

Chinese Academic Journals in Media Studies

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Streszczenie

Od kilku dekad sektor medialny w Chinach rozwijał się w niezwykle dynamicznie, czemu towarzyszy wzrost liczby czasopism naukowych poświęconych problematyce dziennikarstwa, mediów i komunikowania. Zgodnie z danymi publikowanymi przez China National Knowledge Infrastructure (CNKI), w ramach dyscypliny 'dziennikarstwo i komunikacja' ukazuje się kilkadziesiąt czasopism, a 26 z nich wchodzi w skład Chińskiego Indeksu Cytowań Naukowych w Naukach Społecznych (CSCSI). Autorka artykułu prezentuje kryteria klasyfikacji naukowych czasopism z dziedziny mediów i komunikowania, a następnie przedstawia zróżnicowane cechy czasopism medioznawczych ukazujących się obecnie w Chinach.

Słowa-klucze: medioznawcze czasopisma naukowe, Chiny, klasyfikacja

Abstract

[title]

[abstract]

Keywords: [keywords]

I. OVERVIEW OF ACADEMIC JOURNALS IN MEDIA STUDIES IN CHINA

The progression of Chinese academic journals in the field of Journalism and Communication presents a somewhat intricate narrative. In 1919, the Beijing University Journalism Research Society launched 《新闻周刊》 — China's first journalism academic journal. During the 1930s, journalism academic journals thrived, with over 20 publications. These journals primarily relied on Western journalism theories to address Chinese journalism challenges. Amidst the War of Resistance against Japan, China consciously began developing its indigenous journalism studies, moving away from Western models. However, at the same time the war posed challenges to journalism academic journal publication (Chen, 2020). By 1949, 43 such journals had been published. Following the founding of the People's Republic of China, journalism and communication specialty journals became important indicators of industry development and academic discipline construction (Wang, 2021). Since the initiation of Reform and Opening-up in 1978, the dynamic development of the media sector has gained rapid momentum, thus these journals have expanded significantly in the context of self-regulation, the pursuit of innovation, and socio-cultural influence.

Based on statistical data provided by the National Press and Publication Administration, in 2021, the total number of journals in China reached 10,185¹. In a similar timeframe, according to the latest data provided by the largest Chinese platform integrating scientific publications, namely the China National Knowledge Infrastructure (abbreviated as CNKI)², by the year 2023, this platform had gathered 8,510 Chinese academic journals. Among these, over 1,970 fall under the category of

¹ 2021年全国新闻出版业基本情况, [Basic Situation of the National Press and Publication Industry] (2023, Sep.). 国家新闻总署[National News General publications administration]. Retrieved from: <https://www.nppa.gov.cn/xxgk/fdzdgknr/tjxx/202305/P020230530666964143612.pdf>.

² This is a versatile scientific database platform, including various types of scholarly publications like academic journals, master's and doctoral theses, and conference papers. In March 1999, China National Knowledge Infrastructure (CNKI) was launched with strong support and collaboration from the national academic, educational, publishing, and library sectors.

“Beijing University Chinese Core Journal Catalogue³” (abbreviated as PKU⁴). In quantitative terms, academic journals have a significant impact on the overall academic landscape.

Within academic journal classifications, media-related scientific publications form a specialized domain. As of CNKI’s 2023 classification, there are 98 academic journals in two main categories: Journalism and Communication (70 titles) and Publishing (28 titles). Of these, 24 belong to the prestigious PKU category, with 13 in Journalism and Communication and 11 in Publishing. Apart from PKU, another widely acknowledged and authoritative standard for assessing academic journals is CSSCI (Chinese Social Sciences Citation Index)⁵. In April 2021, CSSCI unveiled its list of source and extended journals for 2021-2022, which featured 17 journals in journalism and communication, including titles like 《新闻大学》, 《国际新闻界》 and 《编辑学报》. Additionally, it included 9 publications from the extended list (ECSSCI), such as 《编辑学刊》 and 《未来传播》. These 26 academic journals collectively shape the foundational development of Chinese scientific publications in media studies.

