

CURRICULUM VITAE

SHUHUA ZHOU

Missouri School of Journalism
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PERSONAL INFORMATION

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EDUCATION

Ph. D. in Mass Communication, School of Journalism
Indiana University, Bloomington, Indiana.
Dissertation: “Audio-visual redundancy and visual potency in bad news: Effects on memory and evaluations.”

M.A. in Journalism, School of Journalism
Indiana University, Bloomington, Indiana.
Thesis: “Bias, visuals, and the 1996 presidential election.”

B.A. in English Language & Literature, Department of Foreign Languages
Jinan University, Guangzhou, P. R. China.

B.S. in Cultivation of Tropical Crops, Department of Cultivation
South China College of Tropical Crops [now Hainan University, Hainan, P. R. China]

ACADEMIC APPOINTMENTS

Leonard H. Goldenson Endowed Chair Professor (2018—). School of Journalism, University of Missouri, Columbia, Missouri.
Editor (2021—2023). *Journal of Broadcasting & Electronic Media*
Associate Editor (2017—present). *Computers in Human Behavior*
Associate Editor (2015—present). *Communication & Society*
Professor (2016—2018). Department of Journalism & Creative Media
University of Alabama, Tuscaloosa, Alabama.

Professor and Associate Dean for Graduate Studies (2010—2016). College of Communication & Information Sciences, University of Alabama, Tuscaloosa, Alabama.

Associate Professor (2006—2010). Department of Telecommunication & Film, University of Alabama, Tuscaloosa, Alabama.

Assistant Professor (2000-2006). Department of Telecommunication & Film, University of Alabama, Tuscaloosa, Alabama.

Lecturer (1999-2000) Department of Telecommunication & Film, University of Alabama, Tuscaloosa, Alabama.

Courses: CIS 602 Research Colloquium
CIS 603 Research Methods
CIS 604 Communication Theories
CIS 650 Seminar: Psychophysiology
CIS 650 Children & Cognition
CIS 650 Media Psychology
CIS650 Media Effects
J1400 Applied Projects in Journalism & Strategic Communication
J2150 Fundamentals of Multimedia
JOUR8000 Mass Media Seminar
JOUR8016 Advanced Quantitative Research Methods
JOUR9000 Doctoral Proseminar
JCM448 News Analysis
MC407 Research Methods
MC415/515 Media Processes & Effects
MC495/595 Special Topic: Media Sex & Violence
MC495/595 Media Power: Myth & Reality
MC495/595 International Media Systems
MC551 Communication Theories
MC550 Communication Methods
MC602 Research Colloquium
MC650 Seminar: Visual Intelligence
MC650 Seminar: Cognition & Communication
TCF334 News Operations
TCF389 (001) Web Broadcasting
TCF389 (002) Digital Video & News Online
TCF420/520 Telecommunication Effects
TCF433/533 Broadcast News Analysis

Visiting Professor (June, 2015). Shidler College of Business, University of Hawaii at Manoa

Senior Fellow (July-December, 2007) Wee Kim Wee School of Communication & Information, Nanyang Technological University, Singapore

CS805 The Power of Media: Myth & Reality
COM257 Media Effects

Associate Instructor (1998-1999). School of Journalism, Indiana University, Bloomington, Indiana

Course: J353 Advanced Broadcast News

Graduate Teaching Assistant (1996-1998). School of Journalism, Indiana University, Bloomington, Indiana.

Courses: J343 Broadcast News Lab
J353 Advanced Broadcast News Lab
J385 Television News Lab

Lecturer (1986-1988). Division of Foreign Languages, South China College of Tropical Crops, Hainan, P. R. China.

Courses: Intensive English
Readings in English
Basic English
Intermediate English
Advanced English
Oral English
TOEFL
GRE

Associate Lecturer (1983-1984). Division of Foreign Languages, South China College of Tropical Crops, Hainan, P. R. China.

