

Application for IAMCR Ambassador

By Liangwen Kuo
(2024.3.8)

Brief Bio

Current Position:

Distinguished Professor, School of Media and Communication, Shanghai Jiao Tong University, China, 2019 to present
Editor-in-chief, *Emerging Media*, Sage journal

Education:

Ph.D. in Media and Communication, University of New South Wales, Australia, 1998-2006
Ph.D. in Sociology, University of California, Los Angeles, USA, 1989-1991

IAMCR Experience:

Vice-chair, Digital Divide Working Group, IAMCR, 2012-2016
Major Advisory Board Member, 2005 IAMCR Taipei Conference
Chief Executive Officer, 2003 IAMCR Taipei Conference (Cancelled due to SARS)

Work Experience:

Professor, Graduate Institute of Communication Studies, National Chiao Tung University, Taiwan, 2003 –2019.
University Fellow, School of Communication, Hong Kong Baptist University, Hong Kong, 2014 - 2015.
Associate Professor/ Professor, Graduate Institute of Communications, Shih Hsin University, Taiwan, 1991 - 2003.

Contact:

lwkuo@sjtu.edu.cn; +886-13761393709; 800 Dongchuan Rd, Minghan District, Shanghai

Goals

Promoting IAMCR activities to Chinese communities:

As a scholar based in Shanghai, my major mission of being an IAMCR ambassador is to promote IAMCR activities in the Greater Chinese areas and to enhance the participation of Chinese communities, including China Mainland, Taiwan, Hong Kong, Macau, Singapore and other overseas bases. As a past vice-chair of IAMCR's Digital Divide Working Group and participants of many IAMCR conferences, I know IAMCR quite well. In addition, I was the Executive Director presenting the proposal to host 2003 IAMCR Taipei Conference, to both Executive Board and the Assembly in Barcelona. Therefore, I also understand the functioning of the organization and the democratic culture embedded in IAMCR. These experiences can help me play a positive role as an IAMCR ambassador.

Establishing a strategic alliance with SJTU in hosting regular conferences:

My major tasks are to establish the links among Chinese universities and IAMCR, particularly with the School of Media and Communication at Shanghai Jiao Tong University (SJTU). With SJTU's proposed strategic alliance to host regular conferences with IAMCR in Shanghai, a

wider range of Chinese scholars can be reached and therefore make IAMCR more visible to Chinese academic communities. As ICA recently set up a "China Chapter" to promote ICA activities in China, our university wishes to participate in promoting IAMCR by hosting joint conferences.

Strategic Plans (For the first term)

Major plan: Hosting annual or biannual conference related to emerging media in SJTU

My job is to accomplish the initiative of **"SJTU-IAMCR" annual or biannual conference** organized and sponsored by the School of Media and Communication in Shanghai Jiao Tong University. The conference subject will mainly center on emerging media, digital communication and artificial intelligence – the rapidly changing mediascape of information and communication technologies. The venue will be in SJTU and free of registration fees for IAMCR members. It is planned that more than 100 paper presentations and 300 participants will be involved in each two-day conference. Both Chinese and English sessions will be held. Some of the IAMCR's past and present presidents, executive members and/or section heads will be invited to participate in the conference. All the conference costs and the travel expenses of invited IAMCR scholars will be provided by SJTU.

Other plans:

Collaborating with **Sage's journal "Emerging Media"** in publishing some IAMCR members' Articles (Note: In 2024, Donald Matheson and some local committee members are editing a special issue entitled "Decolonizing the media" which matches the 2024 IAMCR conference theme).

Collaborating with **The United Nation University (UNU)** – Macau in editing a special issue related to "AI and SDGs" in UNU's conference on 25 April in Macau.

Co-organizing the conference **"Artificial Intelligence and the Development of Screen Industries"** held in Sydney on 27 June, 2024. This symposium is co-hosted by the University of New South Wales (Australia), Shanghai Jiao Tong University (China) and Tsinghua University (China).

Establishing social media platform in **"Wechat public forum"** to disseminate IAMCR information and advertising in Chinese (Note: I have established a Wechat public forum for the 2024 IAMCR Conference already).

Organizing a **volunteer group** to participate in the 2024 IAMCR conference

Associating universities in the Chinese world to IAMCR, starting with the cooperation among Tsinghua University (China Mainland), Shenzhen University (China Mainland); Hong Kong Baptist University (Hong Kong), City University of Hong Kong (Hong Kong); City University of Macau (Macau); and National Yang Ming Jiao Tung University (Taiwan), National Chengchi University (Taiwan)

Recommendation Letter:

Provided by:

Donald Matheson, Professor of University of Canterbury, New Zealand
Local Committee Chair, 2004 IAMCR Conference