The majority of these 26 journals emerged during the rapid development of the media industry in the 1980s and 1990s, following the period of Reforms and Opening-

³ 中国学术期刊（网络版）[China Academic Journals (Online Edition)] (2023, Sep.). Retrieved from: <https://kns.cnki.net/kns8?dbcode=CFLQ>.

⁴ This is an academic classification developed by Beijing University Library in collaboration with numerous academic authorities. Based on indicators such as citation coefficient, transformation coefficient, and abstract coefficient, libraries at several universities determine which journals qualify for the “core” category. These criteria have gained broad recognition in the academic community. In terms of academic impact, this is one of the more prestigious levels in its category. It is one of the most authoritative impact classifications, alongside the Chinese Social Sciences Citation Index (CSSCI) and the Chinese Science Citation Database (CSCD).

⁵ It undergoes biennial evaluation by Nankai University’s Center for Scientific Evaluation of Social Sciences. This involves analyzing citation metrics for academic journals in humanities and social sciences that publish at most bimonthly and lack multiple editions of a single issue. One aspect of this evaluation is the extended list of source journals within CSSCI, indicating a lower academic ranking. CSSCI databases have been widely adopted by many domestic and international universities and research institutes, exerting a substantial impact on China’s academic and publishing domains.

up. They are predominantly published in Shanghai and Beijing, accounting for a combined 69% of the total share. The remaining titles are distributed among major provincial capital cities, such as Wuhan, Chengdu, and Zhengzhou. In terms of publication frequency, monthly journals are the most common, although there are also bimonthly and semimonthly publications.

Out of these 26 journals, 20 of them have a composite impact factor exceeding 1, making up 80.7% of the total. Notably, 《国际新闻界》 achieved the highest total citations in 2021, with 7698, and boasted the highest composite impact factor at 5.314. Additionally, journals with composite impact factors exceeding 3.5 include 《新闻与传播研究》《新闻记者》, 《新闻界》, 《新闻大学》 and 《现代传播》. This value is considered moderate in the humanities ranking, as some disciplines have composite impact factors exceeding 10. Therefore, there is room for improvement in the overall academic impact of journalism and communication. Since the elevation of Communication and Journalism Studies to a first-level discipline in 1998, despite the continuous expansion of subfields and the steady growth of the academic community, the discipline has yet to achieve a significant qualitative breakthrough in terms of academic influence (Qu & Du, 2016).

II. CLASSIFICATION OF ACADEMIC JOURNALS IN MEDIA STUDIES IN CHINA

In addition to the above mentioned ranking by academic impact and categorization by Journalism and Communication and Editorial, there are also a number of other ways of categorization. For instance, depending on the organizing entities, Chinese media studies journals can generally be categorized into three main types (Gao, X., & Dai, S., 2022). The first type comprises academic journals organized by research institutes specializing in media studies (46% share), such as 《新闻与传播研究》 organized by the Journalism and Communication Institute of the Chinese Academy of Social Sciences. The second type includes journals organized by industry

associations related to the media sector (34% share), such as 《编辑学刊》 organized by the Editors Association in Shanghai. The third type consists of journals organized by media institutions (50% share), making up the largest portion of this segment, such as 《电视研究》 organized by China Central Television and Radio. Active participation from various institutions has contributed to the dynamic development of Chinese academic journals in the field of media.

It is noteworthy that the affiliations of the authors in academic journal papers within the field of journalism and communication exhibit a notable concentration. A study conducted between 2011 and 2015, focusing on six selected journals within CSSCI, revealed some noteworthy findings. In a striking 88% of cases, the primary authors were affiliated with universities, while 9% came from non-university organizations. An additional 3% had unspecified institutional affiliations. These findings emphasize the enduring dominance of universities as the primary contributors to high-quality academic papers, despite the fact that more than half of the total publications in the field are sponsored by media organizations.

III. SELECTION PREFERENCES OF CHINESE ACADEMIC JOURNALS IN MEDIA STUDIES

In the past decade, these 17 journals in the field of Journalism and Communication primarily feature articles in the following categories: Media Studies and Journalism, New Media and Media Convergence, History of Journalism and Communication, Media and Society/Media and Culture, Journalism Practice, International Communication, Advertising and Book Reviews, Cutting-edge Theory, Chinese-style Journalism, Marxist Views on Journalism, Radio and Television, Media Economy as well as various subfields related to communication, such as Intercultural Communication, Cultural Communication, International Communication, Online Communication, Health Communication, Intelligent Communication, and Art Communication.

