

International Conference on

China and the Changing Geopolitics of Global Communication

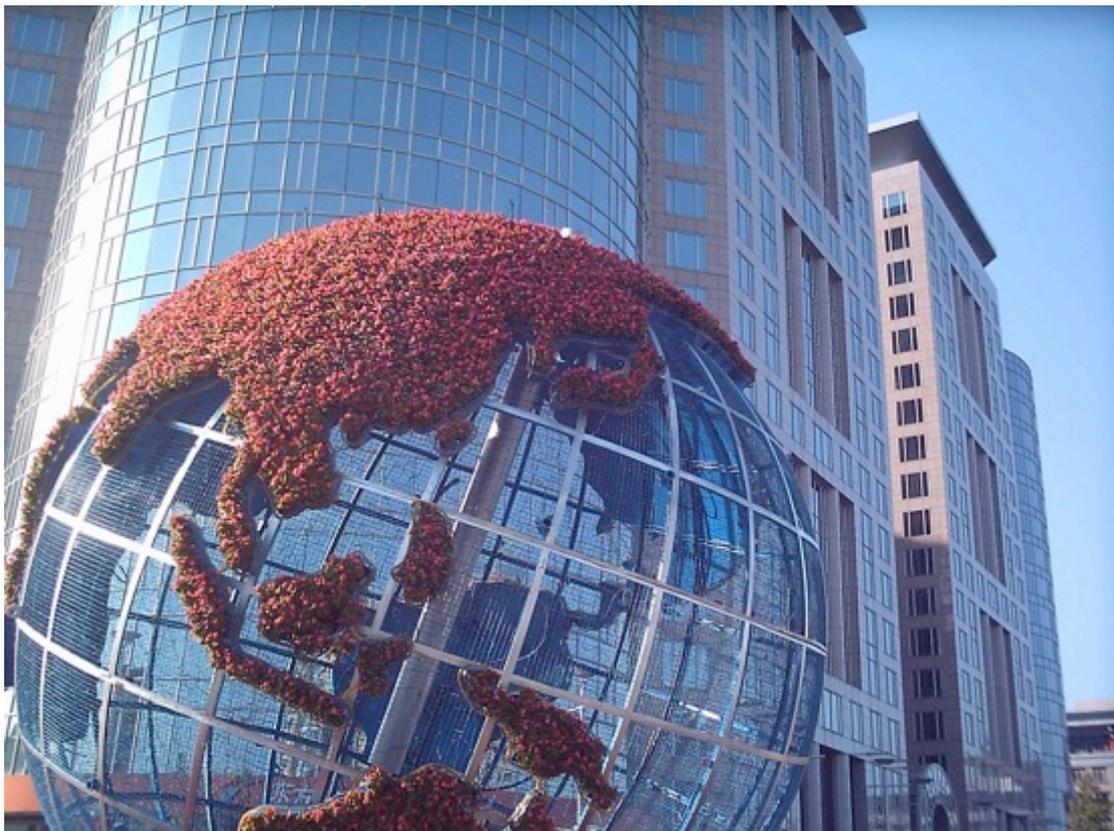
Conference organised by: China Media Centre, University of Westminster
and Communication University of China

Date: 9 April 2016

Time: 9:00am - 5.00pm

Location: 35 Marylebone Road, London, NW1 5LS

HANDBOOK



INTRODUCTION

The growing global presence of China has impacted on many aspects of life in today's world, including the geopolitics of global communication. Since 2006, China has been the largest holder of foreign-currency reserves, estimated in 2015 to be more than \$3.3 trillion. According to the International Monetary Fund, China's Gross Domestic Product surpassed that of the United States in 2014, making it the world's largest economy in purchasing-power parity terms, while its currency, the Renminbi, was admitted by the IMF into its reserve currencies basket in 2015, joining the club of the world's other four elite currencies: Dollar, Euro, Pound and Yen.

As part of China's 'going out' strategy, \$7 billion has been earmarked for external communication, including the expansion of Chinese broadcasting networks such as CCTV News. In the cyber world too, China has demonstrated extraordinary growth: in 2015, half of China's 1.3 billion people were online, making it home to the world's largest number of internet users, and four of the top ten internet-based companies were Chinese. While US conglomerates continue to dominate the global media landscape, including digital media, other major non-Western powers, notably China, have emerged onto the global scene, complicating discourses of media, development, geopolitics and governance.

This phenomenon of Chinese media globalisation and its impact on global communication has so far largely escaped academic scrutiny, partly because the focus of much international scholarship has been on the issue of censorship and media regulation in China. This pioneering international conference, organised by the China Media Centre at University of Westminster in collaboration with the Department of Social Sciences and Faculty of International Media at the Communication University of China, assesses the impact of the 'peaceful rise of China' on the geopolitical environment and poses questions about its effect on global communication. With two plenary sessions and five panels, the conference brings together scholars from different countries and diverse perspectives to evaluate how Sino-globalisation is contributing to the political, cultural and journalistic discourses globally.

PROGRAMME

9.00-9.30 Registration

Venue:

Registration: Entrance Hall, Marylebone Campus

Coffee/tea: Chiltern Hall

9.30-11.00 Plenary Session: Rising China in a polycentric world

Venue: Cayley Lecture Theatre

Chair:

Hugo de Burgh, University of Westminster

Speakers

Changing geopolitics of global communication

Daya Thussu, University of Westminster

Remapping or remapped? Intercultural interpretation of China media-going-out policy

Jiang Fei, Chinese Academy of Social Sciences, China

China's new generation of foreign correspondents: Cosmopolitan lifestyles, Sinocentric stories

Pal Nyiri, Vrije Universiteit, Amsterdam

11.00-11.30 Tea break and group photo

Venue: Chiltern Hall

11.30-13.00 Parallel Panels

Parallel panel 1: Geopolitics and Soft Power

Venue: Cayley Lecture Theatre

Chair:

Garrie van Pinxteren, Leiden Academic Centre/The Netherlands Institute of International Relations Clingendael

