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The *Asian Journal of Communication* (AJC) is a refereed international publication that has been providing a venue for high-quality communication scholarship for more than 16 years. It focuses on the systems and processes of communication in the Asia-Pacific region and among Asian communities around the world. The Journal provides a voice to communication issues from the Asian perspective and brings to its readers the latest, broadest and most important findings in the field of Asian communication studies.

The *AJC* publishes articles that report empirical studies, develop communication theory, and enhance research methodology. It follows a rigorous procedure of double-anonymous peer review to maintain its high standard of scholarship.

The *AJC* was founded in 1990 by Eddie C. Y. Kuo and the late Anura Goonasekera as a scholarly journal of the Asian Media and Information and Communication Centre (AMIC) in conjunction with the School of Communication and Information at Nanyang Technological University (SCI/NTU), Singapore. The journal is proud of its contribution in developing and promoting Asian communication research. Significantly, the journal has maintained a track record of keeping to its publication schedule throughout the 16 years of its publication.

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