

Course Title: Chinese Media Studies

Description:

This course will address current issues and controversies in the rapidly changing Chinese media and communication environment. Combining political, economic and cultural approaches, the course is designed to provide students with necessary knowledge of the history, development, organizations, operations and management of Chinese media. The course will cover a broad range of topics regarding Chinese media and communication, including: the historical emergence and contemporary development of Chinese media system, journalistic reforms, communication technologies and social transformation, global media flows, and the debate over media system and its relationship to broader political, economic changes, etc.

Students are expected to attend every class, participate in discussions, do presentations, write an essay and attend the final exam. At the end of the semester, upon completing all the requirements, successful students will typically be able to:

- 1) Understand the history, development, organizations and operations of Chinese media and mass communications
- 2) Outline and explain the major issues in contemporary Chinese media
- 3) Analyze the differences and similarities in media system and culture between China and the United States
- 4) Interpret the current affairs and issues in Chinese media and communication field from the Chinese perspective

Required Readings

- Zhao, Yuezhi. (2008). *Communication in China: Political economy, power, and conflict*. New York: Rowman & Littlefield Publishers, Inc.
- Shirk, Susan L. (Ed.) (2010). *Changing Media, Changing China*. London: Oxford University Press.
- Additional readings from journal articles and edited books. (See reading list in course schedule.)

Grading

- Attendance 10%
Attendance is mandatory. Frequent absence and late attendance will lower your grade. Notify me via email if you must be late or miss class for a legitimate reason.

- Participation 15%
Lively discussions usually produce the best learning outcomes. You are expected to be active participants in this class. Please read all the assigned readings **before** class, have questions about them, and be prepared to comment on them in class.
- Presentations20%
You are required to do two presentations throughout the course. One presentation will be based on the selected class readings that you are interested in, with your own summary, comment or critique. The other can be on any topic regarding Chinese media and communication that you find new, interesting, or significant. You could conduct micro-level analysis of a news article/program, case (s) of media ethics and law, media crisis, or macro-level examination of functional role of media in the transformational society, and so on. You will sign up for presentations in the first week, and start presentation from the second week. Each presentation will last for 20 minutes and a timer will be used to stop you when time is up.
- Essay.....30%
You are required to write an essay by the end of the semester. The essay topic can be anything that is related to Chinese media and mass communication, but need to be approved by the instructor by week 6. You are welcome to discuss the topics with the instructor. The essay is due by week 12, and should be no shorter than 5 pages, double space. The essay that you submit is expected to be your own unless otherwise cited. Any type of plagiarism will be taken seriously.
- Final exam..... 25%
The final exam will be five short essay questions.

Course Schedule

Subject to change. Changes will be announced in class or by emails.

Week 1

Course introduction

History and development of Chinese media since 1949

Week 2

Chinese media system and media culture

Wu, G. (2000). One head, many mouths: Diversifying press structures in reform China. In Lee, C. C. (Ed.), *Communication Patterns and Bureaucratic Control in Cultural China* (pp. 45-67). Evanston, IL: Northwestern University Press.

Lo, V., Chan, J. M., & Pan, Z. (2005). Ethical attitudes and perceived practice: A comparative study of journalists in China, Hong Kong and Taiwan. *Asian Journal of Communication*, 15(2), 154-172.

Reconfiguring Party-State Power: Market Reforms, Communication, and Control in the Digital Age; and Securing the “Commanding Heights”: Class, Power, and the Transformation of the Party-State’s Media and Culture Sector. In the textbook: Zhao, Y. Z. (2008). *Communication in China: Political economy, power, and conflict*. New York: Rowman & Littlefield Publishers, Inc.

Week 3

Journalism Practice and Major Chinese Media Organizations

Zhang, X. L. (2006). Reading between the headlines: SARS, focus and TV current affairs programs in China. *Media, Culture, & Society*, 28(5), 715-37.

Zhong, Y. (2004). CCTV 'dialogue' = speaking plus listening: A case analysis of a prestigious CCTV talk show series Dialogue. *Media, Culture & Society*, 26(6), 821-840.

Xin, X. (2006). A developing market in news: Xinhua News Agency and Chinese newspapers. *Media, Culture & Society*, 28(1), 45-66.

Week 4

Guest Lecture

Zhaoqun (Mark) Xu, Senior reporter from *CCTV–News* (English International)

Ana Zhao, Senior reporter from *People’s Daily*

Week 5

Advertising and Public relations in contemporary China

Sinclair, J. (2008). Globalization and the advertising industry in China. *Chinese Journal of Communication*, 1(1), 77–90.

Ritchey, D. (2000). The changing face of public relations in China and Hong Kong. *Public Relations Quarterly*, 45(4), 27-32.