Panelists:

Communicating China to the world: the role and future of Confucius Institutes

Falk Hartig, Goethe-University Frankfurt, Germany

China and Spain's changing media landscape: the case of *Radio Internacional*

Ye Peilei, Carlos III University of Madrid, Spain

Structuralist sub-imperialism and ideological consent: CCTV-News in Africa

Xiang Yu and Vivien Marsh, University of Westminster

The China we know: the image of China among Kenyans on social media
David Katiambo, University of South Africa

Parallel panel 2: Cultures of communication

Venue: Room M321 (3rd Floor)

Chair:

David Feng, University of Westminster and CUC, Beijing

Panelists:

BRICS and global/glocal communication through cyberspace
Janaina Quintas Antunes, Pontificia Universidade Catolica de Sao Paulo,
Brazil

The dual migration: Chinese digital media and Chinese rural-to-urban
migration

Wang Xinyuan, University College London

Cultural representations on social media: a study of how YouTube users
define Chinese culture via the reality show, *Divas Hit the Road*

Gao Bowen, Southern Illinois University–Carbondale, USA

From big data to Big Brother 2.0? The use of digital technology in governing
authoritarian China

Zeng Jinhan, Royal Holloway, University of London

13.00-14.00 Lunch

Venue: Chiltern Hall

14.00-15.30 Parallel Panels

Parallel panel 3: China and the world

Venue: Cayley Lecture Theatre

Chair:

Han Xiao, Communication University of China

Panelists:

Foreign media and cultural cosmopolitanism among Chinese youth
Tang Tiankai, University of Westminster

Chinese film and its future in the age of the internet

Zhang Caihong, Communication University of Zhejiang, China

Assessing the effectiveness of Henan's 'go international' project

Yang Liya, Henan University of Technology, China

Global media, media convergence and transformation of Chinese traditional media
Song Kai, Communication University of China, China

Parallel Panel 4: Internet in a changing China

Venue: Room M321 (3rd Floor)

Chair:

Anthony Fung, Chinese University of Hong Kong

Panelists:

Internet and SNS influences on Chinese (cyber) society
Sergio de Eccher, University Roma la Sapienza, Italy

Asserting internet sovereignty: examining internet governance on China's terms and its challenges

David Feng, University of Westminster/Communication University of China

Peer-to-Peer (P2P) content control on the Chinese internet
Adam Knight, University of Oxford

The management of Chinese internet literature websites
Mei Hong, Southwest Jiaotong University, China

Parallel Panel 5: Changing journalism in China

Venue: Room M323 (3rd Floor)

Chair:

Pal Nyiri, Vrije Universiteit, Amsterdam

Panelists:

Western and Chinese framing of the March 2014 Kunming terrorist attacks: implications for intercultural communication and human rights journalism
Ibrahim Seaga Shaw and Di Luo, Northumbria University, UK

Power interplay and newspaper digitisation: The Pengpai case
Alain Peter, Strasbourg University, Silvia Carrasco, Fudan University and Chen Mengshu, Concordia University

Environmental reporting: specialist journalism in China
Song Lin, University of Lincoln, UK

Career challenges facing Chinese women journalists
Wang Haiyan, Sun Yat-Sen University, China

15.30-16.00 Tea Break

Venue: Chiltern Hall

16.00-17.30 Plenary Session

Sino-globalisation and geopolitics

Venue: Cayley Lecture Theatre

Chair:

Daya Thussu, University of Westminster

Speakers

European news through the eyes of Chinese journalists

Garrie van Pinxteren, Leiden Academic Centre/ The Netherlands Institute of International Relations Clingendael

Against globalisation: The subcultural possibility and the new cultural dimension in China

Anthony Fung, The Chinese University of Hong Kong

Reimagining the world: A resurgence of Tianxia System in contemporary China

Zhang Lei, Communication University of China

Xi's vision

Hugo de Burgh, University of Westminster

17.30-19.00 Wine reception

(Announcement of new Sage/CUC journal, *Global Media and China*)

Venue: Chiltern Hall

ORGANISERS

CHINA MEDIA CENTRE



The China Media Centre was launched in 2005 by Sun Yusheng, Vice-President of China Central Television (CCTV) and Jeremy Paxman, Presenter of BBC's *Newsnight*. It was the first international unit under the wider umbrella of the UK's leading media research institute, Communication and Media Research Institute (CAMRI), which has since attracted Indian, Arab and other media centres.

The China Media Centre (CMC) exists to study the world's largest media system. Its establishment shows the university's recognition that the study of any aspect of China requires specialisation.

Funded initially by a grant from the Quintin Hogg Foundation, the China Media Centre has provided for itself since 2007 by winning consultancy contracts from the British, Danish, Chinese and Swedish governments plus sponsorship from British companies for specific activities.

Through such activities we have made connections with Chinese institutions and individuals, which make research possible and allow us to learn from Chinese officials and media professionals.

China Media Centre activities have also funded scholarships, fee-waivers, conferences, seminars and research visits, as well as day-to-day administration so that today it is able to connect the Chinese and European media in three ways:

Scholarship: research including team projects and individual publications, as well as regular series of seminars, workshops, annual conferences, debates and innovative curricular development, both independently and in collaboration with practitioners and scholars in China.

Dialogue: a forum in the UK, promoting discussion on the different media systems and networks into the information channels of China. We provide consultancy to leading Chinese media organisations and are contracted by European governments projecting their media in China.

Professional development: China Media Centre, through its China Professional Leadership Programme, is the focus for large numbers of Chinese visiting scholars, practitioners and students who are working, or will work in their country's media and for whom their first experience of abroad is London and the China Media Centre.



COMMUNICATION UNIVERSITY OF CHINA (CUC)

Communication University of China (CUC) has been a leading centre of media and communications research in China for more than 60 years. The university boasts a rich history and have been providing students with academic excellence, cultural engagement and personal enrichment. The university is also noted for the strong international dimension; having a close academic relationship with more than 200 universities, research institutes and media agencies in the globe.

