



CALL FOR PAPERS

China's Media Go Global

*An international conference at Tsinghua University
School of Journalism and Communication*

Date: 2-3 September, 2014

China is dramatically increasing its media presence in the world. Within the next few months CCTV will establish in Europe its third Media Hub, after Africa and the USA. Xinhua has expanded its operations and includes 24 hour television news. The quality and range of publications, radio and television channels and online information has developed rapidly in several languages. Chinese media are supplying facilities and training to the media of many other countries, even as they also soak up the experience and knowledge of the most advanced media industries. Not only national media but provincial media are entering the world's markets.



INVITATION

Tsinghua University School of Journalism and Communication and The China Media Centre, University of Westminster, invite you to participate in our forthcoming international conference, which will take place at Tsinghua University on 2/3 September 2014. This conference immediately precedes the international symposium on 'China's Soft Power in Africa' held in Ningbo on 4/5 of September, in the expectation that many will wish to attend both.

We are inviting strategists and practitioners to introduce the future thinking for Chinese media as they consolidate and extend their reach around the world. Academics will present and discuss papers on the theme ***China's Media Go Global***, for which we are now accepting proposals.

Four leading keynote speakers: one from CCTV, one from another leading international broadcaster and the two principal academic experts in the field, one from China and one from outside China have been invited and their names are to be confirmed shortly.

The Co-Chairmen of the conference are

Shi Anbin, Professor of Professor of Media/Cultural Studies and Director, Israel Epstein Center for Global Media and Communication, **Tsinghua University**

Hugo de Burgh, Professor of Journalism and Director, The China Media Centre, Communication and Media Research Institute (CAMRI), **University of Westminster**

We welcome contributions that consider the following topics and other related issues:

- Is this effort having the desired effect, viz improving the representation and profile of China abroad and providing an alternative to the dominant Anglophone voice?
- How successful are the Chinese media in gaining audiences abroad?
- How does the information produced contribute to or damage mutual understanding?
- How does information produced by Western and Chinese media shape knowledge and influence other journalists, policy-makers, policy-analysts, NGO workers, business professionals, or the broader public.



- China's rise has resulted in increased attention to China abroad. International news agencies and media outlets, such as Reuters, the New York Times, or BBC, are putting greater emphasis on providing information about China. What changes to the reporting of China by non Chinese actors are taking place in response to the Going-out strategy?
- What are people saying inside China about how to situate the country within the broader international community and especially in relation to "the West",
- Chinese media are considered, in the Anglosphere, to lack independence and are perceived to be tightly controlled by the state; is this borne out by the facts of Chinese media abroad?
- What kind of changes are the Chinese media making to their reporting, programme making or media management, in order to appeal to non-Chinese audiences?
- How do specific Chinese media products compare to their equivalents, eg from CNN, Al-Jazeera, BBC?
- How do the Chinese media function as platforms for softpower?
- What values are Chinese media expressing?
- Do the Chinese media express points of view on international issues, eg Syria, that differ from those of other media? Is there a Chinese national line?
- The roles being played by Chinese media in Africa
- The effect of internationalization in the Chinese media themselves
- Controversies over Chinese media abroad
- The perceptions of non-Chinese media professionals of their Chinese counterparts
- What is the Chinese media model and how does it differ from other models
- Implications of the expansion of Chinese media for international relations
- How observers outside of China perceive Chinese sources of information, what kind of sources they use and need, and which standards they use to authenticate and evaluate the information
- The role of the internet and especially social media in changing perceptions of China abroad.

PUBLICATION

We intend to select a selection of the papers for publication as a special issue of an international, peer reviewed journal or book.

DEADLINES, REGISTRATION AND TRAVEL

The deadline for abstracts is 25 May 2014. Successful applicants will be notified early in June 2014. Abstracts should be 200 words. They must be accompanied by the presenter's name, affiliation, email and postal addresses, together with the title of the paper and a 150-word biographical note on the presenter. Please send all these items together in a single Word file, not as pdf, and entitle the file and message with



'CMGG 2014' followed by your surname. The file should be sent by email to CMCconferences@westminster.ac.uk.

Participants fund their own travel and accommodation expenses.

The fee for registration for all participants, including presenters, will be £80, with a concessionary rate of £30 for up to 10 students, to cover all conference documentation, refreshments, lunch, closing dinner and administration costs. Registration will open in April 2014.

Conference organisers can help participants to book the accommodation before the end of June; the accommodation fee should be paid by the participants on their check-in at the hotel. The price is as following: Uniscenter Hotel, near the Tsinghua University east gate, double/twin rooms (515 RMB per night), breakfast included for one person. Single room (570RMB per night) breakfast included. For the hotel information, please visit <http://www.uniscenter.com.bookings>. Participants can also book the hotel by themselves but please inform the hotel that the booking is for the Tsinghua conference in order to be given the discounted price.

If you have any questions regarding the conference or the programme, do not hesitate to get in touch with us through Ms Cao Shule (caoshule@gmail.com) and for logistics through Ms Li Hongxia (tsjcws@mail.tsinghua.edu.cn; +8610-62796842). If you are not from China and have any queries, please contact Ms Alja Kranjec on +44 208 357 7354 or on cmc-office@westminster.ac.uk.