It's evident that Communication Studies, History of Journalism, and Media Analysis make up the largest proportion. While there is some overlap in certain categories, each journal has gradually developed its unique characteristics. For example, 《新闻与传播评论》 features special topics like Historical Studies in European and American History, Mediatized Society and Metaverse, Chinese Traditional Culture Studies, Chinese and Foreign Language and Literature, and Literary Theory Research, all of which contribute to the foundation of cultural communication. 《电视研究》 includes sections such as Journey through Documentaries, World of Television Dramas, Forum with Program Directors, and more. 《国际新闻界》 offers columns for the relatively popular research areas, such as Collective Memory, Health Communication and Audience Studies.

A notable deficiency within these journals lies in their predominant emphasis on macro-level examinations of emerging issues, phenomena, and contemporary media landscapes. Insufficient scholarly attention is devoted to academic reviews and book critique segments, and when such sections are present, they tend to manifest as promotional-book reviews. These segments predominantly serve promotional functions for literary works rather than engaging in rigorous critical assessment (Sun, 2008).

Having conducted an analysis of the primary column structure in these nine academic journals specializing in the field of publishing, it becomes evident that they encompass a wide array of subject areas. These include **editorial practices, publishing endeavors**, which extend to facets such as publishing culture, digital publishing, copyright, and the study of publishing history. Furthermore, these journals cover topics such as the **art of launching publications, journal studies, talent development, selection of peer-review comments, and industry observations**. This comprehensive scope reflects the journals' multifaceted, practical, and academically oriented nature. In general, the column structures of academic journals in the field of publishing tend to be relatively standardized. However, some journals have introduced innovative

column arrangements. For instance, the Journal of Editing has pioneered sections like “Editorial Anecdotes” and “Ask the Experts”, aiming to enhance the interactivity and appeal of the journal. Their core objective is to serve as a valuable source of information and resources across a spectrum of publishing-related domains. These resources cater to the needs of editors, publishing professionals, scholars, and students alike. Moreover, these journals prioritize academic research, theoretical exploration, and the cultivation of the upcoming generation of publishing professionals.

Emerging Research Themes in Selected Chinese Academic Journals in Media Studies

NO.	keywords	Literature Quantities	NO.	keywords	Literature Quantities
1	Social Media	258	31	Health Communication	35
2	New Media	233	32	Communication	34
3	Media Convergence	164	33	Opinion	32
4	Microblogging	121	34	Digital Journalism	31
5	International Communication	112	35	Digital Journalism	31
6	Big Data	108	36	Journalism Communication	28
7	Internet	96	37	Journalism Education	27
8	Political Communication	80	38	Journalism Innovation	26
9	Intercultural Communication	71	39	Materiality	25
10	Documentary	65	40	Constructive Journalism	24
11	WeChat	59	41	Impact Factors	13
12	National Image	54	42	Journalism	12
13	Artificial Intelligence	52	43	Data Journalism Innovation	12
14	Mediatization	50	44	Collective Memory	11
15	News Production	48	45	Public Domain	11
16	Short Video	45	46	New Mainstream Media	11
17	Media Literacy	42	47	Post-Truth	11
18	Marxist View of Journalism	41	48	Transformation	10
19	Communication	41	49	Short Video Platforms	10
20	Drama	38	50	News practitioners	10
21	News Industry	35	51	Internet Governance	9
22	Chinese Film	34	52	Knowledge Journalism	9

23	Ideology	32	53	Agenda Setting	9
24	Self-media	31	54	Media Use	9
25	News Professionalism	31	55	Short Video Cloning	8
26	Communication Effectiveness	28	56	Social Media	8
27	Media	27	57	Marx	8
28	Social Media Advertising	26	58	Content Analysis	8
29	Media Arts	25	59	Communist Party of China	8
30	Marxist View of Journalism	24	60		

Taking six academic journals in the field of media studies with a composite impact factor of over 3 as an example, an analysis of the distribution of keywords in the literature over the past decade reveals some trends and conclusions in Chinese media academic journals during this period:

