

The USC Annenberg Colloquium on
China Media & Communication Studies



**Conference
Program**

*December 14-16, 2009
University of Southern California
Davidson Conference Center*

Agenda

Monday, December 14, 2009

12:00 – 2:00 p.m.

Wellen Sham Distinguished Lecture and Luncheon

Lu Ye, Fudan University

Vineyard Room

2:15 – 2:30 p.m.

Opening Remarks & Conceptual Overview Presentation

Ernest J. Wilson III, USC Annenberg School

Yuezhi Zhao, Simon Fraser University

Board Room

2:30 – 4:00 p.m.

PANEL 1

**Chinese Communication in a World Historical Context:
Continuities and Ruptures**

Moderator

Robeson Taj Frazier, USC Annenberg School

Panelists

Zhongdang Pan, University of Wisconsin-Madison

Judy Polunbaum, University of Iowa

Monroe Price, University of Pennsylvania

Colin Sparks, University of Westminster

Daya Thussu, University of Westminster

Board Room

4:15 – 5:45 p.m.

PANEL 2

**The Structural Transformation of Chinese
Communication: Past Trajectories and Future Directions**

Moderator

Clayton Dube, University of Southern California

Panelists

Zhengrong Hu, Communication University of China

Bingchun Meng, London School of Economics & Political Science

Yuezhi Zhao, Simon Fraser University

Board Room

Tuesday, December 15, 2009

7:30 a.m.

Breakfast

8:30 – 10:00 a.m.

PANEL 3
**Communication and the Uneven Chinese Social Terrain:
New Media, New Social Agents, and New Social
Dynamics**

Moderator

Andrew Lih, USC Annenberg School

Panelists

Guo Liang, Chinese Academy of Social Sciences

Jack Linchuan Qiu, Chinese University of Hong Kong

Wanning Sun, University of Technology, Sydney

Board Room

10:30 a.m. – 12 noon

PANEL 4
**Nationalism, Communication, and Identity Politics in a
Rising China**

Moderator

Jian (Jay) Wang, USC Annenberg School

Panelists

Ling Chen, Hong Kong Baptist University

Daniel Lynch, University of Southern California

Stanley Rosen, University of Southern California

Susan Shirk, University of California, San Diego

Board Room

12 noon – 2:00 p.m.

Lunch

2:00 – 4:30 p.m.

WRAP-UP PANEL
Future Directions for Research

Moderator

Larry Gross, USC Annenberg School

Board Room

5:00 – 6:00 p.m.

Wine Reception

McKay's – Trophy Room

3540 S. Figueroa Street, Los Angeles

Biographies

Ernest J. Wilson III

Ernest James Wilson III, Ph.D., is Walter Annenberg Chair in Communication and dean of the Annenberg School for Communication at the University of Southern California.

With an academic focus on the convergence of communication and information technology, public policy and the public interest, Dr. Wilson is a student of the “information champions,” the leaders of the information revolution around the world. His current work concentrates on China-Africa relations, global sustainable innovation in high-technology industries and the role of politics in the diffusion of information and communication technologies.

Dr. Wilson is the recipient of numerous research fellowships and awards, including the Distinguished Scholar Award from the International Communication section of the ISA, an International Affairs Fellowship from the Council on Foreign Relations and a postdoctoral fellowship at the Kennedy School of Government at Harvard University.

Wellen Sham

A leading entrepreneur with business interests ranging from aerospace to consumer goods and online gaming, Mr. Sham is chief executive of Chung Tai Capital and vice chairman of the car design firm Shanghai TJI. He is also chairman of Sino-JP Assets Management Co., and Upfront Technology Ltd.

Mr. Sham is a graduate of the University of Southern California with a degree in biological science. He also holds a master’s degree in biochemistry from the University of Nebraska, Lincoln. Mr. Sham studied accounting at Southern Methodist University. He is a member of the Hong Kong Society of Accountants and the American Institute of Certified Accountants.

He began his corporate career at the accounting firm KPMG (Peat Marwick) in Dallas in 1986, rising rapidly to partner in 1990. From 1991 to 1995, Mr. Sham was managing director at Hong Kong-based Pacific Capital (Holdings) Ltd., growing the company from HK\$20 million to HK\$3 billion.

