Fellow, Hong Kong Baptist University, Spring 2013
- Interim Director of Asian Study Program, SUNY-Buffalo, USA, Fall 2012
- Chair, Asian Studies Advisory Council, SUNY-Buffalo, USA, 2011-2013
- Director, Communication BA Program of SUNY-Buffalo/Singapore Institute of Management University (SIM), 2004-2012
- Visiting Professor, Chinese University of Hong Kong, 2002-2003
- Visiting Professor, Renmin University of China, Summer 2000
- Associate Professor (with tenure), SUNY-Buffalo, USA, 2000–2008
- Assistant Professor, SUNY-Buffalo, USA, 1995–2000
- Seasonal Instructor, University of Windsor, Canada, 1990–1991

Research Affiliations (selected)

- Associate in Research, Fairbank Center for Chinese Studies, Harvard University, USA, 2005-2023
- Senior Research Fellow, School of Communication, Tsinghua University, China, 2003-present
- Senior Research Fellow, Institute for Strategic Communication, Peking University, China, 2015-present
- Senior Fellow, Center of Communication for Sustainable Social Change, University of Massachusetts-Amherst, USA, 2009-2015

Professional Offices, Editorship & Evaluators (selected)

- President, United Societies of Chinese Studies (USCS), USA, 2012-2013
- President, Chinese Communication Association (CCA), USA, 2004-2006
- Editor or editorial board member of *Western Humanity and Social Sciences Research Frontier Book Series* (Renmin University of China Press), *Telematics and Informatics* (U.S.), *Journal of Contemporary Eastern Asia* (Japan), *Communication & Society* (Hong Kong), *Communication for Social Change* (U.S.), *Journal of Journalism University* (China), *Human Communication Research* (U.S.), *Journal of Chinese Communication* (Hong Kong).
- QS World University Reputation Rankings, 2016-present
- External Evaluator, Hong Kong Social Science Research Grant Council, 2011-2016
- External Evaluator, *Radio Free Asia's* Mandarin Service, USA, 2007-2019
- External Evaluator, *Voice of America's* Mandarin Broadcasting Service, USA, 2007-2008

Awards, Scholarships/Fellowships, Grants (selected)

- Fellowship, Academy of Korean Studies, South Korea, 2014
- Award for Outstanding Contributions to International Research, SUNY-Buffalo, 2011
- Participant of a federal grant for conducting research in India, 2009-2010
- Ford Foundation Teaching Fellowship, Ford Foundation, USA, 2008-2009, 2010-2011
- University Scholarship (one year), University of Texas at Austin, USA, 1994-1995
- Presidential Scholarship (two years), University of Windsor, Canada, 1988-1990
- Received research grants from Chiang Ching-Kuo Foundation (Taiwan), Hosono-Banka Foundation (Japan), Baldy Center for Law and Social Policy (U.S.), Education Ministry of China (China), Center for Naval Analysis (U.S.), Hong Kong Baptist University (Hong Kong), Chinese Association for Eurasian Studies (Taiwan), University of Illinois at Champaign (U.S.), Harvard University Fairbank Center (U.S.), University of Chicago Center for East Asian Studies (U.S.), Indiana University Asian Library (U.S.), AT&T (U.S.), University of Texas at Austin Center for Communication Technology and Society Research (U.S.), University of Windsor (Canada), *Reader's Digest* (U.S.), etc.
- Research was reported on *Digital Communities*, (U.S.), *Futurity* (U.S., Canada, and UK), *One India* (India), *Nachrichten* (Germany), *Press Text* (Austria), *Ratschlag 24 (Looks German)* (Germany), *Scientific Blogging – Science 2.0*, *Science Codex*, *E-science News* (U.S.A.), *RFA Unplugged (Commentary on Radio Free Asia)*, *CalcuttaTube*, *Eurasia Review News and Analysis*, *The India Post*, *ScienceBlog*, *Simple Thoughts*, *India News Magazine*, *Indo-Asian News Service*, *Lifting the Veil*, *Buckfix* (Germany), *Mon iPhone m'a tué* (France), etc.

Supervision of Doctoral and Master's Students

- Have supervised more than two dozens of doctoral students.
- Have supervised more than three dozens of doctoral students.

