

## **Call for Papers: Asian Communication Research Special Issue**

**“Strategic Communication in Asia: Within, beyond, and across borders”**

**Written by Byoung Hee Kim, Seowon University**

Advertising and public relations (PR) in Asia reflects the growing professionalism in the practice of advertising and PR in the world’s fastest expanding economy. It has a carefully drawn road map, both strategically and tactically, for all kinds of entities, both for-profit and not-for-profit, on how to establish and maintain effective relationships with their numerous stakeholders. Particularly insightful are the success stories of advertising and public relations in action within the Asia region. Strategic communication in Asia is primarily driven by multinational corporations promoting their products to consumers through marketing, advertising, PR, events, and media relations. In this call for papers, we highlight the potential gains researchers and policymakers can make by putting their research and policy agendas in the context of advertising and PR in Asia. For this special issue, we ask authors to consider the multi-faceted nature of strategic communication including but not limited to:

- Advertising communication amongst and between consumers of products and brands (both online and offline), advertising agencies, advertising industries, corporate organizations, businesses, and governments;
- PR communication as a tool of brand promotion strategies and tactics;
- Marketing communication as an environment where brand-related messages are produced, distributed, debated and processed, resulting in intended and unintended consequences;
- Special characteristics of advertising, PR, marketing, branding, and media in the Asia region.

For this issue, we use rather a broad definition of strategic communication that includes advertising and PR not only recognizable in their traditional forms, but also newly emerging forms as the consequence of technological innovations and organizational and social changes. Authors are encouraged to use any methodological approach(es) that allows them to explore their research question(s) fully and validly. Manuscripts examining a strategic communication phenomenon or phenomena in any one country in Asia, across different countries in Asia, or comparing one Asia country and a country (or countries) outside of the continent are all welcome.

#### Submission, Review, and Publication Process

- Submission deadline: July 31, 2018
- Style: APA style 6th edition (manuscripts in other citation styles will be considered for initial review)
- Manuscript preparation: (1) The manuscript should be

written in English and contain 7000 or fewer words, all inclusive. The manuscript should begin with an abstract of approximately 500 words, immediately followed by five keywords on the same page. Throughout the entire manuscript, care should be taken not to include any information that identifies the author(s). (2) A separate cover page containing the paper title and author(s)'s name, institutional affiliation, email, and postal address is also required. To be considered for the special issue, authors should note on the top of the cover page as follows: "ACR Special Issue: Strategic Communication in Asia"

- Submission method: email both the manuscript and cover page as attachments to [asiancommr@naver.com](mailto:asiancommr@naver.com)
- Review: Manuscripts will be sent out to expert reviewers for blind peer review and those selected will subsequently enter the editorial publication process.
- Publication: expected in September 30, 2018

### **About the Journal: Asian Communication Research**

ACR is an interdisciplinary, peer-reviewed journal published by the *Korean Society for Journalism and Communication Studies* since 2004. ACR aspires to serve as a dedicated publication outlet that promotes thoughtful and innovative scholarship examining any aspect of media and communication in Asia. We are open to various modes of academic inquiry, including but not limited to social scientific, critical and cultural, and theoretical. ACR is indexed in Korea Citation Index (KCI).

## **Contact Information**

Any questions concerning this call for papers may be directed to the special issue editor: Dr. Byoung Hee Kim, Professor, Department of Advertising and PR, Seowon University, Cheongju, South Korea (kimthomas@hanmail.net).