Mr. Sham has acted as an advisor to various bodies such as the Taiwan Aerospace Corporation and the Ministry of Economics in the Republic of China. He has been an entrepreneurial investor, raising capital for a number of business ventures including the Pacific Group. Mr. Sham has also consulted with the People’s Republic of China on numerous projects, including obtaining authorization for Coca-Cola to advertise on national television in the P.R.C.

Mr. Sham is married to Sharon Ling and they have three children, Annette, Marina and Julian (USC class of 2013). He is fluent in English and Mandarin, as well as the Cantonese and Shanghai dialects.



Ling Chen

Ling Chen (Ph.D., Ohio State University) is a professor in the School of Communication at Hong Kong Baptist University. Her areas of interest include interpersonal communication competence, intercultural communication, organizational communication, language and social interaction and Chinese communication.

Dr. Chen served as president of the Association for Chinese Communication Studies and vice-president of China's Intercultural Communication Studies Association. She has served and is serving on the editorial board of a number of international journals in communication and related disciplines, including *Human Communication Research*, *Journal of Communication* and *Howard Journal of Communications*.



Clayton Dube

Clayton Dube is the associate director of the USC U.S.-China Institute. He was previously the UCLA Asia Institute's assistant director.

His research has focused on how economic and political change in China since 1900 affected the lives of people in small towns. He has taught Asian and world history at several colleges and has written teaching guides on Chinese history. He served as associate editor for *Modern China*, an academic quarterly published by Sage Publications, from 1998 to 2002.

Dr. Dube serves on the advisory boards for the USC Center for International Studies, the Center for International Business Education and Research, and the UCLA Confucius Institute, and is a fellow of the USC Center on Public Diplomacy at the Annenberg School.



Robeson Taj Frazier

Robeson Taj P. Frazier's research interests include exploring issues pertaining to race and ethnicity, comparative political economy, popular culture, sport, globalization and transnationalism and internationalism.

He has recently completed a dissertation that examines the impact of Chinese communism on several black activist intellectuals from 1949 to 1976 and China's relationship with the African diaspora during this period.

Dr. Frazier has had work published in *African Americans in Global Affairs* (Ed. Michael Clemons, University Press of New England/Northeastern University Press, forthcoming 2009); *Souls: A Critical Journal of Black Politics, Culture and Society*; *The San Francisco Chronicle*; and *The Black Arts Quarterly*. He is at work on a manuscript that examines how African Americans and black culture have been received in China during the last 50 years.



Larry Gross

Larry Gross spent 35 years teaching communication at the University of Pennsylvania before joining the USC Annenberg School as director of the School of Communication in 2003. A specialist in the areas of media and culture, art and communication, visual communication and media portrayals of minorities, he helped found the field of gay and lesbian studies.

Dr. Gross is the author of *Contested Closets: The Politics and Ethics of Outing* (University of Minnesota Press) and *Up From Invisibility: Lesbians, Gay Men, and the Media in America* (Columbia University Press). He was named a Guggenheim Fellow in 1998 and received the International Communication Association's Aubrey Fisher Mentorship Award in 2001. He is an elected Fellow of the International Communication Association and will serve as president of the organization in 2011–12.



Zhengrong Hu

Zhengrong Hu is professor of communication, director of the National Center for Radio & TV Studies and vice president of Communication University of China. He is also chair of the China Association of Communication. Dr. Hu's research areas are media policy and institutional transition, media development strategy, media management and political economy of communication.

He has published papers on Chinese media in transition for numerous leading Chinese journals including the *Chinese Broadcasting Academic Journal* and *Modern Communication*. He is the author of 10 influential books, including *The 30 Years of Chinese Media: 1978-2008* (2008) and *Media Reality and Beyond* (2004).

Dr. Hu is the chair of Journalism and Communication Discipline Evaluation, State Council's Committee of Degrees and a member of the Advisory Committee of Journalism and Communication Education in China, Ministry of Education and the Standing Committee of the Beijing Journalists Association. He also belongs to the editorial committees of *Media Asia*, *Journal of Communication Research* and *Global Media and Communication*.



Guo Liang

Guo Liang is director of the China Internet Project at the Chinese Academy of Social Sciences. He began his Internet-related work as a columnist, writing about and introducing the Internet in *Southern Weekend*, a leading weekly newspaper in China, in the mid-1990s. In 1997, he edited seven books, known as *The Internet Culture Series*, including one book he wrote himself. This led to his recognition as one of the top 10 Chinese "Netizens" in 1998.

