

CURRICULUM VITAE

(As of November 2011)

Junhao Hong

Department of Communication
State University of New York at Buffalo
Tel. (716) 645-1165
Fax (716) 645-2086
E-mail: jhong@buffalo.edu

Education

- | | |
|-----------------------------|--|
| Ph.D. | University of Texas at Austin, U.S.A., 1995 (Major: International Communication; Minor: Political Science) |
| M.A. | University of Windsor, Canada, 1990 (Mass Communication) |
| Two-Year Diploma | Shanghai International Studies University, 1986 (International Journalism) |
| B.A. | East China Normal University, Shanghai, China, 1984 (Chinese Language and Literature) |
| UNESCO Training Certificate | Asia Institute for Broadcasting Development, Kuala Lumpur, Malaysia, 1983 (a UNISCO sponsored training program in International Broadcasting Journalism) |

Academic Employment

Research Position

- | | |
|---------------------|---|
| July 2005 - present | Research Associate, Fairbank Center for Chinese Studies, Harvard University |
| Sep 2009 – present | Senior Research Fellow, Center of Communication for Sustainable Change, University of Massachusetts |

Teaching Position

2008 – Present	Professor with tenure, Department of Communication, The State University of New York at Buffalo
2000 - 2008	Associate Professor with tenure, Department of Communication, The State University of New York at Buffalo
2002	Visiting Professor, School of Journalism and Communication, Chinese University of Hong Kong, Hong Kong
2000	Visiting Professor, School of International Relations, Renmin University of China, Beijing, China
1995 - 2000	Assistant Professor, Department of Communication, The State University of New York at Buffalo
1990 - 1991	Instructor, Department of Communication, Windsor University, Windsor, Canada

Awards & Honors

Appointed as a Research Associate from July 2005 to present by Fairbank Center for Chinese Studies at Harvard University (see also Research Appointment).

Appointed as a Senior Research Fellow from September 2009 to present by Center of Communication for Sustainable Change, University of Massachusetts (see also Research Appointment).

OYCF-Ford Teaching Fellowship, OYCF-Ford Foundation, 2010-2011.

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*, *RFA Unplugged (Commentary on Radio Free Asia)*, *CalcuttaTube*, *Eurasia Review News and Analysis*, *The Indir Post*, *ScienceBlog*, *Simple Thoughts*, *India News Magazine*, *Indo-Asian News Service*, *Lifting the Veil*, *Buckfix* (Germany), and *mon iphone m'a tuer* (France), 2010.

Research was reported on *UB Report*, *UB News Tips*, and *UB News Center*, The State University of New York at Buffalo, 2010.

The Fourth Recognition of UB Book Authors, The State University of New York at Buffalo, 2010.

Selected as a member of the delegation to South Asia, The State University of New York at Buffalo, 2009 - 2010.

Honorary Professor, School of Information and Communication, Hebei University, China, 2009-present.

Honorary Professor, School of Information and Communication, Beijing Normal University-Zhuhai, China, 2009-present.

The Third Recognition of UB Book Authors, The State University of New York at Buffalo, 2009.

OYCF-Ford Teaching Fellowship, OYCF-Ford Foundation, 2008-2009.

Honorary Professor, School of Media and Design, Jiaotong University, China, 2008-present.

Honorary Professor, School of Culture and Communication, Central University of Finance and Economics, China, 2007-present.

Honorary Professor, School of Information and Communication, Jinan University, China, 2006-present.

Honor Roll: Recognizing the Accomplishments of Western New Yorkers, The Buffalo News, October 30, 2005.

Recognition for the Positive Influence on Graduate Students, The State University of New York at Buffalo Career Services, 2005.

Honorary Professor, School of Information and Communication, Huazhong University of Science and Technology, China, 2005-present.

Senior Research Fellow, Center for International Communication Studies, Tsinghua University, China, 2002-present.

Honorary Professor, School of Journalism and Communication, Wuhan University, China, 2002-present.

Excellence in Undergraduate Education, The Golden Key National Honor Society, The State University of New York at Buffalo Chapter, 2000.