1. **Focus on New Media and Social Media:** The prevalence of keywords related to new media, social media, microblogging, short videos, and self-media indicates a significant emphasis on the study of these topics. This reflects the growing importance of new and social media in China's media landscape, highlighting their role in information dissemination and social interaction.
2. **Emphasis on Media Convergence and Digitalization:** Keywords related to media convergence, digitalization, and digital news highlight the ongoing trend of traditional and new media integration. Researchers are paying attention to how digital technologies are transforming media production and distribution.
3. **National Public Opinion Governance (NPG):** Keywords such as international communication, political communication, cross-cultural communication, and health communication demonstrate an interest in global and political aspects of communication. This may be indicative of China's increasing engagement in international affairs and emphasis placed on media in diplomacy.
4. **National Image and Public Opinion:** The inclusion of keywords pertaining to national image and public opinion indicates a concerted focus on shaping

China's national image and managing public perceptions. This underscores the government's proactive efforts to influence media narratives and mold international perspectives.

5. **Continued Relevance of Traditional Media:** Keywords related to television and cinema imply that traditional media platforms still hold relevance despite the emergence of new media channels. This suggests that traditional media continue to play a role in China's media landscape.
6. **Ethical Concerns and Professionalism:** The inclusion of keywords like constructive journalism, Marxist journalism theory, and journalistic professionalism highlights a continued interest in media ethics and journalistic standards, especially in the face of evolving media landscapes and challenges.
7. **Emphasis on media practice:** Keywords such as Journalistic Professionalism, Journalism Education, Documentaries, News Production, News Industry, and Media Practitioners not only underscore the scholarly focus on media practices but also reflect the breadth and depth of research within the field.
8. The high frequency of terms like Materiality, Data Journalism, Collective Memory, Influential Factors, and Post-truth in media journals signifies a keen interest in emerging topics that possess a certain degree of scientific rigor.

Overall, these trends and conclusions shed light on the diverse and dynamic landscape of Chinese media academia, showcasing both continuity and adaptation in response to evolving technological, societal, and political developments.

Emerging Research Themes in Selected publishing-related Chinese Academic Journals

NO.	keywords	Literature Quantities	NO.	keywords	Literature Quantities
1	Scientific Journal	1315	25	English Science and Technology Journals	40
2	Academic Journals	527	26	References	40
3	Digital Publishing	275	27	Editors of scientific and technical journals	38
4	Editorial	213	28	Physical bookstores	36
5	New Media	182	29	Editorial Processing	35
6	Medical Journals	172	30	Scientific and academic journals	35
7	WeChat	171	31	Reviewers	35
8	Media Convergence	167	32	Academic Quality	34
9	Academic Misconduct	148	33	Chinese Science and Technology Journals	32
10	Peer Review	119	34	Dissemination	28
11	Publication	98	35	Data News	26
12	Young Editors	91	36	Digitization	25
13	Journal Evaluation	86	37	Artificial Intelligence	25
14	Influence	81	38	Traditional Media	22
15	Higher Education Journal	77	39	News Production	18
16	Impact Factor	75	40	Short Video News	17
17	Scientific and Technical Papers	74	41	Copyright	17
18	Publishing	73	42	Book Publishing	17
19	Big Data	63	43	Publishing Companies	16
20	Open Access	52	44	Knowledge Services	14
21	Academic Influence	50	45	Going Global	13
22	Citation Frequency	47	46	Publishing Industry	13
23	International Influence	46	47	Online Literature	12
24	Media Integration	41	48	E-books	12

By analyzing the distribution of keywords in the literature of four publishing-related academic journals with a composite impact factor exceeding 2 over the past decade, we can draw several conclusions:

