

CHINA MEDIA CENTRE 中国传媒中心

UNIVERSITY OF
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WESTMINSTER 罍



CONTENTS

CHINA MEDIA CENTRE	3
SCHOLARSHIP	5
DIALOGUE	9
PROFESSIONAL EXCHANGES	12
OUR STAFF	18
PUBLICATIONS	20
CONTACT	24



CHINA MEDIA CENTRE

The China Media Centre is based in the Communications and Media Research Institute of the University of Westminster, the UK's leading research unit for media. It was launched in 2005 by Sun Yusheng, Vice-President of China Central Television, and Jeremy Paxman, presenter of *BBC Newsnight*.

The Centre marks the University's commitment to the understanding of China, and to extending our international research on the media. China is influential in the world, economically, politically and culturally. Its media have played an important part in the extraordinary changes that have taken place within China since 1978 and are now establishing themselves around the world as China's eyes and voice.

The University of Westminster's involvement with China goes back more than half a century. The first institution to specialise in modern spoken Chinese, we taught generations of diplomats about China while welcoming students and visiting researchers from Xinhua News Agency, China Central Television, the Peoples' Daily and other leading Chinese media.

Today the China Media Centre connects the Chinese and European media in three ways: scholarship, dialogue and professional exchanges.

We undertake research that contributes to the understanding of the world's largest media system including both team projects and individual publications, as well as a regular series of seminars, workshops, annual conferences, debates and innovative curricular development, both independently and in collaboration with other centres and departments of the University and with practitioners and scholars in China.

We offer a forum in the UK which promotes dialogue on the different media systems and networks into the information channels of the Chinese Government. We provide consultancy to leading Chinese media organisations and are contracted by European governments projecting their media in China.

Finally we are the focus for large numbers of Chinese visiting scholars, practitioners and students who are working, or will work in the world's largest media system and for whom their first experience of abroad is London and the China Media Centre.



The launch of the China Media Centre.



SCHOLARSHIP

The China Media Centre's (CMC) research is part of the international work of the University's Communication and Media Research Institute (CAMRI), rated top in its field in the UK government's Research Assessment Exercise, conducted in 2008.

Visiting Fellows come to extend their knowledge in fields such as media policy, journalism, broadcasting, new media and media management.

Our Postdoctoral Research Fellows research and publish on the creative and culture industries, the journalism profession and the 'Going-out Strategy'.

PhD candidates' topics of research

- Policy and regulation
- Investigative journalism
- Comparative news production
 - BBC World Service News and Phoenix TV
- New China News Agency
- Social media
- Children's TV programming
- Media's role in environmental knowledge
- Culture and creative industries
- Lifestyle magazines
- TV drama
- Citizen journalism.

Masters degrees

CMC is also the focus for around 70 Chinese media personnel who study a range of practical and theory MAs in media subjects at the University each year. The China Media Centre runs an MA module The Chinese Media in the Emerging World Order as part of the available syllabus.

There is a "one plus one" agreement for 'double' MA students with the Communication University of China; other undergraduate and postgraduate agreements are under negotiation.

CMC COOPERATES WITH MANY PARTS OF THE UNIVERSITY IN ORDER TO PROMOTE KNOWLEDGE OF THE CHINESE MEDIA AND ITS RELEVANCE TO THE UK



CMC conferences.

Conferences

2006 CMC Conference: Modernisation, Modernity and the Media in China, London, UK

Co-sponsored by the Annenberg School for Communication.

Over 50 papers were presented by experts on China and its media from across America, Asia, Australia, China and Europe.

The conference concluded with a round table discussion, on Communication Policymaking in China and Britain.

2007 CMC Conference: China, East Asia, Media and New Media, Brisbane, Australia

Hosted by the Australian Research Council Centre of Excellence for Creative Industries and Innovation.

Topics included: content and innovation, political economy, cultural geography, new media, advertising, and creative media, legal and regulatory issues.