Honorary Member of the Golden Key National Honor Society, The State University of New York at Buffalo Chapter, 2000.

Third Place, Excellent Research Paper on Broadcasting and Television, Broadcasting and Television Academy of China, 1996.

International Division Paper Competition Winner, Broadcast Education Association (BEA), U.S., 1995.

University of Texas at Austin Fellowship, U.S., \$10,000, 1994.

Second Place, Western Social Science Association Student Paper Competition, U.S., 1993.

C.P. Crowley Presidential Scholarship, University of Windsor, Canada, \$12,000 per year for two years, 1988 - 1990.

Professional Offices Held, Editorship & Activities

Professional Offices Held

President, United Societies of Chinese Studies (USCS) (2011 - present)

USCS is a U.S.-based academic organization of six associations and three research centers in the United States focusing on research about Chinese studies.

Steering Council Member, United Societies of Chinese Studies (USCS) (2006 - 2010)

Executive Associate Director, Center for the Greater China Studies, an interdisciplinary research organization at the State University of New York at Buffalo (2001 - present)

President of Chinese Communication Association (CCA) (2004 - 2006)

CCA is a U.S.-based international academic organization of 300 scholars around the world conducting research on communication issues in Chinese societies and Chinese society related comparative studies; it is an official affiliation of ICA, NCA, AEJMC, and IAMCR.

Vice President & Research Chair, Chinese Communication Association (CCA) (2002 - 2004)

Research Chair, Chinese Communication Association (CCA) (1998 - 2000)

Executive Board member, Association of Chinese Political Studies (ACPS) (1996 - 1998)

ACPS is a U.S.-based academic organization of 200 scholars conducting studies on issues related to China, Taiwan, Hong Kong and their relations to Western nations.

Editorship

Review Editor, *Communication for Social Change*, a U.S.-based international refereed journal (2005 - present)

Editorial Board Member, *Western Humanity and Social Sciences Research Frontier Book Series*, Remin University of China Press (2007 - present)

Editorial Board Member, *Modern China Studies*, a U.S.-based international refereed journal (2000 - present)

Editorial Board Member, *Telematics and Informatics*, a UK-based international refereed journal (2001 - present)

Editorial Board Member, *Human Communication Research (HCR)*, a U.S.-based international refereed journal (2006 - present)

Editorial Board Member, *Communication & Society*, a Hong Kong-based international refereed journal (Chinese University of Hong Kong and Hong Kong Baptist University) (2006 - present)

Editorial Board Member, *Journal of Chinese Communication*, a Hong Kong-based international refereed journal (Chinese University of Hong Kong) (2007 - present)

Editorial Board Member, *American Review of Chinese Studies*, a U.S.-based international refereed journal (2000 - present)

Editorial Board Member, *Contemporary Eastern Asia*, an Austria-based refereed journal (2007 - present)

Editorial Board Member, *Chinese Computer-Mediated Communication Studies*, a China-based refereed journal (2007 - present)

Editorial Board Member, *Chinese-Foreign Media Criticism*, a China-based refereed journal (2008 - present)

Reviewer, *Asian Journal of Communication*, a Singapore-based international refereed journal (2005 - present)

Editorial Board Member, *Journal of Chinese Political Science*, a U.S.-based international refereed journal (1997 - 2002)

Conference Organizer

Co-organizer, International Conference on China's Rise and Its Impact on Asia, Louisville, U.S.A., March 20-21, 2009.

Co-organizer, International Conference on Intercultural Communication, Xiamen, China, December 28-30, 2005.

Co-organizer, International Conference on Media and Society in China Today, London, UK, June 17-18, 2005.

Co-organizer, International Conference on Intercultural Communication, Wuhan, China, June 2-8, 2004.

Co-organizer, International Conference on International Relations and Cultural Communication, Beijing, China, April 13-14, 2002.

Co-organizer, The 11th Annual Conference of Association of Chinese Political Studies (ACPS) on China Facing the 21st Century: Promises and Challenges, Buffalo, August 11-13, 1996.

