

Chinese Media and Politics in the Context of Globalization

<i>Course Code:</i>	<i>JOUR170001</i>
<i>Course Title:</i>	<i>Chinese Media and Politics in the Context of Globalization</i>
<i>Credit:</i>	<i>2</i>
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Course Description

This course introduces foreign students to the background of China's political institution and culture and provides overview of the relationship between China's media and politics in a global context. By the end of the course, the students will have acquired a broad perspective of China's political communication and gain familiarity with China's media system and its political consequences. Four general topics will be explored: media and China's revolution; media policy; trajectory of media reform; media and international relation. For each topic, the course will be conducted with two lectures and one seminar. The students will be divided into several groups, each of which will give a presentation on each topic.

Grading

Attendance (10%)

Attendance is part of the course. Students are required to go to the classes and are required to ask for leave in advance if they have something urgent which conflicts with the timetable.

Group presentation (30%)

All students should be prepared to contribute to each seminar discussion by informally bringing questions stemming from the readings. In addition, each group will be expected to prepare one or more formal class presentations. The primary object of presentation should be to facilitate discussion rather than summarize the reading.

Final project (60%)

By the end of this course, each student will be required to propose a plan for researching one topic or one case that he is interested in.

The marks will be given according to Fudan system of marking

Course Schedule

Week 1

Course overview

Part I China's media and revolution

1. China's revolution in 20th century

Readings: Fairbank, John K., *The Great Chinese Revolution: 1800-1985*. New York: Harper&Row, Publishers, 1986, Part II

2. China's revolution in 20th century

Readings: Fairbank, John K., *The Great Chinese Revolution: 1800-1985*. New York: Harper&Row, Publishers, 1986, Part III

Fewsmith, Joseph, "Historical Echoes and Chinese Politics: Can China Leave the Twentieth Century Behind?" in *China Briefing* pp. 11-48

Watch documentary: *China: A century of revolution*

Week 2

3. Media's role in the revolution

Readings: Chang, Won Ho. *Mass media in China: the history and the future*. Iowa State University Press, 1989, Chapter 1

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

4. Seminar and Discussion

Week 3

Part II Regulating Media in China

5. Political economy of China's media policy

Readings: Zhao, Yuezhi. *Media, Market, and Democracy in China: Between the Party Line and the Bottom Line*. Urban and Chicago: University of Illinois Press, 1998, Chapter 1,2

6. Regulation of China's media industry

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

He, Zhou. "Chinese Communist Party Press in a Tug-of-War: A Political-Economy Analysis of the Shenzhen Special Zone Daily", in Chin-Chuan Lee ed., *Power, Money, and Media: Communication Patterns and Bureaucratic Control in Cultural China*. Evanston, IL: Northwestern University Press, 2000, pp.112-151

7. Seminar and Discussion

Week 4

Part III Trajectory of Media Reform

8. Media Commercialization with Chinese Characteristics

Readings: Pan, Zhongdang, "Improvising Reform Activities", in Chin-Chuan Lee ed., *Power, Money, and Media: Communication Patterns and Bureaucratic Control in Cultural China*. Evanston, IL: Northwestern University Press, 2000, pp.68-111

Keane, Michael and Stephanie Hemelryk Donald, "Responses to Crisis: Convergence, content industries and media governance", in Donald, Stephanie H., Michael Keane and Yin Hong, ed., *Media in China: consumption, content and crisis*. London : RoutledgeCurzon, 2002, pp.200-211

9. Media Reform beyond Commercialization

Readings: Chu, Leonard L. "Continuity and Change in China's Media Reform." *Journal of Communication* 44.3 (Summer 1994): 4-21

Redl, Anke and Rowan Simons, "Chinese media-one channel, two systems", in Donald, Stephanie H., Michael Keane and Yin Hong, ed., *Media in China: consumption, content and crisis*. London : RoutledgeCurzon, 2002, pp.18-27

10. Seminar and Discussion

Part IV Media and international relations

11. Making International news

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

Chang, Tsan-Kuo. *China's window on the world : TV news, social knowledge, and international spectacles*. Cresskill, NJ : Hampton Press, c2002, Chapter 7, 9

12. China's media and nationalism

Readings: Johnston, Alastair I. "Chinese Middle Class Attitudes Towards International Affairs: Nascent Liberalization?" *The China Quarterly*, Vol. 179, Sep. 2004: pp. 603-628.

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

13. Seminar and Discussion