2008 CMC Conference: Changes and Challenges: China's Media Today, London, UK

Keynote speaker included Wang Lei, investigative journalist from *Southern City News*.

2008 CMC Conference: Investigative Journalism Goes Global, London, UK

The first national conference on Investigative Journalism brought in some of the Anglosphere's best-known investigative journalists: John Pilger (*Freedom Next Time*), Nick Davies (*Flat Earth News*) and Stephen Grey (*Ghost Plane*). There was a seminar on Chinese investigative journalism, and a debate with Peter Osborne of the *Daily Mail*, Steven Barnett, Professor of Communications, University of Westminster (*Westminster Tales: The 21st Century Crisis*), Nick Davies, *Guardian* journalist and Peter Barron, Editor of *BBC Newsnight*.

**2009 CMC Conference,
Creativity and Innovation
in Chinese Media,
London, UK**

Topics included: joint deals between Chinese and overseas media companies, intellectual property rights and the Chinese media, adapting foreign models to Chinese conditions, planning entry into the global market, new freedoms and new constraints for Chinese media producers, Chinese media and foreign capital and the nature of cultural change in contemporary China.

**2010 CMC Conference,
China's Soft Power,
London, UK**

Professor Li Xiguang, Dean of the Communications School at Tsinghua University and Professor Ni Ping, Deputy Dean of the Communications School at Peoples' (Renmin) University, were the keynote speakers.

**2011 CMC Conference,
The Changing Landscape
of Global Communication,
Held in July at Peoples'
(Renmin) University of
China, Beijing.**

Academic seminars

At least six seminars are held each year and are open to all. Papers have been given by many different scholars, including:

- Professor Chris Berry, Goldsmiths, University of London
- Professor Stephanie Hemelryk Donald, University of Sydney
- Dr Elin Sather, University of Oslo
- Dr Cao Qing, University of Liverpool John Moores
- Jonathon Fenby, Founder, Trusted Sources
- Michael Starks, former Director, BBC Digital Switchover
- Humphrey Hawksley, BBC World Affairs Correspondent
- Professor Li Xiguang, Tsinghua University
- Xing Peiyu, State Administration of Radio and TV
- Dr He Wei, Tsinghua University
- Professor Greg Philo, University of Glasgow
- Dr Marina Svensson, University of Lund
- Serena Zuccheri, La Sapienza Rome University.

Research summer schools

Held annually at the Communication University of China (CUC), these bring University of Westminster media specialists to China to meet research students and scholars.



CMC conferences.

A blue banner with white text is hanging from a classical stone building. The text on the banner reads "UNIVERSITY WESTMINSTER". The building features large, fluted columns and arched windows. The banner is partially visible, showing the top half of the text.

UNIVERSITY
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DIALOGUE

CMC cooperates with many parts of the University to promote knowledge of the Chinese media and its relevance to the UK. Examples include:

Westminster Hearings: The China Impact

The Westminster Hearings on China's Economic Development and the UK, five conferences held at The Houses of Parliament:

- Innovation, Education, Research and Development
- Corporate Governance, Corporate Context
- Urbanisation, Consumption, Harmony
- China Power
- China Goes Global.

Wilton Park Conference

Working with China on Sustainable Growth: The Climate Change, Environment, Energy Nexus held at the Foreign and Commonwealth Office Conference Centre, Wilton Park.

The Tibet Story: Journalism Under Pressure

Following worldwide demonstrations by Chinese students against Western coverage of the Tibet issue, CMC held a public debate between journalists of the BBC, *South China Morning Post*, *People's Daily* and Xinhua News Agency, chaired by Isabel Hilton, Founder-Editor of *China Dialogue*.



Rt. Hon. Alan Johnson MP, former Secretary of State for Education and Skills, at the Westminster Hearings; Hu Shuli, Editor-in-chief of *Caixin Magazine* at the Westminster Hearings; The Tibet Story, Professor Geoffrey Petts, Vice-Chancellor, University of Westminster with Professor Hu Zhengrong and Professor Hugo de Burgh, Director of the China Media Centre at Wilton Park.