CUC now is one of China's key universities of 'Project 211', directly under the guidance of the State Ministry of Education. The predecessor of the school was a training centre for technicians of the Central Broadcasting Bureau that was founded in 1954. In April 1959, the school was upgraded to the Beijing Broadcasting Institute approved by the State Council. The institute became the Communication University of China in 2004.

KEYNOTE SPEAKERS

Hugo de Burgh

Professor of Journalism in the Communications and Media Research Institute of the University of Westminster (CAMRI)

Director of the China Media Centre, University of Westminster



For 15 years he worked in British TV as a Reporter and Producer before returning to university life and publishing the first examination of British investigative journalism. His interest extended to Chinese investigative journalism and he was a pioneer of the study of China's media in Europe, launching the first conference in

Nottingham in 1997. His publications related to China include *China's Environment and China's Environment Journalists* (2011), *Can the Prizes Still Glitter?* (2007), *China, Friend or Foe?* (2006), *China and Britain: The Potential Impact of China's Development* (2005). His *China's Media* is due to be published shortly in the USA. He is Professor, PRC 985 Programme, Tsinghua University, and SAFEA (National Administration for International Expertise) Endowment Professor for 2014-16.

Jiang Fei

Professor of Intercultural/International Communication

Co-founder and Director of Center for Global Media and Communication Research

Founder of China Intercultural Research and Training Program

Director of the Department of Communication at Institute of Journalism & Communication, Chinese Academy of Social Sciences in Beijing



Jiang Fei is Professor of Intercultural/International Communication and Co-founder and Director of Center for Global Media and Communication Research, Founder of China Intercultural Research and Training Program, Director of the Department of Communication at Institute of Journalism & Communication, Chinese Academy of Social Sciences in Beijing. Author or editor of eight books, among his key publications are: *Intercultural Communication Studies in the Post-Colonial Context* (2005, Renmin University Press) (The book was awarded National Wu Yu-Zhang Prize in 2007 and National Hu Sheng Prize in 2009). His latest

publication is *Communication and Culture* (2011, Communication University Press). He is the founder and Managing Editor of the journal *China*

Intercultural Communication Annual, published both in English and Chinese by China Social Sciences Press. He was honoured with 'Chief Professor for International Communication Research' since 2013 by the Institute of Journalism & Communication, Chinese Academy of Social Sciences. He is also the Secretary-General of Communication Association of China.

Anthony Y. H. Fung

Director and Professor in the School of Journalism and Communication at the Chinese University of Hong Kong



Anthony Y. H. Fung is Director and Professor in the School of Journalism and Communication at the Chinese University of Hong Kong. He is also Professor in the School of Art and Communication at Beijing Normal University under the 'Thousand Talents Scheme' under Ministry of Education. He received his PhD from the School of Journalism and Mass Communication at the University of Minnesota. His research interests and teaching focus on popular culture and Cultural Studies, gender and youth

identity, cultural industries and policy, and new media studies. His current work includes the study of Hong Kong youth identity, digital entertainment in Hong Kong, China's creative industries and cultural policy. He has authored or edited more than 10 Chinese and English books. His recent books are *Global Capital, Local Culture: Transnational Media Corporations in China* (2008), *Riding a Melodic Tide: The Development of Cantopop in Hong Kong* (2009) (in Chinese), *Policies for the Sustainable Development of the Hong Kong Film Industry* (2009), *Imagining Chinese Communication Studies* (2012), *Melodic Memories: The Historical Development of Music Industry in Hong Kong* (2012) (in Chinese), *Asian Popular Culture: the Global (Dis)continuity* (2013) and *Chinese Youth Culture* (forthcoming).

Nyiri Pál

Professor of Global History at the Vrije Universiteit, Amsterdam



Nyiri Pál is Professor of Global History at the Vrije Universiteit, Amsterdam. An anthropologist by academic training, he is the author, most recently, of *Mobility and Cultural Authority in Contemporary China*. His current research focuses on emerging mobile elites in China, especially in their international context. His forthcoming book is titled *Reporting for*

China: How Chinese Correspondents Work with the World.

Garrie van Pinxteren

Senior Research Fellow, Leiden Academic Centre and at the Netherlands Institute of International Relations Clingendael



Garrie van Pinxteren is senior research fellow at the Leiden ASIA Centre (LAC) and at the Netherlands Institute of International Relations Clingendael. For the LAC, she is leading a research group on the image of the Netherlands and Europe in Chinese media. She is a lecturer on journalism at the MA-program of Groningen University and is conducting research on what networks Chinese journalists use to facilitate the publication of controversial articles.

From 2001-2008 she was the China-correspondent for the newspaper *NRC Handelsblad*, for the national Dutch broadcasting corporation NOS and for Radio Netherlands Worldwide. In 2007, she published a book about the growing Chinese tendency to set its own international standards.

She obtained an MA in Chinese at Leiden University in 1988 and worked as an interpreter and an advisor on cultural exchanges with China. She moved to China in 1998 to become the first director of the Dutch Business Support Office in Hangzhou. She presently lives in Amsterdam.

Daya Thussu

Professor of International Communication and Co-Director of India Media Centre

Research Adviser of China Media Centre, University of Westminster



Daya Thussu is Professor of International Communication and founder and Co-Director of India Media Centre and research advisor to the China Media Centre at the University of Westminster in London. Author or editor of 17 books, among his key publications are: *Communicating India's Soft Power: Buddha to Bollywood* (Palgrave, 2013, a South Asian edition published by Sage India, 2016); *Media and Terrorism: Global Perspectives* (co-edited with Des Freedman, Sage, 2012); *Internationalizing Media Studies* (Routledge, 2009); *News as*

Entertainment: The Rise of Global Infotainment (Sage, 2007); *Media on the Move: Global Flow and Contra-Flow* (Routledge, 2007); *International Communication - Continuity and Change*, third edition (Bloomsbury, forthcoming); and *Electronic Empires - Global Media and Local Resistance* (Arnold, 1998). He is the founder and Managing Editor of the Sage journal *Global Media and Communication* and Editor-in-Chief of the new Sage journal *Global Media and China*, published in collaboration with Communication University of China. His latest book (with Kaarle Nordenstreng) is a co-edited collection of essays on the media in the BRICS countries, *Mapping BRICS Media*, published by Routledge in 2015. In 2014, he was honoured with a 'Distinguished Scholar Award' by the International Studies Association, a first for a non-American/Western scholar in the field of international communication.