Courses: Basic English
Intermediate English

AREAS OF SPECIALIZATION

Cognition of Mediated Messages
Media Content, Form and Effects
Visual Communication

JOURNAL PUBLICATIONS

- Zhou, S., Kiesow, D., & Guo, L. (2021): The Values of Print: Affordances and Sensemaking for Newspaper Consumers, *Journalism Practice*, DOI: 10.1080/17512786.2021.1910984.
- Kiesow, D., Zhou, S., & Guo, L. (2021) Affordances for Sense-Making: Exploring Their Availability for Users of Online News Sites, *Digital Journalism*. DOI: 10.1080/21670811.2021.1989316
- Meng, X., & Zhou, S. (in press). News media influence on institutional and system trust and the moderation of political values. *Asian Perspective*.
- Zhou, S. (2021). Living in the age of uncertainty and finding solutions. *Communication & Society*, 55, v–viii.
- Zhou, S. (2020). Shining a spotlight on East Asian communication research, and evidence for optimism. *Journalism and Mass Communication Quarterly*. 97(3), 577-580. Doi: 10.1177/1077699020921136
- Bryant, J., Zhou, S., & Chen, Y. (2020). Media effects and people effects: How scholarship matters. *Communication & Society*, 54,1–26.
- Zhang, G., Zhang, D., & Zhou, S. (2020). Fame and controversial images of sports stars: The case of Tennis Player Li Na. *Journalism Research*. 172 (8), 115-125.
- Shen, B., & Zhou, S. (2020). Digital media and social change: Changing rules and stable drivers. *China Journalism & Communication Research*, 142-153.
- Zhang, X. & Zhou, S. (2020). Sharing health risk messages on social media: moderated mediation paths through risk message, fear, information processing, persuasion and image concern. *Cyberpsychology: Journal of Psychosocial Research on Cyberspace*, 14 (2), Article 4. <https://doi.org/10.5817/CP2020-2-4>
- Chen, G. & Zhou, S. (2020). Loneliness assuaged: Eye-tracking an audience watching barrage video. *Journal of Visualized Experiments*. (159), e61089, Doi:10.3791/61089.
- Kim, Y., & Zhou, S. (2020). The Effects of Political Conflict News Frame on Political Polarization: A Social Identity Approach. *International Journal of Communication*. (14), 937-958.

- Liu, Y., Zhou, S., & Zhang, H. (2020). Second screening use and its effects on political involvement in China: An integrated communication mediation model. *Computers in Human Behaviors*. (105), 106201. DOI:10.1016/j.chb.2019.
- Liu, Y., Zhou, S. (2019). Evolving Chinese nationalism: Using the 2015 military parade as a case. *East Asia*. (36): 255-270. DOI 10.1007/s12140-019-09314-w
- Fan, M., Zhou, S., & Yu, P. (2019). Preventable or unpreventable Chinese smog problem in media: How attribution tells the story. *East Asia*. (36): 291-303 <https://doi.org/10.1007/s12140-019-09320-y>
- Baker, K., Qiao, F., & Zhou, S. (2019). Narrative styles and narratology formats in PSAs: Assessing the effects on arousal, attention, and memory. *Online Journal of Communication & Media Technologies*, 9 (4) e201925. DOI: 10.29333/ojcm/5948
- Chen, G., Zhou, S., & Zhi, T. (2019). Viewing mechanism of lonely audience: Evidence from an eye movement experiment on barrage video. *Computers in Human Behaviors*. (101), 327-333. DOI:10.1016/j.chb.2019.07.025
- Jia, H., Zhou, S., & Allaway, A. (2018). Understanding the evolution of consumer psychology research: A bibliometric and network analysis. *Journal of Consumer Behaviors*. (17) 491-502. DOI: 10.1002/cb.1734
- Pan, P., Zhou, S., & Hayes, M (2018). Mortality salience in the news of immigrant perpetrators: Effects on viewers' emotion, story evaluation, and perceived crime susceptibility. *The Howard Journal of Communications*. DOI: 10.1080/10646175.2018.1532851
- Zhang, X., & Zhou, S. (2018). Clicking health risk messages on social media: Moderated mediation paths through perceived threat, perceived efficacy and fear arousal. *Health Communication*. DOI: 10.1080/10410236.2018.1489202
- Zhou, S. (2017). Coming to terms with the past and future: How research helps. *Communication & Society*, 42, v-ix.
- Zhou, S., Maxwell, L.C., Kim, Y., & Shan, Z. (2017). More than a mistake: The role of political gaffes in presidential elections. *Communication & Society*. 42, 253-301.
- Zhou, S., & Zhang, X. (2017). New technology, new communication model and new paradigm. *Journal of Shenzhen University*, 34 (5). 1-5.
- Pan, P., Zhou, S., & Hayes, M. (2017). Immigrant perpetrators in the news: A terror management approach to resultant hostility, perceived vulnerability, and