LEADING UNIVERSITY OF WESTMINSTER ACADEMICS ADDRESS CHINESE GOVERNMENT, MEDIA AND UNIVERSITY AUDIENCES THROUGHOUT THE YEAR



Seminars

11 Downing Street Seminars

Valuing China was a series of five seminars in 2006 in the home of the then Chancellor of the Exchequer, Rt. Hon. Gordon Brown MP. Run in conjunction with The Smith Institute, these were led by leading experts on China, including Dr Linda Yueh of Pembroke College, Oxford, Dr Gerard Lyons, Chief Economist at Standard Chartered Bank; Andrew Halper of Eversheds; Professor Peter Nolan of Cambridge University's Judge Institute, James Kynge of the *Financial Times* and CMC Professors Hugo de Burgh and Colin Sparks.

China Speaks to the World

A public seminar by Dr Dong Guanpeng of Tsinghua University on the Chinese Government's initiatives to improve relations with domestic and international media.

Dialogue on Tibet

Professor Li Xiguang, Visiting Professor at the Department of Journalism and Mass Communication, leading science journalist and Dean of Communications at Tsinghua, spoke at the Royal Institute of International Affairs (RIIA), chaired by the Director of CMC.

The Politics of the Chinese Media and Their Evolution

Professor Hu Zhengrong, Leverhulme Visiting Professor at the University of Westminster and Deputy President of Communication University of China Communication University of China.

China speaks to the world; Professor Li Xiguang and Professor Hugo de Burgh taking a seminar in Lhasa; the Director in Lhasa; Professor Hu regularly lectures in London for the China Media Centre.

Conferences and lectures in China

Leading University of Westminster academics including Professor Colin Sparks, Geoffrey Davies and Professor Hugo de Burgh address Chinese Government, media and university audiences throughout the year.

Opinion Former Briefings

Boris Johnson in China

CMC arranged the visit to China of Boris Johnson MP, Conservative Shadow Universities Minister, before he became Mayor of London. A nine minute TV feature was produced by the CMC Director and transmitted by BBC *Newsnight*.

David Willetts MP in China

CMC organised the first China visit of the Minister now responsible for UK universities. David Willetts is a leading English social thinker as well as politician. In a two week tour, he met senior decision-makers and specialists on China's going-out strategy and lectured at the Central Party School.



Boris Johnson and David Willetts in China.

PROFESSIONAL EXCHANGES



CMC projects are undertaken with the School of Media, Arts and Design, and in particular with its Department of Journalism and Mass Communications. After financing the CMC itself, income from commercial activities is used to fund scholarships and other research-related activities.

CMC provides briefing courses for Chinese media organisations and government institutes in these main areas:

- government-media relations
- creativity and innovation in the UK broadcast media
- new media
- story telling in factual programming
- city branding.

Here are some of the organisations we work with

State Council of the PRC, Information Office

The highest-level ever delegation from China's State Council Information Office (SCIO) took a course led by recent BBC Director of Communications Sally Osman. Among the highlights were a colloquy with the chairman of the All-Party Parliamentary Group for China at Westminster; a lecture from Sir Martin Sorrell, Chairman of WPP and a briefing from the Government of Wales in Cardiff.

Shenzhen Media Group

Shenzhen TV has sent a team of 15 producers from light entertainment and news programmes under Mr Li Yeping to learn how innovation and creativity are fostered in the British television industry.

A State Council group in Edinburgh; State Council group in London with their course leader, Simon Goldsworthy; Wang Hui, spokesperson for the city of Beijing, meets Lord Provost Robert Winter at Glasgow City Chambers.

