Fall 2013
Media and Communication in China
COMM-870 / SOCI-820

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Time: 3:30-5:30, Thursday
Classroom: ANNS 224
Office hours: 2-4pm, Tuesday (ANNS 304), or by appointment

Course introduction

This seminar provides an in-depth analysis of media institutions, politics, and culture in modern China, with an emphasis on the contemporary scene. A main goal is to identify and explore critical new questions for advanced empirical and historical research. We will read major works on selected media genres (newspapers, television, radio, films, documentary films, and the internet) and analyze their theoretical and empirical contributions. Another goal is to understand the causes and dynamics of media control and media innovation, the formation of publics and counterpublics, and the role of media in social and political change. We will examine how the state and the market shape media practices in different media genres and how media professionals, artists, citizens, and audience negotiate change. The analysis will be linked to the current scholarly debates on the evolution of Chinese authoritarianism and a Chinese-style civil society.

Students will make at least one oral presentation on assigned readings and complete a term paper based on primary research. The research paper may be done individually or in collaboration with a classmate. A co-authored paper is expected to be more substantial than a single-author paper.

Readings:

Books are on reserve in the Annenberg Library or could be purchased from Amazon. Articles and chapters are available on Canvas course web site.

Course schedule

8/29 Introduction

Part I   Historical studies

9/5   Telegraphs in early 20th century China

Zhou, Yongming. *Historicizing Online Politics: Telegraphy, The Internet, and Political Participation in China*. Stanford: Stanford University Press, 2006.

Discussant:

9/12 Media and political culture in the early Republic

Chang-tai Hung, *Mao's New World: Political Culture in the Early People's Republic*. Cornell UP, 2011.

Discussant:

9/19 Political communication in the Cultural Revolution

Chen Xiaomei, "Growing up with Posters in the Maoist Era" in Picturing Power in the People's Republic of China, edited by Evans, Harriet and Donald, Boulder, CO: Rowman & Littlefield Publisher, 1999, 101-122.

Daniel Leese, *Mao Cult: Rhetoric and Ritual in the Cultural Revolution* (Cambridge UP, 2011), Chapters 5 & 6.

Guobin Yang, "Mao Quotations in Factional Battles and Their Afterlives: Episodes from Chongqing." in Mao's Little Red Book: A Global History, edited by Alex Cook. Cambridge UP, forthcoming.

Lanjun Xu, "Translation and Internationalism." In Mao's Little Red Book: A Global History, edited by Alex Cook. Cambridge UP, forthcoming.

Discussant:

Part II Contemporary genres

9/26 Perspectives on media change in contemporary China (I)

Zhao Yuezhi, Communication in China (Rowman & Littlefield, 2008).
Chapters 1& 2

Zhongdang Pan, "Bounded Innovations in the Media." Pp.184-206 In *Reclaiming Chinese Society: The New Social Activism*, edited by You-tien Hsing and Ching Kwan Lee (London: Routledge, 2010).

Haiqing Yu, *Media and cultural transformation in China*. London; New York: Routledge, 2011, Introduction.

Xiaoling Zhang, The Transformation of Political Communication in China: From Propaganda to Hegemony. Singapore: World Scientific, 2011. Chapters 1; 5

Discussant:

10/3 Perspectives on media change in contemporary China (II)

Daniela Stockmann, Media Commercialization and Authoritarian Rule in China (Cambridge UP, 2012).

Discussant:

10/10 Television

Ying Zhu and Chris Berry, eds., TV China (Indiana Univ. Press, 2009).

Guo Zhenzhi, "Dialects and Local Media: The Cases of Kunming and Yunnan TV." In Wanning Sun and Jenny Chio, eds., Mapping Media in China: Region, Province, Locality, Routledge 2012, pp.47-61.

Discussant:

[Decide on topic for review essay on internet studies and topic for final research paper.]

10/17 Documentary film

Chris Berry, Xinyu Lu, and Lisa Rofel, eds., The New Chinese Documentary Film Movement: For the Public Record (Hong Kong Univ. Press, 2010). Browse the book. Select any 4 or 5 chapters for careful reading and class discussion.

