Chinese Media and Society
SOC389     Fall 2020

Lectures: Tuesdays and Thursdays 9:40 am-10:55 am, ONLINE, Zoom.
Students are required to have the Zoom access.

Lecture Zoom Link:
https://us02web.zoom.us/j/89597501332?pwd=cTBpdXB3MUrNjNGmhtYksysVhGd290
Meeting ID: 895 9750 1332
Passcode: 8qQYdX

Instructor: Dr. Amy (Xinxin) Yang
Email: xinxin.yang@emory.edu
Phone: (678) 871-7658 (text only)
Office Hours: Online, Wednesdays 2 pm-4 pm; Fridays 2 pm-3 pm. Please schedule
your appointment here: https://calendly.com/amyyang/30min; Zoom link will be
provided automatically once your appointment is confirmed.

Required Readings:
All required course materials are available via Canvas

Overview of the Course:
This course introduces students to Chinese media outlets within both China and the
United States. Students will learn to investigate issues that arise in the interactions
between media and society within a globalizing world by focusing on the development of
Chinese media outlets since 1978. This course has two major sections. The first section
explores the topics of Chinese media within the United States, ethnic Chinese
community, and immigration. The second, and primary section of this course discusses
the topics of Chinese media platforms in China, and Chinese society.

A range of Chinese media platforms will be discussed, including but not limited to
newspapers, film, radio, TV, online media channels, social media, and so on. The class
discussion starts with the historical and social context of the given media, the general
developing trends, and is followed by analyzing specific cases. Through this course,
students will gain both interpretive and critical methods to evaluate, and ultimately
understand the dynamic relationship between society, their media outlets, and the media
content. By the end of this class, students will also be able to navigate these dynamics,
which are linked to a complex and globalized environment. In addition to class lecturing,
we might invite some experts in the field join us with the latest information.

**There is no language requirement or prerequisite for this course.
Objectives of the Course:
1. Become familiar with the Chinese media outlets in the United States in the context of globalization.
2. Develop an understanding of major trends and theoretical debates on contemporary Chinese media industry.
3. Learn about social, cultural, political and economic changes in China as push-pull factors impacting the Chinese media.
4. Explore key impact that Chinese media industry has on contemporary China.
5. Gain hands-on experience by using content analysis to do some empirical research on the topics of Chinese news.

Grading & Assignments:
Your course grade will be calculated using the following distribution:

- News Digest and Discussion 10% (100 points)
- Reading reaction papers 17% (170 points)
- In-class writing 8% (80 points)
- Mid-Term Group Project 20% (200 points)
- Final paper/Project 25% (200 points + 50 points)
- Class participation 20% (200 points)

TOTAL 100% (1000 points)

Grades are determined based on the following scale:

<table>
<thead>
<tr>
<th>Grade</th>
<th>Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>940</td>
</tr>
<tr>
<td>A-</td>
<td>900</td>
</tr>
<tr>
<td>B+</td>
<td>870</td>
</tr>
<tr>
<td>B</td>
<td>840</td>
</tr>
<tr>
<td>B-</td>
<td>800</td>
</tr>
<tr>
<td>C+</td>
<td>770</td>
</tr>
<tr>
<td>C</td>
<td>740</td>
</tr>
<tr>
<td>C-</td>
<td>700</td>
</tr>
<tr>
<td>D+</td>
<td>670</td>
</tr>
<tr>
<td>D</td>
<td>640</td>
</tr>
<tr>
<td>D-</td>
<td>600</td>
</tr>
<tr>
<td>F</td>
<td>590</td>
</tr>
</tbody>
</table>

1. News Digest and Discussion Leadership (10%, 100 points)
   Students are required to collect and report on the latest Chinese Media news throughout the semester. Please bring in a recent news article about Chinese media or Chinese ethnic media, and then lead classroom discussion. For example, if you sign up for a news discussion spot in the TV section, you need bring in a piece of news about Chinese TV. The presenter needs to summarize the news, make a short comment, and prepare two or three thoughtful questions to guide a 10 minute class discussion. Digital sign-up sheet will be provided for choosing discussion days.

2. Reading Reaction Papers (17%, 170 points)
   Students are required to write a 300 words reflection for each required reading. Please briefly describe the main ideas/statements of the paper and do not forget to add your own thoughts and comments.
3. In-class Writing (8%, 80 points)
Students are required to write a couple of in-class writing assignments. This is a way to think about a particular day’s topic. Your answers should not be longer than 200 words.

3. Midterm group project (20%, 200 points)
This project consists of a systematic analysis of some aspect of American media coverage of China. By using content analysis, the group should prepare a 10-slide PowerPoint presentation to share the findings. All members in the same group get the exact same grade. Complete details of the requirement will be distributed in class.

