

CALL FOR PAPERS

The Second Conference of the Public Relations Society of China & The Tenth International Forum on Public Relations and Advertising Huazhong University of Science and Technology, Wuhan China October 27 – 30, 2017

The 2nd Annual Conference of the Public Relations Society of China and the 10th International Forum on Public Relations & Advertising will be jointly held at Huazhong University of Science and Technology on October 27 – 30, 2017. The conferences are co-organized by Public Relations Society of China, Huazhong University of Science and Technology, Hong Kong Baptist University, and City University of Hong Kong.

I. Event Co-organizations

Introduction of School of Journalism and Information Communication, Huazhong University of Science and Technology

Journalism and Information Communication School of Huazhong University of Science and Technology (HUST), formerly the Department of Journalism of Huazhong College of Technology, was established in 1998. Since then, the School has become one of the six journalism schools in China to offer the doctoral degree in Journalism and Communication Studies. At present, there are five Bachelor's programs, six Master's programs, and five Doctoral programs in Journalism Studies, Communication Studies, Broadcast and Television Studies, Advertising Studies and Public Relations Studies. The School also houses a post-doctoral research center for the first-level discipline of Journalism and Communication Studies. The School inherits the fine tradition of art-science integrated education and a teaching philosophy of openness and innovation to nurture the theoretical knowledge of Journalism and Communication Practices, with the devotion to help solving pressing problems in various fields of communication, culture and society. Special research areas include Public Relations, Political Communications and Strategy, Online Media and New Media, Journalism and Communication History, and the Transformation Studies of Broadcast, Television and Other Media.

Public Relations Society of China (PRSC)

The Public Relations Society of China (PRSC) was founded in August 2015 as a secondary national-level academic association registered in the Chinese Ministry of Civil Affairs. The first president of PRSC is Professor Chen Xianhong from the School of Journalism and Communication at Huazhong University of Science and Technology. PRSC aims to advance public relations theories and practices in China. As the only national-level academic organization in the field of public relations, PRSC not only serves as a think tank that fosters dialogue and interactions among the academia, industry and society, but also provides an important platform for exchanges between Chinese and international public relations scholars and practitioners. "Open, Diversity, Inclusion and Dialogue" are the core values of PRSC. Its mission is to build a community of public relations with research inspiration, international vision, and commitment to the public. PRSC also strives for the discipline development and industrial advancement of public relations in China.

International Forum on Public Relations and Advertising (PRAD)

The International Forum on Public Relations and Advertising (PRAD) is one of the most renowned international academic forums in Asia-Pacific region. It was co-founded by Huazhong University of Science and Technology and City University of Hong Kong. PRAD acts as a communication platform for public relations and advertising research in Greater China, aiming at mutual development of public relations and the advertising industry, internationalization of public relations and advertising theory research and closer academic-industry cooperation in public relations and advertising theory, practice and education. At present, PRAD is the most influential academic forum of public relations and advertising in mainland China, Hong Kong, Macau and Taiwan.

II. Conference Themes

In this mobile and digital age, we are exposed to information from different kinds of channels that shapes our views and perceptions on issues, organizational behaviors, and even how much we trust an organization. Moreover, even though modern technology has advanced the way information is disseminated, we also are questioning whether all the social/digital/mobile media help enhance dialogue and understanding between different sectors in a society. To address this concern, the theme of the 2nd Annual Conference of PRSC and the 10th International Forum of Public Relations and Advertising is “**Trust and Dialogue: The Integrated Communication in the Era of Mobile Technologies and Creativity.**”

Insights into one or more of the following, indicative topics are especially welcome:

- Trust and dialogue
- Dynamics between social and traditional media for strategic communication: crossover or competition
- Creating communication and dialogue in divided societies
- Creative communication
- The impact of public relations on society and communities
- A society without public relations
- Integrating theories and research for building trust through dialogues

III. Conference Co-Organizations and Program Committee

Conference Co-Organizations

Journalism and Information Communication School, Huazhong University of Science and Technology, Wuhan, China

Department of Media and Communication, City University of Hong Kong, Hong Kong, SAR

School of Communication, Hong Kong Baptist University, Hong Kong, SAR

Public Relations Society of China

Conference Program Chairs (in alphabetical order)

Prof. Xianhong Chen

Dr. Yi-Ru Regina Chen

Dr. Joe He

Huazhong University of Science and Technology

Hong Kong Baptist University

City University of Hong Kong

Conference Program Committee (in alphabetical order)

Xianhong Chen	Huazhong University of Science and Technology, China
Yi-Ru Regina Chen	Hong Kong Baptist University, Hong Kong, SAR
Joe He	City University of Hong Kong, Hong Kong, SAR
Yu Huang	Hong Kong Baptist University, Hong Kong, SAR
Chun-Ju Flora Hung-Baesecke	Massey University, New Zealand
Xigen Li	City University of Hong Kong, Hong Kong, SAR
Minxing Zhang	Huazhong University of Science and Technology, China
Kun Zhang	Huazhong University of Science and Technology, China

IV. Abstract Submissions

Deadline: All abstract submissions must be completed online no later than 23:30 pm, **1 August 2017** (China Time) at prsc_prad@qq.com. To avoid technical problems, early submission is strongly encouraged.

Authors should send a two-page Word document.

The first page should include the following information only:

1. Paper title.
2. Abstract (300 – 400 words in English).
3. Citations should be listed in a footnote. Citations containing author identity should be avoided.

On the second page, please include the following:

1. Paper title.
2. All author names, affiliations, and short bios (100 words in Chinese and 200 in English maximum) listed in the order of authorship.
3. Corresponding author and email address.

Abstract submissions should be Times New Roman Font, 12-point, 1.5 spacing with 1 inch margins, APA style.

V. Abstract Acceptance Announcements

Acceptance/rejection letters will be sent out on 5 September 2017.

Submitting an abstract commits at least one author of any accepted submission to register for the conference, attend and present the research in person.

VI. Paper Submissions

Full papers of accepted abstracts that the author(s) wishes to be considered for publication should be submitted **by 1 October 2017** at prac_prad@qq.com. Paper submissions (up to 8,000 words including references, tables and figures) should be Times New Roman Font, 12-point, 1.5 spacing with 1 inch margins, APA style citations and references.

VII. Paper Publications

Best English conference papers on the conference theme will be selected for publication in a special issue. More detailed information will be announced.

VIII. Registration Fee

There will be no conference registration fee and the conference will provide snacks and beverages. However, participants should fund their own conference travel and accommodation.

IX. Accommodation

International Academic Exchange Center, Huazhong University of Science and Technology, Building #8, Wuhan, China.

Room rate: RMB320 – 380 / night.

X. Conference Contacts

Email

Dr. XU Minghua, email: prsc_prad@qq.com