1. **Digitalization and New Media:** Keywords such as new media, wechat public accounts, media convergence, big data, data news, online literature, e-books, digital publishing and artificial intelligence reflect a wide-ranging interest in digital media and emerging technologies. This suggests that digitalization has had a significant impact on the publishing industry, especially in the fields of journalism and media.
2. **Journal Evaluation and Impact:** Keywords like journal evaluation, impact factor, academic influence, international impact, references and citation frequency indicate the journals' concerns regarding journal quality assessment and academic influence. These journals may focus on evaluating the quality of journals, analyzing journals' contributions to academic fields, exploring their positions in international academic exchanges etc.
3. **Academic Integrity and Peer Review:** Keywords such as academic integrity, academic misconduct, peer review, review experts, academic quality, and copyright emphasize the importance of academic ethics and peer review in academic publishing. The journals are dedicated to upholding academic standards and integrity.
4. **Medical Journals and Academic Journals** The presence of medical journals, higher education journal, English science and technology journals and academic journals among keywords highlights the specific focus on these domains, reflecting their significance in the academic publishing landscape.
5. **Editors and Publishing Industry:** Keywords like young editors, technology journal editors, publishing companies, publishing industry, and book publishing underscore the importance of editors, publishers, and the publishing industry. This suggests that the journals are attentive to the development of the publishing industry and the cultivation of editorial talent.
6. **Traditional Media:** The keyword traditional media and Brick-and-mortar Booksellers indicate that, despite the growth of digital media, traditional media

still hold a prominent position in the publishing field. It also suggests an interest in examining how traditional media channels, such as print newspapers, magazines, and physical bookstores, persist and adapt in the face of technological advancements and digital transformations.

In essence, these conclusions provide insights into the evolving landscape of academic publishing, reflecting the intersection of digitalization, academic integrity, industry dynamics, and the enduring relevance of traditional media. These trends provide valuable insights and guidance for academic research and the publishing industry's development.

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Annex

26 media studies academic journals under the CSSCI (2021-2022)

Number	Title	Date	Organizers	Publication Venue	Publishing Cycle	Composite Impact Factor And Number of Citations (2021)
1. CSSCI/ PKU	国际新闻界 Chinese Journal of Journalism & Communication	1961	Renmin University of China	Beijing	Monthly	5.314 7698
http://cjjc.ruc.edu.cn/ gjxwj@ruc.edu.cn						
2. CSSCI/ PKU	新闻与传播研究 Journalism & Communication	1979	Journalism Institute, Chinese Academy of Social Sciences	Beijing	Monthly	4.214 5490
http://www.xwycbyj.org submit-jc@163.com						
3. CSSCI/ PKU	新闻记者 Shanghai Journalism Review	1983	Shanghai Newspaper Group Shanghai Academy of Social Sciences	Szanghaj	Monthly	3.64 3590
http://www.xinwenjizhe.cn/ xwjz@sumg.com.cn						
4. CSSCI/ PKU	新闻界 Journalism and Mass Communication	1985	Sichuan daily newspaper group	Chengdu, prowincja Syczuan	Monthly	3.843 4263
http://www.ixinwenjie.com xinwenjie66@163.com						
5. CSSCI/ PKU	新闻大学 Journalism Research	1981	Fudan University	Szanghaj	Monthly	3.19 3724
http://www.xwxy.fudan.edu.cn/node2/fdxwxy/n1339/n1340/n1345/n1381/index.html xwdx@fudan.edu.cn						
6. CSSCI/ PKU	现代传播 Modern Communication	1979	Communication University of China	Beijing	Monthly	3.261 10484
https://periodical.cuc.edu.cn journalcuc@163.com						
7. CSSCI/ PKU	新闻与写作 News and Writing	1984	Beijing Daily Group	Beijing	Monthly	2.931 3929