Beijing City Government
China Central Television
Dahe Media Group
Guangzhou City Government
Hangzhou City Government
Hunan Broadcasting System
Henan Administration of Radio, Film and Television (SARFT)
Hubei Media Group
National Investment Corporation
Shanghai Media Group
Sichuan Television
Southern Television Group
Wuhan City Government
Wuxi Broadcasting Group



Paul Kenyon from Kenyon Confronts (BBC TV), Maria Svensson, from the University of Lund, Ann-Nina Finne of IMS at Henan TV when delivering a course.

CMC PROVIDES BRIEFING COURSES FOR CHINESE MEDIA ORGANISATIONS AND GOVERNMENT INSTITUTES



Summer schools provided for university students from China

CMC summer schools on Media and Television Development have attracted students from Communication University of China, Peking, Tsinghua, Guangzhou Foreign Studies, Wuhan of China, as well as Shenzhen universities. Students learn about the European media and undertake practical tasks such as making videos and developing programme ideas. The course was led by former Reuters Editor Paul Majendie, TV journalist Dr Richard Wright, newspaper reporter Graham Bond and Journalism Head of Department, Geoffrey Davies.



Summer schools provided for university students from China; Nick Davies receiving his Honorary Doctorate from Professor Geoffrey Petts, Vice-Chancellor, 2009.

Briefings delivered in China

We have delivered Briefings on European media in China on behalf of the Foreign & Commonwealth Office (FCO), Danish and Swedish governments (IMS), China Central Television and the State Council Information Office, China (SCIO) These have been delivered by Nick Davies of *The Guardian*, Paul Kenyon, presenter of *Kenyon Confronts*, Kevin Sutcliffe, Head of Factual Programmes at Channel Four and Steve Hewlett, presenter of BBC Radio 4's *The Media Show* and *Guardian* columnist as well as CMC staff.

Reporting in the UK – A study trip for Hong Kong financial journalists

MA students from Hong Kong Baptist University, specialising in Financial Journalism, attended the CMC study visit Financial and economic reporting in the UK. The delegation was led by Professor Huang Yu, Head of the Department of Journalism at Hong Kong Baptist University.

Media Teaching Roadshow

CMC travel to China to teach teachers about how the British teach both theory and practice. In July 2010 a team held classes at the Southwest University of Political Science and Law, arguably the most important university of the whole southwest. Leading academics Professor Jeanette Steemers and Dr Anthony McNicholas were joined by David Dunkley Gymah and Geoffrey Davies for the week-long session.



Summer school; MA students from Hong Kong Baptist University, specialising in Financial Journalism.



Our sponsors

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- Westmarc – renamed
Research and Enterprise
Services at the University
of Westminster
- McKinsey & Co
- Royal Bank of Scotland
- BP
- All Party Parliamentary
Group on China
- Trade and Industry Committee
of the House of Commons
- Norton Rose
- Leverhulme Trust
- British Academy
- Research Councils UK
- Foreign & Commonwealth
Office (Public Diplomacy
Challenge Fund).

OUR STAFF



Professor Hugo de Burgh
and Professor Colin Sparks.

**Professor Hugo de Burgh,
Director,
China Media Centre**

Hugo de Burgh is a pioneer of the study of the Chinese Media in Europe. For 15 years he worked in British TV and is an authority on investigative journalism. He is Professor, PRC 985 Programme, Tsinghua University (where he also represents Western Europe on the Advisory Board), International Dean of Communications, Southwest University of Political Science and Legislation and Honorary Professor at Shandong University.

**Professor Colin Sparks,
Director of CAMRI**

Colin Sparks founded the UK's first degree in Media Studies at the University of Westminster, in what became the Department of Media Studies. He also founded *Media, Culture and Society*, now the pre-eminent academic journal in the field. He is Director of the Communications and Media Research Institute (CAMRI), officially the UK's top-rated media research institution. A specialist on institutional transition in post-Communist societies, he has long been interested in China and is a Visiting Professor at Communication University of China.