Book Manuscript Reviewer for the Following Presses (Selected; listed in alphabetic order; multiple times for some presses)

- Hong Kong University Press (Hong Kong), Iowa State University Press (U.S.), Lexington Books, Mayfield Publishing Company (U.S.), McGraw-Hill Publishing Company (U.S.), Minnesota University Press (U.S.), MIT Press, Oxford University Press, Palgrave Macmillan Press, Routledge (UK), Rowman & Littlefield Publishers (U.S.), Springer Nature Press, State University of New York Press (U.S.), University of Macau Press, Wadsworth Publishing Company (U.S.), World Scientific Publishing (Singapore), Yale University Press (U.S.).
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Research Articles Reviewer for the Following Referred Journals (Selected; listed in alphabetic order; multiple times for some journals)

- *Asian Journal of Communication, China: An International Journal, Chinese Journal of Communication, Communication, Culture and Critique, International Journal of Communication, International Journal of Media & Cultural Politics, Journal of Chinese Communication, Journal of Communication & Society, Journal of Current Chinese Affairs, Journal of International & Intercultural Communication, Journal of Multicultural Discourses, Journalism & Mass Communication Quarterly, Mass Communication Journal, Telecommunications Policy, Telematics and Informatics, The China Journal, The International Journal of Press/Politics, The Pacific Review.*

Highlights of Media Experience

- Have worked as a reporter/chief reporter/executive producer for major Chinese media organizations before coming to North America to pursue my postgraduate studies.
- Have covered/interviewed various countries' statesmen when they visited Shanghai, China, including U.S. President Richard Nixon and Jimmy Carter, U.S. Secretary of State Henry Kissinger, U.K. Prime Minister Margaret Thatcher and Edward Heath, etc.
- Have also covered the news activities of a number of Chinese leaders, including Deng Xiaoping, Hu Yaobang, Zhao Ziyang, Jiang Zemin, etc.

Media Interviews & Consultations

- Interviewed by *Newsweek* on the impact of the Internet on Chinese society (2010).
- Interviewed by *Financial Times* on the impact of the Internet on Chinese society (2010).
- Interviewed by *Forbes* on trends in Chinese media and pop culture (2010).
- Interviewed by *Suddeutsche Zeitung Zeitung*, a mainstream newspaper in Germany, on Chinese cinema (2006).
- Interviewed by *Veja*, an influential magazine in Brazil, on Chinese television (2004).
- Interviewed by Kochevar Research Associates on a study on Asian entertainment programming in America (1999).
- Interviewed by *The New York Times* on China's media reform and social change (1998).

- Provided consultation to the National Committee on U.S.-China Relations of the United States on China's media policies (1998).
- Provided consultation to ABC's *Nightline* on China's television programming and social problems (1998).

PUBLICATIONS

Authored Books

- Hong, J. (Obtained a publication contract; expected to be published in late 2024 – early 2025). *The Battle between the Authorities' Control vs. the Public's Anti-Control of the Internet in China*. Springer Nature Publishing Group.
- Hong, J., & Hou, Z. (2024). *Alternative Media and the Socio-Political Transformation in Taiwan, 1970s – 1990s*. Palgrave Macmillan.
- Hong, J., & Su, T. (2016) *Media Laws Across the World: A Comparative Study of Their Evolution and Challenges*. El Paso, TX: LFB Scholarly Publishing.
- Sherlick, L., & Hong, J. (2008) *Internet Popular Culture and Jewish Values: The Influence of Technology on Religion in Israeli Schools*. Amherst, NY: Cambria Press.
- Hong, J. (1998) *The Internationalization of Television in China: The Evolution of Ideology, Society, and Media since the Reform*. Westport, CT: Praeger.

Edited Books

- Hong, J. (2020) *China in the Era of Social Media: An Unprecedented Force for An Unprecedented Social Change*. Lexington Books/Rowman and Littlefield.
- Hong, J. (2014) *New Trends in Communication Studies* (two volumes). Tsinghua University Press.
- Hong, J. (2009) *Berkshire Encyclopedia of China* (five volumes). Great Barrington, MA: Berkshire Publishing Group. (Associate Editor for Media and Communication.)
- Lu, S., & Hong, J. (2007) *The Frontier of Mass Communication Research: Theories and Issues*. Renmin University of China Press.

Journal Editor of Special Issue

- *Telematics and Informatics*, special issue on social media in China. 2017, Vol. 34, No. 3.