Zhang Lei

Research Professor in the National Centre for Radio and Television Studies at Communication University of China (CUC)



Dr. Zhang Lei is a Research Professor in the National Centre for Radio and Television Studies at Communication University of China (CUC). He received his PhD in communication studies from CUC in 2005. He has been a visiting researcher at University of Pennsylvania (2005), City University of Hong Kong (2008) and Goldsmiths, University of London (2010). His research interests include: critical political economy of communication, international communication, media sociology, and ethnographic study of the audience/users. He has published academic articles in both Chinese and English journals, including in *Media, Culture & Society* and *Global Media and Communication*. He is the author of *Anxiety and Hope: Study on Urban Poverty from a Media Sociological Perspective* (Beijing: China Broadcasting Press, 2010).

ABSTRACTS

BRICS and global/glocal communication through cyberspace

Janaina Quintas Antunes, Pontificia Universidade Catolica de Sao Paulo, Brazil

The globalisation of a country's culture, the world-wide spread of knowledge of its economy and politics, takes place increasingly in the cyberspace. How does such specific information from such different cultures as Brazil, Russia, India, China and South Africa flow and interact? This paper will suggest that the rise of a unique new culture, of an unclassifiable multiculturalism that is a result of the global confluence of cultural characteristics through the communication provided by technology. It suggests that such a phenomenon is simultaneously local and international, thus deeply embedded in the cyber-cultural concept of glocality. With the dissemination of cyber-culture, individuals are increasingly exposed to content from China, leading to a version of Sino-globalisation. This process takes place, the paper argues, because glocality is irreversible: though this also means that the Chinese population is able to receive world-wide cultural influence, despite continuing media control by the government.

Janaina Antunes is a professor and a PhD candidate in Communication and Semiotics at the Pontifical Catholic University of São Paulo, Brazil. She received her MA in Education, Arts and Culture History in Mackenzie University. Her cultural and research projects and courses have been implemented and presented in a variety of academic settings across the globe. Her current research involves Nobrow culture; cyberculture; glocality; cultural diversity and hybridisation; contemporary communication theory; internationalisation and interactivity.

Internet and SNS influencing the Chinese (cyber) society

Sergio de Eccher, University Roma la Sapienza, Italy

This paper focuses on the effects of the internet and SNS in influencing the Chinese (cyber) society. Based on extensive fieldwork, this paper deals with a collection of data with the purpose to explore possible discrepancies in terms of internet habits, online tastes and preferences by comparing two samples of Chinese users; one has been collected within the Chinese community of Italy and the other one from Chinese living in China. Further and most importantly, the collection of data has been carried out by considering the Chinese netizens' perception of the internet restriction issues present in China, whose level is currently very low, considering the studies of Damm 2007; Guo and Feng 2011; and a survey from Internet Society 2012). The paper examines whether the awareness of the internet restrictions issues in those Chinese users who have benefited from the Italian internet has increased thanks to the benefits of a democratic environment. The

assumption revolves around the hypothesis that a Chinese immigrant after having benefited from an open internet will have a different and deeper perception of internet freedom issues present in the Chinese cyber society. The collected data suggest a deeper perception of the problem of the internet freedom in those netizens who have benefited from a more open internet.

Sergio de Eccher is a PhD student at la Sapienza, Rome. Research interests include the effects of the internet and SNS on Chinese (cyber) society.

Asserting internet sovereignty: Internet governance on China's terms and its challenges

David Feng, University of Westminster/Communication University of China

Chinese President Xi Jinping made public China's assertion of internet sovereignty during the 2014 Wuzhen World Internet Summit, and on 01 July 2015, a new National Security Law was promulgated, which clearly made reference to China's assertion of internet sovereignty. The new Anti-Terror Law and the internet Security Law, both being drafted, are the latest developments in a 20-year progressive assertion of internet sovereignty, in that the internet inside Chinese borders is to be ruled by Chinese law. Most visible to the outside world is the blocking of many websites, notably Facebook, Twitter, Instagram, the *New York Times*, and other internationally prominent sites. At the same time, China appears to be making itself visible on those very same platforms to which access has been restricted inside Chinese borders. Chinese law is both clear and vague on Beijing's stance, which authorises the blocking of 'harmful content', and in a first 1996-1997 legal document, requires the use of national international gateways, but stops short of prescribing a 'great firewall' as extant today. This paper will take a closer look at both the evolution of internet law, in particular with regards to China's assertion of internet sovereignty, and the challenges of both ruling the internet under its own terms in its own territory, and in enabling itself to communicate with the outside world.

David Feng has a PhD in Communication from the Communication University of China, Beijing where he is lecturer. Among his research interests are social media in China; comparative analysis of social media perceptions. He is a Post-doctoral Research Fellow at the China Media Centre, University of Westminster in London. He also has extensive experience of working for various radio stations as multilingual live presenter, including for the English language channel Radio Beijing, China National Radio and China Radio International. Among his key publications in Chinese are *Trends and Development of China's Social Media*, part of *New Media Industries Frontiers* (2013), edited by Hu Zhengrong *et al.*

Communicating China to the world: the role and future of Confucius Institutes

Falk Hartig, Goethe-University Frankfurt, Germany

In its search for status as a global power, China has discovered the importance of international image and global communication. In order to tell its story to the world, China not only uses China Central Television, *China Daily* or Radio China International, but it also heavily uses culture as an instrument for its global communication. The most prominent and most controversial instrument in this regard is the Confucius Institutes (CI). By the end of 2015 there were 500 CIs and about 1000 smaller Confucius Classrooms in 134 countries. This paper focuses on CIs to provide a comprehensive picture into China's global communication. The paper situates Confucius Institutes in the broader context of China's global communication efforts and argues that their current impact is rather limited. The paper outlines reasons for this limitation and furthermore argues that in order to have an impact, the numbers of CIs have to be reduced considerably. The paper is based on interviews with various stakeholders in China and abroad and on an analysis of internal documents concerning the functioning and future of Confucius Institutes.

