

## 2007 Asia Communication and Media Forum

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2007 Asia Communication and Media Forum, organized by AMRC, is to be held in September 14<sup>th</sup> to 16<sup>th</sup> this year in Beijing, China. The theme of the forum is **Global Sports Events and Sports Communication**, with cooperating organizing with the Olympic Studies Centre of the Autonomous University of Barcelona ( CEO-UAB ) , Spain, as well as China Media Observatory of the University of Lugano (CMO-USI), Switzerland.

Asia Media Research Center (AMRC), as a result of five-year-lasting-effort since June 2002, has become a leading academic research organization in Asia, conducive to enhancing mutual understanding, trust and mutually beneficial cooperation for Chinese & East Asian Media. Moreover, with a global view, AMRC also offers a unique and important channel for international academic organizations and researchers to exchange views on strengthening cooperation in media and communication field.

As one of the most important activities of AMRC, Asia Communication and Media Forum has been forged into a media brand of high prestige with the participation of hundreds of media leaders and outstanding scholars from dozens of countries.

As the host city of 2008 Olympic Games, Beijing would be more attractive for specialists with research fields in sports communication. It is expected that your honorable presence and active participant will contribute to the great success of 2007 Asia Communication and Media Forum.

## Basic Information and Topics

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### 1. Theme

***Global Sports Events and Sports Communication***

### 2. Date and Place

September 14<sup>th</sup>-16<sup>th</sup>, 2007, Beijing, China

### 3. Organizer:

Asia Media Research Center, Communication University of China,

### 4. Sponsor: The Korean Foundation for Advanced Studies

### 5. Co-organizer:

The Olympics Research Center, Autonomous University of Barcelona, Spain  
China Media Observatory, the University of Lugano, Switzerland

### 6. Topics (Calling for Paper)

***From Sports Games to Sports Events: A General Communication Perspective***

- 1) Sports Globalization and Cultural Diversity
- 2) The Visual Communication in Global Sports Events
- 3) Sports Communication Policy in Digital Age & Convergence
- 4) Olympic Ceremony and Nation Marketing
- 5) Olympics Organization and Communication
- 6) Sports Games and City Communication
- 7) Industrialization of Sports and Sportilization of Industry
- 8) Modern Sports and Tribal Economy
- 9) Beijing Olympics and Oriental Heritage

***Global Sports and Modern Communication***

- 1) New Sports, New Economy and New Media
- 2) Media Operations of Olympic Games
- 3) Olympics and New Information Technologies
- 4) Media and the Olympic Games (Radio, TV and Press)
- 5) Economics of Sports and Television
- 6) Media and Sports: A Historical Observatory

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- 7) Interactive Brand Communication between Sports and Media
  - 8) Olympic Games and Media Interculturality
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## Paper Submission

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### 1. Paper

- ◆ Papers related to the above topics are expected to be submitted in Chinese or English and to have not been published or to be under review of any other publishers.
- ◆ 5000-8000 words
- ◆ An about 300-word abstract and 3-5 keywords for index searches are included
- ◆ A4, MS Word Processing Format

### 2. Resume

- ◆ Around 200 words; English or Chinese resume of the author
- ◆ Including the following information in brief: name, gender, date of birth, nationality, title or position, education & work experience, research fields, selected publications and contact information.
- ◆ A One-inch photo of the author included in the resume.

### 3. Deadline

- ◆ Abstract and resume — **July 25<sup>th</sup>, 2007.**
- ◆ Full Paper — **August 25<sup>th</sup>, 2007.**

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#### 4. Email

◆ All documents submitted through the following e-mail address:

*amcforum@cuc.edu.cn*

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## Contact Information

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### **2007 Asia Communication & Media Forum**

#### **RSVP Slip**

Family Name	Given Name	Gender	Institution
Title			
Position			
Tel/Fax			
Address			
Email			
Title of Paper			
Comments			

**This form is expected to be returned by e-mail or fax before July 25<sup>th</sup>, 2007**