Referred Journal Articles

69. Hong, J. (2021). From the Era of Information to the Era of Communication. *People's Forum*. August 14, 2021. DOI:10.16619/j.cnki.rmltxsqy.2021.09.011.
68. Hong, J. (2021). Are We Ready To Enter the Era of Communication? *Academic Frontiers*, Vol. 217, No. 5, pp. 96-110.
67. Hong, J. (2017). Social Media in China: An Unprecedented Force for An Unprecedented Social Change? *Telematics and Informatics*, Vol. 34, No. 3, pp. 691–693.
66. Xiao, X., & Hong, J. (2017). Three Features of Chinese Martial Arts Online Games. *Journal of Southwest University*, Vol. 43, No. 4, pp. 131-136.
65. Hong, J. (2017). The Role and Influence of Media and New Media in the U.S. Presidential Election in 2016. *Journal of Shantou University*, Vol. 33, No. 168, pp. 40–46.
64. Hong, J. (2015). The New Trends of Communication Studies and the Development of Communication Studies in China. *Global Media Journal*, Vol. 2, No. 3, pp. 127-134.

63. Jang, W., Hong, J., & Frederic, E. (2015). The Framing of the North Korean Six-Party Talks by Chinese and North Korean News Agencies: Communist Propaganda and National Interests. *Media International Australia*, No. 154, pp. 42-52.
62. Hong, J. (2015). The Political Implications of Mainland China's Strategies for Exporting Movies and the Realities. *Studies on Chinese Communism*, Vol. 49, No. 4, pp. 1-20.
61. Hong, J. (2015). The Name Brand Building of U.S. Media and the Contributing Factors. *Media and Society*, No. 14, pp. 189-190.
60. Hong, J. (2014). The Use of New Media in the Eastern and Western Contexts. *Media and Society*, No. 8, pp. 54-55.
59. Hong, J., & Yan, S. (2014). The Necessity, Urgency, and Challenges for International Dissemination of Chinese Culture. *Journal of Journalism & Communication Research*, Vol. 21, No. 6, pp. 5-21.
58. Hong, J. (2014). What Can We Learn from Hollywood & Bollywood in Making Huallywood? *China Media Report*, Vol. 49, No. 1, pp. 4-9.
57. Hong, J. (2013). The Domestic and International Catalytic Factors of Xinhua News Agency's Transformation and Its Theoretical Implication. *Journal of Culture & Communication*, Vol. 2, No. 5, pp. 18-27.
56. Hong, J. (2013). The Trends, Factors and Impacts of Changes in the U.S. Media Industry. *Journal of Huaiyin Teachers College*, Vol. 35, No. 6, pp. 817-823.
55. Qi, A., & Hong, J. (2013). The Multi-Variant Theoretical Perspectives on Mainstream Media Studies in Western Countries: An Analysis. *Journalism Bimonthly*, Vol. 117, No. 1, pp. 8-15.
54. Hong, J. (2012). From an Exclusive Communist Propaganda Machine to a Multi-Purposed Global News Agency: The Domestic and International Factors Contributing the Transformation and Its Theoretical Implications. *Studies on Chinese Communism*, Vol. 46, No. 12, pp. 50-64.
53. Hong, J. (2012). The Strategies for Globalization of Four Asian Media Giants: China, Japan, India and South Korea. *Journal of Culture & Communication*, Vol. 1, No. 1, pp. 110-22.
52. Hong, J. (2011). From the World's Largest Propaganda Machine to A Multi-Functional News Service: The Transformation of Xinhua News Service since 1978. *Journal of Political Communication*, Vol. 28, No. 3, pp. 377-93.
51. Hong, J. (2011). The Role of Mass Media in the Formation of Public Opinion and Democratic Politics: Functions and Limitations. *Beijing University Review of Journalism & Communication*, Vol. 6, No. 1, pp. 32-42.
50. Hong, J. (2011). The New Trends of the US Government Media in the Post Cold-War Era: An Analysis of the Implications. *Journal of Journalism Communication Research*, Vol. 18, No. 2, pp. 4-14.
49. Wang, S., & Hong, J. (2011). *Voice of America* in the Post-Cold War Era: Opportunities and Challenges to External Media Services via New Information and Communication Technology. *The International Communication Gazette*, Vol. 73, No. 14, pp. 343-58.
48. Feng, J., & Hong, J. (2011). Thoughts on Soft Power Research across the World. *Journal of Contemporary Communication*, No. 6, pp. 8-11.
47. Hong, J. (2010). The Function and Limitation of Mass Media and Public Opinion in the Construction of Democratic Politics in Mainland China. *Studies on Chinese Communism*, Vol. 44, No. 10, pp. 84-97.
46. Wang, S., & Hong, J. (2010). Discourse behind Forbidden Realm: China's Internet Surveillance and Its Implications on the Blogosphere. *Telematics and Informatics*, Vol. 27, Issue 1, pp. 67-78.