4. Final research paper and presentation (25%, 200 points + 50 points)
You are required to write one reaction essay (double-spaced, Times New Roman, 12 font size, 6-8 pages, 1” margins, include any sources in a citations page). You will have two options. Details will be provided in class.
**Option one:** Analyze a Film, a TV show, an Advertisement or any media content. For example, a film paper. Choose one or two scenes from the film and describe in detail not only what the film tries to say, but also how it is said. In other words, pay close attention to the relationship between the story elements (plot, character, etc.), the language of film (mise-en-scène, editing, sound, cinematography, etc.) and the society. The film talks about, as well as the society that creates the film. A reaction paper should not be a plot summary or a biography of the director, nor should it merely be your opinion of the film.

**Option two:** a media company or a particular time of a media company. Google in China, the CCTV in the 1990s, Baidu, WeChat in the U.S. For example, Google in China. You should provide the historical context of Google, and when it operated in China. And then propose a question, such as why does Google ultimately fail or succeed in China? You need to pinpoint the company’s strengths, weaknesses, opportunities, and threats, as well as the reasons behind. Due: Dec. 4, Friday, Midnight, Canvas.

5. Participation (20%, 200 points)
Participation weighs heavily toward the final grade. As this is not primarily a lecture course, much of the learning takes place during exchange of ideas in class. All readings are to be completed prior to class discussion. You should pace yourself so that you come to class well prepared for discussion. Mere presence does not constitute full participation. Aim to speak up at least a couple of times during discussion. Two absences or more will lower your total grade a half letter.

**Late assignment policy:**
Deadlines: Your assignment due dates are deadlines and planning to meet those deadlines is a criterion for your successful completion of the course requirement. After 48 hours from the due date, no material will be accepted.
Office hours and E-mail:
You are encouraged to attend my office hours on Zoom or schedule an appointment outside of the regular times that we can meet individually. You also can email me any questions you have regarding the readings, lectures, or assignments. I respond to email within 24-48 hours, typically sooner.

Plagiarism:
All assignments turned in for this course must be the student’s own work or must be properly attributed to the source with proper citations. Students are to do their own work, neither cheating nor plagiarizing. We expect every student to do their own work solo and to observe and obey the Honor Code of Emory College (http://college.emory.edu/home/academic/policy/honor_code.html)

Writing Center and ESL Program Support for Emory College Students:
Tutors in the Emory Writing Center and the ESL Program are available to support Emory College students as they work on any type of writing assignment, at any stage of the composing process. Tutors can assist with a range of projects, from traditional papers and presentations to websites and other multimedia projects. Writing Center and ESL tutors take a similar approach as they work with students on concerns including idea development, structure, use of sources, grammar, and word choice. They do not proofread for students. Instead, they discuss strategies and resources students can use as they write, revise, and edit their own work. Students who are non-native speakers of English are welcome to visit either the Writing Center tutors or the ESL tutors. All other students in the college should see Writing Center tutors. Learn more and make an appointment by visiting the websites of the ESL Program and the Writing Center. Please review tutoring policies before your visit.

Access and Disability Resources:
Students with medical/health conditions that might impact academic success should visit Access, Disability Services and Resources (ADSR formerly the Office of Disability Services, ODS) to determine eligibility for appropriate accommodations. Students who receive accommodations must present the Accommodation Letter from ADSR to your professor at the beginning of the semester, or when the letter is received.

Technology Resources:
If you need technology support, please visit Emory’s student technology support site: https://it.emory.edu/studentdigitallife/support/student-technology-support/index.html. You can email them or call them for additional technical assistance. Their email: SDL-help@emory.edu, University Service Desk: at 404-727-7777
Course Structure

Introduction

Chinese Ethnic Media in the U.S.

Chinese Media in China

Film

Traditional Media:
Newspaper, Radio & TV

Internet & Social Media

Advertising

Conclusion

Course Schedule (Tentative)
Date: August 19-November 24

Part 1: Introduction

August 20 (Thursday)
Topic: Introduction, Syllabus, Readings and Assignments
Reading: N/A; Assignment: N/A

Part 2: Chinese Ethnic Media in the U.S.

August 25 (Tuesday)
Topic: Chinese Ethnic Media in the U.S.

Key Points: Chinese ethnic media history (Why? When? What happened?); immigration/religion


Assignment: Reading Reaction #1, Due 8/24, 2:00 pm, Canvas
August 27 (Thursday)

**Topic:** Chinese Ethnic Media and Chinese Community in the U.S.

**Key Points:** Functions of Chinese language media; Chinese ethnic media v.s. Chinese language media; ethnicity v.s. race v.s. language


**Assignment:** Reading Reaction #2, Due 8/26, 2:00 pm, Canvas

**Other:** News Digest sign-up

September 1 (Tuesday)

**Topic:** Production of Chinese Ethnic Media

**Key Points:** Internal and External Factors; Journalists and Community; Identity; Public Sphere


**Assignment:** Reading Reaction #3, Due 8/31, 2:00 pm, Canvas

**Research Method: Content Analysis**

September 3 (Thursday)