Reviewer & Referee for Presses and Journals

Telecommunications Policy (2010)

Journal of Chinese Communication (2010)

Asian Journal of Communication (2010)

Journal of International & Intercultural Communication (2009)

Telematics and Informatics (2009)

Journal of Chinese Communication (2009)

Asian Journal of Communication (2008)

Routledge (U.S.) (2007)

Journal of Multicultural Discourses (UK) (2006)

Mass Communication Journal (Taiwan) (2006)

China: An International Journal (Singapore) (2005)

Journalism & Mass Communication Quarterly (U.S.) (2004)

Rowman & Littlefield Publishers (U.S.) (2003)

Yale University Press (U.S.) (2002)

Minnesota University Press (U.S.) (2002)

Hong Kong University Press (Hong Kong) (2002)

McGraw-Hill Publishing Company (U.S.) (2002, 2005, 2007)

State University of New York Press (U.S.) (2001)

Mayfield Publishing Company (U.S.) (2000)

Wadsworth Publishing Company (U.S.) (1999, 2000, 2001)

Iowa State University Press (U.S.) (1998)

Media Interview, Consultation, Evaluator & Examiner

Evaluator, Hong Kong Social Science Research Grant Council (2011)

Evaluator, *Radio Free Asia's* Mandarin Web Site (*Radio Free Asia* is a U.S. Congress created multimedia service; 2011)

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)

Dissertation Examiner for Macquarie University, Australia (2010)

Evaluator, The Chang Jiang Scholars Program, Ministry of Education, China (2006 - present)

Program Reviewer, Department of Communication, University of Macau (2009)

Evaluator, *Voice of America's* Mandarin Broadcasting Service (*Voice of America* is a U.S. Government operated multimedia service; 2007)

Evaluator, *Radio Free Asia's* Mandarin Web Site (*Radio Free Asia* is a U.S. Congress created multimedia service; 2007)

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)

Panelist of *Voice of America's China Forum: The Role of Media in U.S.-China Relations* (*Voice of America* is the external multimedia service of the U.S. government; 1996)

Publications

Books

Authored Books

Hong, J. (1998). *The Internationalization of Television in China: The Evolution of Ideology, Society, and Media Since the Reform*. Westport, CT: Praeger.

Sherlick, L., & Hong, J. (2008). *Internet Popular Culture and Jewish Values: The Influence of Technology on Religion in Israeli Schools*. Amherst, NY: Cambria Press.

Edited Books

Hong, J. (2009). *Berkshire Encyclopedia of China* (5 volumes, 2,800 pages). 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* (Western Humanity and Social Sciences Research Frontier Book Series). Beijing, China: Renmin University of China Press.

Articles

Articles in Refereed Journals

Hong, J. (in press). 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. 377-393.

Hong, J. (in press). 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.

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. 343-358.

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.

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.

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.

- 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. 32-34.
- 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.
- 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.
- 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. 112-122.
- 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.
- 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.
- 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.
- 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. 149-169.
- 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.
- 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.
- 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. 377-393.
- Hong, J. (2005). Internet Cafes and China's Informatization. *Studies on Chinese Communism*, Vol. 39, No. 11, pp. 65-81.
- 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. 212-229.
- 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.

Hong, J., & Sherlick, L. (2003). BBC against B SkyB: Competition and Revelation of Public and Commercial Broadcasting in New Situations. *Journalistic University*, No. 78, pp. 59-67.

Hong, J., & Xiao, Q. (2003). The Challenge to China's Publishing Industry. *Modern China Studies*, Vol. 10, No. 3, pp. 72-82.

Hong, J. (2002). A Discussion on Some Theories and Issues Related to Media Globalization. *Pacific Journal*, No. 4, pp. 83-94.

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.

Hong, J. (2002). The Role of Media in China's Democratization. *Media Development*, No. 1, pp. 18-22.

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.

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.

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. 123-139.

Hong, J. (2000). Analysis of Status Quo and Prospective of China's Media. *Studies on Chinese Communism*, Vol. 34, No. 3, pp. 120-129.

