Global Media Worlds and China

International Conference at Ekonomikum in Uppsala

October 6-7, 2011

Uppsala University in collaboration with MLeague and Communication University of China

www.im.uu.se
Global Media Worlds and China

International conference organized by Uppsala University, MLeague and Communication University of China at Uppsala University October 6-7.

Program Thursday October 6

8.00-9.00  Registration
Entrance hall Ekonomikum

9.00-9.30  Opening ceremony
Room: Lecture hall 2
Lena Rydholm, Göran Svensson, Hu Zhengrong, Luo Qing

9.30-12.00  Panel 1: Soft power and Chinese media
Room: Lecture hall 2
Chair: Prof Christian Fuchs

9.30-10.10  Prof. Zhao Yuezhi
*China’s Quest for “Soft Power”: Imperatives, Impediments and Irreconcilable Tensions?*

10.10-10.25  Coffee break

10.25-11.05  Prof. Susan Brownell
“*Brand China* in Political and Cultural Context: Challenges of Human Rights, Tibet, and the Uighurs for China’s Soft Power Initiative”

11.05-11.45  Prof. Hu Zhengrong
*Media Studies: Chinese Issues and Model?*

11.45-12.00  Concluding remarks and discussion
Prof. Christian Fuchs

12.00-13.30  Lunch

13.30-16.30  Parallel sessions 1
(see detailed plan for each session page 4-5)

17.00  Visit to Museum Gustavianum and University Hall building

18.00  Welcome reception
Deputy Vice-Chancellor Kerstin Sahlin, Uppsala University

18.30  Dinner at a local restaurant
Program Friday October 7

9.00-12.00  Parallel sessions 2
(see detailed plan for each session page 6-7)

12.00-13.30  Lunch

13.30-15.00  Panel 2: Media and social change
Room: Lecture hall 1
Chair: Prof. Hu Zhengrong

13.30-14.00  1. Dorothy Kidd/Caterina Fugazzola
Contentious Politics, ICTs and Workers’ Autonomous Communications: A comparison of youth organizing in China and South Korea
Discussant: Zhao Yuezhi

14.00-14.30  2. Marguerite Moritz
Jasmine Revolution: Journalists, Public Expression and China after Tunisia
Discussant: Zhao Yuezhi

14.30-15.00  Discussion

15.00-15.30  Coffee break

15.30-16.30  Panel 3: Global media studies
Room: Lecture hall 1
Chair: Prof. Christian Christensen

15.30-16.10  Prof. Daya Thussu
De-Americanizing Media Studies and the rise of 'Chindia'

16.10-16.30  Concluding remarks and discussion
Prof. Christian Christensen

17.30  Banquet dinner at Gotlands nation
Parallel sessions

Track A: China entering global media worlds – soft power, public diplomacy and international news
Track B: Media worlds of China – genres reforming, challenges of globalization
Track C: Digital Media worlds of China – Internet, social media and digital media

Parallel sessions October 6

Parallel session 1A. Room: Lecture hall 1
Chair: Göran Svensson

13.30-14.00 1. Françoise Papa
*Revisiting history to build a new future? The Olympic Communications in France*
Discussant: Emily T. Metzgar

14.00-14.30 2. Emily T. Metzgar
*Favourable Frames & Prevailing Norms? The Paradox of China’s Soft Power Campaign*
Discussant: Françoise Papa

14.30-15.00 3. Zhang Zhihua
*Speaks To Whom? The voice of China in a new global political and economic structure*
Discussant: Li Mingsheng

15.00-15.30 Coffee break

15.30-16.00 4. Li Mingsheng
*Chinese Media Going International: Issues of Perception and Credibility*
Discussant: Zhang Zhihua

16.00-16.30 5. Lena Rydholm
*The image of China in Sweden in the 18th century and the Swedish Freedom of the Press Act of 1766*
Discussant: Göran Svensson

Parallel session 1B. Room: B105
Chair: Christian Christensen

13.30-14.00 1. Marina Svensson
*Investigative journalists as an interpretive community in China*
Discussant: Laura Dombernowsky

14.00-14.30 2. Beate Josephi
*Follow the Huai River: Investigative Environmental Reporting with Chinese Characteristics*
Discussant: Marina Svensson

14.30-15.00 3. Laura Dombernowsky
*Shaping Standards of Good News-making in China*
Discussant: Beate Josephi
15.00-15.30 Coffee break

