

Chinese Media Studies (Tentative)

Prof. Kun Li

Description

Having been powerful tools for social change and political goals, Chinese media are undergoing fundamental changes. While these changes exercise great impact on the overall social development in China, they are restricted by the general pace of it at the same time.

This course will examine issues such as how (People's Republic of China) Chinese media emerge and evolve against the background of the modern Chinese history, how they interact with government, sponsors, receivers and other social institutions, what all these mean to the Chinese social development and, to the world.

This course consists of three main parts: 1. lectures from faculty member; 2. student discussion and presentation on major Chinese media-related issues 3. a critical analytical project/paper on a specific product of the Chinese media, such as a newspaper report; a movie, an advertisement.

Objectives

This course examines the organization, operation and theoretical foundations of contemporary Chinese media system. The objectives of the course are to enable the students to:

- Understand the general structure, operation and functions of the Chinese media and media studies in China
- Understand the role of Chinese media in the evolution of intercultural communication between China and the West
- Lay foundations for the possible future Chinese media-related careers and/or experiences

Requirement:

The students of this course are expected to attend the class lecture on time, to actively participate in class discussion, to turn in papers and other assignments on time, and more importantly, to complete the assigned readings before coming to class.

Policy on absence and tardiness: Students are to come to class lecture on time. One (1) point will be taken from the total grade with more than 10 minutes tardiness without advance notice to professor. Only sick leave (via e-mail, or a note brought to class by roommates) in advance to professor will be permitted. Work load, including readings, etc, should be made up. Absence otherwise will incur a downgrade of three (3) points.

Student work load are as follows:

1. Two short essays on Chinese media related issues. Essays should demonstrate that the student complete and understand the major points in the readings and class lecture. Student could choose a topic of his/her interest.

2. A class presentation on the readings and topic of the week. Student will sign up for the presentation in the first session. Presentation will start form 2nd week.

3. A critical analysis of a specific product of the Chinese media, such as a newspaper report(s), a movie, and a piece of advertisement. Specific guidance to this job will be distributed and discussed in class.

Students are to keep a copy of their papers in case. No late papers are accepted without reasonable excuse reported to the professor in advance.

Grading Formula:

Class attendance	10%
Short Essays	30%, 15%
Note: Each one of these two essays will be mid-term assignment.	
Presentation of readings	10%
Take Home Final: Critical Analytical Project/Paper	50%

Tentative Topic Schedule

Wk. 1 **Introduction**

Your understanding of the Chinese media

Image of the Chinese media in the world, through WHAT?

Sign up for presentation of readings.

Wk. 2 **Theories of Media and Theories of Society**

Zhao, Yuezhi, (2008), "Introduction"

Hong, Junhao, (1998), Chpt. 2 "Media Internationalization and Some Related Theories", in *The Internationalization of Television in China*, Westport, CT: Praeger.

Wk. 3 **China's Social and Media History: Where it was: the 20th Century**

Zhao, Yuezhi, (2008) Chpt. 1 "Reconfiguring Party-State Power: Market Reforms, Communication, and Control in the Digital Age",

Gan, Xifen, "Debates Contribute to the Development of the Journalistic Science", in *Journal of Communication*, 44(3), Summer, 1994, pp.38-51.

Wks. 4 & 5 **Social Reform and Media Reform: Where it goes: the 21st Century**

Zhao, Yuezhi, (2008) Chpt. 2 "Securing the "Commanding Heights": Class, Power, and the Transformation of the Party-State's Media and Culture Sector".

Jernow, Allison , (1999) "The Press in the 1980s: Testing New Ground," in Orville Schell eds, *The China Reader*, NY: Vintage,

Polumbaum, Judy, "China's Media: Between Politics and the Market," in

Current History, Vol. 100 No. 647, September 2001
(268-277)

Zhao, Yuezhi, (1998) Chpt. 2 “The Trajectory of Media Reform,” in
Media, Market & Democracy in China, University of
Illinois Press.

Wk. 6 **Printed Media: Party’s Voice Vs. Public Opinion**

Zhao, Yuezhi, (1998), Chpt. 6 “Newspaper for the Market”. *Media, Market & Democracy in China*, University of Illinois Press.

Zhao, Yuezhi, (1998), Chpt. 4 “Corruption: The Journalism of
Decadence”, *Media, Market & Democracy in China*,
University of Illinois Press.

Zhao, Yuezhi, (2008), Chpt. 5 “Civil Rights, legal Justice: Possibilities
and Limits of Media and Internet Mobilization”.

Wk. 7 **TV, Radio and Film: Social Responsibility and/or Entertainment**

Zhao, Yuezhi, (2008) Chpt. 4 “Entertaining the Masses: Domestic
Private Capital, Popular Media, and the Role of Cultural
Entrepreneurs”.