45. Hong, J. (2009). Western Media's Reporting on China: Why and How to Deal with It? *Global Media Review*, Vol. 3, No. 1, pp. 71-80.
44. Hong, J., & Lu, Y. (2009). The American and European VoD Market Structure and Their Development Trends. *China Radio, TV & Film*, Vol. 433, No. 1, pp. 32-4.
43. Hong, J., & Liu, Y. (2008). Media Criticism and Media Literacy Movement in the United States: Origins, Characteristics and Trends. *Chinese-Foreign Media Criticism*, No. 1, pp. 80-93.
42. Hong, J. (2008). China's Importations of Japanese TV Programming: Changes and Contributing Factors. *Studies on Chinese Communism*, Vol. 42, No. 1, pp. 80-96.
41. Hong, J. (2007). The Interaction between Chinese Government and the Public Opinions on the Internet about China's International Relations. *Modern China Studies*, Vol. 14, No. 2, pp. 112-22.
40. Kim, J., Su, T., & Hong, J. (2007). The Influence of Geopolitics and Foreign Policy on the U.S. and Canadian Media: An Analysis of Newspaper Coverage of Sudan's Darfur Conflict. *Harvard International Journal of Press/Politics*, Vol. 12, No. 3, pp. 87-95.
39. Hong, J. (2007). The Role of Media in China's Democratization Process: Origins, Characteristics, and Implications of the Proliferation of Chinese Public Forum TV Programs. *Studies on Chinese Communism*, Vol. 41, No. 3, pp. 84-97.
38. Su, T., Kim, J., & Hong, J. (2007). A Socio-Cultural Study of the Growing Popularity of Pan-Chinese Movies in the U.S.: Trends, Contributing Factors, and Implications. *Asian Cinema*, Vol. 18, No. 1, pp. 65-90.
37. Bao, Y., Hong, J., & Huang, S. (2007). Applauses for Zhang Yimou. *Film Review*, No. 17, p. 9.
36. Bao, Y., & Hong, J. (2007). The Current Situation and Development of American Cultural Industry. *Film Review*, No. 16, pp. 4-5.
35. Hong, J. (2006). The Internet and the Opportunities and Challenges for China: The Case of Internet Cafes. *The Journal of Comparative Asian Development*, Vol. 5, No. 1, pp. 149-69.
34. Hong, J. (2006). Online Public Opinion and Its Impact on China's Foreign Policy-Making. *Studies on Chinese Communism*, Vol. 40, No. 4, pp. 71-86.
33. Kim, J., & Hong, J. (2006). External Broadcasts in Eastern Europe in the Post-Cold War Era: New Trends, Contributing Factors and Implications. *International Communication Bulletin*, Vol. 40, No. 3-4, pp. 16-29.
32. Hong, J., & Huang, L. (2005). A Split and Swaying Approach to Building Information Society: The Case of Internet Cafes in China. *Telematics and Informatics*, No. 22, pp. 377-93.
31. Hong, J. (2005). Internet Cafes and China's Informatization. *Studies on Chinese Communism*, Vol. 39, No. 11, pp. 65-81.
30. Hong, J. (2004). Public Broadcasting and New Global Challenges: A Comparative Study of the World's Major Public Broadcasting Services. *Asian Media and Communication Studies*, pp. 212-29.
29. Hong, J. (2004). Changes and New Trends of Radio Broadcasting In USA: Challenges and Implications. *Information on World Radio & TV*, No. 720, pp. 3-12.
28. Hong, J., & Sherlick, L. (2003). BBC against BSkyB: Competition and Revelation of Public and Commercial Broadcasting in New Situations. *Journalistic University*, No. 78, pp. 59-67.
27. Hong, J., & Xiao, Q. (2003). The Challenge to China's Publishing Industry. *Modern China Studies*, Vol. 10, No. 3, pp. 72-82.