http://xwyxz.llyj.net/ xwyxz@bjd.com.cn						
8. CSCCI/ PKU	当代传播 Contemporary Communication	1985	Xinjiang Daily Xinjiang Journalists Association	9. Ur umczi Autonomi czny Region Ujgurski Xinjiang	Monthly	2.313 4041
http://www.dangdaicb.cn/ ddcb@xjdaily.com						
10. CSCCI/ PKU	电视研究 TV Research	1985	China Media Group	Beijing	Monthly	0.614 1751
http://www.tvyanjiuzz.cn/ dshyjiu@163.com						
11. CSCCI/ PKU	中国科技期刊研究 Chinese Journal of Scientific and Technical Periodicals	1990	Editorial Research Society of Natural Science Journals;; Documentation and Intelligence Center, Chinese Academy of Sciences	Beijing	Bimonthl y	2.747 3486
https://www.cjstp.cn/CN/home cjstp@mail.las.ac.cn						
12. CSCCI/ PKU	编辑学报 Acta Editologica	1989	China Editology Society of Science Periodicals	Beijing	Bimonthl y	2 2548
http://bjxb.cessp.org.cn/ch/index.aspx bjxb_bj@163.com						
13. CSCCI/ PKU	出版科学 Publishing Journal	1993	Hubei Editorial Society; Wuhan University	Wuhan, prowincji Hubei	Bimonthl y	2 1484
http://cbkx.whu.edu.cn/CN/volumn/current.shtml cbkxjb@126.com						
14. CSCCI/ PKU	编辑之友 Editorial Friend	1981	Shanxi Publishing & Media Group Co.	Taiyuan, prowincji Shanxi	Monthly	2.119 3253
https://bjzy.sxpmg.com/ bianjizhiyou@126.com						
15. CSCCI/ PKU	中国编辑 Chinese Editors Journal	2003	China Redactological Society; Higher Education Press Ltd.	Beijing	Monthly	1.851 1720

zgbj@vip.sina.com						
16. CSCCI/ PKU	科技与出版 Science- Technology & Publication	1982	Tsinghua University Press Co., Ltd	Beijing	Monthly	1.668 2902
http://kjycb.tsinghuajournals.com kjycb@tup.tsinghua.edu.cn						
17. CSCCI/ PKU	出版发行研究 Publishing Research	1985	Chinese Academy of Press and Publication	Beijing	Monthly	1.687 2968
http://www.cbfxyjzz.cn cbfx001@163.com						
18. CSCCI/ PKU	中国出版 China Publishing Journal	2003	China Press and Publication Media Group	Beijing	Monthly	1.706 3960
https://zgcb.chinaxwcb.com/site-3/ zgcb@vip.sina.com						
19. ECSSCI /PKU	中国广播电视学刊 China Radio & TV Academic Journal	1987	China Federation of Radio and Television Associations	Beijing	Monthly	0.448 1911
gdxk3458@163.com						
20. ECSSCI /PKU	新闻爱好者 Journalism Lover	1986	Henan Daily Newspaper Group	Zhengzho u, Henan	Monthly	1.307 3124
http://www.xwahz.com xwahz@sina.com						
21. ECSSCI /PKU	传媒 Media	1999	Chinese Academy of Press and Publication	Beijing	Fortnightl y	1.114 3514
xinchuanmei@vip.163.com						
22. ECSSCI /PKU	编辑学刊 Editors Monthly	1984	Shanghai Society of Editors; Shanghai Century Publishing Group	Szanghai	Bimonthl y	0.64 784
bianjixuekan@163.com						
23. ECSSCI	全球传媒学刊 Global Journal of Media Studies	2014	Tsinghua University	Beijing	Bimonthl y	2.782 486
http://qqcm.cbpt.cnki.net gmj2014@tsinghua.edu.cn						
24. ECSSCI	新闻与传播评论 Journalism & Communication Review	1930	Wuhan University	Wuhan, Prowincja Hubei	Bimonthl y	2.281 2192

http://xwcbpl.whu.edu.cn xwycbpl@163.com						
25. ECSSCI	传媒观察 Media Observer	1984	Xinhua News Media Group	Nanjing, prowincja Jiangsu	Monthly	1.031 1022
https://cmgc.cbpt.cnki.net cmgc@xhby.net						
26. ECSSCI	未来传播 Future Communication	1994	Zhejiang University of Media and Communications	Hangzho u Prowincji Zhejiang	Bimonthl y	0.542 718
https://zjcmxyxb.paperopen.com zjcmxb@163.com						
27. ECSSCI	新闻春秋 Journalism Evolution	2012	Renmin University of Chin	Beijing	Bimonthl y	0.474 202
http://xwcq.zlzx.org xinwenchunqiu@163.com						

Own work based on the classification of journals in the database CNKI

<https://navi.cnki.net/knavi/journals/index?uniplatform=NZKPT&language=chs#>

and journal catalogue within the CSSCI (2021-2022)

<https://cssrac.nju.edu.cn/gywm/zxj/index.html>