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: 531-547.

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): 225-242.

Hong, J. (1999). On Jiang Zemin's Approaches to Controlling Ideology and Propaganda. *Studies on Chinese Communism*, Vol. 33, No. 9, pp. 35-48.

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.

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.

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. 185-197.

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.

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.

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.

Hong, J. (1995). The Evolution of China's Satellite Policy. *Telecommunications Policy*, Vol. 19, No. 2, pp. 117-133.

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.

Hong, J. (1994). The Resurrection of Advertising in China: Developments, Problems and Trends. *Asian Survey*, Vol. XXIV, No. 4, pp. 326-342.

Hong, J. (1994). CNN Sets Its Sights on the Asian Market. *Media Development*, No. 4, pp. 10-13.

Hong, J. (1994). CNN over the Great Wall: Transnational Media in China. *Media Information Australia*, No. 71, pp. 60-69.

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.

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.

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: 141-158.

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. 109-115.

Book Chapters

Hong, J. (2011). An Unprecedented Challenge to China: Will the Control of Internet Ever Succeed? In Z. Zhu (Ed.) *The People's Republic of China Today: Internal and External Challenges*. New Jersey: World Scientific, pp. 213-237.

Hong, J. (2010). Media Globalization in Asia. In T. McPhail (Ed.) *Global Communication: Theories, Stakeholders, and Trends*. Malden, MA: Wiley-Blackwell, pp. 305-334.

Hong, J. (2010). Correctly Understanding Public Opinion Is Part of the Democratic System and Part of the Guarantee System for Democracy. In T. Shen & N. Fang (Eds.) *The Zhejiang Practice of Democracy Construction and the Chinese Experience*. Hangzhou, China: Zhejiang People's Press, pp. 127-132.

Hong, J., & Li, H. (2010). Taiwan's TV Facing Transnational Media: The Battle between Indigenous Culture and Global Hybrid Culture. In M. Hinner (Ed.) *The Influence of Business and Culture* (Volume 7). Frankfurt, Germany: Peter Lang, pp. 395-423.

Hong, J. (2010). From A Journalist to A Communication Scholar. In Y. Wang & J. Hu (Eds.) *Thirty Years of Communication Studies in China, 1978 - 2008*. Beijing, China: China Encyclopedia Press, pp. 672-680.

Hong, J. (2009). The Great Fire Wall and China's Four Modernization Campaign. In R. DesForges et al. (Eds.) *China and Walls in Time and Space: A Multidisciplinary Perspective*. Ithaca, NY: Cornell University Press, pp. 239-269.

Hong, J., & Li, H. (2009). Facing the Transnational Media: Strategies of Taiwan's Television for Survival. In X. Liu & W. He (Eds.) *The China Image in the Western Media*. Beijing, China: Communication University of China Press, pp. 226-256.

Hong, J. (2009). Television. In *Berkshire Encyclopedia of China*. Great Barrington, MA: Berkshire Publishing Group, pp. 2212-2216.

Hong, J., & He, W. (2009). Blogs. In *Berkshire Encyclopedia of China*. Great Barrington, MA: Berkshire Publishing Group, pp. 180-182.

Hong, J., & He, W. (2009). Cyberspace. In *Berkshire Encyclopedia of China*. Great Barrington, MA: Berkshire Publishing Group, pp. 552-553.

Hong, J., & He, W. (2009). Super Girls. In *Berkshire Encyclopedia of China*. Great Barrington, MA: Berkshire Publishing Group, pp. 2139-2140.

Hong, J., & He, W. (2009). Video Games. In *Berkshire Encyclopedia of China*. Great Barrington, MA: Berkshire Publishing Group, pp. 2392-2393.

Hong, J. (2008). China's Cyber Forums and Their Influence on Foreign Policymaking. In R. Hasmath & J. Hsu (Eds.) *China in an Era of Transition: Understanding Contemporary State and Society Actors*. Hampshire, UK: Palgrave Macmillan, pp. 209-227.

