



Sociology Department

Chinese Media and Society

Fall 2017

Class Meetings: Mondays and Wednesdays 2:30-3:45 pm, Candler Library 114

Instructor: Xinxin Yang

Email: xinxin.yang@emory.edu

Office: Tarbutton Hall 228

Office Hours: Thursdays, 10 am –noon or by appointment



Course Description:

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, experts in the field will join us with the latest information.

**There is no language requirement or prerequisite for this course.



Readings:

All required course materials are available via Canvas or at links provided to your email.

Attendance:

Attendance is mandatory. After one unexcused absence, 10% of participation points will be deducted for each subsequent absence. We might have occasionally in-class practice. It is not possible to make up any in-class work missed due to an unexcused absence. Unapproved early departures and late arrivals (after attendance has been taken) will also count as absences.

Office hours and E-mail:

I encourage you to attend office hours or schedule an appointment outside of the regular times to discuss any questions you have regarding the readings, lectures, or assignments.

Please contact me with any questions and suggestions throughout the semester. Sometimes, you might expect to wait about 24 hours to hear back from me.

Academic Accommodation:

If you need or desire an accommodation for a disability, please make an appointment to see me during the first three weeks of the semester.

Plagiarism:

You are expected to follow the Emory College of Arts and Sciences Honor Code (http://college.emory.edu/home/academic/policy/honor_code.html). The honor code relates to all aspects of the work you do in this course. 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.

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 **24 hours** from the due date, no material will be accepted and you will receive an "F" for that assignment.



Grading & Assignments:

Your course grade will be calculated using the following distribution:

- News digest 10% (100 points)
 - Jokes and story collection 10% (100 points)
 - Chinese media and society remix 2017 20% (200 points)
 - Mid-Term group project and presentation 25% (250 points)
 - Final project 25% (250 points)
 - Participation 10% (100 points)
-
- TOTAL 100% (1000 points)

Grades are determined based on the following scale:

A	A-	B+	B	B-	C+	C	C-	D+	D	D-	F
930	900	870	830	800	770	730	700	670	630	600	590-0

1. News Digest and Discussion Leadership (10%)

Students are required to collect and report on the latest Chinese Communications news throughout the semester. Please bring in a recent news article about Chinese media or Chinese ethnic media, and then lead classroom discussion. Sign-up sheets will be provided for choosing discussion days. The presenter needs to summarize the news, make a short comment, and prepare two or three thoughtful questions to guide a 10-15 minute class discussion.

2. Two Jokes (5%) and a Moving Story Collection (5%)

A joke is a good way to learn about the society and culture of a country. You should collect two jokes associated with China. Your jokes will be peer evaluated and judged (pass or fail) based on a class vote. You also need to read a Chinese story to the class, which moved you. Your story will also be peer evaluated and will be given a pass or fail grade. You must submit your jokes, and story to me 12 hours before the joke day, and story day by e-mail.

3. “Chinese Media and Society Remix 2017” Project (20%)

This is a blog project for the entire class. You are required to post four essays (600 words to 800 words) throughout this semester. Essays should talk about something falling into the categories of print media, TV & film, the Internet & social media, or ethnic Chinese media. Each post is worth 50 points. Even though the blog is a class project, your work will be evaluated individually.



4. Mid-Term Group Project and Presentation (25%)

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 your findings. All members in the same group get the exact same grade. Complete details of the requirement will be distributed before October 1st.

5. Final Reaction Paper and Presentation (25%)

Reaction paper: 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 before November 1st.

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 particular time of a media company. Google in China, the CCTV in 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 these summaries.

6. Participation (not based solely on attendance) (10%)

Attendance is required. Unexcused absences can lead to loss of class points. Active participation in classroom discussion is highly encouraged. Class discussion is a vital part of the effectiveness of this course. A significant portion of your grade is based on class participation. If you have an excuse, please provide me with proper documentation (i.e. a doctor's note, etc).



Deadlines:

- News digest

Sign up on 8/28, then choose ONE spot from the following date

Please send the news report to me via email by noon on the discussion day.

1	2	3	4	5	6	7
8/30	9/6	9/13	9/25	10/16	11/1	11/15

- Jokes and story collection

Joke Day is 9/18 (Please send your collection to me by 9/17 midnight)

Story Day is 10/14 (Please send your collection to me by 10/13 midnight)

- Chinese media and society remix 2017

You need post FOUR projects.

Project 1	Project 2	Project 3	Project 4
9/11 (by midnight)	9/27 (by midnight)	11/16 (by midnight)	11/22 (by midnight)

- Mid-Term group project and presentation

Sign up on 9/20.

Your team will be randomly signed to one of the two presentation days.

Presentation Day 1	Presentation Day 2
10/23 (PPT due by 10/22 midnight)	10/25 (PPT due by 10/24 midnight)

- Final project

Sign up on 11/1.

The individual meeting is on 11/6, you should have a draft idea by our meeting.

