

Course Form for PKU Summer School International 2024

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| Course Title | Media and Society in China |
| | 媒体与中国社会 |
| Teacher | Chen Kaihe (陈开和) |
| First day of classes | July 15, 2024 |
| Last day of classes | July 26, 2024 |
| Course Credit | 3 credits |
| Course Description | |
| Objective: | |
| <p>This course aims to familiarize the students with the developments traditional and new media in China. Based on an understanding of the development and current media landscape, the course will take a comparative look into the role of the media in Chinese society. It will also look into the process and impact of China's interaction with the outside world in the realm of media and communication, including international media coverage about china and how the outside world is covered by Chinese correspondents.</p> | |
| Pre-requisites /Target audience | |
| Students who are interested in the development and impact of media in China | |
| Proceeding of the Course | |
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| Assignments (essay or other forms) | |
| <p>This will be a course combining traditional teaching methods with lectures, discussions and visits to media organizations. Students are required to read the reading materials before class. Occasional quiz will also be conducted in class. Students are expected to participate in discussions, take occasional quizzes, do an assigned report or essay.</p> | |
| Evaluation Details | |
| Grading will be made according to Class Participation (25%), Book reports and Quizzes (25 %), and Final Report/Essay (50 %). | |
| Text Books and Reading Materials | |
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Suggested Reading and References:

1. CCTV, Xinhua, China Daily, AP, Reuters, Financial Times, Bloomberg, Wall Street Journal and New York Times, and other available news sources for daily reading of the news.
2. Chen, Wenhong, and Stephen D. Reese, eds. (2015). *Networked China: Global Dynamics of Digital Media and Civic Engagement*. London: Routledge.
3. deLisle, Jacques. Avery Goldstein and Guobin Yang.(2016). *The Internet, Social Media, and a Changing China*. Philadelphia: University of Pennsylvania Press.
4. Kean, Michael. and Wanning Sun eds. (2013): *Chinese Media: Critical Concepts in Media and Cultural Studies*.(Vol. 1 – Vol.4). London: Routledge.
5. Kurlantzick, Joshua. (2007). *Charm Offensive: How China's Soft Power is Transforming the World*. New Haven: Yale University Press.
6. Lee, Chin-Chuan, ed. (1990). *Voices of China: The Interplay of Politics and Journalism*. New York: The Guilford Press.
7. Lee, Chin-Chuan, ed. (1994). *China's Media, Media's China*. Boulder, Colo. Westview Press.
8. Lee, Chin-Chuan, ed. (2000). *Power, Money, and Media: Communication Patterns and Bureaucratic Control in Cultural China*. Evanston, Illinois: Northwestern University Press.
9. Lee, Chin-Chuan, ed. (2003). *Chinese Media, Global Contexts*. London: Routledge.
10. Zhang, Juyan and Cameron Glen T. (2003). "China's agenda building and image polishing in the US: assessing an international public relations campaign, " *Public Relations Review*, Vol.29, No.1, pp.13-28.
11. Zhao, Yuezhi (1998). *Media, Market and Democracy in China: Between the Party Line and the Bottom Line*. Urban, Ill: University of Illinois Press.

Academic Integrity (If necessary)

CLASS SCHEDULE
(Subject to adjustment)

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| Session 1: Media landscape and media system evolution in China | Date: July 15 |
| <p>【Description of the Session】 This session aims to provide an overview of the current media landscape in China, and trace the development of China’s media system before 1978, the beginning of China’s opening up and reform.</p> | |
| <p>【Questions】 What is the origin of China’s current media system?</p> | |
| <p>【Readings, Websites or Video Clips】 Zhao (1998): Introduction (pp.1-13); Chapter 1 (pp.14-33)</p> | |
| <p>【Assignments for this session (if any)】 Choose one of China’s current mainstream media, and be familiar with its development and current status.</p> | |
| Session 2: Media reform and commercialization: Background | Date: July 16 |
| <p>【Description of the Session】 (purpose, requirements, class and presentations scheduling, etc.) This session discusses the political and economic background of China’s opening up and reform, and discuss the mechanism of China’s media reform.</p> | |
| <p>【Questions】 What is the background and major mechanism of China’s media reform in the 1980s?</p> | |
| <p>【Readings, Websites or Video Clips】 1. Zhao (1998): Chapter 2-3 (pp.34-71);</p> | |
| <p>【Assignments for this session (if any)】 Find out and comment on one English media report about China’s reform in the 1980s.</p> | |
| Session 3: Media reform and commercialization: Impact | Date: July 17 |
| <p>【Description of the Session】 This session discusses the impact of China’s media reform, especially on the general structure, as well as the content and format of China’s media.</p> | |

