CHINA MEDIA CENTRE
中国传媒中心

UNIVERSITY OF
塑造未来
WESTMINSTER
China has the world’s biggest media system at home and an expanding presence abroad. 750 million people are on its social mediascape and there are a billion mobile phones deploying the innovative apps with which Chinese conduct their lives. Though late starters, already four of the world’s leading new media companies are Chinese.

China’s old media – television, newspapers, radio – produced in many languages on every continent are re-defining the agenda and telling the story China’s way. News and documentary are being followed by entertainment. The world’s biggest manufacturer of TV drama is now making its stories for export.

To understand this system, you have to know the people and the institutions. This is why Westminster’s School of Media, Arts and Design (MAD), has the China Media Centre. Through CMC, MAD connects with China’s media by providing services they want. In return, media personnel come to Westminster to do their masters and our researchers get access.

INNOVATIVE PRODUCT DEVELOPMENT FOR YOUR TEAMS

Our first courses in light entertainment and reality had participants learning how to localise European TV formats. Today, our programme innovation specialists help producers from all the main Chinese broadcasters to develop their own ideas into marketable products.

Shanghai Media Group (SMG) programmes advanced in the UK and broadcast in China include, amongst others: The King of Comedy, Doggie, GO!GO!GO! and Young Genius. One, which is developed with our help and now commissioned and co-developed with Warner Brothers is called Meet You on Mobile.

China Central Television’s (CCTV) participation in CMC Innovation courses has resulted in three major series being broadcast:

- **Mission AI** tests human brainpower against AI. The CMC Innovation team developed a collaboration with FST’s Robotics Lab. The series format involves smart, AI-powered bots taking on human competitors in complex trials involving face and voice recognition.
- **Amazing Legends** features the journey of Chinese celebrities learning the ancient arts of Chinese culture.
- **National Treasure** is a studio entertainment show featuring nine national museums in China and their roles in cultural history.
PRESS RELEASE

UNIVERSITY OF WESTMINSTER RECEIVES BROADCAST INDUSTRY INNOVATION AWARD

University of Westminster received first prize in the Broadcast Industry Innovation Awards, held in Shanghai at Shanghai Media Group Headquarters on 6 June 2017.

Accepting the award on behalf of the University of Westminster, Research Fellow Dr Zeng Rong said: “It is a great honour that our work with the industry is so publicly recognised. The China Media Centre is proud to ground its research and publications in practical cooperation and creative projects that bring the two countries’ media professionals together.”

The University of Westminster’s China Media Centre organises professional exchanges where visiting scholars, practitioners and students who are working or will work in their country’s media industry attend three to twelve-week courses to develop their media skills.

Since 2011 the China Media Centre has become the model for professional development in the international screen media industry. Every year participants return home to China with concepts that turn into successful programmes. The most famous are three broadcasts by Shanghai Media Group: Legendary Swordsman, Top Dog and Junior Edison.

WHO BENEFITS FROM OUR INNOVATION AND CREATIVITY WORKSHOPS?

Our courses are delivered by industry professionals and UK opinion formers; our alumni hold senior positions in their institutions.

Participants are not novices. Among them are Qin Wen, writer of the smash hit The First Half of My Life, which tells of a divorced housewife’s journey to independence; and Li Xiao, writer of another acclaimed series Man of the House, following the lives of two sisters negotiating the pressures of family, love and work.

Celebrated artists include China’s leading director of sophisticated drama, Lam Yuk Fan. Jiang Luyan and Xiong Xiaolin produced together such popular dramas as Three Lives, Three Worlds, Ten Miles of Peach Blossom, My Sunshine.

Top: Documentary makers include Jin Xingzheng, whose work Mama won the Golden Horse Award for Best Documentary.
Bottom: Diverse creative companies send teams to develop screen stories. Here you see the filming of three short films at CNC.
WHAT ARE WE FINDING OUT?

Vivien Marsh is former Asia-Pacific Editor, BBC World Service News, Senior Broadcast Journalist and Producer/Editor of Europe Today. Ms Marsh speaks 4 European languages and is learning Chinese. Her PhD compares the English-language news of Chinese state television with that of BBC World News TV and has unexpected lessons for both media conglomerates.

Zeng Rong’s PhD has been published as Television News and the Limits of Globalisation: BBC and Phoenix TV Today. Soon after graduating, she set up Houghton Street Media, the Sino-British TV and online production company, now established as a leading producer of reality and light entertainment in China.