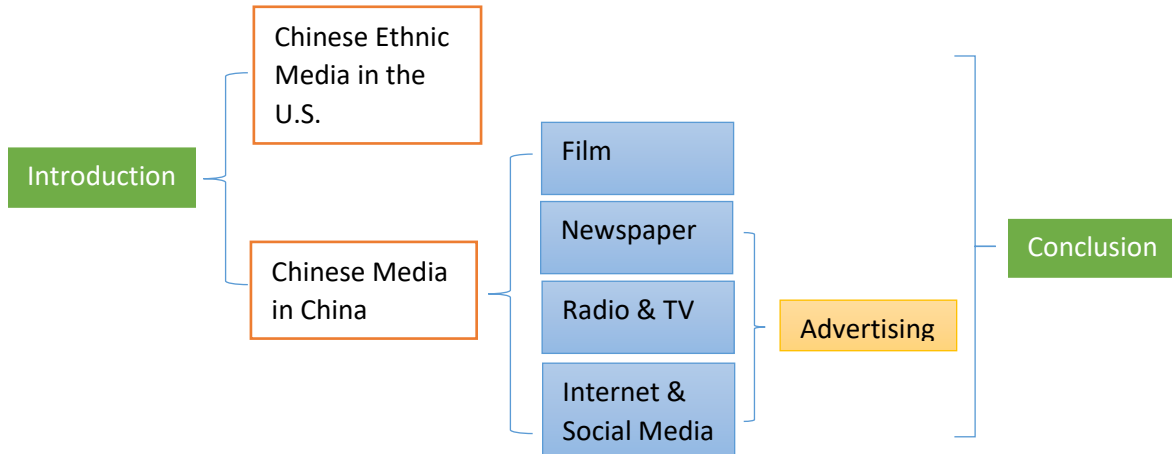
You will be randomly signed to one of the two presentation days.

Presentation Day 1	Presentation Day 2
11/27 (PPT due by 11/26 midnight)	11/29 (PPT due by 11/28 midnight)

Final paper due 12/6 in Class



Course Structure



Course Schedule (Tentative)

I: Introduction

Week 1: August 23 (Wednesday)

- Introduction to the Course
- Syllabus and Assignments

II: Chinese Ethnic Media in the United States

Week 2: August 28 (Monday)

- **Sign up for News Digest**
- Chinese Ethnic Media and Immigration in the United States

Reading:

Huntzicker, W. (1995). Chinese-American newspapers. In Hutton, F., & Reed, B. S. (Eds.) *Outsiders in 19th-century press history: Multicultural perspectives*. Bowling Green: Bowling Green State University Popular Press. (pdf)



Week 2: August 30 (Wednesday)

- **News Digest 1**
- Consumption of Chinese Ethnic Media and Ethnic Chinese Community
- The ethnic Chinese market in the United States: Why *The New York Times*?

Reading:

Zhou, M., & Cai, G. (2002). Chinese language media in the United States: Immigration and assimilation in American life. *Qualitative Sociology*, 25(3), 419-441. (pdf)

Week 3: September 4 (Monday)

Labor Day. **NO Class.**

Week 3: September 6 (Wednesday)

- **News Digest 2**
- Production of Chinese Ethnic Media: Internal and External Factors
- Journalists and Community Identity

Reading:

Yang, X. (Forthcoming). "Chasing Dreams in the U.S.: Contemporary Chinese Ethnic Media Journalists and Their Roles", in Freedman etc. (Ed.) *What Journalists Believe, What Journalists Do: Global perspectives in a rapidly changing media environment*, Routledge. (pdf)

Week 4: September 11 (Monday)

- **Assignment Due: Chinese media and society remix 2017 project 1**
- Skype Guest Lecturer: Ms. Ling-Mei Wong, Chief-editor, *Sampan* (Boston)
- Guest Topic: Bilingual Media Outlet and Local Community

Reading:

Please explore www.sampan.org, and prepare at least three questions.



III: Chinese Media in China

Week 4: September 13 (Wednesday)

- **News Digest 3**
- Chinese Film Industry since 1978: the Dramatic Reforms

Reading:

Huiqun, L. (2010). Opportunities and challenges of globalization for the Chinese film industry. *Global Media and Communication*, 6(3), 323-328. (pdf)

Week 5: September 18 (Monday)

- **Joke Day (submit by midnight September 17th)**
- The Artistic and Personal Story: Yimou Zhang and Kaige Chen

Reading:

Wendy Larson (2011), "The Fifth Generation: A Reassessment," in *The Chinese Cinema Book*, 113-21. (pdf)

Week 5: September 20 (Wednesday)

- **Sign up for Mid-term Group Project**
- Public service? Newspapers and Government

Reading:

Young, D. (2012). *The Party Line: How the Media Dictates Public Opinion in Modern China*. John Wiley & Sons. Chapter 4: Reporters: The Party's Eyes and Ears (library online access)

Week 6: September 25 (Monday)

- **News Digest 4**
- Research method: Content Analysis for Mid-term project
- Xinhua News Agency
- SARS: The News Blackout



Reading:

