

Europe-China Dialogue: Media and Communication Studies Summer School 2017 (July 10 - 19)

	July.10 (Monday)	July.11 (Tuesday)	July.12 (Wednesday)	July.13 (Thursday)	July. 14 (Friday)
	Digital Shift in Media & Research	Internet studies	Media Economy	Global Communication	Media History
09:00-10:30	Registration of the Summer School Warm-up Opening of the Summer School	Prof. Jack Linchuan QIU (CUHK) <i>Goodbye iSlave: Toward a Sustainable Digital Economy</i>	Prof. Giuseppe Richeri (USI) <i>New Trends in Global Film Industry</i>	Prof. Daya Thussu (Westminster) <i>BRICS and Shifting Paradigms of Global Communication</i>	Prof. Gabriele Balbi (USI) <i>History of digital media: main global trends</i>
10:30-11:00	Coffee		Break		
11:00-12:30	Prof. WU Jing (PKU), <i>Towards a Social and Cultural History of Media: Using the Example of Computer and Culture</i>	Prof. HU Yong (PKU) <i>When Chinese Internet is no longer Anonymous</i>	Prof. LU Shaoyang, (PKU) <i>Development of Chinese Film Industry</i>	Prof. SHI Anbin (Tsinghua) <i>From NWICO, WSIS to UNM: Remapping the Topography for Global Communication</i>	Prof. GUO Zhenzhi (Tsinghua) <i>Chinese Media: History and Current Development</i>
12:30-14:00	Lunch On Campus				
14:00-15:30	Prof. Xigen LI (CityU) <i>Studying New Media With a Social Science Approach</i>	Dr. Gianluigi Negro (USI) <i>A Plea for the Internet Histories</i>	Participant Panel III	Prof. Natalie Coulter (York) <i>The Globalization of Children's Culture in the Chinese Context</i>	Dr. Emma Lupano (UNIMI) <i>Chinese Journalists Values in a Global Media Sphere</i>
15:30-16:00	Coffee		Break		
16:00-17 :30	Participant Panel I	Participant Panel II		Participant Panel IV	Participant Panel V

	July.15 (Saturday)	July.16 (Sunday)	July.17 (Monday)	July.18 (Tuesday)	July.19 (Wednesday)
	Strategic Communication		International Journalism	China Going Global	Crisis Communication
09:00-10:30	Prof. Matthew Hibberd (USI) <i>Communicating Climate Change</i>		Prof. Daya Thussu (Westminster) <i>International News in the 'post-truth' Era</i>	Prof. JIANG Fei (CASS) <i>Mapping or Remapped: Intercultural Interpretation of China Media-Going-Out-Policy</i>	Prof. HU Baijing (Renmin) <i>The Internet, Crisis Communication and Social Identity</i>
10:30-11:00			Coffee	Break	
11:00-12:30	Prof. XU Jing(PKU) Strategic Communication and Food Safety Risk Communication in China	City tour	Dr. Zhan ZHANG (USC) <i>Tracing International News: Narrative Strategies In the Aftermath of the Crisis</i>	Participant Panel VIII	Prof. LIU Xinchuan (PKU) <i>New Media & Risk Society</i>
12:30-14:00			Lunch	On Campus	Closing Remarks Scholarship awards
14:00-15:30	Media Dialogue		Participant Panel VII		
15:30-16:00			Coffee	Break	
16:00-17 :30	Participant Panel VI			Farewell Dinner	