Hong, Junhao, (1998) “Development and Function of Television”,
“Television Program Importation Before the Cultural
Revolution”, and “Television Program Importation Since
The Reform of the 1980’s”, in *The Internationalization of
Television in China*, Westport, CT: Praeger.

Wk. 8& 9 **New Media: A Hope for Democracy?**

Zhao, Yuezhi (2008) Chpt 5. “Civil Rights, legal Justice: Possibilities
And Limits of Media and Internet Mobilization”.

MacKinnon, Stephen, R., (1991) “The Role of the Chinese and US
Media,” in *Popular Protest & Political Culture in Modern
China* (2nd Ed.), edited by Jeffrey Wasserstrom, pp. 206-213

Sheff, David, “Betting on Bandwidth” in *Wired*, February 2001,
pp.145-155

Saich, Tony, (2001) “The External Challenge: The Information
Revolution,” in *Governance and Politics of China*, Palgrave,
pp.306-309.

Wk. 10 **Government Regulation and Moral Issues: to Serve Two Masters**

Sun, Xupei, (2000) Chpt. 8 “China’s Legal System Concerning Press
Law”, in Sun Xupei eds. *An Orchestra of Voices*, Westport,
CN: Praeger,

Wk. 11 **Internationalization of Chinese Media**

Hong, Junhao (1998) Chpt.1 “A Brief Review of the Internationalization

of Mass Media” in *The Internationalization of Television in China*, Westport, CT: Praeger.

Zhang, Juyan & Glen T. Cameron, “China’s Agenda Building and Image Polishing in the US: Assessing an International Public Relations Campaign”, in *Public Relations Review* 29 (2003) 13-28

Wk. 12 Final Exam

Movie viewing sections could be arranged, depending on student’s overall schedule.

Course Reader Articles

Hong, Junhao,(1998), Chpt. 2, “Media Internationalization and Some Related Theories”, in *The Internationalization of Television in China*, Westport, CT: Praeger.

Hong, Junhao, (1998) “Development and Function of Television”, “Television Program Importation Before the Cultural Revolution”, and “Television Program Importation Since The Reform of the 1980’s”, in *The Internationalization of Television in China*, Westport, CT: Praeger. Pp.46-52, pp. 57-75

Hong, Junhao (1998) Chpt.1 “A Brief Review of the Internationalization of Mass Media” in *The Internationalization of Television in China*, Westport, CT: Praeger.

Gan, Xifen, “Debates Contribute to the Development of the Journalistic Science”, in *Journal of Communication*, 44(3), Summer, 1994, pp.38-51.

Jernow, Allison , (1999) “The Press in the 1980s: Testing New Ground,” in Orville Schell eds, *The China Reader*, NY: Vintage,

Keane, Michael & Stephanie Hemelryk Donald, (2002) “Responses to Crises Convergence, Content Industries and Media Governance”, in Stephanie Hemelryk Donald, Michael Keane and Yin Hong ed., *Media in China: Consumption, Content and Crisis*. Routledge Curzon

MacKinnon, Stephen, R., (1991) “The Role of the Chinese and US Media,” in *Popular Protest & Political Culture in Modern China* (2nd Ed.), edited by Jeffrey Wasserstrom, pp. 206-213

Polumbaum, Judy, “China’s Media: Between Politics and the Market,” In *Current History*, Vol. 100 No. 647, September 2001 (268-277)

Redl, Anke & Rowan Simon, (2002) “Chinese Media—One Channel, Two Systems”, in Stephanie Hemelryk Donald, Michael Keane and Yin Hong ed., *Media in China: Consumption, Content and Crisis*. Routledge Curzon.

- Saich, Tony, (2001) "The External Challenge: The Information Revolution," in *Governance and Politics of China*, Palgrave, pp. 306-309.
- Sheff, David, "Betting on Bandwidth" in *Wired*, February 2001, pp.145-155
- Sun, Xupei, (2000) Chpt. 8 "China's Legal System Concerning Press Law", in Sun Xupei eds. *An Orchestra of Voices*, Westport, CN: Praeger,
- Zhang, Juyan & Glen T. Cameron, "China's Agenda Building and Image Polishing in the US: Assessing an International Public Relations Campaign", in *Public Relations Review* 29 (2003) 13-28
- Zhao, Yuezhi, (1998) Chpt. 2 "The Trajectory of Media Reform," in *Media, Market & Democracy in China*, University of Illinois Press.
- Zhao, Yuezhi, (1998), Chpt. 4 "Corruption: The Journalism of Decadence", *Media, Market & Democracy in China*, University of Illinois Press.
- Zhao, Yuezhi, (1998), Chpt. 6 "Newspaper for the Market". *Media, Market & Democracy in China*, University of Illinois Press.
- Zhao Yuezhi, (2008), Chpt. Introduction, 1, 2, 4, 5. *Communication in China: Political Economy, Power, and Conflict*. Rowman and Littlefield.