Since 2001, Mr. Guo has directed a survey on Internet usage and impact in China. He is regarded as one of the leading experts on the Internet's impact in China.



Andrew Lih

Andrew Lih is a new media researcher, consultant and technology author. After a decade in academia as a professor of journalism and media studies, he spent two years researching and writing the book *The Wikipedia Revolution: How a Bunch of Nobodies Created the World's Greatest Encyclopedia* (Hyperion 2009), the only nonfiction narrative account about the online community that has created one of the most influential Web sites in the world. He was previously an assistant professor of journalism and new media at the Hong Kong University Journalism and Media Studies Centre.

After founding one of the first dot-com companies in New York in 1994, Mr. Lih created the new media program at Columbia University's Graduate School of Journalism, where he served as adjunct professor and director of technology for their Center for New Media from 1995 to 2000.

Mr. Lih's work and commentary have appeared in *The New York Times*, *The Wall Street Journal*, BBC, National Public Radio, MSNBC, CNN International, *South China Morning Post* and *The Standard* (Hong Kong), among others.



Daniel C. Lynch

Daniel Lynch is associate professor of international relations at the University of Southern California and a member of the USC US-China Institute's Executive Committee.

Dr. Lynch is the author of *Rising China and Asian Democratization: Socialization to "Global Culture" in the Political Transformations of Thailand, China, and Taiwan* (Stanford University Press, 2006) [paperback edition: August 2008]), and *After the Propaganda State: Media, Politics, and "Thought Work" in Reformed China* (Stanford University Press, 1999).

Dr. Lynch obtained his Ph.D. in political science from the University of Michigan in 1996, concentrating on international relations and comparative politics. He also holds an M.A. in East Asian studies from George Washington University. His current research focuses on how Chinese elites are envisioning the future of China's domestic politics, international relations, economy, environment and culture.



Bingchun Meng

Bingchun Meng is lecturer in the Media and Communications department at the London School of Economics & Political Science. Before moving to London, Dr. Meng was a research fellow at the Annenberg School for Communication at the University of Pennsylvania, where she also taught courses on Chinese media.

Her research interests include the political economy of Chinese media and information industries, the implications of copyright regulation for communication networks and creative activities and contextualised analysis of new media and communication technology. She has recently contributed to the book *China's Information and Communications Technology Revolution* (Routledge, 2009) and published articles in the *International Journal of Communication* and *Chinese Journal of Communication*, among others.



Zhongdang Pan

Zhongdang Pan is professor at the School of Journalism & Mass Communication at the University of Wisconsin-Madison. Dr. Pan has taught and conducted research at several other universities, including Cornell University, the University of Pennsylvania and the Chinese University of Hong Kong. His research interests have focused on the mass media and their effects in politics and various aspects of civic life in both the United States and China.

Dr. Pan has conducted research on framing and priming in public opinion formation, political talk and participation, third-person effects, journalistic professionalism and media changes in China. His research employs various quantitative and qualitative methods, including surveys, experiments, textual analysis and in-depth interviews.



Judy Polumbaum

Judy Polumbaum is professor of journalism and mass communication at the University of Iowa in Iowa City. She also studies journalism in mainland China and teaches courses in reporting and writing, international communication and other subjects.

Dr. Polumbaum worked as a reporter for newspapers in Vermont, California and Oregon and has lived, worked, studied and traveled extensively in China.

She did her undergraduate work in East Asian studies at McGill University in Montreal and has a master's degree from Columbia University Graduate School of Journalism and a doctorate in communication from Stanford University.

Her most recent publications include the book *China Ink: The Changing Face of Chinese Journalism* (Rowman & Littlefield, 2008), based on interviews with 20 young Chinese journalists.



Monroe Price

Monroe Price serves as director of the Center for Global Communication Studies at the Annenberg School for Communication at the University of Pennsylvania, and director of the Stanhope Centre for Communications Policy Research in London.

Dr. Price is the Joseph and Sadie Danciger Professor of Law at the Cardozo School of Law, where he served as Dean from 1982 to 1991. He was founding director of the Program in Comparative Media Law and Policy at Wolfson College in Oxford and is a member of the School of Social Sciences at the Institute for Advanced Study in Princeton. He was deputy director of California Indian Legal Services, is one of the founders of the Native American Rights Fund and is author of *Law and the American Indian*. Among his many books are *Media and Sovereignty*; *Television*; *The Public Sphere and National Identity*; and a treatise on cable television.