This is our research side. Staff who specialise in China and PhD candidates draw upon the contacts of the China Media Centre for their research. Below are some of the (book) publications of staff.

KNOWLEDGE TRANSFER FOR NEWS PROFESSIONALS

Over 60 editors from Zhejiang, China’s most advanced province, attend UK Media Convergence and the Challenges that Newspapers face in the Digital Age. They visit The Sun, Daily Telegraph, Daily Mail, Trinity Mirror and the Press Association to understand how traditional newspapers adapt to survive.

Editors from Qiushi, the magazine of the Central Committee of the CCP, come to meet politicians, scholars, journalists and editors to understand how think tanks operate and policy ideas germinate. They have held discussions with The Economist, Prospect Magazine, and leading think tanks, such as IPPR and CPS.
KNOWLEDGE TRANSFER FOR NEWS PROFESSIONALS

Over 600 spokespersons from central ministries or provincial governments have attended briefings on the British media, on media-public relations and media-government relations. China Media Centre also works with the UK’s ministries to brief Chinese officials about Britain.

Among the prominent British people who take part in our courses are:

Sir Danny Alexander, Former Shadow Secretary of State for Work and Pensions and Vice President of the Asian Infrastructure Investment Bank (AIIB)
Lord Bell, Bell Pottinger Co-founder
Tom Bower, Author
John Brown, Head of Public Relations and Marketing, Glasgow City Council
Janet Burgess, Deputy Leader of Islington Council
Martin Clarke, Publisher of MailOnline
Tony Gallagher, Editor-in-chief of The Sun
Lord Glasman, leading theorist of the Labour Party
David Goodhart, Founder Editor of Prospect
Sir Max Hastings, leading British journalist, editor and historian
Lord Heseltine, former Deputy Prime Minister
Steve Hewlett, Guardian journalist and BBC editor
Boris Johnson, Secretary of State for Foreign and Commonwealth Affairs
Tom Kibasi, Director of IPPR
Ken Livingston, Former Mayor of London
Murdoch MacLennan, CEO of the Telegraph Media Group
Catherine Macleod, Special Adviser to Chancellor of the Exchequer Alistair Darling
John Mills, Chairman of JML and leading Labour donor
Jim Murphy, Labour Shadow Defence Secretary

Lord Oaten, recently Chief of Staff to Deputy Prime Minister Nick Clegg
Sally Osman, Director, Royal Communications, Buckingham Palace
Sir Chris Powell, Chairman DDB and Chairman Advertising Standards Board of Finance
Alan Rusbridger, Editor of The Guardian
Lord Saatchi, Chairman of the Centre for Policy Studies
Stephan Shakespeare, CEO and Co-Founder of YouGov plc
Sir Martin Sorrell, CEO of WPP

China Media Centre promotes the University of Westminster as destination for students and aspirant media operatives to take master courses. When they go back to China, they continue to work actively as ambassadors for both our university and the China Media Centre.

CMC summer schools include Media and Television Development, Culture Industries of the UK, Fashion Marketing, Financial and Economic Journalism in the UK. They are practical and involve students producing, making and pitching.

“Our courses develop the skills of our students, be they professionals or at university and we help release their enormous creativity. I enjoy working with Chinese students as they bring a fresh view of our world and teach me about theirs”

Geoffrey Davies has taught on CMC Creative Industries summer schools since they began. He is the International Director for Media Arts and Design and a Principal Lecturer in Journalism.
When CMC was launched in 2005 there were few people studying China's media. Since then we have held annual academic conferences, sometimes partnering with Tsinghua University, Queensland University of Technology, Renmin University, King’s College London’s Lau China Institute, British Academy, All Party Parliamentary China Group (APPGC), Australian Research Council Centre of Excellence for Creative Industries and Innovation, Annenberg School for Communication and the Communication University of China.

**China’s New Model Army**
The BBC has been trying to gain access to the Chinese military for many years. CMC was able to facilitate the first foreign documentary permitted by the PLA. It was shot, for BBC World and BBC Newsnight, at Nanjing Military Academy with the cooperation of the UK Ministry of Defence. It was produced by CMC’s Chang Yiru with Steve Hewlett as Reporter.

**Others in the UK also benefit from our work. CMC holds many public events, among which are:**

- **The Westminster Hearings on China’s Economic Development and the UK**
  Five conferences held at the Houses of Parliament on the globalisation of China, energy, urbanisation, corporate governance and R&D; addressed by ministers and business leaders from both countries.

