
Editor's Notes

China's Media Ecology in the New Digital Age: Change and Continuity

Yunya SONG

Abstract

In the current digital era, much focus has been directed at whether the evolving technologies and social media will displace traditional media and subvert the existing media ecology. China's media sector is also struggling to keep pace with the digital transformation sweeping the world. The traditional media outlets in China continue to transition and transform by leveraging digital, social and mobile platforms. How have these digital initiatives shape the transformation of China's traditional media and to what extent has China's media ecology changed? The current issue features four research articles that attempt to find the answers by taking China's traditional media industry as the subject of research and examine the journalistic practice, content creation and delivery, as well as audience engagement. Another research article in this issue explores relationship maintenance strategies in response to service failures from a customer-provider focus. Academic Dialogue invites Professor Patrice Buzzanell to share her insights on the status and future directions of organizational communication. For her, organizational communication has a long tradition of exploring the interface between theory and practice, and non-traditional approaches have incredible potential to enable a better understanding of micro-, meso-, and macro phenomena.

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Yunya SONG (Associate Professor). School of Communication, Hong Kong Baptist University. Research interests: global communication, online social networks, journalism studies.