- immigrant issue judgment. *Journal of International & Intercultural Communication*, 10(3), 219-236.
- Zhou, S. (2017). The state of news: production, consumption, and transformation in the era of digital media, *China Media Research*, 13(1). 1-2.
- Zhang, H., Zhang, X., & Zhou, S. (2017). To trust or not to trust: Characteristic-based and process-based trust, *China Media Research*, 13(1), 29-41
- Meade, T., & Zhou, S. (2017). Testing television advertising and news crawls with competing appeals: How does an aversive crawl affect an appetitive commercial, *China Media Research*, 13(1). 52-62.
- Kim, Y., Kim, Y., & Zhou, S. (2017). Theoretical and methodological trends of agenda setting theory: A thematic analysis of the last four decades of research. *The Agenda Setting Journal*, 1(1), 5-22.
- Zhou, S., Kim, Y., Luo, Y., & Qian, F. (2016). Is the agenda set in Asia? State of agenda setting research in Asia. *Asian Journal of Communication*. 26 (6), 566-582.
- Zhang, X., & Zhou, S. (2016). Empower me and I'll like you: User experience on Facebook and Reaction to ads. *Asian Journal of Information and Communications*. 8(1), 48-68.
- Nekmat, E.; Gower, K., Zhou, S., & Metzger, M. (2015). Connective-collective action on social media: Moderated mediation of cognitive elaboration and perceived source credibility on personalness of source. *Communication Research*, 1-26.
- Zhou, S., & Zhang, X. (2015). Future of Agenda Setting. *Wave*, 2, 17-27.
- Zhou, S., & Yan, Y. (2015). Media credibility research: Origin, development, opportunities and challenges. *Communication & Society*, 33, 255-297.
- Wang, Y., & Zhou, S. (2015). How do sports organizations use social media to build relationships? A content analysis of NBA clubs' Twitter use. *International Journal of Sport Communication*, 8(2), 133-148.
- Zhou, S., & Yang, Y. (2015). Opportunities and challenges: Development and insight of sports news research overseas. *Journal of Chengdu Sport University*, 41(2), 22-27.
- Clark, C., & Zhou, S. (2015). Fake News? A survey on video news releases and their implications on journalistic ethics, independence, and credibility of broadcast news. *Media Watch*, 6 (1), 16-27.

- Zhou, S., Zhang, H., & Shen, B. (2014). Comparison & magnitude credibility: Whom to trust when reports are conflicting? *The Open Communication Journal*, 8, 1-8.
- Lin, T.; Zhou, S., & Di, C. (2014). Content Characteristics of IPTV: Analysis of Sensationalism, Localism and Interactivity. *Asian Journal of Communication*, 24(6). 549-566.
- Bie, B., & Zhou, S. (2014). Third person effects: A synthesis of 30 years of research. *China Media Report Overseas*, 10(2), 1-16.
- Zhang, H., Zhou, S., & Shen, B. (2014). Public trust: A comprehensive investigation of perceived media credibility in China. *Asian Journal of Communication*, 24(2), 158-172.
- Detenber, B., Cenite, M., Zhou, S., Malik, S., & Neo, R. L. (2014). Rights versus morality: Online debate about decriminalization of gay sex in Singapore. *Journal of Homosexuality*, 61 (9), 1313-1333.
- Yan, Y., & Zhou, S. (2014). Media bias: objective presence and subjective perception? *Communication & Society*, 30, 227-264.
- Kim, Y., & Zhou, S. (2013). Candidates' strategic use of Twitter in the 2012 Korean general election campaigns. *Asian Journal of Information and Communications*, 5(2), 53-59.
- Zhou, S., Shen, B., Zhang, C., & Zhong, X. (2013). Creating a competitive identity: Public diplomacy in the London Olympics and media portrayal. *Mass Communication & Society* 16, 869-887.
- Zhang, C., Meadows, C., & Zhou, S. (2013). The plight of humanity and the game of politics: China's national image on CNN. *American Review of China Studies*, 14: 24-44.
- Zhou, S., Xu, J., & Ye, Y. (2013). Complimentary and conflicting commentary on sports enjoyment. *International Journal of Sport Communication* 6, 173-184.
- Zhong, X., Zhou, S., Shen, B., & Huang, C. (2013). Shining a spotlight on public diplomacy: Chinese media coverage of the opening ceremony of the 2012 London Olympics. *International Journal of the History of Sport*, 30 (4), 393-406.
- Zhou, S., & Yan, Y. (2012). Hostile media: Subjective perception of media bias. *Communication & Society*, 22, 187-212.