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| <p>【Questions】 What are the driving forces and major process of China’s media commercialization?</p> | |
| <p>【Readings, Websites or Video Clips】 1. Keane (2013): Vol.1, pp. 47-63.</p> | |
| <p>【Assignments for this session (if any)】 Try to understand the uniqueness of China’s media system.</p> | |
| <p>Session 4: Media and Society in China: Print Media</p> | <p>Date: July 18</p> |
| <p>【Description of the Session】 This session begins by tracing the development of early modern Chinese press in the early 1800s, and the role that foreigners played in it. After that, the interactions between print media and Chinese society between 1800 and 1978 will be addressed.</p> | |
| <p>【Questions】 How was China’s early modern press initiated? What kind of roles the print media played in the development of Chinese society before 1978?</p> | |
| <p>【Readings, Websites or Video Clips】 Readings: 1. J Zhao (1998): Chapter 6 (pp.127-150).</p> | |
| <p>【Assignments for this session (if any)】 Search for stories of early Chinese magazines’ publishers, such as Robert Morrison (1782-1834); try to access the database “Modern English Newspapers in China”.</p> | |
| <p>Session 5: Media and Society in China: Print Media (II)</p> | <p>Date: July 19</p> |
| <p>【Description of the Session】 This session explores the interactions between print media and Chinese society after the initiation of opening and reform in 1978.</p> | |
| <p>【Questions】 What are the newly developments of China’s print media in the 1980s? What kind of roles the print media played in the 1980s and 1990s? What is the current situation of China’s print media?</p> | |
| <p>【Readings, Websites or Video Clips】 Readings: Zhao (1998): Chapter 6 (pp.127-150).</p> | |

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| 【Assignments for this session (if any)】 Search for the development of China's English language newspapers and magazines after 1978. | |
| Session 6: Media and Society in China: Electronic Media | Date: July 22 |
| 【Description of the Session】 This session traces the development of China's broadcasting media, radio and television. | |
| 【Questions】 What are the major stages in the development of China's TV industry? What's the governing structure of China's broadcasting? | |
| 【Readings, Websites or Video Clips】 Readings: Zhao (1998): Chapter 5 (pp.94-126); Video Clip: Shen Li, China's first TV anchor. | |
| 【Assignments for this session (if any)】 Access China's radio and TV programs in English, and comment on one specific program. | |
| Session 7: Media and Society in China: Electronic Media (II) | Date: July 23 |
| 【Description of the Session】 This session explores the interaction between China's electronic media and Chinese society. | |
| 【Questions】 How does investigative journalism develop in China and what is their impact on Chinese society? | |
| 【Readings, Websites or Video Clips】 Readings: 1. Zhao (1998): Chapter 5 (pp.94-126). | |
| 【Assignments for this session (if any)】 Access China's radio and TV programs in English, and comment on one specific program. | |
| Session 8: Internet, social media and State-Society Relations in China | Date: July 24 |
| 【Description of the Session】 This session discusses the rationale and driving force behind the development of internet infrastructure in China, as well as the stages of China's new media growth, and the general governing structure of China's internet. | |

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| <p>【Questions】 How has China’s internet evolved since the 1990s? What’s the governing structure of China’s internet?</p> | |
| <p>【Readings, Websites or Video Clips】 Chen (2015): Chapter 1 (pp.19-36); deLisle (2016): Chapter 3 (pp.71-85)</p> | |
| <p>【Assignments for this session (if any)】 Experience and comment on China’s Weibo and WeChat.</p> | |
| <p>Session 9: Internet, social media and State-Society Relations in China (II)</p> | <p>Date: July 25</p> |
| <p>【Description of the Session】 Using specific cases, this session will focus on social media’s impact on Chinese society.</p> | |
| <p>【Questions】 What’s the nature of social media and what should be the principles of social media governance?</p> | |
| <p>【Readings, Websites or Video Clips】 Chen (2015): Chapter 1 (pp.19-36); deLisle (2016): Chapter 3 (pp.71-85)</p> | |
| <p>【Assignments for this session (if any)】 Experience and comment on China’s Weibo and WeChat.</p> | |
| <p>Session 10: Media and Reunification of Greater China</p> | <p>Date: July 26</p> |
| <p>【Description of the Session】 This session explores media landscapes in Hong Kong and Taiwan, and discusses their impact on the prospect of China’s reunification.</p> | |
| <p>【Questions】 How the media of mainland China interact with those in Hong Kong and Taiwan? How to evaluate the role the media play in identity politics in Hong Kong and Taiwan?</p> | |
| <p>【Readings, Websites or Video Clips】 Lee (1990): Chapter 8 (pp.140-164); Lee (2000): Chapter 8 (pp.245-270); Chapter 11 (pp.337-365)</p> | |

【Assignments for this session (if any)】 Explore Hong Kong and Taiwan's English language media, look into their coverage on specific topic and compare with the mainland media coverage.