Hong, J. (2008). Chinese Cultural Revolution. In L. Kaid & C. Holtz-Bacha (Eds.) *Encyclopedia of Political Communication*. Thousand Oaks, CA: Sage, pp. 100-101.

Hong, J., Lu, Y., & Zou, W. (2008). CCTV in the Reform Years: Setting Up A New Model for China's Television? In Y. Zhu & C. Berry (Eds.) *TV China*. Bloomington, IN: Indiana University Press, pp. 40-55.

Hong, J. (2007). The Historical Development of Program Exchange in the TV Sector. In M.

Kops & S. Ollig (Eds.) *Internationalisation of the Chinese TV Sector: Economic, Social and Legal Consequences after the WTO Entry*. Berlin, Germany: Lit Verlag, pp. 25-40.

Hong, J. (2007). From Novel *Sanguo* to TV *Sanguo*: Gains, Losses, and Implications. In B. Kim & C. Tung (Eds.) *Sanguo: From History to Culture*. Albany, NY: State University of New York Press, pp. 125-141.

Hong, J., & Lu, Y. (2007). Media Law and Regulations. In S. Lu & J. Hong (Eds.) *The Frontier of Mass Communication Research: Theories and Issues*. Beijing, China: Renmin University of China Press, pp. 154-176.

Hong, J., & Hang, M. (2007). Media Economics. In S. Lu & J. Hong (Eds.) *The Frontier of Mass Communication Research: Theories and Issues*. Beijing, China: Renmin University of China Press, pp. 133-153.

Lu, S., & Hong, J. (2007). Introduction. In S. Lu & J. Hong (Eds.) *The Frontier of Mass Communication Research: Theories and Issues*. Beijing, China: Renmin University of China Press, pp. 1-6.

Hong, J., & Chen, X. (2007). Brand-building in the Chinese Social and Cultural Contexts: Characteristics, Trends, and Problems. In M. Hinner (Ed.) *The Influence of Culture in the World of Business: A Forum for General and Intercultural Communication* (Volume 4). Frankfurt, Germany: Peter Lang, pp. 443-452.

Hong, J. (2006). Public Broadcasting at the Crossroads: New Landscapes and New Approaches. In B. Li, F. Yang, & L. Ying (Eds.) *Works of Frontier Research on Journalism and Communication*. Beijing, China: Tsinghua University Press, pp. 231-242.

Hong, J. (2006). Online Public Opinions and China's Foreign Policy. In Y. Hao and S. Lin (Eds.) *Chinese Foreign Policy Making: An Analysis of Societal Forces*. Beijing, China: Social Sciences Academic Press of China, pp. 118-137.

Hong, J. (2006). The Role of Media in Democratization: Origins, Characteristics, and Implications of China's Public Forum TV Programs. In Y. Zhong & S. Hua (Eds.) *Political Civilization and Modernization in China: The Political Context of China's Transformation*. New Jersey: World Scientific, pp. 289-307.

Hong, J. (2006). The Growing Presence of Chinese Films in the United States: A Socio-Cultural Analysis. In Y. Lu & Y. Li (Eds.) *Focus on Hollywood: Culture and Market in Joint*. Beijing: China: Beijing University Press, pp. 302-317.

Hong, J. (2006). A New function of China's Media: The Advent of Public Forum Television Programs. In X. Hao & S. Datta-Ray (Eds.) *Issues and Challenges in Asian Journalism*. Singapore: Marshall Cavendish Academic, pp. 151-168.

Hong, J. (2005). The Internet and China's Foreign Policy Making: The Impact of Online Opinions as A New Societal Force. In Y. Hao & S. Lin (Eds.) *China's Foreign Policy Making: Societal Force and Chinese American Policy*. Hampshire, UK: Ashgate, pp. 93-109.