- Pan, P., Meng, J., & Zhou, S. (2012). Examining third-person perceptions in the context of sexually oriented advertising. *Journal of Promotional Management, 18*, 189-208.
- Hendriks Vettehen, P. G. J., Zhou, S., D'haenens, L., Kleemans, M., & Lin, T. C. (2012). Competitive pressure and arousing television news: A cross-cultural study. *Asian Journal of Communication, 22* (2), 179-196.
- Pan, P., Meng, J., & Zhou, S. (2012). Morality or equality? Ideological framing in news coverage of gay marriage legitimization. *The Social Science Journal 47*, 630-645.
- Zhou, S., Yan, Y., & Cooley, S. (2011). Damsel in distress: Dramatization and sensationalism in American kidnapping stories. *China Media Report Overseas, 71*, 55-66.
- Zhou, S., Lin, T. C., & Zhang, C. (2011). Commercialization and sensationalism: Comparison of television news in Mainland China, Hong Kong and Taiwan. *China Media Report Overseas, 7* (2), 1-10.
- Dunn, R. A., & Zhou, S., & Lent, M. (2011). But is a picture worth a thousand people? Effects of pictorial vividness and numeric representation on attitudes toward China-Tibet issue. *China Media Research, 7*(2), 57-65.
- Fei, X., Li, C., & Zhou, S. (2010). Does one loss cause other losses? Corporate social responsibility spillover effect. *Management World, 4*, 74-82; 98. [In Chinese]
- Ran, W., & Zhou, S. (2010). Effects of message sensation value in bird flu TV stories on audience arousal and perception of story quality. *China Media Research, 6* (2), 1-7.
- Zhou, S., Ye, Y., & Xu, J. (2009). Social and psychological functions of media <entertainment: Present theories and future research in China and the West. *Communication & Society, 10*, 157-178. [In Chinese]
- Zhou, S., & Shen, B. (2009). Dramatic elements in television news and their implications for sensationalism. *China Media Report Overseas, 5* (2), 52-60. [In Chinese]
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- Zhong, X., Zhou, S., & Shao, G. (2009). Establishing a measurement index for the three dimensions of sports professionalism. *International Journalism*, 3, 23-31. [In Chinese]
- Zhong, X., Zhou, S., & Shao, G. (2009). Professionalism and objectives in Olympics coverage: A survey of Chinese television professionals. *International Journal of Sport Communication*, 2, 42-55.
- Zhou, S. (2008). Effects of exemplars, affinity and affect on reactions to presidential election stories. *The Open Communication Journal*, 2, 29-33.
- Zhou, S., Zhou, P., & Xue, F. (2008). Effects of advertising images on social comparison: Do societies matter? *China Media Research*, 4(1), pp. 1-8.
- Reichert, T. & Zhou, S. (2007). Consumer responses to sexual magazine covers on a men's magazine. *Journal of Promotion Management*, 13(1/2)127-144.
- Ye, Y. & Zhou, S. (2007). Is it the content or the person? An examination of sex appeal in promos and sexual self-schema. *Journal of Promotion Management*, 13(1/2), 55-74.
- Chen, L., Zhou, S., & Bryant, J. (2007). Temporal changes in mood repair through music consumption: Effects of mood, mood salience, and individual differences. *Media Psychology*, 9(3), 695-713.
- Zheng, L., Phelps, J., Pasadeos, Y., & Zhou, S. (2007). Do the little emperors rule? Comparing informativeness and appeal types in Chinese, American and French advertising. *Advances in International Advertising Research*, 18, 159-177
- Pinkerton, K. & Zhou, S. (2007). Effects of morbid curiosity on perception, attention and reaction to bad news, *The University of Alabama McNair Journal*, 7, 129-143.
- Zhong, X. & Zhou, S. (2006). Significant issues in journalism and communication education, *Journal of International Communication*, 3, 5-10. [In Chinese]
- Zhou, S. & Du, Y. (2006). Full, fair, and accurate. *China Media Research*, 2 (3), 106-109.
- Zhou, S. & Xu, J. (2006). Keep up the tradition and culture. *China Media Research*, 2 (2), 117-120.
- Zhou, S. & Ye, Y. (2006). Focusing on the African-American experience. *China Media Research*, 2 (1), 107-112.