Falk Hartig is a post-doctoral researcher at Goethe-University Frankfurt, Germany, and a CPD Contributing Scholar at the Center on Public Diplomacy, University of Southern California. His research focuses on public diplomacy, international political communication, and issues of external perception. He holds a MA in Sinology and Journalism from the University of Leipzig and a PhD in Media and Communication from Queensland University of Technology, Brisbane, Australia. He has several years of work experience in journalism. He was deputy chief editor of Cultural Exchange, Germany's leading magazine for international relations and cultural exchange and was a visiting fellow at Xinhua News Agency in Beijing. He has written a book about the Communist Party of China (in German) and is the author of *Chinese Public Diplomacy: The Rise of the Confucius Institute*, published by Routledge.

Cultural representations on social media: a study of how YouTube users define Chinese culture via the reality show, *Divas Hit the Road*

Gao Bowen, Southern Illinois University–Carbondale, USA

This paper reports audience research on how YouTube users from the Greater China Region define Chinese culture through the Comment section of the tourism reality show, *Divas Hit the Road* season 1, produced by China's Hunan TV. I used coding forms to collect and organise data extracted from 7,840 (as of December 31, 2015) comments, which included critiques and compliments on the eight episodes in total of the season 1 and users' interactions, arguments and resonances with each other in the Comment Section. Content analysis as the main approach was used to

analyse and interpret the data. The research results represent the cultural differences and specifically illustrate how YouTube users from mainland China, Hong Kong, Macau, Taiwan and other Chinese-speaking regions define Chinese individualism and collectivism, and masculinity and femininity; what the majority think a 'standard' Chinese man or woman born in 1950s, 1960s, 1970s, 1980s, or 1990s should perform occasionally; and what the hierarchical structure looks like in Chinese show-business.

Gao Bowen is a Master's student in Professional Media and Media Management at Southern Illinois University - Carbondale, USA. He earned his Bachelor's degree in Broadcast and Television Directing from Northeast Normal University, China, in June 2014.

The China we know: the image of China among Kenyans on social media

David Katiambo, University of South Africa

This paper aims at analyzing the reconstructed image of China by African internet users. The image of China in Africa is multifaceted from a benevolent partner, to a neo-colonialist, to a resource hungry foreigner who does not care much about human rights. However, scholars often write on how the international media exaggerates Africa's otherness, neglecting research on how African media depicts others. This study is a qualitative research of how the social media community in Kenya reconstructs China. Even though online expressions about China do not represent national policies, the online Chinese image can influence the actual Sino-African relations when the online perceptions solidify into public opinions. Furthermore, managing social media is important in expressing soft power— the culture and values which international actors use to advance their foreign policy by engaging foreign publics through communications. This paper characterises social media as serving Mouffe's conception of 'agonistic' democracy contrary to Habermas' 'public sphere', arguing that free social media have formed an arena for agonistic discourse that can promote dissenting ideas on China-Africa relations. To achieve its objective, the study uses constructivism to explain social media user's reconstruction of China as a citizen's strategy.

David Katiambo is lecturer in the Department of Journalism and Mass Communication, Technical University of Kenya and currently a visiting scholar in University of South Africa.

Peer-to-Peer (P2P) content control on the Chinese internet

Adam Knight, University of Oxford

The development and spread of ICTs has challenged the Chinese state's centralised monopoly over content creation and dissemination. Hitherto faced with the control of a handful of easily identified, controlled, and

compliant, if not always docile, licensed media mouthpieces, *houshe* 喉舌, the internet has transferred the ability to produce content into the hands of hundreds of millions of users at the margins of society - the rise of a 'microphone era', *maikefeng shidai* 麦克风时代, in which the mass-circulation of public content is no longer the exclusive right of the state. This has required a significant shift from a highly centralised model of content control, to one focused primarily on the periphery of content creation - that is to say, the users themselves. My research has attempted to provide a case study of one such mechanism, the Weibo Community Management System (CMS), as a way of exploring alternate methods of content regulation. Previous studies of content control have focused predominantly on vertical conceptions of censorship, precluding emerging horizontal forms of control. The CMS was chosen as it presents a distinctive and supplementary censorship model to previous studies' dichotomous focus on vertical 'state-on-citizen' regulation. I have sought to position the CMS's method of handling non-political content as the emergence of a non-state horizontal control structure, something I term as 'peer-to-peer' (P2P) censorship.

Adam Knight's research focuses on alternate models of internet content regulation and e-governance in China, with a particular emphasis on social media and big data. In 2016, Adam will begin an MSc in Social Science of the Internet at the Oxford Internet Institute. Outside of academia, Adam runs a consultancy offering internet policy and communications research to international brands and organisations in the public and private sectors. He holds a degree in Chinese Studies from the University of Oxford.

The management of Chinese internet literature websites

Mei Hong, Southwest Jiaotong University, China

The internet literature has entered into the mainstream China's literature landscape because internet literature websites have become a source of literary products for China's movie, TV and game companies. Compared with the traditional providers of contents. The internet literature websites feature diversified business feature diversified business and production models. This paper points out the viable mechanism of internet literature lies in the nurturing of high-quality writers from the elite circle of potential talent. The internet literature websites also model from editing-centered to marketing-centered, practicing cross-media marketing through which trade on property rights and value-added wireless services is conducted.