**Topic:** Content Analysis

**Key points:** Media studies methods; content analysis; Quantitative and qualitative approach; political, economy v.s. cultural


**Assignment:** Reading Reaction #4, due 9/2, 2:00 pm, Canvas

Other: News Digest 1 (1-2 presenters)

---

**Part 3: Chinese Media in China: Film**

**September 8 (Tuesday)**

**Topic:** Chinese Film Industry before and after 1978

**Key points:** Beginning of the Chinese Film Industry; Gold Periods; Yang Ban Xi in Cultural Revolution; Mainland film director Generations; the Fifth and Sixth Generation


**Assignment:** Reading Reaction #5, due 9/7, 2:00 pm, Canvas

Other: News Digest 2

**September 10 (Thursday)**

**Topic:** Martial Arts/Global Market

**Key points:** Globalization; Martial Arts films; Hyperculture


**Assignment:** Read Reaction #6, due 9/9, 2:00 pm, Canvas

Other: News Digest 3

**Home Screening:** *Crouching Tiger and Hidden Dragon* (臥虎藏龙) Emory Library Online, by 9/9
September 15 (Tuesday) & 17 (Thursday): No Zoom

**Film Screening: *A Touch of Sin***

天注定
Director: Jia, Zhangke
2013
1 hour 30 minutes
Emory Library Online

**Assignment:** N/A

September 22 (Tuesday)

**Topic:** Dream and Sin

**Key points:** Chinese Dream; Box-office; Media consumption theory: Uses and Gratification


**Assignment:** Reading Reaction #7, due 9/21, 2:00 pm, Canvas

**Other:** News Digest 4

Part 3: Chinese Media in China: Newspaper, Radio and TV

September 24 (Thursday)

**Topic:** Xinhua News Agency

**Key points:** News Agency; Agenda-setting theory


Assignment: Reading Reaction #8, due 9/23, 2:00 pm, Canvas

Other: News Digest 5

September 29 (Tuesday)
Topic: Newspaper

Key Points: Party, Control, Digitalization


Assignment: Reading Reaction #9, due 9/28, 2:00 pm, Canvas

Other: News Digest 6

October 1 (Thursday)
Topic: Radio and TV

Key points: TV production in China, policies, politics.


Assignment: Reading Reaction #10, due 9/30, 2:00 pm, Canvas

Other: News Digest 7

Midterm Group sign-up
October 6 (Tuesday)
Topic: TV Program: Spring Festival Gala

Key points: TV globalization, TV programs, History Drama


Assignment: Reading Reaction #11, due 10/5, 2:00 pm, Canvas

Other: News Digest 8

October 8 (Thursday)
Topic: midterm group meeting

October 13 (Tuesday)
Topic: Transformation of Traditional Media

Key points: Journalist in digital era, Xi, politics


Assignment: Reading Reaction #12, due 10/12, 2:00 pm, Canvas

Other: News Digest 9

Group Presentation schedule

October 15 (Thursday)
Group Study

October 20 (Tuesday) & 22 (Thursday)
Midterm Group Presentation I & II
Part 3: Chinese Media in China: Internet and Social Media

October 27 (Tuesday)
Topic: Internet Development

Key points: Domain, Infrastructure and Institutional Improvements, Web2.0, Cloud


Assignment: Reading Reaction #13, due 10/26, 2:00 pm, Canvas

Other: News Digest 10

October 29 (Thursday)
Topic: Online Culture

Key points: Literature, Online, Satire


Assignment: Reading Reaction #14, due 10/28, 2:00 pm, Canvas

Other: News Digest 12

November 3 (Tuesday)
Topic: Social Media Giant: WeChat

Key points: WeChat, Alibaba, Ecommerce, Territory


Supplemental Reading: Haas, B. (2016, November 29). Why Facebook’s China adventure will need more than censorship to succeed, The Guardian. (pdf, reading #15.1)
Assignment: Reading Reaction #15, due 11/2, 2:00 pm, Canvas

Other: News Digest 13

Sign-up for Final Paper Individual Meeting

Part 3: Chinese Media in China: Advertising

November 4 (Thursday)

Topic: Advertising

Key points: Toothpaste, Price, Celebrity


Assignment: Reading Reaction #16, due 11/3, 2:00 pm, Canvas

Other: News Digest 14

November 10 (Tuesday) & 12 (Thursday)

Individual Meeting for Final Project on Zoom

November 17 (Tuesday)

Topic: Global and Local Appeal

Key points: Globalization v.s. Localization, Chinese Culture, Intercultural studies


Assignment: Reading reaction #17, due 11/16, 2:00 pm, Canvas

Other: News Digest 15
Part 4: Conclusion and Final Presentation

November 19 (Thursday) & 24 (Tuesday)

Conclusion, Independent Research

Due: Final Paper, December 4 (Friday), midnight, Canvas