- Zhou, S. (2005). Effects of arousing visuals and redundancy on cognitive assessment of television news. *Journal of Broadcasting & Electronic Media*, 49 (1), 23-42
- Zhou, S., Ye, Y., & Xu, J. (2005). On the social and psychological functions of entertainment. *Modern Advertising*, 116 (10), 37-38. [In Chinese]
- Zhou, S., Zhou, P., & Xue, F. (2005). Visual differences in U.S. and Chinese commercials. *Journal of Advertising*, 34 (1), 111-119.
- Zhou, S. (2004). Effects of visual intensity and audio-visual redundancy in bad news. *Media Psychology*, 6(3), 237-256.
- Zhou, S., & Zhu, H. (2004). Perception of romanticism and the ideal spouse among Chinese youth. *Asian Journal of Communication*, 14(1), 22-37.
- Grabe, M. E., & Zhou, S (2003). News as Aristotelian drama: The case of 60 Minutes. *Mass Communication and Society*, 6(3), 313-336.
- Zhou, S., Xue, F., & Zhou. P. (2002). Self-esteem, life-satisfaction and materialism: effects of advertising images on Chinese college students. *Advances in International Marketing*, 12, 243-261.
- Zhou, S., & G. Shao (2002). The myth of Chinese investigative reporting. *South China Television Journal*, 35, 84-86.
- Grabe, M. Zhou, S., & Barnett, B. (2001). Explicating sensationalism in television news: content and the bells and whistles of form. *Journal of Broadcasting & Electronic Media*, 45 (4), 635-655.
- Grabe, M., Zhou, S., Lang, A., & Bolls, P. (2000). Packaging television news: The effects of tabloid on information processing and evaluative responses. *Journal of Broadcasting & Electronic Media*, 4 (4), 581-598.
- Grabe, M., Lang, A., Zhou, S. & Bolls, P. (2000). Cognitive access to negatively arousing news: An experimental investigation of the knowledge gap. *Communication Research*, 27(1), 3-26
- Lang, A., Zhou, S., Schwartz, N., Bolls, P., & Potter, R. (1999). The effects of edits on arousal, attention, and memory for television messages: When an edit is an edit can an edit be too much? *Journal of Broadcasting & Electronic Media*, 44(1), 1-18.
- Grabe, M., Zhou, S., & Barnett, B. (1999). Sourcing and reporting in news magazine programs: 60 Minutes versus Hard Copy. *Journalism & Mass Communication Quarterly*, 76(2), 293-311.

BOOKS:

- Wei, R., Zhou, S., & Lo, V. (2019). *Media Effects and Social Change (2nd ed.)*: Beijing: Renmin University of China Press.
- Wei, R., Zhou, S., & Lo, V. (2016). *Media Effects and Social Change*: Beijing: Renmin University of China Press.
- Zhou, S. & Sloan, D. (Eds.) (2015). *Research methods in communication (3rd ed.)*. Northport, AL: Vision Press.
- Zhou, S. & Sloan, D. (Eds.) (2011). *Research methods in communication (2nd ed.)*. Northport, AL: Vision Press.
- Zhou, S. & Sloan, D. (Eds.) (2009). *Research methods in communication*. Northport, AL: Vision Press.
- Zhong, X. & Zhou, S. (Eds.). (2006). *Continuity and change: Perspectives on journalism and mass communication education*. Beijing: Communication University of China Press.

BOOK CHAPTERS:

- Zhou, S. (2020). Media and perception of reality. *Media people on Media: Twenty-Four Selected Lectures*. Beijing: Renmin Daily Press. (pp. 165-174).
- Zhou, S., Kim, Y., Luo, Y., & Fei, Q. (2018). Is the Agenda set? State of the agenda setting research in China and Korea. In W. Ran (Ed). *The State of Asian Communication Research and Directions for the 21st Century* (pp. 566-582). NY: Routledge.
- Zhou, S., & Yan, Y. (2014). The application of psychophysiology in communication research. In J. Hong (Ed). *News Trends in Communication Studies* (pp. 888-907). Beijing: Qinghua University Press.
- Zheng, L., & Zhou, S. (2010). Public service versus marketability: BBC and CNN's coverage of the Anti-Japanese protests in China. In J. Edmonson (Ed). *Harmony as Source of Credibility: Chinese Traditional Conceptions and Ideals in Current International Communication Research* (pp. 241-150). Shanghai: Zhejiang University Press.

