## China’s Media and Politics in the Context of Globalization

**Department:** Fudan International Summer Session 2023

<table>
<thead>
<tr>
<th>Course Code</th>
<th>JOUR170001</th>
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<tr>
<td><strong>Course Title</strong></td>
<td>China’s media and politics in the context of globalization</td>
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<td>Credit</td>
<td>2</td>
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<td>Credit Hours</td>
<td>36+3 (one credit hour is 45 minutes)</td>
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#### Course Nature
- Specific General Education Courses
- Core Courses
- VGeneral Education Elective Courses
- Basic Courses in General Discipline
- Professional Compulsory Courses
- Professional Elective Courses
- Others

#### Course Objectives
By the end of the course, the students will have acquired a broad perspective of China’s international communication and gain familiarity with its political consequences in globalization.

#### Course Description
This course introduces students to the background of China’s political communication and provides overview of China’s international communication in a global context.

The students are required to participate in group presentations on specific topic on seminars and are encouraged to give his or her ideas and comments on each topic, so that the course will explore issues more deeply. The final examination is open-book. The students are required to answer several group of questions which are based upon the content of the course.

#### Course Requirements:
By the end of the course, the students will have acquired a broad perspective of China’s international communication and gain familiarity with its political consequences in globalization. Four general topics will be explored: understanding China’s media system; China’s international communication system; Chinese nationalism in international conflicts; China’s public diplomacy and international relations. For each topic, the course will be conducted with several lectures and seminars. The students are required to participate in group presentations on specific topic on seminars and are encouraged to give his or her ideas and comments on each topic, so that the course will explore issues more deeply.

#### Teaching Methods:
Lecture, presentation, group discussion
Instructor’s Academic Background:

Prof. SHEN Guolin is an associate professor at the School of Journalism of Fudan University and research fellow of Fudan Center for Information and Communication Studies. He received his PhD Degree in Mass Communication in 2006, and his interests focus on political communication and international communication. As a Fox International Fellow at Yale University from 2006 to 2007, He has published two books including Focus on Capitol Hill: U.S.Congress and Media (Shanghai: Fudan University Press, 2005) and U.S. Government Propaganda via Media (Shanghai: Shanghai People Press, 2007), which won the first class prize of Shanghai Social Sciences Academic Publication Award in 2008. He is also the translator of Copyrighting Culture: The Political Economy Of Intellectual Property (Beijing: Tsinghua University Press, 2009) and published his article, “Win-lose or mutual understanding: American public diplomacy toward China” in Philip Seib eds, American Public Diplomacy: Reinventing U.S. Foreign Policy (New York: Palgrave Macmillan, 2009).

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Course Schedule:

Session 1
Course review: How to study China’s international communication?
How to understand globalization?
How to understand today’s international communication?
How to ask question about China?
Media Regulation and Reform in China (Part I)

Session 2
China’s internet policy (Part I)

Session 3
The system of China’s international communication (Part II)
China’s media in international communication (Part II)

Session 4
Crisis in global communication (Part II)

Session 5
Chinese nationalism in historical context (Part III)

Session 6
Media and international conflict (Part III)
Seminar 1

Session 7
### Covering Crisis of Diaoyu Island (Senkaku Island) (Part III)
- Seminar 2
- Seminar 3
- Seminar 4

### Session 8
System and behavior: China’s Public diplomacy (Part IV)
- Seminar 5
- Seminar 6

### Session 9
System and behavior: China’s Public diplomacy
- Seminar 7
- Seminar 8

### Session 10
Confucius Institute and China’s soft power (Part IV)
- Seminar 9
- Seminar 10

### Session 11
China’s Global Image (Part IV)
- Seminar 11
- Seminar 12

### Session 12
Examination

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### The design of class discussion or exercise, practice, experience and so on:

- Group Discussion, presentations, and home exercise

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### Grading & Evaluation:

1) **Group presentation (40%)**: Each student is required to choose one topic of four seminars and present his or her analysis and viewpoints in group.

2) **Examination (50%)**: In the end of this course, each student will be required to answer a group of questions about the content of the course.

3) **Attendance (10%)**: Each student is required to attend each class for a whole semester. The student who is absent for twice will get 0 for attendance. The student who is absent for three times will fail in the course.

There will be no make-up test.
Teaching Materials & References:

Part I


Part II

Chan, Joseph M. “Media Internationalization in China: Processes and Tensions.” Journal of Communication 44.3 (Summer 1994): 70-88


Part III


Part IV


Chen, Zhimin. Nationalism, Internationalism and Chinese Foreign Policy. Journal of Contemporary China (2005), 14(42), February, 35–53

Yang,Ying. China’s Soft Power and Its National Image.
the International Studies Association 48th Annual Convention, 28 Feb.-3 Mar. 2007, Chicago, USA