Discussant:

Part III   Digital media

10/24 Governance, censorship, privacy

Henry L. Hu (2011). "The Political Economy of Governing ISPs in China: Perspectives of Net Neutrality and Vertical Integration." The China Quarterly, 207, pp. 523-540.

Han Rongbin. "Adaptive Persuasion in Cyberspace: The Fifty Cents Army in China. APSA 2013 Annual Meeting paper. Available at SSRC: http://papers.ssrn.com/sol3/papers.cfm?abstract_id=2299744

King, Gary, Jennifer Pan, and Margaret E. Roberts. 2013. "How Censorship in China Allows Government Criticism but Silences Collective Expression." American Political Science Review.

Elizebeth J. Perry, "Cultural Governance in Contemporary China: "Re-Orienting" Party Propaganda." Harvard-Yenching Institute Working Paper Series, 2013.

Guobin Yang 2012. "Social Dynamics in the Evolution of China's Internet Content Control Regime." In Monroe Price, Stefaan Verhulst, and Libby Morgan eds., *Routledge Handbook of Media Law*. London Routledge.

10/31 Online activism and political contestation

Guobin Yang, The Power of the Internet in China (Columbia UP, 2009; 2011). Browse selected chapters.

Pu, Qiongyou and Stephen J. Scanlan. 2012. "Communicating injustice? Framing and online protest against Chinese government land expropriation". *Information, Communication and Society*, 15(4):572-590.

Jian Xu, "Online *weiguan* in Web 2.0 China: Historical origins, characteristics, platforms and consequences." Unpublished manuscript. No circulation beyond this class.

[I'll be out of town today. Class still meets in my absence.]

Discussant:

11/7 Labor, industry, and culture

Jack Qiu, *Working-Class Network Society: Communication Technology and the Information Have-Less in Urban China* (MIT Press, 2009), Conclusion.

Min Jiang, "Internet Companies in China: Dancing between the Party Line and the Bottom Line." 2012. Asie.Visions, Vol. 47. Available at:
http://papers.ssrn.com/sol3/papers.cfm?abstract_id=1998976

Heather Inwood, "Game On! Multiple Realities and the Gamification of Chinese Internet Fiction." Paper presented at CIRC11, Oxford, June 2013.

Silvia Lindtner, "Making Subjectivities: How China's DIY Makers remake Industrial Production, Innovation & the Self." Paper presented at CIRC11, Oxford, June 2013.

Zhang, Lin, and Anthony YH Fung. "Working as playing? Consumer labor, guild and the secondary industry of online gaming in China." *New Media & Society* (2013).

Discussant:

11/14 Sociality, community, and intimacy

Cara Wallis, Technomobility in China: Young Migrant Women and Mobile Phones (NYU Press, 2013), Chapter 3 "Navigating Mobile Networks of Sociality and Intimacy."

Ning Zhang, "Movement Without Marching: Web-based Backpacking Community and New Online Activism in China." Unpublished manuscript. No circulation beyond this class.

Zhang, Weiyu, and Chengting Mao. "Fan activism sustained and challenged: participatory culture in Chinese online translation communities." *Chinese Journal of Communication* 6.1 (2013): 45-61.

Ho, Loretta Wing Wah. "The Gay Space in Chinese Cyberspace: Self-Censorship, Commercialisation and Misrepresentation." *China aktuell* No. 3 (2007): 47-76.

Discussant:

11/21 Review of state of the field (on selected subfields of communication studies in China)

Examples: Internet studies; international communication; crisis communication; cultural policy; media policy; cultural industry.

Xian Zhou, "The Changing Landscape of Political Communications in China" in The SAGE Handbook of Political Communication , edited by Holli A Semetko, Margaret Scammell. Sage, 2012, pp. 427-436.

Li Shi and Tang Shuo, "Mass communication research on China from 2000 to 2010: a meta-analysis." Asian Journal of Communication; Aug2012, Vol. 22 Issue 4, pp405-427.

Elaine Yuan, "A Critique of Current Scholarship on Digital Media and Activism in China." Manuscript.

Part IV   Research projects

11/26 (per University adjusted schedule). Presentation of projects

12/5 Presentation of projects (last class meeting)

12/7 final paper due