

A Note from the Executive Editor for the First Issue

By Jingjing Z. Edmondson

The Communication Studies Institute of Zhejiang University (one of the largest and top universities in China) and the American Chinese Research Association have recently established a new English quarterly journal titled "China Media Research." Following that another new journal, China Media Report Overseas, is now coming to your attention. The new journal is built on the foundation of "China Media Report," which is an official publication of the Communication Studies Institute of Zhejiang University, and which has been successfully published for several years, and is very well known in China.

We all know that the varieties of communication media play an ever-greater role in contemporary society, and are increasingly important in facilitating China's emergence into new global prominence. However, in the media and communication research fields, there are still, for various reasons, some problems. For example, a major problem is the one-sided influence of American and European media and communication research on Chinese research, even though Chinese scholars still lack a full picture of the former. Meanwhile, Chinese media and communication research has more to offer to world communication studies than is commonly recognized outside of China. Since most Americans and other non-Chinese people in the world cannot read Chinese, valuable Chinese contributions to media and communication research remain largely unknown beyond China, and for that reason we have established an English journal, *China Media Research*, to try to overcome this problem. However, there still many scholars, both Chinese and non-Chinese, who maintain a close attention to China and the communication field, and the great majority of whom will be very interested and happy to read some direct information in its original language.

In today's dynamic environment, the new journal will be concerned both with contemporary innovative and timeless critical thinking, as well as with informing our readers of cutting-edge technologies in the field. We will give attention to both theory and practice, and we welcome submissions, not only from scholars in academic areas, but also from experts in other fields who are concerned with media and communication research. We welcome contributions from authors regardless of national, racial, or ethnic identity. We hope that the new journal will serve as a bridge between Chinese and world media and communication research. In our time the world is becoming ever smaller, and surely any increase in international and intercultural communication and understanding would be beneficial.

The journal is intended to bring the results of Chinese media and communication research to the attention of the world, as well as to facilitate, in reciprocal fashion, the acquaintance of scholars within China with media and communication research done outside of China. Therefore, not only papers directly related to all the fields of Chinese media and communication research are desirable, but also thoughtful, pioneering media and communication research papers from any sectors of the world, the acquaintance

with which would be useful for media and communication scholars within China, are welcome. Submissions can be in any of a variety of types; in addition to regular papers, book reviews, investigative reports, opinions/debates, interviews, news items, letters, etc. are all suitable.

The new journal is also registered in the United States, and is published in Chinese (with some bilingual parts such as contents, abstracts and key words). By the way, all of the present abstracts in English still need to be polished, but we have kept the original versions out of respect for the authors. We will carefully edit new abstracts in future issues. However, contributions to the new journal will be accepted in either Chinese or English (We will translate English into Chinese for this journal). We hope the contributions originally submitted in Chinese, coming from world scholars, will inform people beyond China of developments in communication studies within China, At the same time, we hope the English contributions will serve to inform scholars within China of developments in communication studies outside of China. Meanwhile, we want to open the door widely to all people, who are concerned with China and this research field, including some Chinese overseas scholars, whose contributions are valuable to us, but who may no longer feel sufficiently comfortable writing in Chinese.

The editorial board of the new journal is composed of outstanding scholars in this field; they come from different universities in different part of China. We hope more scholars will join us along the way.

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