26. Hong, J. (2002). A Discussion on Some Theories and Issues Related to Media Globalization. *Pacific Journal*, No. 4, pp. 83-94.
25. Hong, J. (2002). Major Changes and Problems Facing China's Publishing Sector after the Opening-Up. *Studies on Chinese Communism*, Vol. 36, No. 3, pp. 95-114.
24. Hong, J. (2002). The Role of Media in China's Democratization. *Media Development*, No. 1, pp. 18-22.
23. Hong, J., & Li, Y. (2001). China's Publishing Houses in the Reform Era: Changes, Problems, and Perspectives. *Modern China Studies*, No. 2, pp. 54-68.
22. Hong, J. (2001). Rural Education Reform in China Since the 1980s: An Examination of the New Policies, Approaches, and Implications. *International Journal of Education Reform*, Vol. 10, No. 1, pp. 14-33.
21. Hong, J. (2000). The Liberalization of Media and the Political Democratization in Taiwan: An Analysis of the Domestic and International Motivations. *Modern China Studies*, No. 1, pp. 123-39.
20. Hong, J. (2000). Analysis of Status Quo and Prospective of China's Media. *Studies on Chinese Communism*, Vol. 34, No. 3, pp. 120-29.
19. Hong, J. & Sun, J. (1999). Taiwan's Film Importation from China: A Political Economy Analysis of Policy Changes and Implications. *Media, Culture, and Society*, Vol. 21: 531-47.
18. Hong, J. & Hsu, Y. (1999). Asian NIC's Broadcast Media in the Era of Globalization: The Trend of Commercialization and Its Impacts, Implications and Limits. *Gazette: The International Journal for Communication Studies*, Vol. 61, (3-4): 225-42.
17. Hong, J. (1999). On Jiang Zemin's Approaches to Controlling Ideology and Propaganda. *Studies on Chinese Communism*, Vol. 33, No. 9, pp. 35-48.
16. Hong, J. (1999). Globalization and Changes in Taiwan's Media: The Interplay of the Political and Economic Forces. *Asian Journal of Communication*, Vol. 9, No. 2, pp. 39-59.
15. Hong, J. (1998). The Evolution of China's War Movie in Five Decades: Factors Contributing to Changes, Limits, and Implications. *Asian Cinema*, Vol. 10, No. 1, pp. 93-106.
14. Hong, J. (1997). The Present Situation and Future Trends of Research on International Communication. *Journal of International Journalism*, No. 4, pp. 49-50.
13. Hong, J. (1997). Opportunities, Needs, and Challenges: An Analysis of Media/Cultural Interactions among China, Taiwan, and Hong Kong. *American Journal of Chinese Studies*, Vol. IV, No. 2, pp. 185-97.
12. Hong, J. (1997). Media/Cultural Product Exchanges between China and Taiwan: Cultural Interaction and Political Integration. *Gazette: The International Journal for Communication Studies*, 59 (1): 61-75.
11. Hong, J. (1996/1997). Cultural Relations of China and Taiwan: An Examination of Three Stages of Policy Changes. *Intercultural Communication Studies*, Vol. VI: 1, pp. 85-108.
10. Hong, J. (1996). The Chinese Communist Party's Political Regime and the Chinese Society in the Post-Deng Era. *Studies on Chinese Communism*, Vol. 30, No. 3, pp. 40-50.
9. Hong, J. (1995). The Evolution of China's Satellite Policy. *Telecommunications Policy*, Vol. 19, No. 2, pp. 117-33.
8. Hong, J. (1994). Mao Zedong's Cultural Theory and China's Three Mass-Culture Debates: A Tentative Study of Culture, Society and Politics. *Intercultural Communication Studies*, IV: 2, pp. 87-104.
7. Hong, J. (1994). The Resurrection of Advertising in China: Developments, Problems and Trends. *Asian Survey*, Vol. XXIV, No. 4, pp. 326-42.
6. Hong, J. (1994). CNN Sets Its Sights on the Asian Market. *Media Development*, No. 4, pp. 10-3.

