



2017中国传播论坛暨金砖国家传媒国际研讨会

2017 China Communication Forum (CCF)

Building on BRICS: Belt and Road Initiative and A new Global Communication Order?

中国·厦门 Xiamen, China



主办：教育部人文社科重点研究基地——中国传媒大学国家传播创新研究中心
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特别支持：教育部人文社科重点研究基地智库联合会

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University of Westminster, UK
Federal University of Rio de Janeiro, Brazil
Lomonosov Moscow State University, Russia
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Opening Remarks

Prof. HU Zhengrong, President, Communication University of China

Dear Vice President ZHAN, distinguished guests:

Good morning!

I am very pleased to join you this morning at Xiamen University to celebrate the opening of 2017 China Communication Forum, which is a flagship annual event in Chinese media and communication studies, launched by the National Centre for Communication Innovation Studies of Communication University of China in 2001.

On behalf of CUC and NCCIS, I am grateful to the School of Journalism and Communication at Xiamen University, for their great support and partnership to make this year' s CCF a great gathering of distinguished media scholars from China and beyond.

Ahead of the BRICS Xiamen Summit, the 2017 CCF put forward a key research agenda in the BRICS framework, which is the role of media in each country and the potential for comparative analysis. Since each BRICS country is characterized by fast-growing and changing media landscape, I strongly believe that the 2017 CCF will mark an important milestone for the study of international communication and comparative media system, and show a great relevance to both the upcoming BRICS Summit and China' s new proposal for alternative global development –The Belt and Road Initiative.

I also would like to thank a network of BRICS media scholars, in which I have been involved for the past five years. The network is out of an international research project led by Prof. Kaarle Nordenstreng and funded by the Finnish Academy. It is expected that the meeting of representatives of five research teams here today at Xiamen University will continue the endeavor of promoting dialogue among BRICS media scholars, and exploring alternative paths of media development in the global context.

Finally, I hope you enjoy this year' s edition of China Communication Forum, and wish you an intellectually-awarding day at Xiamen University.