15.30-16.00 4. Hart Cohen  
The Mirror Cracks: Reviving the Observational Documentary in Lixin Fan’s Last Train Home  
Discussant: Chi Mei-Chiung

16.00-16.30 5. Chi Mei-Chiung  
The Cultural Image in Chinese TV Commercials under Globalization: Comparison of Cultural Values among Asia Award-Winning Commercials from China, Hong Kong & Taiwan  
Discussant: Hart Cohen

Parallel session 1C. Room: A114  
Chair: Luo Qing

13.30-14.00 1. Tian Zhihui  
User-Created Content in China - What the user has created?  
Discussant: Christian Fuchs

14.00-14.30 2. Liu Jun  
Guanxi and Mobile Social Network in China  
Discussant: Xu Guiquan

14.30-15.00 3. Xu Guiquan  
The Identity of New Media Audience: A Discourse-Theoretical Analysis of Audience Studies in China Mainland (2000-2010)  
Discussant: Liu Jun

15.00-15.30 Coffee break
Parallel sessions October 7

Parallel session 2A. Room: Lecture hall 2
Chair: Lena Rydholm

9.00-9.30  1. Luo Qing
Encoding and Decoding. Attitudes towards China before and after the Mega Media Event: The Beijing Olympic Games
Discussant: Zeng Guohua

9.30-10.00 2. Zeng Guohua
The Janus-faced China: How is the Opening Ceremony of the Beijing Olympics Presented on Western Screens?
Discussant: Luo Qing

10.00-10.30 Coffee break

10.30-11.00 3. Roy Panagiotopoulou
The Impact of Global Media on China’s International Image
Discussant: Daniel Madrid Morales

11.00-11.30 4. Daniel Madrid Morales
China’s International Broadcasting and the Spanish speaking world
Discussant: Roy Panagiotopoulou

11.30-12.00 5. Göran Svensson
Global mediation of China and the Shanghai World Expo 2010 – the event in Swedish media
Discussant: Lena Rydholm

Parallel session 2B. Room: A156
Chair: Christian Christensen

9.00-9.30  1. Wu Yanxiong
Human resource challenge of Chinese media going international and global
Discussant: Adrian Hadland

9.30-10.00 2. Wang Sixin
Are you Ready - Article 19 of the ICCPR and the Media Freedom in China
Discussant: Marina Svensson

10.00-10.30 Coffee break

10.30-11.00 3. Adrian Hadland
The “Paradox of Commercialization” and its impact on media-state relations in China and South Africa
Discussant: Christian Christensen

11.00-12.00 Open
### Parallel session 2C. Rom: B139
Chair: Susan Brownell

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<tr>
<th>Time</th>
<th>Speaker</th>
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<tr>
<td>9.00-9.30</td>
<td>Yu Haiqing</td>
<td>Micro-Media, Micro-Philanthropy and Micro Citizenship in China</td>
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<td>Discussant: Dorothy Kidd</td>
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<td>9.30-10.00</td>
<td>Chen Yen-ling</td>
<td>Study on Media Features and Message Content of Interactive Advertising: Creative Works in Media Category of Asia Advertising Award as Examples</td>
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<td>10.00-10.30</td>
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<td>10.30-11.00</td>
<td>Angela Chang</td>
<td>Understanding Online Emotional Languages and Affection Icons from Encoding and Decoding Perspectives</td>
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<td>11.00-11.30</td>
<td>Zheng Liang</td>
<td>In the eye of the Dragon: How China Perceives its Uyghur Population</td>
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<td>Discussant: Marguerite Moritz</td>
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Explanations to the numbers on the map

1. Uppsala Travel Centre, where airport busses arrive
2. First Hotel Linné, Skolgatan 45, 10 min walk to Ekonomikum
3. Scandic Hotel Uplandia, Dragarbrunngatan 32
4. Ekonomikum, (Centre of Economic Sciences) Kyrkogårdsgratan 10, where the conference take place and lunches are served
5. Museum Gustavianum, Akademigatan 3
6. Uppsala University Hall
7. Restaurant Ciao Victoria, Drottninggatan 12, this is where we eat our Buffé dinner on Thursday evening
8. Gotlands Student Nation, Klostergatan, where the Friday Banquet Dinner takes place, outdoor candles (torch lights) will lead the way