Content & objectives

Under the forces of marketization, political reform, technological changes, and cultural globalization, the media in China has undergone tremendous transformations in the past two decades. This is a multi-disciplinary course that examines those transformations. It puts an emphasis on contextualizing the issues regarding media, culture and communication in the specific conditions of a transforming China, focusing on the changes after 1978.

The course aims to equip students with (1) basic and comprehensive understanding of contemporary Chinese media institutions, and (2) knowledge of how culture and media are embedded in a broader historical and global context.

Lectures will be supplemented with audio-visual materials. Guest lecturers from journalism, communication and film studies will be invited to speak on specific topics.

Assessment

\[
\begin{align*}
\text{o} & \quad \text{1 discussion paper (2,000 wds)} & (20\%) & 20\% \\
\text{o} & \quad \text{1 case analysis (3,000 words)} & (30\%) & 30\% \\
\text{o} & \quad \text{3 one-page memo} & (10\% \times 3) & 30\% \\
\text{o} & \quad \text{Tutorial discussion} & (20\%) & 20\% \\
\end{align*}
\]

Tutorials

Attendance at both tutorials and guest lectures is mandatory. One point will be deducted from your final course score if you miss any of these meetings.

Tutorials will commence the third week of class (13-17/2). You are expected to finish the prescribed readings on time, and participate actively during every discussion. You will be assessed on the basis on how well you prepare for the tutorials, and how actively you have contributed to the tutorial discussion.

Visit to the HK Art Biennial Exhibition 2005 (Optional)

I’ll organize a trip to the Exhibition on 25 February 2006. An award winning installation of one of our guest speakers is currently displayed there.
Course topics

Note: Materials will not proceed in exactly the following sequence in lectures. Please refer to the next page for the lecture and tutorial schedule.

Part I: Media and Culture in Contemporary China

a) Overview
   o An introduction to the theories on media and culture
   o Media and culture under socialism: Party, surveillance, resistance

b) Cultural politics during the post-revolutionary period
   o Party propaganda and ideological control in Communist China
   o Media institutions in China
   o Important events and political campaigns

Part II: Marketization & Commercialization: Media & Culture Since the 1980s

a) Background information
   o Diversifying ownership and organizational structures in mass media
   o From the revolutionary party (gingdang) to a governing party (zhizhengdang): Rethinking the role of media in socialist China

b) Newspapers and journals
   o Media structure and press freedom
   o The changing organization of news
   o Between politics and commerce: Journalism with Chinese characteristics

c) Television and radio
   o Broadcasting networks in China
   o Between politics and commerce: Terrestrial, cable, and satellite deliveries
   o Advertising and the commercialization of TV
   o Transnational imagination in TV dramas

d) Film and national imaginings
   o National allegory in third world cinema
   o Images of the urban in the cinema
   o Going global: Orientalism, the gaze, and resistance

e) New media technologies
   o From spiritual reform to cultural choices
   o Satellite dishes, cable and digital TV, iMODE
   o The internet and online communities: politics and crackdown
   o Media, market and democracy in China