- **11 Downing Street seminars**
  Five seminars at the invitation of the Chancellor of the Exchequer, bringing leading experts on China to talk with ministers, civil servants and company strategists from, inter alia, RTZ, BPH, Prudential, Shell, Scottish & Newcastle, HSBC, BP.

- **China and the New Green Deal seminar**
  One day in the Houses of Parliament addressing the implications of China’s management of its environmental challenges for UK government policy and British business.

- **Westminster Forum: Soft Power and the Creative Industries: China and Britain**
  The Forum was opened by Minister Zhao Qizheng, Chairman of the Foreign Affairs Committee of the CPPCC, and spokesperson for the CPPCC.

- **Reception at the House of Lords to celebrate UK/China TV production**
  To mark the transmission of the first ever series commissioned from a foreign company by CCTV and the publication of the accompanying book, *The West You Really Don’t Know*.

- **Resolution Foundation Seminars**
  Two events on Family and State in Britain and China: Policy Implications, lectures by leading anthropologist Professor Alan Macfarlane.

- **Co-production Opportunities in China: a Workshop**
  Sponsored by Shanghai Media Group (SMG), with participation of associates from the BBC, Royal Shakespeare Theatre and many smaller UK creative entities. SMG delegation led by Ms Wang Jianjun, President of SMG, contained the heads of all the core departments of Asia’s largest media conglomerate.
WHAT PEOPLE SAY ABOUT UOW CMC

“The University of Westminster’s China Media Centre which I co-launched in 2005 has, since its establishment, been committed to enhancing mutual understanding and communication between Chinese and British Media. I sincerely hope that the Centre will continue its efforts in this field and promote even further cooperation and conversation between Chinese media and British media”

Sun Yusheng, Deputy President, China Central Television China

“The Centre is a unique operation in the UK and has an impressive list of achievements since its establishment, in academic research, training and reaching out to government and the media. The Centre has added substantially to the UK’s knowledge of China’s reform and development process. It has developed effective relationships with a wide range of Chinese institutions while maintaining an appropriate level of critical awareness of the problems that need to be addressed”

Rod Wye, Fellow, Asia Programme, Royal Institute of International Affairs, Chatham House, formerly Head of Asia Region Research Analyst, Foreign and Commonwealth Office

“I have worked with the China Media Centre over a number of years - both here in the UK and in China. It is clear to me that the courses CMC offers create real opportunities to develop Anglo/Chinese understanding in the critically important spheres of media, journalism and public affairs”

Steve Hewlett, Presenter, BBC The Media Show and media columnist, The Guardian

“Creating a course on how good public communications works in the UK for senior Chinese officials made me look with fresh eyes at what communications and media actually mean today. It enabled me to help them understand our country’s values and some of its institutions, but also gave me insights into how China works and form friendships and contacts that few British people might otherwise make. The China Media Centre is doing something very valuable for strengthening understanding and dialogue between China and the UK”

Sally Osman, Director, Royal Communications, Buckingham Palace

“Chinese officials’ understanding of the functions of the media in Western countries and their ability to respond to and interact with the media has been much enhanced by the excellent intensive 3-week briefings designed and executed by the China Media Centre and provided to ministries, provinces and cities over the past 7 years”

Ma Hong, Head of Spokesperson Development, State Council Information Office of the People’s Republic of China

“I have fond memories of watching Hugo de Burgh handle the Chinese media and I can think of no one better qualified to tell us about a subject of ever growing importance”

Boris Johnson, Secretary of State for Foreign and Commonwealth Affairs

“The courses themselves are well run, with the best UK talent in each field passing on their expertise. The visiting teams from China always seem to return home galvanised, with a new set of skills and ways of thinking about the process of creating television, along with some extremely well-thought through programme ideas that have gone on great success – Dragon TV’s hit show King of Comedy and CCTV’s National Treasures and Mission AI among them”

Lord Willetts is the Executive Chair of the Resolution Foundation. He was Minister for Universities and Science (2010-2014) and previously worked at HM Treasury

“Hunan TV has sent many producers to the China Media Centre where they have benefited from its courses. Since our relationship, Hunan has become the most successful broadcaster in China and this has been much helped by the professional development courses we had with the Centre. We are the first broadcaster to buy format shows from the UK and this is thanks to CMC who introduced this opportunity to us. Now many TV networks have followed our lead”

Nie Mei, Former Vice President, Hunan Broadcasting Group

“We need operations like the China Media Centre in every industry: they bring the professionals together and new products and new businesses result”