Young, D. (2012). *The Party Line: How the Media Dictates Public Opinion in Modern China*. John Wiley & Sons. Chapter 11: SARS: Don't Spoil Our Party (library online access)

Week 6: September 27 (Wednesday)

- **Assignment Due: Chinese media and society remix 2017 project 2**
- Radio and TV Industry: The Revolution of Ideology and Society

Reading:

Bin, Z. (1999). Mouthpiece or money-spinner? The double life of Chinese television in the late 1990s. *International Journal of Cultural Studies*, 2(3), 291-305. (pdf)

Week 7: October 2 (Monday)

- Radio and TV Industry: Meaning and Production
- The Ugly Betty: Goes Global and Local

Reading:

Zhang, X., & Fung, A. (2014). TV formatting of the Chinese Ugly Betty: An ethnographic observation of the production community. *Television & New Media*, 15(6), 507-522. (pdf)

Week 7: October 4 (Wednesday)

- **Assignment Due: Chinese media and society remix 2017 project 3**
- **Story Day (Please submit by midnight of October 10th)**

Reading:

Hong, Y. (2014). Between corporate development and public service: the cultural system reform in the Chinese media sector. *Media, Culture & Society*, 36(5), 610-627. (pdf)

Week 8: October 9 (Monday)

Fall break, **NO CLASS**



Week 8: October 11 (Wednesday)

- Guest Speaker: Professor Yawei Liu, Director of China Program, Carter Center
- Guest topic: (TBA)

Reading: TBA

Week 9: October 16 (Monday)

- **Assignment Due: Chinese media and society remix 2017 project 3**
- **News digest 5**
- Radio and TV Industry: The Revolution of Ideology and Society
- Case Study: Spring Festival Gala

Reading:

Wang, X. (2010). Entertainment, Education, or Propaganda? A Longitudinal Analysis of China Central Television's Spring Festival Galas. *Journal of Broadcasting & Electronic Media*, 54(3), 391-406. (pdf)

Week 9: October 18 (Wednesday)

- Guest Speaker: Professor Ling Wang, Associate Director of Atlanta Confucius Institution
- Guest Topic: Language and Chinese Culture

Reading: TBA

Week 10: October 23 (Monday)

- **Assignment Due: Mid-Term Group Presentation (PPT due by 10/22 midnight)**

Week 10: October 25 (Wednesday)

- **Assignment Due: Mid-Term Group Presentation (PPT due by 10/24 midnight)**



Week 11: October 30 (Monday)

- Advertising Industry: the More Than One Billion Consumers

Reading:

Sinclair, J. (2008). Globalization and the advertising industry in China. *Chinese Journal of Communication*, 1(1), 77-90. (pdf)

Week 11: November 1 (Wednesday)

- **News Digest 6**
- **Sign up for individual meeting time**
- Commercial Advertisements: Global and Local Appeals
- Case Study: Global Brand in China

Reading:

Zhou, N., & Belk, R. W. (2004). Chinese consumer readings of global and local advertising appeals. *Journal of Advertising*, 33(3), 63-76. (pdf)

Week 12: November 6 (Monday)

- **Individual Meeting: final project discussion**
- My Office: Tarbuton Hall 228 2:30-3:45 pm

Week 12: November 8 (Wednesday)

- TBA (Global Brand in China OR Censorship)

Week 13: November 13 (Monday)

- The Internet, Social Media, and Local Community
- Case Study: Baidu

Reading:

Goldstein, A. et. al (2016). Introduction, in Goldstein, A. et. al (Eds.) *The internet, social media, and a changing China*. University of Pennsylvania Press. (pdf)



Week 13: November 15 (Wednesday)

- **News Digest 7**
- The Internet and Social Media: The Booming Market

Reading:

Haas, B. (2016, November 29). Why Facebook's China adventure will need more than censorship to succeed, *The Guardian*. (pdf)

Week 14: November 20 (Monday)

- The Internet and Social Media: the Giants in China
- Case Study: Alibaba, Tencent, J.D. etc.
- The Singles Day Sale: TMall

Reading:

Hoffmann, S., & Lannes, B. (2013, August 28). China's e-commerce prize. *Bain & Company*. (pdf)

Week 14: November 22 (Wednesday)

- **Assignment Due: Chinese media and society remix 2017 project 4**
- Social Media: Inside China and Across the Border
- Case Study: Weibo and WeChat

Reading:

Svensson, M. (2016), Connectivity, engagement, and witnessing on China's Weibo, in Goldstein, A., et.al. (Eds.). *The internet, social media, and a changing China*. University of Pennsylvania Press. (pdf)

Week 15: November 27 (Monday)

- **Final Presentation (PPT due by midnight 11/26)**



Week 15: November 29 (Wednesday)

- **Final Presentation (PPT due by midnight 11/28)**

IV: Conclusion

Week 16: December 4 (Monday)

- Conclusion and review
- Chinese media and society remix 2017 project review

Week 16: December 6 (Wednesday)

- **Final Paper Due in CLASS at 3:00 pm**