- Ran, W., & Zhou, S. (2010). Effects of message sensation value in bird flu TV stories on audience arousal and perception of story quality. In J. Edmonson (Ed.) *Harmony as Source of Credibility: Chinese Traditional Conceptions and Ideals in Current International Communication Research* (pp. 314-325). Shanghai: Zhejiang University Press.
- Zhou, S. & Shao, G. (2010). Media bias and sources of bias. In T. Dong (Ed.). *Chinese-Foreign Media Criticism* (pp. 271-281). Guangzhou, China: Jinan University Press.
- Zhou, S., Xu, J., Ye, Y. & Zhou, P. (2010). Effects of culture-congruent visuals on affect, perception, and purchase intention: A comparison of US and Chinese viewers. In M. Hinner (Ed.) *The Interface of Business and Culture* (pp. 429-445). Berlin, Germany: Peter Lang.
- Zhou, S. (2009). The nature and purpose of research. In S. Zhou & D. Sloan (Eds.) *Research Methods in Communication* (pp. 3-20). Northport, AL: Vision Press.
- Zhou, S., & Shen, B. (2009). The implication of cultural theories in empirical research. In J. Z. Edmondson (Ed.) *EuroAmerican Communication and the Establishment of Non-EuroAmerican-Centric Communication* (pp. 144-158). Hangzhou, P. R. China: Zhejiang University Press. *[In Chinese]*
- Zhou, S., & Shen, B. (2009). Dramatic elements in television news and their implications for sensationalism. In J. Z. Edmondson (Ed.) *EuroAmerican Communication and the Establishment of Non-EuroAmerican-Centric Communication* (pp. 181-197). Hangzhou, P. R. China: Zhejiang University Press. *[In Chinese]*
- Reichert, T. & Zhou, S. (2008). Consumer responses to sexual magazine covers on a men's magazine. In T. Reichert (Ed.), *Investigating the use of sex in media promotion and advertising* (pp. 127-136). Binghamton, NY: Haworth Press.
- Ye, Y. & Zhou, S. (2008). Is it the content or the person? An examination of sex appeal in promos and sexual self-schema. In T. Reichert (Ed.), *Investigating the use of sex in media promotion and advertising* (pp. 156-168). Binghamton, NY: Haworth Press.
- Zhou, S., Pan, C., & Zhong, X. (2008). Effects of rationality and story attributes on SARS perception. In J. Powers & X. Xiao (Eds.), *The Social Construction of SARS: Studies of a Heath Communication Crisis* (pp. 223-240). Amsterdam: John Benjamins Publishing Company.
- Zhou, S. (2008). China: Media System. In W. Donsbach (Ed.), *The International Encyclopedia of Communication* (pp. 460-466). Malden, MA: Blackwell Publishing.

- Zhou, S., Ye, Y., & Xu, J. (2007). Effects of cultural congruent visuals on affect, perception and purchase intention. In F. Blumberg (Ed.), *When East meets West: Media research and practice in US and China* (pp. 117-130), New Castle, UK: Cambridge Scholars Press.
- Zhou, S., Ye, Y., & Xu, J. (2007). Advances in television and radio research. In S. Lu and J. Hong (Eds.), *Mass Communication* (pp. 250-276). Beijing: China Renmin University Press. *[In Chinese]*
- Zhou, S. & Grabe, M. E. (2006). The creation of drama in broadcast news: Challenges for Asian journalists. In X. Hao & S. K. Datta-Ray (Eds.). *Issues and Challenges in Asian Journalism* (pp. 133-150). Singapore: Marshall Cavendish Academic.
- Grabe, M. E., Zhou, S., & Barnett, B. (2006). Explicating sensationalism in television news: Content and the bells and whistles of form. In D. McQuail (Ed.) *Benchmarks in Communication: Mass Communication*. Sage. (Reprint)
- Zhou, S. & Xu, J. (2006). Roll tide roll: Keep up the tradition and culture. In X. Zhong & S. Zhou (Eds). *Continuity and change: Perspectives on journalism and mass communication education* (p. 3-8). Beijing: Communication University of China Press. *[In Chinese]*
- Zhou, S. & Ye, Y. (2006). Focusing on the African American experience. In X. Zhong & S. Zhou (Eds). *Continuity and change: Perspectives on journalism and mass communication education* (pp. 67-74). Beijing: Communication University of China Press. *[In Chinese]*
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