Mei Hong is Associate Professor at the School of Humanities in Southwest Jiaotong University in China.

Power interplay and newspaper digitisation: the Pengpai case

Alain Peter, Strasbourg University and Chen Mengshu, Concordia University

Technological changes in the past two decades are contesting the traditional practices of media. The public has gained access to the arena and the roles of media organisations and journalists are being redefined. However, despite the growth of news consumption online, the media's economy is in critical condition. In China, it is further complicated by the media's ambivalent relationship with political power. This study looks at Pengpai, the first news applications launched in China by a traditional media, in July 2014, aiming to understand the way the media practice in the context of contemporary China shifts. The case of Pengpai concerns technological modernisation, but also a re-negotiation of media with audience, capital, as well as state. An English language website of Pengpai will soon be launched, representing a significant move of Chinese media in globalisation. Drawing on the content analysis of Pengpai's front page and its coverage of certain events (Bund stampede, Tianjin explosion, Shenzhen landslide), as well as interviews with the journalists, this research examines the editorial practices of Pengpai and sheds lights on the understanding of the covert power interplays of newspaper digitalisation in China, and the way it modifies the media dynamic in a larger scale.

Alain Peter is a teacher at the Centre universitaire d'enseignement du journalisme (CUEJ – University of Strasbourg). His PhD thesis focuses on the photojournalism in *Dongfang Zaobao*, a Shanghai commercial newspaper. He currently continues his research on the transformations of news production practices in China.

Chen Mengshu is a lecturer at School of Journalism, Yunnan University, and currently a PhD candidate in Communications Studies at Concordia University, Canada. Her research interests centre around the intersection of journalism and digital technology. Her current research investigates the contested agency of newspaper journalists in China in their daily practices through ethnographic approach.

Silvia Carrasco is a journalist, currently studying the second year of the Double Master Degree in Global Media and Communications (LSE-Fudan University). In her 22-year experience, she has worked as documentary maker and news director in television stations of different countries, including Chile, Ecuador, Spain, Colombia and United States.

Western and Chinese framing of the March 2014 Kunming terrorist attacks: implications for intercultural communication and human rights journalism

Ibrahim Seaga Shaw and Luo Di, Northumbria University, UK

Since the emergence of China as a global power and a leading player in the emerging BRICS countries, it has increasingly come under the spotlight in the mainstream Western media for its human rights record, which has been a source of tensions between it and the West. Yet, while China and the West

clearly disagree on what constitutes human rights, or human rights violations, they hardly seem far apart in the global 'War on Terror' since it was declared by US President George Bush in 2001 in the immediate aftermath of the 9/11 terrorist attacks. While there has been a growing research on issues of human rights and democracy in China, very little attention, if any, has been paid to media and public representation of the nexus between politics/geopolitics and human rights in China. This paper aims to address this gap by undertaking a comparative study of the global media and public framing of the March 2014 Kunming (Chinese city) terrorist attacks by four global newspapers in the US and China (2 each) and four social media discussion forums in the US and China (2 each). Drawing on framing and discourse analyses, this paper will attempt the following questions: How were the terrorists and victims represented in the US and Chinese media and public forums? How were Muslims represented? How were the Chinese and US authorities represented? How were issues of politics and human rights represented? What are the implications of these representations for intercultural communication and human rights journalism in the US and China? The period of the study is one month from the day of the terrorist attack.

Dr Ibrahim Seaga Shaw is a Senior Lecturer in Media and Politics and Programme Leader for MSc Mass Communication Management at Northumbria University. Among his main publications are *Human Rights Journalism* (Palgrave Macmillan, 2012); *Business Journalism: A Critical Political Economy Approach* (Routledge, 2015) and two co-edited books, *Expanding Peace Journalism* (Sydney University Press, 2012) and *Communicating Differences: Culture, Media, Peace and Conflict Negotiation* (Palgrave/Macmillan, 2016). He is also Secretary General of the International Peace Research Association.

Luo Di is a third year PhD candidate in the media department in Northumbria University. Her research interest focuses on the study of journalism in the context of China, crossing the field of human rights reporting and the journalistic ethics in conflict reporting. She undertook her undergraduate degree in Adelaide, Australia and her MA in Northumbria University.

Environmental reporting: specialist journalism in China

Song Lin, University of Lincoln, UK

This paper argues that both Chinese journalists and the Chinese authorities are confronting a new situation that is facing China, i.e. the unfolding environmental disasters. Traditional approaches to journalism must change, it argues, and the Chinese population has become aware of the level of pollution and it is no longer possible to deny the evidence. The paper therefore demonstrates the complicated relationships that may limit the coverage of environmental issues, the way that journalists have reacted to this situation, and why environmental reporting is a special journalism in

China. The research on which this paper is based offers the argument that it requires a readjustment in style and substance if the media are to be at all credible. Much of the field work for this paper was conducted in China when these changes were becoming evident, and the fact that the researcher had access to working journalists makes this an important contribution to the critical literature on Chinese journalism.

Song Lin is working for a PhD in Journalism at the University of Lincoln, UK. Her research is on the media and environmental issues in China. She has an MA in Global Media from the University of Westminster. Before coming to the UK, she worked as a science journalist in a Chinese mainstream TV station, directed many programmes which had high audience ratings in Beijing area. Her research interests include environmental journalism, international political communication and Chinese media studies.

Global media, media convergence, and transformation of Chinese traditional media

Song Kai, Research Associate, Communication University of China, China

In recent years, media convergence has brought profound change in the media ecology. At the same time, the significant development of information and communication technologies (ICTs) and the prevalent use of new media have reshaped the role of the Chinese traditional media. Against this backdrop, enormous pressure has been particularly placed on Chinese broadcast media. By drawing lessons from the Western world, the aim of the paper is to discuss the strategies that could help the transformation of Chinese traditional media to meet the challenge of media convergence. In addition, this paper would briefly review the development of Chinese media convergence and the role of globalisation in this process.