5. Hong, J. (1994). CNN over the Great Wall: Transnational Media in China. *Media International Australia*, No. 71, pp. 60-9.
4. Hong, J. (1993). China's TV Program Import, 1958-1988: Towards the Internationalization of Television? *Gazette: The International Journal for Communication Studies*, 52: 1-23.
3. Hong, J. (1993). Practices and Implications of China's Media Reform in the 1980s. *Studies on Chinese Communism*, Vol. 27, No. 10, pp. 74-83.
2. Hong, J. and Cuthbert, M. (1991). Media Reform in China since 1978: Background Factors, Problems and Future Trends. *Gazette: The International Journal for Communication Studies*, 47: 141-58.
1. Hong, J. (1991). Changes in China's Television News Programming in the 1980s: The Case of Shanghai Television (STV). *Media Asia*, Vol. 18, No. 2, pp. 109-15.

Book Chapters

82. Hong, J., & Xu, M. (in press; expected to be published in late 2024). The Path of Internationalization of China's Television: From Importing to Exporting and Direct External Broadcasting. In M. Rawnsley, Y. Ma, & G. Rawnsley, (Eds.) *Routledge Handbook of Chinese Media (Second Edition)*. London: Routledge.
81. Niu, J., Hong, J., & Bi, I. (2022). Shifts of Journalism and Communication Education in China and the Political and Ideological Contributing Factors. In S. Hua (Ed.) *Paradigm Shifts in Chinese Studies*. London, UK: Palgrave Macmillan, pp. 39-64.
80. Hong, J. (2020). An Unprecedented Force for an Unprecedented Social Change. In J. Hong (Ed.) *China in the Era of Social Media: An Unprecedented Force for An Unprecedented Social Change*. Lanham, MA, U.S.A.: Lexington Books/Rowman and Littlefield Publishing, pp. 1-8.
79. Wang, J., Shen, Y., & Hong, J. (2020). The Emergence, Development and Evolution of Chinese Social Media. In J. Hong (Ed.) *China in the Era of Social Media: An Unprecedented Force for An Unprecedented Social Change*. Lanham, MA, U.S.A.: Lexington Books/Rowman and Littlefield Publishing, pp. 9-37.
78. Feng, J., Shen, Y., & Hong, J. (2020). Social Media and Online Opinion Leaders in China. In J. Hong (Ed.) *China in the Era of Social Media: An Unprecedented Force for An Unprecedented Social Change*. Lanham, MA, U.S.A.: Lexington Books/Rowman and Littlefield Publishing, pp. 149-169.
77. Hong, J., & Xu, M. (2018). Commercial Reform and the Ideological Function of Chinese Television: A New Model in a New Era? In S. Coban (Ed.) *Media, Ideology and Hegemony*. Boston, U.S.A.: Brill, pp. 299-328.
76. Hong, J. (2018). Media Ethics Are the Foundation of Media's Social Responsibility and the Public's Trust. In J. Niu (Ed.) *Analyses of Global Media Ethics and Regulations*. Beijing, China: Social Sciences Academic Press, pp. 8-10.
75. Hong, J. (2018). The Strategies for Boosting Cultural Soft Power. In Y. Ou (Ed.) *Collections of Thoughtful Ideas on Humanities and Social Sciences*. Wuhan, China: Huazhong Science and Technology University Press, pp. 252-258.
74. Hong, J., Liu, M., & Huang, W. (2017). The Chinese Media's Campaign for Confucianism: Motivations and Implications. In T. Hon & K. Stapleton (Eds.) *Confucianism for the Contemporary World: Global Order, Political Plurality, and Social Action*. Albany, NY: State University of New York Press, pp. 209-224.