Chen, N., & Culbertson, H. M. (2009). Public relations in mainland China: An adolescent with growing pains. In K. Sriramesh and D. Vercic (Eds.), *The global public relations handbook: Theory, research and Practice* (pp. 175-197). New York: Routledge.

Week 6

Media reform and media commercialization

- Improvising Reform Activities: The changing reality of journalistic practice in China. In Lee, C. C. (Ed.), *Communication Patterns and Bureaucratic Control in Cultural China* (pp. 68-111). Evanston, IL: Northwestern University Press.
- Pan, Z. (2005). Media change through bounded innovations: Journalism in China's media reforms. In Romano, A. and Bromley, M. (Eds.), *Journalism and Democracy in Asia* (pp. 96-107). New York: Routledge.
- Lu, J. & Weber, I. (2007). State, power and mobile communication: A case study of China. *New Media & Society*, 9(6), 925-944.
- Paek, H. J., & Pan, Z.D. (2004). Spreading global consumerism: Effects of mass media and advertising on consumerist values in China. *Mass Communication & Society*, 7(4), 491-515.
- Chan, J. M. (2000). When capitalist and socialist television clash: The impact of Hong Kong TV on Guangzhou Residents. In Lee, C. C. (Ed.), *Communication Patterns and Bureaucratic Control in Cultural China* (pp. 245-270). Evanston, IL: Northwestern University Press.
- Zhao, Y. Z. (2000). From commercialization to conglomeration: The transformation of the Chinese press within the orbit of the party-state. *Journal of Communication*, 50(2), 3-26.

Week 7

The power of new media

- Wei, R. (2006). Lifestyles and new media: adoption and use of wireless communication technologies in China. *New Media & Society*, 8(6), 991 - 1008
- Weber, I. (2005). Digitizing the dragon: challenges facing China's broadcasting industry. *New Media & Society*, 7(6), 791-809.
- Nip, J. Y. M. (2005). Changing connections: The new media, the government and the people in China's SARS epidemic. In Romano, A. and Bromley, M. (Eds.), *Journalism and Democracy in Asia* (pp. 96-107). New York: Routledge.

Week 8

Citizen Activism Online

- Online Activism in an Age of Contention; and Civic Associations Online. In Yang, G.B (2009). *The Power of the Internet in China: Citizen Activism Online*.
- Civil rights, legal justice: Possibilities and limits of media and internet mobilization. In the textbook: Zhao, Y. Z. (2008). *Communication in China: Political economy, power, and conflict*. New York: Rowman & Littlefield Publishers, Inc.
- Yu, Y., & Zeng, F. (2010), "Digital Power: Public Participation in an Environmental Controversy," In Sujian Guo and Joel Kassiola (eds), *China's Environmental Crisis: Domestic and Global Political Impacts and Responses*. Palgrave Macmillan Publishers.

Week 9

Field trip to Sina Corporation, Tencent Inc., Youku Inc

Week 10

Media, politics, and democracy

Lee, C.C., He, Z., & Huang, Y. (2007). Party-market corporatism, clientelism, and media in Shanghai. *Harvard International Journal of Press/Politics*, 12 (3), 21-42.

Chapter 5: civil rights, legal justice: Possibilities and limits of media and internet mobilization. In the textbook: Zhao, Y. Z. (2008). *Communication in China: Political economy, power, and conflict*. New York: Rowman & Littlefield Publishers, Inc.

Yuan, W. (2010). E-democracy@China: does it work? *Chinese Journal of Communication*, 3(4), 488–503.

The Politics of Digital Contention; and the Changing Style of Contention. In Yang, G.B (2009). *The Power of the Internet in China: Citizen Activism Online*.

Best, M. L. & Wade, K. W. (2007). Democratic and Anti-Democratic Regulators of the Internet: A Framework. *The Information Society archive*, 23(5), 405-411.

MacKinnon, R. (2008). Flatter world and thicker walls? Blogs, censorship and civic discourse in China. *Public Choice*, 134, 31–46.

Esarey, A, & Xiao, Q. (2008). Political Expression in the Chinese Blogosphere: Below the Radar. *Asian Survey*, 48(5), 752-772.

Week 11

China in a globalized media environment

Dancing with wolves? Transnational capital, nationalism, and the terms of global reintegration. In the textbook: Zhao, Y. Z. (2008). *Communication in China: Political economy, power, and conflict*. New York: Rowman & Littlefield Publishers, Inc.

Lu, J. (2010). Multiple modernities and multiple proximities: McDonald and KFC in Chinese television commercials. *International Communication Gazette*, 72(7), 619-633.

Transnational Activism Online. In Yang, G.B (2009). *The Power of the Internet in China: Citizen Activism Online*.

Week 12

Final exam