- Hong, J. (2005). Media Reform. In J. Luo (Ed.) *China Today: An Encyclopedia of Life in the People's Republic*. Westport, CT: Greenwood Press, pp. 389-392.
- Hong, J. (2005). Press Freedom. In J. Luo (Ed.) *China Today: An Encyclopedia of Life in the People's Republic*. Westport, CT: Greenwood Press, pp. 481-484.
- Hong, J. (2005). Television. In J. Luo (Ed.) *China Today: An Encyclopedia of Life in the People's Republic*. Westport, CT: Greenwood Press, pp. 638-641.
- Hong, J. (2005). Hong Kong's Press Freedom. In X. Shi, M. Kienpointner, & J. Servaes (Eds.) *Read the Cultural Other: Forms of Otherness in the Discourses of Hong Kong's Decolonization*. Berlin: Mouton de Gruyter, pp. 103-115.
- Hong, J. (2005). Media Globalization and Cultural Convergence: Favors, Fears, and Future Trends. In B. Shan & Y. Shi (Eds.) *New Theories on Intercultural Communication*. Wuhan: Wuhan University Press.
- Hong, J. (2004). China. In H. Newcome (Ed.) *The Encyclopedia of Television* (2nd Edition). New York: Fitzroy Dearborn, pp. 510-514.
- Hong, J. (2004). Taiwan Media in the Trend of Globalization. In S. Lu & X. Tian (Eds.) *Taiwan in the Eyes of Chinese-American Scholars: Critical Analyses of Taiwanese Society in the 21st Century*. Taipei, Taiwan: Showwe Information, Co., pp. 237-259.
- Hong, J., Lu, Y., & Wang, Y. (2004) Implications of the Cultural Industry in the United States. In Y. Wang et al (Eds.) *Spirit of Media*. Beijing, China: China University of Communication Press, pp. 115-127.
- Hong, J., & Lu, Y. (2004) An Analysis of Commercialization of Television in the United States. In N. Fu & Y. Wang (Eds.) *Media Forum: Experts on Chinese Media*. Jinan, China: Shandong People's Press, pp. 471-484.
- Hong, J. (2004). International Communication Research by Chinese Scholars: Progress, Limits, and Challenges. In Z. Guo (Ed.) *Globalization and Communications between Cultures*. Beijing: Beijing Broadcasting Institute Press, pp. 354-369.
- Hong, J. (2003). Globalization and Media Development in Asia's Four Tigers: Taiwan. In K. Anokwa, C. Lin & M. Salwen (Eds.) *International Communication: Concepts and Cases*. Belmont, CA: Thomson-Wadsworth, pp. 215-216.
- Hong, J. (2002). Media Globalization and China's Reflection: Theories and Issues. In F. Zhang, S. Huang & Z. Hu (Eds.) *WTO and Its Impact on China's Television and Cinema*. Beijing: Beijing Broadcasting Institute Press, pp. 139-158.
- Hong, J. (2001). The Transition of China's Media Import Policy in the 1990s: Continuities, Discontinuities, and New Trends. In X. Hu and G. Lin (Eds.) *Transition Towards Post-Deng China*. Singapore: Singapore University Press, pp. 171-194.

Hong, J. (2000). China's Dual Perception of Globalization and Its Reflection on Media Policies. In G. Wang (Ed.) *The New Communications Landscape: Demystifying Globalization*. London: Routledge, pp. 288-306.

Hong, J. (1999). Press Freedom in Hong Kong After China's Takeover: Changed, Unchanged, and Implications. In Kaminski, B. Kreissl, and C. Tung (Eds.) *Hong Kong: One Year After Transition*. Wien, Austria: Schriftenreihe der Landesverteidigungsakademie, pp. 115-128.

Hong, J. (1998). Media and U.S.-China Relations: An Analysis on Some Theoretical Aspects. In H. Li and Z. Hong (Eds.) *Image, Perception, and the Making of U.S.-China Relations*. New York: University Press of America, pp. 101-116.

Hong, J. (1998). Interpreting the Changing Cultural Relations Between China and Taiwan: A Political Economy Communication Analysis. In X. Li, X. Hu, and Y. Zhong (Eds.) *Interpreting U.S.-China-Taiwan Relations: China in the Post-Cold War Era*. New York: University Press of America, pp. 211-232.

