

China's Media and Politics in the Context of Globalization

Department: Fudan International Summer Session

Course Code	JOUR170001		
Course Title	China's Media and Politics in the Context of Globalization		
Credit	2	Credit Hours	36+3 (one credit hour is 45 minutes)
Course Nature	<input type="checkbox"/> Specific General Education Courses <input type="checkbox"/> Core Courses <input checked="" type="checkbox"/> General Education Elective Courses <input type="checkbox"/> Basic Courses in General Discipline <input type="checkbox"/> Professional Compulsory Courses <input type="checkbox"/> Professional Elective Courses <input type="checkbox"/> 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	<p>This course introduces students to the background of China's political communication and provides overview of China's international communication in a global context.</p> <p>The students are required to participate in group presentations on specific topics and are encouraged to give their ideas and comments on each topic, so that the course will explore issues more deeply. The final examination is open-book.</p>		
Course Requirements:			
<p>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 topics and are encouraged to give their ideas and comments on each topic, so that the course will explore issues more deeply.</p>			
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).

Email: shenguolin@fudan.edu.cn

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 questions 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

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

Lectures, group discussions, and presentations

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 a group.

2) Examination (50%) At 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 the entire summer session. 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

Hong, Junhao, and Marlene Cuthbert. "Media Reform in China since 1978: Background factors, Problems, and Future Trends." *Gazette*, 47.3 (1991): 141-58

Lee, Paul Siu-nam. "Mass Communication and National Development in China: Media Roles Reconsidered." *Journal of Communication* 44.3 (Summer 1994):22-37

Zhao, Yuezhi. "From Commercialization to Conglomeration: The Transformation of the Chinese Press Within the Orbit of the Party State". *Journal of Communication*, Spring 2000:3-26

Endeshaw, Assafa. Internet Regulation in China: The Never-ending Cat and Mouse Game. Internet Regulation in China: The Never-ending Cat and Mouse Game. *Information & Communications Technology Law*, Vol. 13, No. 1, 2004: 41-57

Part II

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

Pan, Zhongdang, Chin-Chuan Lee, Joseph Man Chan, Clement Y.K. So. "One Event, Three Stories: Media Narratives of the Handover of Hong Kong in Cultural China". *International Communication Gazette*, Vol. 61, No. 2, 1999, pp.99-112

Yin, Jing. "China's Second Long March: A Review of Chinese Media Discourse on Globalization". *The Review of Communication*, Vol. 6, Nos. 1-2, January -April 2006, pp. 32-51

Part III

Hao, Xiaoming. Party Dominance vs. Cultural Imperialism: China's strategies to regulate satellite broadcasting. *Communication Law and Policy*, Vol.5, Spring 2000, No.2: 155-83

Pan Zhongdang, Lee Chin-Chuan, Chan Man Joseph, So York Kee Clement. Orchestrating the Family-Nation Chorus: Chinese Media and Nationalism in the Hong Kong Handover. *Mass Communication & Society*, vol.4 no.1, 2001, pp.331-347

Farquhar, Mary and Chris Berry, "Speaking Bitterness: History, Media and Nation in Twentieth Century China", [*Historiography East and West*](#), Volume 2, Number 1, 2004 , pp. 116-143

Yin, Jiafei. "To Be A Patriot Or To Be A Journalist: Reporters Caught In borderlands: Ethics In Covering International Conflicts", 53rd Annual Conference of the International Communication Association, May 23-27, 2003, San Diego, CA

Zhao, Yuezhi. *Communication in China: Political Economy, Power, and Conflict*. Rowman & Littlefield Publishers, 2008, Chapter 3

Part IV

Nye, Joseph S. JR. Soft Power and American Foreign Policy, *Political Science Quarterly*. Vol.119, No.2, 2004:255-70

Lampton, David M. "The Faces of Chinese Power", *Foreign Affairs*, Volume 86, No. 1:115-127

Shambaugh, David. The New Strategic Triangle: U.S. and European Reactions to China's Rise. *The Washington Quarterly* • 28:3 pp. 7–25

[Kurlantzick, Joshua](#). China's Charm: Implications of Chinese Soft Power, 47, June 2006

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