Jack Linchuan Qiu

Jack Linchuan Qiu is assistant professor at the School of Journalism and Communication at Chinese University of Hong Kong. Dr. Qiu's academic interests include the Internet and society, information and communication technologies in the public sphere, late capitalism, globalization, grassroots media, China and the Asian Pacific. Currently, Dr. Qiu is conducting research on the spatial and class formations of ICTs in China's key city-regions and the social practices of wireless technologies in Asia.

Dr. Qiu is a member of the Annenberg Research Network on International Communication. He co-founded and moderates the China Internet Research Network, the world's largest network of China Internet researchers, with more than 360 selected members from the academic, policymaking and journalistic communities.



Stanley Rosen

Stanley Rosen is the Director of the East Asian Studies Center at USC's College of Letters, Arts and Sciences, and a political science professor specializing in Chinese politics and society. The author or editor of seven books and many articles, he has written on such topics as the Cultural Revolution, the Chinese legal system, public opinion, youth, gender, human rights and film and the media.

Dr. Rosen is the co-editor of *Chinese Education and Society* and a frequent guest editor of other translation journals. His most recent book projects include *Chinese Politics: State, Society and the Market* (RoutledgeCurzon, forthcoming January 2010, co-edited with Peter Hays Gries) and *Art, Politics and Commerce in Chinese Cinema* (Hong Kong University Press, forthcoming January 2010, co-edited with Ying Zhu).

Other ongoing projects include a study of the changing attitudes and behavior of Chinese youth, and a study of Hollywood films in China and the prospects for Chinese films on the international market, particularly in the United States.



Susan Shirk

Susan Shirk is director of the University of California system-wide Institute on Global Conflict and Cooperation and Ho Miu Lam Professor of China and Pacific Affairs in the Graduate School of International Relations and Pacific Studies at the University of California, San Diego.

Dr. Shirk first traveled to China in 1971 and has been doing research there ever since. From 1997 to 2000, she served as Deputy Assistant Secretary of State in the Bureau of East Asia and Pacific Affairs, with responsibility for the People's Republic of China, Taiwan, Hong Kong and Mongolia.

She founded in 1993 and continues to lead the Northeast Asia Cooperation Dialogue (NEACD), an unofficial "track-two" forum for discussions of security issues among defense and foreign ministry officials and academics from the United States, Japan, China, Russia, South Korea and North Korea.

Dr. Shirk's publications include her books, *China: Fragile Superpower, How China Opened Its Door: The Political Success of the PRC's Foreign Trade and Investment Reforms*; *The Political Logic of Economic Reform in China*; and *Competitive Comrades: Career Incentives and Student Strategies in China*. During 2008-09 she is on sabbatical as the Arthur Ross Fellow at the Asia Society in New York City.



Colin Sparks

Colin Sparks is professor of Media Studies and director of the Communication and Media Research Institute at the University of Westminster. His doctorate is in cultural studies, from the University of Birmingham in the United Kingdom, but his own work is better approached from the viewpoint of political economy.

Dr. Sparks is a founder and a continuing editor of *Media, Culture and Society*, the leading European journal in the field. He has written extensively on various aspects of the mass media. His current research builds on the study of media in Central Europe after the fall of communism and focuses on the comparative study of the media in societies undergoing rapid political and economic change.



Wanning Sun

Wanning Sun is professor of Chinese Media and Cultural Studies at the China Research Centre at the University of Technology in Sydney. She previously was with the School of Media, Communication and Creative Arts at Curtin University in Western Australia. Dr. Sun was a visiting professor at the Asian and Asian American Studies Program at State University of New York from 2005 to 2006.

Dr. Sun researches and supervises research students in a number of areas, including Chinese media and cultural studies; gender, migration and social change in contemporary China; and diasporic Chinese media. Dr. Sun is the author of *Leaving China: Media, Migration, and Transnational Imagination* (Rowman & Littlefield, 2002) and *Maid in China: Media, Morality and the Cultural Politics of Boundaries* (Routledge, 2009), and editor of *Media and the Chinese Diaspora: Community, Communications and Commerce* (Routledge, 2006).