Hong, J. (1997). China's Satellite Technology: Developments, Policies and Applications. In P. Lee (Ed.) *Telecommunications and Development in China*. Cresskill, NJ: Hampton Press, pp. 171-199.

Hong, J. (1997). Changes in China's Media Function in the 1980s: A New Model in A New Era? In D. Winseck and Bailie (Eds.) *Democratizing Communication?: Comparative Perspectives on Information and Power*. Cresskill, NJ: Hampton Press Inc., pp. 219-239.

Hong, J. (1997). The Evolution of China's Military Movies: Factors Contributing to Changes, Limits, and Implications. In Kaminski, B. Kreissl, and C. Tung (Eds.) *China's Perception of Peace, War, and the World*. Wien, Austria: Schriftenreihe der Landesverteidigungsakademie, pp. 177-191.

Hong, J. (1997). China. In H. NewComb (Ed.) *The Encyclopedia of Television*. Chicago, IL: Fitzroy Dearborn Publishers, pp. 360-362.

Hong, J. (1996). Media in Taiwan: Changes and Problems. In X. Huang (Ed.) *Rethinking About Taiwan: Politics, Society, Economies, and Cross-Strait Relations*. Hong Kong: Social Science Press, pp. 148-152.

Hong, J. (1996). On the Characteristics of American TV Newsmagazine Programs. In Q. Chen (Ed.) *Theses of the Academic Seminar of the Fifth Shanghai International Television Festival*. Shanghai: Shanghai Radio and Television Publishing House, pp. 50-64.

Hong, J. (1996). One Culture, Three Systems: The Penetration and Interaction of Mass Media between Taiwan, Hong Kong and Mainland China. In B. Yu and C. Chung (Eds.) *Dynamics and Dilemma: Mainland, Taiwan and Hong Kong Relations in A Changing World*. New York: NOVA Science Publishers, Inc., pp. 185-208.

Book Reviews & Other Academic/Professional Publications

- Hong, J., & Wang, X. (2011). Book Review: *The Power of the Internet in China: Citizen Activism Online*, by Guobin Yang. *Journal of Asian Studies*, Vol. 70, No. 2, pp. 549-550.
- Hong, J., & Hong, Y. (2010). Book Review: *The Rising Cacophony: Personal Expression and Public Discussion in the Internet Age*, by Yong Hu. *Chinese Journal of Communication*, Vol. 3, No. 1, pp. 114-117.
- Hong, J., & Hong, Y. (2009). Personal Expression and Public discourse in the Online Age. *China Elections & Governance*, www.chinaelections.org, August 5, 2009.
- Hong, J., & Chun, H. (2008). The Battles Over Video Games. *Media Digest*, No.12, pp. 12-13.
- Hong, J., & Chun, H. (2008). Where Is Television Moving Toward? *Media Digest*, No.8, pp. 12-13.
- Hong, J. (2007). Communication Research and Development of Communication. *Media Digest*, No.12, p. 18.
- Hong, J., & He, W. (2007). Public Diplomacy and External Broadcasting in Asia: The Cold Propaganda War in the Post-Cold War Era. *Media Digest*, No.1, pp. 12-13 & No. 2, pp. 14-15.
- Hong, J., & He, W. (2006). The Popularity of Chinese Movies in North America: The Industry, the Audience, and the Filmmakers. *New Films*, Vol. 166, No. 4, pp. 52-54.
- Hong, J., & Kim, J. (2006). External Broadcasts in Eastern Europe: New Trends and Contributing Factors. *Media Digest*, No. 1, pp. 12-13; No. 2, pp. 14-15.
- Hong, J. (2004). Book Review: G. Rawnsley & M. Rawnsley (Eds.), *Political Communications in Greater China: The Construction and Reflection of Identity*. *China Review International*, Vol. 11, No. 1, Spring, pp. 162-165.
- Hong, J., & Lu, Y. (2004). Commercialization of American Television: From Blood to Cell. *China Radio, Film & TV*, No. 320, pp. 13-17.
- Hong, J., & Sherlick, L. (2003/2004). BBC in the 1990s: Implications for Public Broadcasting in an Era of Industry Restructuring. *Media Digest*, 2003, No. 12, pp. 10-11 & 2004, No. 1, pp. 14-15.
- Hong, J. (2002). Book Review: Q. Yu, *The Implementation of China's Science and Technology Policy*. *American Review of China Studies*, Vol. 3, No. 2, pp. 85-87.
- Hong, J. (2002). Book Review: C. Lee (Ed.), *Power, Money, and Media: Communication Patterns and Bureaucratic Control in Cultural China*. *The China Review*, Vol. 2, No. 1, pp. 175-178.
- Hong, J. (2001). International Communication in An Era of Globalization. *UB International*, Vol. X, No. 1, pp. 9-10.