Clare Thompson, International Format Development specialist

“The Centre is a unique operation in the UK and has an impressive list of achievements since its establishment, in academic research, training and reaching out to government and the media. The Centre has added substantially to the UK’s knowledge of China’s reform and development process. It has developed effective relationships with a wide range of Chinese institutions while maintaining an appropriate level of critical awareness of the problems that need to be addressed”

Steven Guanpeng Dong, PhD, Chair and Dean, Institute of Strategic Communications, Communication University of China

“The courses themselves are well run, with the best UK talent in each field passing on their expertise. The visiting teams from China always seem to return home galvanised, with a new set of skills and ways of thinking about the process of creating television, along with some extremely well-thought through programme ideas that have gone on great success – Dragon TV’s hit show King of Comedy and CCTV’s National Treasures and Mission AI among them”

Byrne MP, Shadow Digital Minister, Chair of the All-Party Parliamentary Group on Inclusive Growth – HB to confirm with LM

“Hunan TV has sent many producers to the China Media Centre where they have benefited from its courses. Since our relationship, Hunan has become the most successful broadcaster in China and this has been much helped by the professional development courses we had with the Centre. We are the first broadcaster to buy format shows from the UK and this is thanks to CMC who introduced this opportunity to us. Now many TV networks have followed our lead”

Nie Mei, Former Vice President, Hunan Broadcasting Group

“We need operations like the China Media Centre in every industry: they bring the professionals together and new products and new businesses result”

Clare Thompson, International Format Development specialist

Dr Xin Xin
Reader in International Communications with a special focus on China. She is the author of How the Market is Changing China’s News: The Case of Xinhua News Agency (Lexington, 2012). Her work has also appeared in Media, Culture & Society, Global Media and Communication, Javnost – The Public; Journalism Practice, Sport in Society; Journal of African Media Studies; Global media & China and edited volumes. Currently, she studies China’s soft power project and its geopolitical and social implications.

Dr Zeng Rong
A graduate of Peking University and the London School of Economics, Dr Zeng obtained her PhD at the University of Westminster in 2008, where she remains a Research Fellow and CMC’s China Representative. She was a Watson Fellow at Cambridge University. Dr Zeng is founder and Managing Director of Houghton Street Media (HSM /恒顿传媒), which develops and produces programmes for China Central Television, Shanghai Media Group and Jiangsu Television as well as new media platforms iQiyi, Youku and Sohu. She was awarded Producer of the Year 2015 by Asia Broadcast &Film Association. Her publications include Television News and the Limits of Globalization: BBC World and Phoenix Television Today and China’s Environment and China’s Environment Journalists.

Ms Alja Kranjec
CMC Manager. BA (Hons) Sinology (Ljubljana), BA (Hons) Japanology (Ljubljana). Fluent in English, Chinese, Japanese and several Slav languages. Before joining CMC, Ms Kranjec worked for the Slovenian Culture and Congress Centre and the European Association of Asian Studies. Ms Kranjec manages the briefings as well as the research side of CMC, Visiting Fellows, seminars and conferences.

Ms Chang Yiru
Client Liaison Manager and Lead Interpreter. BA (Kian), MA (London), previously Producer of Daily Features, English Channel of China Central Television. Ms Chang ensures that CMC projects are professionally executed and manages not only Chinese visitors but the UK personnel hosting or lecturing. She co-manages most briefings and recruits the associated staff.

Dr Mi Miao
Dr Mi has a PhD in comparative journalism from the Communications and Media Research Institute of the University of Westminster. Her research fields include media convergence, comparative journalism, newspapers in China and the UK. A journalist before coming to the UK, Dr Mi designs courses and co-manages them.

Ms Guo Xu
Project Coordinator. A graduate of Tianjin Normal University, and of the MA Media Management at the University of Westminster. Ms Guo worked as a reporter at Sing Tao Daily newspaper before being appointed to administer project scheduling and operations for the Professional Leadership Programme.

Dr Wang Fang
Dr Wang holds the BA in English. MA and Ph D in Intercultural Communication from Peking University. Before joining the University of Westminster, Dr Wang worked in the Internet industry, education and translation. Taking leading roles in business development. She is responsible for establishing and maintaining collaborative relationships with universities in China.

Pablo Morales
After graduating with a Master’s Degree in Journalism from Zhejiang University, Pablo Morales worked as a journalist and translator for China Radio International and People’s Daily Online in Beijing. Since joining the Communications and Media Research Institute in 2015, he has been researching China’s soft power efforts in Latin America. Besides lecturing in the UK and Latin America, he has also represented CMC in conferences at universities in Shanghai and Beijing.