

**IAMCR Conference Closing Session Celebrating IAMCR 60th Anniversary
Cartagena (Colombia), 20 July 2017**

Dr. Deqiang Ji, Communication University of China

Thank you, President Janet Wasko, for inviting me to join the closing session.

I want to take this opportunity to make three points.

First of all, the dynamics of media and communication studies in Asia is widely-recognized, particularly in China. As you may know, Asia is one of the fast-growing ICTs markets in the world today. Due to the proliferation of new ICTs, we are experiencing tremendous “mediatization” process that opens a series of new fields of research interconnected with the social transition in Asian countries.

Second, there is a hug gap, or more precisely deficit, in international academic publications. The international flow of media and communication theories is still predominantly one-way, namely from the West to the Rest. Due to language barriers, quite few indigenous studies in Asian countries are able to cross the border and contribute to the international exchange of media and communication studies. For example, in Mainland China, there are more than one thousand universities who provide media and communication programs, but most Chinese scholars publish only in Chinese language. Their works could not be reached by scholars from a different language background, including the three official languages of IAMCR. Therefore, for my generation, we shoulder the responsibility to translate those works into English or other languages international scholars commonly used, and bridge them for dialogue.

Third, scholars from Asian countries are willing to contribute to the building of media and communication theories in general, particularly for young generations. We would like to bring our research grounded in China and other Asian countries to high-level international platforms like the annual conference of IAMCR, which underpins diversity, difference, and dialogue. From a Chinese scholar’s perspective, I also would like to welcome all of you to come to China for conferences, workshops or other academic activities with my colleagues from more than one thousand universities.

Finally, I would like to say, Happy 60th birthday IAMCR!