Part III: Conclusion

o Media and consumption in a global context
   o Bringing the audience back in
   o Entering the WTO: Implications
   o Reform and the politics of everyday life
<table>
<thead>
<tr>
<th>Topic</th>
<th>Meeting</th>
<th>Tutorial</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Introduction to media &amp; culture in China: Party, surveillance, resistance</td>
<td>25/1</td>
<td>No tutorial</td>
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<tr>
<td>2. Marketization &amp; commercialization: Media &amp; culture since the 1980s</td>
<td>8/2</td>
<td>No tutorial</td>
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<tr>
<td>3. Conceptualizing &amp; theorizing about media &amp; culture</td>
<td>15/2</td>
<td>T1: Introduction</td>
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<tr>
<td>4. Diversifying ownership &amp; organizational structures in mass media</td>
<td>22/2</td>
<td>T2: Disc. of topic (1)</td>
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<td>5. The changing organization of news</td>
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<tr>
<td>Guest lecture I:</td>
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<tr>
<td>Mr. Poon Siu To (潘小濤先生) on “Censorship &amp; Journalistic Practices”</td>
<td>1/3</td>
<td>T3: Disc. of topic (2)</td>
</tr>
<tr>
<td>Mr. To was the China news editor at Apple Daily. He is now affiliated with the CRHK (<a href="http://www.881903.com">www.881903.com</a>), working as a China and current affairs commentator, as well as a talk show host for the program《在晴朗的一天出發》.</td>
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<td>※ Reading Week ※</td>
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<td>7. Advertising &amp; the commercialization of TV</td>
<td>22/3</td>
<td>T5: Disc. of topic (4-5)</td>
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<td>8. The internet &amp; online communities: politics and crackdown</td>
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<td>Guest lecture II:</td>
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<tr>
<td>“Cyberpolitics &amp; democracy” - speaker(s) to be confirmed</td>
<td>29/3</td>
<td>T6: Disc. of topic (6-7)</td>
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<td>※ Ching Ming Festival ※</td>
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<td>9. Art &amp; cultural politics</td>
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<td>Guest lecture III:</td>
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<tr>
<td>Mr. Zheng Bo (鄭波先生) on “Art &amp; documentary filming”</td>
<td>12/4</td>
<td>T7: Disc. Of topic (8)</td>
</tr>
<tr>
<td>Mr.Zheng is an award winner at the HK Art Biennial Exhibition 2005: <a href="http://www.lcsd.gov.hk/CE/Museum/Arts/english/exhibitions/eexhibitions_s_20060101_4.html">http://www.lcsd.gov.hk/CE/Museum/Arts/english/exhibitions/eexhibitions_s_20060101_4.html</a></td>
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<tr>
<td>10. Film &amp; national imaginings (I)</td>
<td>19/4</td>
<td>T8: Disc. of topic (9)</td>
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<tr>
<td>11. Film &amp; national imaginings (II)</td>
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<td>Guest lecture IV:</td>
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<tr>
<td>Dr. Gina Marchetti on “Film in contemporary China ”</td>
<td>26/4</td>
<td>T9:Disc. of topic (10-11)</td>
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<tr>
<td>More about Dr. Marchetti: <a href="http://www.hku.hk/complit/gina/me.htm">http://www.hku.hk/complit/gina/me.htm</a></td>
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<tr>
<td>12. Media &amp; consumption in a global context</td>
<td>3/5</td>
<td>T10:Disc. of topic (12)</td>
</tr>
</tbody>
</table>
**Introductory**


**Topic 1: Media & culture in China - Party, surveillance, resistance**


**Topic 2: Marketization & commercialization : Media & culture since the 1980s**


**Topic 3: Conceptualizing & theorizing about media & culture**


**Topic 4-5: Diversifying ownership and the changing organization of news**


**Topic 6-7: Broadcasting reform & the commercialization of TV**


**Topic 8: The internet & online communities: politics & crackdown**

http://annenberg.usc.edu/international_communication/Papers/JQ_China_and_Internet.pdf


**Topic 9: Art & cultural politics**


**Topic 10-11: Film & national imaginings**


**Topic 12: Media & consumption in a global context**

*Globalization*


Ma, Eric. 2006. *Transborder Visuality: The Changing Patterns of Visual Exchange between Hong Kong and South China*. Paper (draft) presented at the Conference on Rethinking Hong Kong’s Human Resources and Competitiveness: A Pre-policy Study, hosted at The University of Hong Kong.


*Consumption & identity*


General references


Additional references (English & Chinese) will be suggested as the course proceeds.
Tutorial memos

Students are required to turn in 2 one-page memo during the semester, each covering a tutorial topic. Topics will be assigned during the first meeting. Memos must be submitted 24 hours before the tutorial group meets. Given the nature of the assignment, memos submitted after the tutorial meeting will not be accepted.

More details will be provided during the first tutorial meeting (week beginning 13/2).

Format

<table>
<thead>
<tr>
<th>Length</th>
<th>No more than one page</th>
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</thead>
<tbody>
<tr>
<td>Formatting</td>
<td>Times Roman font 12/ single-spaced/ A4 paper</td>
</tr>
<tr>
<td></td>
<td>No headers/footers nor page numbering</td>
</tr>
</tbody>
</table>

Each memo should contain two parts:

1. Summarize your argument on the week’s question in a paragraph of no more than 300 words. (Do a word count at the end of the paragraph)

2. Raise 2 follow-up questions that we can discuss in the tutorial.

Reminders

Stick to the page and word limit. We will not accept memos that violate these guidelines.

Feel free to discuss with fellow classmates before you turn in the memo, but never submit identical copies. Students who turn in identical copies or who simply copy from textbooks, course materials, and/or other students’ works will be penalized.
Argument:
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(no more than 300 words. INCLUDE A WORD COUNT at the end of the paragraph)

Discussion questions:
1.

2.