**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**
- 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.

- Presentations .......................................................... 20%
  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**


Week 3

Journalism Practice and Major Chinese Media Organizations

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

Week 6

Media reform and media commercialization


**Week 7**

**The power of new media**


**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.*


Week 9
Field trip to Sina Corporation, Tencent Inc., Youku Inc

Week 10
Media, politics, and democracy


Week 11
China in a globalized media environment


Week 12
Final exam