Dr. Sun is a member of the editorial board for *Media International Australia* and a member of the executive advisory board of the *Asian Journal of Communication*. She is currently undertaking a number of research projects, including two funded by the Australian Research Council: one on China's rural migrant workers and one on cultural citizenship and lifestyle television in China.



Daya Thussu

Daya Thussu is professor of international communication and the director of the India Media Centre at the University of Westminster in London.

Dr. Thussu has published extensively in the field of global media and communications. His *International Communication: Continuity and Change* (Arnold: London and Oxford University Press: New York, 2000, second edition published in 2006) has already established itself as a key text in the field of global communication. Chinese and Korean editions were published in 2004.

Among his key publications are: *Internationalizing Media Studies* (Routledge, 2009); *News as Entertainment: The Rise of Global Infotainment* (Sage, 2007); *Media on the Move: Global Flow and Contra-Flow* (Routledge, 2007); and *Electronic Empires: Global Media and Local Resistance* (Arnold, 1998). He is the founder and managing editor of the Sage journal *Global Media and Communication*.



Jian Wang

Jian "Jay" Wang, a scholar and consultant in the fields of international corporate communication and public diplomacy, is an associate professor of public relations at the USC Annenberg School.

In addition to his published journal articles and research reports, Dr. Wang wrote *Foreign Advertising in China: Becoming Global, Becoming Local* and was a co-author of *China's Window on the World: TV News, Social Knowledge and International Spectacles*. His writings address the role of communication in the contemporary process of globalization, with an area focus on China.

Dr. Wang has worked for the international consulting firm McKinsey & Company, where he was a senior communications specialist based in its Greater China offices. He was also a consultant for Ketchum in New York and Hong Kong.



Carola Weil

Carola Weil serves as associate dean for planning and strategic initiatives at the USC Annenberg School and holds a research faculty appointment in international relations and public diplomacy. Previously, she served as senior program officer at the United States Institute for Peace.

Dr. Weil's current research addresses the evolution of international protection norms and the use of armed force in complex humanitarian emergencies, particularly in sub-Saharan Africa. She has taught international relations at several universities and received post-doctoral fellowships to Harvard University's Belfer Center for Science and International Affairs at the John F. Kennedy School of Government, among other appointments.



Lu Ye

Lu Ye is a professor at Fudan University's School of Journalism and also deputy director for the university's Center of Information and Communication Studies.

Dr. Ye's research interests are journalistic professionalism, news production, media reform and social transition in China. Her recent publications include

Imagining Professional Fame: Constructing Journalistic Professionalism in Social Transformation (co-authored with Z. Pan) and *Empowerment through Media Literacy: From Interpersonal Discussion to Media Participation Intention* (co-authored with Z. Guo).

Dr. Ye was a nominee for the 2008 Award for Outstanding Scholar in the New Century by the Ministry of Education. She is also recipient of the National Prize of News Report and National Prize of Broadcasting Report in 1998.



Yuezhi Zhao

Yuezhi Zhao is associate director, professor and Canada Research Chair in the Political Economy of Global Communication at the School of Communication at Simon Fraser University. She is also the Changjiang Lecture Professor in Communication Studies at the Communication University of China in Beijing.

Dr. Zhao's recent books include *Communication in China: Political Economy, Power, and Conflict* (2008), *Global Communications: Toward a Transcultural Political Economy* (co-edited with Paula Chakravarty, 2008) and *Democratizing Global Media: One World, Many Struggles* (co-edited with Robert Hackett, 2005).

Conference Web site

The conference Web site and online community is available at uscannenbergchinamedia.ning.com.

Conference video

DVDs of the conference proceedings may be ordered at no charge at www.TakeOneDigital.com/ASC-China. The video will also be available for viewing on the USC Annenberg video archive at www.youtube.com/uscannenberg.

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School for Communication & Journalism

Located in Los Angeles at the University of Southern California, the USC Annenberg School for Communication & Journalism (annenberg.usc.edu) is a national leader in education and scholarship in the fields of communication, journalism, public diplomacy and public relations.

With an enrollment of more than 2,200 students, USC Annenberg offers doctoral, graduate and undergraduate degree programs, as well as continuing development programs for working professionals, across a broad scope of academic inquiry. The school's comprehensive curriculum emphasizes the core skills of leadership, innovation, service and entrepreneurship and draws upon the resources of a networked university in a global urban environment.

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