

**THE 2009 PEKING UNIVERSITY INTERNATIONAL ADVANCED FORUM  
ON RHETORICAL COMMUNICATION, BEIJING, CHINA**

**December 1, 2008**

In order to promote the teaching and research on rhetoric and communication, strengthen academic exchange and co-operation among scholars of rhetoric, communication and other neighboring disciplines, the International Advanced Forum on Rhetorical Communication will be held at Peking University in Beijing, China on June 7, 2009. The forum will bring together international well-known scholars from China, America, France, South Africa, Korea, Japan, and other countries. The information of the main items of the forum is as follows:

1. Name of the Forum: **THE 2009 PEKING UNIVERSITY INTERNATIONAL ADVANCED FORUM ON RHETORICAL COMMUNICATION**

2. Sponsor: School of Journalism and Communication, Peking University

3. Date: June 7, 2009

4. Brief Program of the Forum:

June 6 Registration

June 7 Seminar

5. Themes of the Forum

The forum calls for papers that focus on the theory and practice of rhetoric communication. The forum main theme is “Multi-culture and Interdisciplinary Perspectives in the Studies of Rhetoric and Communication”.

The sub-themes are respectively:

1) The Rhetoric Tradition in Multi-culture: Rhetoric Research in Each Country;

2) New Development in International Rhetoric Studies;

3) Interdisciplinary Perspectives in Rhetoric Studies: Theory and Application Research on Rhetoric and Journalism, Communication, Linguistics, Literature, Philosophy, Ethics, etc.;

4) Research on Journalism Rhetoric, Advertising Rhetoric, Internet Rhetoric as well as New Media Rhetoric;

5) Other aspects of Rhetoric Communication Research.

6. Official Languages of the Forum: Chinese, English, etc.

7. Dates for Submitting Abstracts and Full-text Papers:

The dead-line for abstracts in Chinese (300 characters maximum) or English (350 words maximum) is February 28, 2009. The dead-line for full-text papers is April 30, 2009. Please send the abstracts and full-text papers to [rhetoric2008@163.com](mailto:rhetoric2008@163.com) by the deadline. The formal notification will be sent before 20 March, 2009.

There's no registration fee for the meeting and no arrangement for station picking-up and seeing-off sections in this forum. The accommodation fee and the allowance for this business trip will be burdened by participants themselves or be

reimbursed by participants' organizations. Other items about the forum will be published in the formal notice.

The contacts of the forum:

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Looking forward to your participation!

School of Journalism & Communication

Peking University