Song Kai is an associate researcher, and master's supervisor. He has worked in Communication University of China since 2003, and he is an associate researcher in Social Media Centre, Institute of Internet Information. His research areas include new media, the technology of mobile Internet, and informatics.

Foreign media and cultural cosmopolitanism among Chinese youth

Tang Tiangkai, University of Westminster

Under the irreversible progress of globalisation, tremendous changes have taken place not only between nation states but also within society, alongside with cultures which keep interconnecting and interpenetrating each other. At the same time, the probability of encountering culturally different others has risen. How to manage different cultures within one's life is one reason why the discourse on cultural cosmopolitanism has revived in recent years. Traditionally, cultural cosmopolitanism has been closely linked to travel and

mobility. While, nowadays with the help of satellite television and telecommunication technologies, audiences all over the world can experience repertoires of narratives and images offered by the deterritorialised culture-media products, without mobility. This paper aims to explore whether the consumption of deterritorialised culture-media products - mainly films and television - leads Chinese urban youths to a greater level of cultural cosmopolitanism. Following the recent studies of cultural cosmopolitanism and the tradition of international communication studies, the research examines the connection between media and cosmopolitanism. It provides an alternative way to explore the interaction between the global and the local in a micro-level, and investigates the consequences of cultural globalisation from a local perspective.

Tang Tiankai is a PhD candidate, currently studying in the Communication and Media Research Institute at the University of Westminster. She completed MA in Global Media and Communication at the University of Warwick and BA (Hons) in International Communication Studies at the University of Nottingham, Ningbo, China. Her research interests include cultural cosmopolitanism, international communication, cultural globalisation and audience studies.

Career challenges facing Chinese women journalists

Wang Haiyan, Sun Yat-Sen University, China

In accordance with the global trend of women's employment in journalism, China has witnessed an unprecedented increase of women's participation in the news profession in the last two decades. However, while accounting for more than 40 per cent of the labour force in journalism, women still tend to gravitate towards jobs and posts with lower pay and less power. Against this background, this paper tries to provide a glimpse to the obstacles to the success of women journalists in Chinese media. Through in-depth interviews with the journalists, three major constraining mechanisms are identified: women-unfriendly job contract and salary system, weak women's association and trade union, and male-centered family structure.

Wang Haiyan is Associate Professor in the School of Communication and Design at Sun Yat-sen University, China. She received her PhD in Communication from the Chinese University of Hong Kong in 2013. She was a journalist fellow at the Reuters Institute for the Study of Journalism in Oxford, and an Endeavour Research Fellow at the University of Sydney. She is author of *The Transformation of Chinese Investigative Journalism Today: From Journalists to Activists* (Lexington Books, 2016). Her research interests include media and the public sphere, media and social movements, media and gender, media professionalism, and investigative journalism.

The dual migration: Chinese digital media and Chinese rural-to-urban migration

Wang Xinyuan, University College London

This paper draws from a 15-months ethnographic research into the use of social media among Chinese rural migrants in a Chinese factory town. This paper is also based on the author's forthcoming book *Social Media in Industrial China*. China now has 260 million rural migrants, the biggest migration in human history. The massive domestic migration not only indicates a grand social transformation of Chinese society, but also a significant life transformation of millions of people's life. This paper will first look into the budget smartphone market in a township and discuss the digital media landscape of developing China. The following case studies will focus on how digital media has become an essential part of daily life among rural migrants in terms of personal development, social relationships, education, commerce, privacy, and politics. Finally, this paper suggests that a 'dual migration', which is from rural to urban, and offline to online, is taking place. And such dual migration is not only possible, but also essential for the massive Chinese migrant population. The knowledge of Chinese digital media usage among Chinese rural migrants further throws light on our general understanding of the role digital media plays in the socioeconomic development of China.

Wang Xinyuan, is a PhD candidate at the Department of Anthropology, University College London. She obtained her MSc from UCL's Digital Anthropology programme. Currently she is a research member of the 'WHY WE POST', a global anthropological research project on the uses and consequences of social media (<http://www.ucl.ac.uk/why-we-post>). Her current research focuses on the social media and smartphone uses among Chinese rural migrants. Recent publication is *How the World Changed Social Media* (co-author; 2016, London: UCL Press. Open access <http://www.ucl.ac.uk/ucl-press/browse-books/how-world-changed-social-media>). She translated *Digital Anthropology* (ed. Horst and Miller) into Chinese (《数码人类学》2013, 北京: 人民出版社) and contributed a piece on digital anthropology in China. She is a trained artist in Chinese traditional painting and calligraphy and leads on a 'visual ethnography project' (www.visualethnographyxy.co.uk).

Structuralist sub-imperialism and ideological consent: CCTV-News in Africa

Yu Xiang and Vivien Marsh, University of Westminster

For more than 30 years, China has been undergoing a massive but slow economic transition which is characterised by some scholars as 'economic neo-liberalisation'. During this transition process, China has gradually evolved from an isolated ex-socialist country with a planned economy into an internationalised state-capitalist country with a dependent economy.

Although China has successfully transformed from a peripheral country to a semi-peripheral country within the world system established by the North, the economic, if not political, transition in China is still going on. Lenin has stated that imperialist expansion is inevitable when the capitalist development of a society enters its third and final phase; and the downturn of China's economy indicates that in order to further its economic transition and squeeze into the ranks of centre countries, China has no alternative but to expand economically into other countries. Johan Galtung's theory of structuralist imperialism provides a unique way of analyzing how international media maintain the dominant structure of centre and periphery mainly by strengthening ideological consent between the centre classes of centre and peripheral countries. However, the theory is less adequate in explaining how ideological consent is cultivated between the centres of semi-peripheral and peripheral countries. This presentation draws on content analysis of recent news coverage by CCTV-Africa to demonstrate how the Chinese state broadcaster manages to deliver such ideological consent to its target audience, namely the centre class of African countries. It will also propose an improved theoretical frame based on Sino-African media flow.