Hong, J. (1999). The Prospect of Press Freedom in China. *Chinese Association for Euroasian Studies Bulletin*, No. 2, p. 5.

Hong, J. (1998 - 2007). The Globalization of Mass Media and the Dispute over Cultural Imperialism. In J. Woelfel & C. O'Donnell (Eds.) *Readings in Communication*, Department of Communication, The State University of New York at Buffalo, pp. 127-153.

Hong, J. (1995). External and Internal Factors Contributing to Changes in China's Foreign Television Program Importation. *Gateway*, Fall, p. 8.

Hong, J. (1995). A New Study of Mass Media Penetration among China, Hong Kong and Taiwan. *Gateway*, Spring, p. 8.

Hong, J. (1994). China's Communication after 15-year Reform. *Gateway*, Fall, p. 1, 8.

Keynote Speakers, Invited Talks, and Refereed Conference Presentations (previous years)

Have been invited to a number of scholarly conferences to give keynote speeches, talks, and scholarly presentations.

Have presented numerous research papers at major refereed international conferences, including ICA, IAMCR, AEJMC, NCA, ACPS, CCA, etc.

Services (Selected)

University Service

2011 – present	Chair of Asian Study Advisory Council, The State University of New York at Buffalo
2000 - present	Member of Council on International Studies and Programs, The State University of New York at Buffalo
2004 - 2011	Coordinator of Communication B.A. Program of UB/SIM (Singapore Institute of Management University)
2010	Member of the Planning Committee for the Opening of Confucius Institute, The State University of New York at Buffalo
2009 - 2010	Member of the Search Committee for the Executive Director of Confucius Institute, The State University of New York at Buffalo

2006	Member of the School of Informatics' Decanal Review Committee, The State University of New York at Buffalo
2001 - 2004	Member of Council on International Studies and Programs Lecture Series Committee, The State University of New York at Buffalo
2003 - 2004	Faculty Senator, the State University of New York at Buffalo
2003 - 2004	Member of Graduate School Executive Committee, The State University of New York at Buffalo
2003 - 2004	Member of Faculty Senate Academic Planning Committee, The State University of New York at Buffalo
2001 - 2003	Member of Advisory Panel on Responsible Conduct in Intellectual and Creative Activity, The State University of New York at Buffalo
2000	Appointed by the Provost as member of the Group of Outstanding Faculty to discuss advancing excellence at UB, The State University of New York at Buffalo
2000	Member of the Search Committee for the Dean of School of Informatics, The State University of New York at Buffalo
2000	Member of International Relations/Comparative Politics Search Committee, Department of Political Sciences, The State University of New York at Buffalo

College/School Service

1995 - 2011	Member of Asian Studies Advisory Council, College of Arts and Sciences, The State University of New York at Buffalo
2004 - 2005	Chair of Divisional Committee, School of Informatics, The State University of New York at Buffalo
2004 - 2005	Chair of the Strength Subcommittee of the SWOT Analysis Committee, School of Informatics, The State University of New York at Buffalo
2003 - 2004	Member of Divisional Committee, School of Informatics, The State University of New York at Buffalo
1999 - 2001	Member of Policy Committee, College of Arts and Sciences, The State University of New York at Buffalo