73. Hong, J. (2017). How Does New Media Actually Changes Our Society? In F. Yu (Ed.) *New Media and Social Transformation*. Beijing, China: Communication University of China Press, pp. 113-120.
72. Hong, J. (2016). Three New Trends and Three New Problems in Communication Research. In A. Shi (Ed.) *Collections of Frontier Lectures on Journalism and Communication (III)*. Beijing, China: Tsinghua University Press, pp. 46-58.
71. Hong, J. (2016). New Media, New Era, and New World. In Y. Xie, H. Xu & D. Zhou (Eds.) *Media Leaders Forum (6)*. Beijing, China: Social Sciences Academic Press of China, pp. 153-163.
70. Hong, J., & Liu, Y. (2015). Internationalization of Chinese Television: History, Development and New Trends. In G. Rawnsley & M. Rawnsley (Eds.) *Routledge Handbook of Chinese Media*. London, UK: Routledge, pp. 427-445.
69. Hong, J. (2015). Intercultural Communication and Construction of Soft Power. In B. Shan & X. Liu (Eds.) *The Illusion of Intercultural Communication through Global Media*. Shanghai, China: Shanghai Jiao Tong University Press, pp. 157-188.
68. Hong, J. (2015). Communication Research and Its Trends in the “Era of Communication”. In Y. Xie & H. Xu (Eds.) *Media Leaders Forum (5)*. Beijing, China: Social Sciences Academic Press of China, pp. 321-342.
67. Hong, J. (2014). Three Major Changes in International Communication Research and an Analysis of the Contributing Factors. In A. Shi (Ed.) *Mapping Out the Future for Global Communication and Journalism Education*. Beijing, China: Tsinghua University Press, pp. 61-75
66. Hong, J. (2014). The New Foci of Research on International Communication. In J. Hong (Ed.) *New Trends in Communication Studies*. Beijing, China: Tsinghua University Press, pp. 163-174.
65. Chen, H., & Hong, J. (2014). The Theoretical Development and Applications of the Galileo System Quantitative Research Method. In J. Hong (Ed.) *New Trends in Communication Studies*. Beijing, China: Tsinghua University Press, pp. 908-928.
64. Hong, J., & Rui, J. (2014). The Current Situation of Research on CMC and Its New Trends. In J. Hong (Ed.) *New Trends in Communication Studies*. Beijing, China: Tsinghua University Press, pp. 663-685.
63. Qi, A., & Hong, J. (2014). An Analysis of Studies of Mainstream Media in Western Countries. In J. Hong (Ed.) *New Trends in Communication Studies*. Beijing, China: Tsinghua University Press, pp. 554-581.
62. Hong, J., & Su, T. (2014). A Comparative Study of Media Laws and Regulations. In J. Hong (Ed.) *New Trends in Communication Studies*. Beijing, China: Tsinghua University Press, pp. 396-408.
61. Wang, S., & Hong, J. (2014). The Theoretical Development of Research on External Media. In J. Hong (Ed.) *New Trends in Communication Studies*. Beijing, China: Tsinghua University Press, pp. 105-122.
60. Wang, Y., & Hong, J. (2014). On the Studies of Communication and Soft Power. In J. Hong (Ed.) *New Trends in Communication Studies*. Beijing, China: Tsinghua University Press, pp. 66-84.
59. Hong, J. Introduction. (2014). In J. Hong (Ed.) *New Trends in Communication Studies*. Beijing, China: Tsinghua University Press, pp. I-IV.
58. Wang, X., & Hong, J. (2014). The Change in Space and Time of the Stage in Chinese Contemporary Drama. In M. Hinner (Ed.), *Chinese Culture in a Cross-Cultural Comparison*. Frankfurt, Germany: Peter Lang, pp. 235-248.

57. Hong, J. (2014). The Impact of Media on Society and Politics in the United States: A Case Study of the 2012 U.S. Presidential Election. In Y. Xie & H. Xu (Eds.) *Media Leaders Forum* (4). Beijing, China: Social Sciences Academic Press of China, pp. 275-289.
56. Hong, J. (2014). Toward Globalization: The Approaches and Accomplishments of the Four Media Giants in Asia. In T. McPhail (Ed.) *Global Communication: Theories, Stakeholders, and Trends (4th Edition)*. Malden, MA: Wiley-Blackwell, pp. 248-74.
55. Hong, J. (2013). The Resurrection of Advertising in China: Development, Problems and Trends. In M. Keane & W. Sun (Eds.) *Chinese Media*. London, UK: Routledge, pp. 326-42.
54. Hong, J. (2013). The Differences and Misunderstandings in the Concepts of Communication and Culture between the East and West. In Y. Xie & H. Xu (Eds.) *Media Leaders Forum* (3). Beijing, China: Social Sciences Academic Press of China, pp. 409-22.
53. Hong, J. (2012). The Current Situation and Trends of Change in World Television: An Analysis of the Criticism on China's TV by Cui Yongyuan. In A. Shi, Y. Guo & H. Li (Eds.) *Collections of Frontier Lectures on Journalism and Communication (II)*. Beijing, China: Tsinghua University Press, pp. 211-36.
52. Hong, J. (2011). Expanding Soft Power with Chinese Characteristics: The Achievements and Weaknesses of China's Approach for Cultural Products Export. In *Inheriting and Shouldering of Culture: Reconstruction of Social Rationality and Value*. Beijing, China: Social Sciences Academic Press of China, pp. 138-70.
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