Yu Xiang and **Vivien Marsh** are third-year PhD candidates in Journalism & Mass Communication at the University of Westminster. Yu Xiang has a Bachelor degree in Communication Science from the University of Heilongjiang in China (2012), and a Masters degree in Global Media from the University of Westminster (2013). Her research interest lies in the area of international communication, ranging from theoretical development of political economy of communication studies to methodological reception studies of audience, with a focus on Sino-African bilateral communication relations. Vivien Marsh began her PhD studies in 2013 after more than 25 years as a BBC global news journalist. Most of her time at the BBC was spent with World Service News, where she was latterly Asia-Pacific news editor. She was also part of the team that launched and developed BBC World News television. Her research interest is in world news, specifically comparing the global English television news output of the BBC and CCTV.

Evaluating the effectiveness of Henan's 'go international' project

Yang Liya, Henan University of Technology, China

The external communication conducted by a certain region of China is regarded as a part of China's global communication. Henan, in central China, is gradually known as an international hub along with the implementation of 'One Belt, One Road' Plan, aimed to build a trans-regional platform for cultural communication and international cooperation. This paper is mainly focused on the study of Henan's external communication, adopting the research methods of questionnaire and interviews to analyse the bottlenecks and evaluate the communication effects thereof. The paper also puts forward some effective ways to help Henan 'go international' within the context of media convergence.

Yang Liya is an assistant professor and the Associate Dean in the School of Journalism and Communication at Henan University of Technology (HAUT). She holds a PhD's Degree in International Journalism from China University of Communications. Her research interests include, but are not limited to international news reporting, intercultural communications and external communications by a certain region in China. Liya has published a series of journal articles about external communications by China West. She teaches courses in journalism and international news coverage, and received the First Prize of Teaching at Henan University of Technology. And now she is an academic scholar at University of Lincoln (September 2015 – September 2016).

China and Spain's changing media landscape: the case of *Radio Internacional*

Ye Peilei, Carlos III University of Madrid, Spain

The enhancement of soft power is considered one of the main appeals of China's cultural policies. However, it may also be a portrayal of China's increasingly important role in the international economic and political arena. In the context of global communication, China's soft power can be demonstrated in several aspects: the visibility of media launched by Chinese diasporic communities in their respective residence societies, the emergence of influential and reliable China-based media in the international market, and the presence of China in other countries' local media. This paper aims to study a key aspect of China's soft power by exploring the case of Radio Internacional, a Spanish local radio broadcaster which claims to be the first radio of general interest in Spain to include advanced information about China. Methodologically based on documental analysis and in-depth interviews with professionals, the study will review some features of its strategies on production, programming and audience. It is concluded that China and its culture has a growing impact on Spain's media landscape, a result of the shift of the centre of global geopolitics to Asia-Pacific.

Ye Peilei is a PhD candidate and pre-doctoral researcher at the Department of Journalism and Audiovisual Communication of Carlos III University of Madrid, Spain. Her main research interests include: political economy of communication, cultural diversity, global television industry, internationalisation of media from emerging countries and soft power strategy. She is also member of the National R&D Project 'Diversity of the Audiovisual Industry in the Digital Era' (<http://diversidadaudiovisual.org>) of the Ministry of Economy and Competitiveness of Spain. She worked for the Spanish-language international channel of China Central Television (CCTV-Español) and collaborated as freelance writer with other Chinese media.

From big data to Big Brother 2.0? The use of digital technology in governing authoritarian China

Zeng Jinghan, Royal Holloway, University of London

The development of digital technology has sparked a series of academic and public debates over whether such technology can empower the state or society in the authoritarian context. This debate is further complicated by the rise of big data. This paper contributes to the debate by examining China's pro-active approach to embrace big data. It argues that the authoritarian regime in China has been employing big data to transform its governance and to move towards a 'big brother 2.0' model. It has combined co-optation with coercive control to exploit digital technology in order to maximise its utility and thus maintain the authoritarian rule. Moreover, the existing debates on digital technology largely focus on the changing power structures between the state and the society, but neglects its implications for authoritarianism. The paper argues that the use of massive digital data may backfire against the authoritarian regime when it is employed for power struggle. Thus, any effort to strengthen authoritarian rule may end up undermining it.

Zeng Jinghan is Lecturer in Politics and International Relations in the Department of Politics and International Relations at Royal Holloway, University of London. He is also an Associate Fellow in the Centre for the Study of Globalisation and Regionalisation at the University of Warwick and a Fellow of the UK Higher Education Academy. He holds degrees from the University of Warwick (PhD) and the University of Pittsburgh (MA). His research and teaching interests lie in the field of Chinese politics and research methods, with more specific interests in the study of China's authoritarian system, elite politics, political communication, political economy and international politics. He is the author of *The Chinese Communist Party's Capacity to Rule: Ideology, Legitimacy and Party Cohesion* (2015). His academic papers have appeared in *International Affairs*, *Contemporary Politics*, *Journal of Contemporary China*, among others.

Chinese film and its future in the age of the internet

Zhang Caihong, Communication University of Zhejiang, China

Chinese movie are facing many opportunities as well as challenges in the internet era. Relative to the global economic downturn, and relatively low development mode of Chinese economy, China's film industry still fared better than most nations in 2015, which has broken through 44 billion yuan at the box office in 2015, and total domestic films accounted for 61 per cent. Chinese internet giants such as BAT (Baidu, Alibaba, Tencent), LETV, IQIY, and Wanda Group, which has its roots in traditional industry, has made a large-scale purchase of domestic film industry as well as Hollywood movie studios. Such corporate takeovers offer many opportunities for the growth

and globalisation of Chinese cinema. Where is the future direction of Chinese film in the internet era?

Zhang Caihong is Associate Professor of Zhejiang University of Media and Communications. Her main research fields in movie history, movie theory, and visual culture. She hosted and participated in the Ministry of Education of the People's Republic of China, Zhejiang province philosophy social sciences planning project. Her work has been published in the *Journal of Beijing Film Academy*, among others.