**Dr Xin Xin,
Senior Research Fellow**

Dr Xin began her RCUK academic fellowship in Chinese media and culture, and their relationship to the wider world, in 2006. UK/China Fellow for Excellence in 2008/09, Dr Xin has also held visiting fellowships in China, the USA and Russia. Dr Xin's two forthcoming books focus on Xinhua News Agency and China's softpower.

**Dr Zeng Rong,
Postdoctoral
Research Fellow**

After graduating from Peking University Dr Zeng was a journalist at China Central Television. She took her MA at the London School of Economics, was a Press Fellow at Wolfson College, Cambridge and completed her PhD on comparative television journalism at Westminster. Her book entitled *Television News and the Limits of Globalisation: BBC World and Phoenix Television* today will shortly be published.

**Alja Kranjec,
CMC Manager**

A graduate of the University of Ljubljana in Japanology and Sinology, Alja Kranjec was awarded a scholarship by the Japanese Government to continue her studies at Tsukuba University and Tsinghua University. She worked as a translator in Slovenia, contributing to the 16th Biennial Conference of the European Association of Chinese Studies, before being appointed CMC Manager.

**Chang Yiru,
Client Liaison Manager**

A producer with China Central Television's English Channel for 15 years, responsible for a daily feature programme *Around China*, Chang Yiru holds an English Literature BA from Beijing Foreign Languages University and an MA in Media from Goldsmiths, University of London. Chang Yiru handles client relations and specialist interpretation for CMC courses and briefings.



Dr. Xin Xin; Dr Zeng Rong;
Alja Kranjec; Chang Yiru.

PUBLICATIONS IN THE FIRST FIVE YEARS OF CMC



Between 2005 and 2010 the CMC has funded four Postdoctoral Research Fellows and obtained RCUK funding for one. Two Doctoral students who upon qualification became Postdoctoral Research Fellows subsequently took up research posts at Oxford University and the University of Leicester, respectively. In 2011, two are still within CMC; Dr Xin Xin, who has an RCUK Fellowship, and Dr Zeng Rong.

The CMC has funded, or is funding, seven PhD candidates, some of whose publications are included here.

A Leverhulme Visiting Professorship was obtained for Professor Hu Zhengrong, now Deputy President of Communication University of China, but his publications are not included here. The many publications, mainly in Chinese, of our Visiting Fellows are also not included here.

This list includes some 2011 publications in press but not articles submitted and published. Not all publications have been entered here.

Single authored books (including some 2011 publications in press)

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- (2010) Montgomery, Lucy. *China's Creative Industries; Copyright, Social Network Markets and the Business of Culture in a Digital Age*, Edward Elgar; Cheltenham
- (2011) Chin, Yikchan. *Television Regulation and Media Policy in China*. London: Routledge
- (2011) de Burgh, Hugo. *China's Environment and China's Environment Journalists*
- (2011) Zeng, Rong. *Television News & the Limits of Globalization: BBC World and Phonenix Television today*, Universities Press of America

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- (2005) de Burgh, Hugo. *Making Journalists: Diverse Models, Global Issues* London: Routledge
- (2007) de Burgh, Hugo. [co-editor] *Can the Prizes still Glitter? The future of British universities in a changing world*, Milton Keynes: UBP
- (2008) [ed] de Burgh, Hugo. *Investigative Journalism* [2nd Edition] London: Routledge
- (2011 in press) [ed] Zeng, Rong. *Facing Western Correspondents in China: Chinese Media Handlers and their operations*, Beijing: Tsinghua University Press

Not peer reviewed book

(2006) de Burgh, Hugo. *China: Friend or Foe?* Cambridge: Icon

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(2006) de Burgh, Hugo. 'News Probe: What Does It Tell US about Chinese Journalism Today?', *Medien Journal*, 'Media, Culture and Modernization in China' (double issue), 2/3: 52-66 (co-authored with Xin Xin)

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CONTACT



China Media Centre
University of Westminster
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westminster.ac.uk/china-media-centre
www.chinamediacentre.org



TELEPHONE

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Hyde Park Corner
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