

## **Europe-China Dialogue: Media and Communication Studies Summer School 2015**

### **Beijing, China (July.1<sup>st</sup>-10<sup>th</sup> 2015)**

After the successful experience of last summer, the **China Media Observatory** at the **Università della Svizzera Italiana (USI)** in cooperation with **School of Journalism and Communication** at **Peking University** will operate the **SECOND** edition of the *Europe-China Dialogue: Media and Communication Studies Summer School* in Beijing **between July 1<sup>st</sup> and July 10<sup>th</sup>, 2015.**

The program is open to the full variety of academic work in the field of communication and media studies for **young scholars, PhD and graduate students who have strong academic interests**, especially for those with a background in international communication, intercultural communication, Chinese/European media and culture/language studies. The Summer School aims to bring together researchers from Europe and China to debate contemporary issues in media, communication and cultural studies in Chinese and European media industry.

Inspired from the ECREA Doctoral Summer School, this summer school **aims** to provide: **a highly qualified international setting** where academics from several European countries and China will present and discuss their most recent research; and **a highly supportive international setting** where scholars can **present their current work**, receive feedback on their research projects from international experts and meet scholars and academics from other countries, establishing valuable contacts for the future.

The **learning format** of the Summer School is divide into **three parts**:

1. **Lectures**: each of the invited professors will have 1-2 lectures related to their research necessities. Proposed lecturers and topics will include:

#### **European Faculty**

**Prof. Giuseppe Richeri**, *European Media Market & Public Broadcasting Service in Europe*; Università della Svizzera Italiana, Lugano, Switzerland;

**Prof. Stefano Iacus**, *Sentiment Analysis in Communication Studies*, Università degli Studi di

Milano, Italy;

**Prof. Gabriele Balbi**, *Introduction to European Media History*, Università della Svizzera Italiana, Lugano, Switzerland;

**Dr. Guido Keel**, *The Current State and Future Development of Journalism In the Western World*, Zurich University of Applied Science, Switzerland;

**Dr. Sharif Mowlabocus**, *Mastery of the Swipe: Smartphones And Precarity In A Culture of Narcissism*, University of Sussex, U.K.

#### **Chinese Faculty**

**Prof. Lu Shaoyang**, *The Film Policies and Market in China*, Peking University;

**Prof. Wu Jing**, *Critical Approach to Media Culture Studies*, Peking University;

**Prof. Xu Jing**, *Media and Public Opinion in China*, Peking University;

**Prof. Wang Xiuli**, *“Made in China” and national image*, Peking University;

**Prof. Jin Jianbin**, *Social Media Literacy in the Case of China*, Tsinghua University;

**Prof. Guo Zhenzhi**, *Chinese Media: History and Current Development*, Tsinghua University;  
**Prof. Shi Anbin**, *China's Charm Campaign: Opportunities and Challenges*, Tsinghua University;  
**Prof. Jiang Fei**, *The Chinese Version of "Soft Power" from the Intercultural Perspective*, Chinese Academy of Social Sciences.

2. **Student Feedback Workshops**: participating students will **present** their research projects and **receive** structured, qualified and multi-voiced feedback on their work from Summer School lecturers and scholars, allowing students to structurally improve the **quality** of their academic work and stimulate their further research interests;

3. **Media Dialogue**: two dialogues with **media experts** from European and Chinese media organizations will be set in the Summer School. In some cases, when possible, the Dialogue will be arranged on site at the media organization, where students can personally observe the media practice. Speakers from **Austrian Press Council** (Vienna) and **China Radio International** (Beijing) will be invited to the 2015 Summer School.

We enrolled 30 students in 2014, including young scholars, PhD and graduate students from China, U.K., Sweden, Canada, Italy, and Singapore. Moreover, we plan to enrol the same number of students in 2015. Ideally, the composition of selected students will be 15 from European institutions and 15 from Chinese institutions.

#### **To apply:**

All participants are required to send an **abstract** (about 500 words) of their research projects before **May 1st, 2015** to **chinamediaobservatory@gmail.com**. The confirmation will be sent by May 10<sup>th</sup>, and the full draft of research projects should be sent before June 15<sup>th</sup>, 2015.

#### **Admission fee and payment:**

550 euros per student including accommodation for 10 days nearby the Campus, all lunches and two dinners (welcome and farewell) and the city visiting tour. 350 euros per student for those who do not require accommodation.

A **scholarship** award of 200 euros will be given to the **two best student** participants, and they will get the chance to be recommended to the ECREA Summer School 2016 as well as the Swiss Government Excellence Scholarships Programme.

#### **Organizers:**

**China Media Observatory at USI Lugano**: China Media Observatory aims at the systematic monitoring of the evolution of the system of media and communications in China according to the main economic, political as well as social and cultural dimensions. In function of the activities it carries out, the Observatory encourages the exchanges for teaching and research purposes and establishes collaboration agreements with European universities, which have started permanent research activity on media in China, as well as with Chinese universities, that are interested in collaborating and exchanges with our university in the scientific and teaching field.

Link: <http://www.chinamediaobs.org/>

**School of Journalism and Communication at Peking University**: Peking University is a pioneer in modern Journalistic education in China. In 1918, Peking University started the first Journalistic course and founded the Journalism Research Institute that was the first of its kind in China. In 1952, Peking University opened the first Journalism Studies program since the founding of the

People's Republic of China and the new School of Journalism and Communication was established in 2001. Founded in 1898, Peking University was the first national comprehensive university in China and became a centre for progressive thought in China across time. Mao Zedong, Chen Duxiu, Hu Shi and many other leaders of China all gained professional experience here. In 2014, The Chinese University Alumni Association and China Education Center considered it as No.1 among national universities. Internationally, both the Times Higher Education World University Rankings and the World Reputation Rankings recently placed Peking University at 45<sup>th</sup> position worldwide.

Link: <http://sjc.pku.edu.cn/English.aspx>

**Institutional Contributors:**

ECREA European Media and Communication Doctoral Summer School

UK-China Media and Cultural Studies Association (UCMeCSA), United Kingdom.

Università degli Studi di Milano, Italy.

Department of Applied Linguistics, Zurich University of Applied Sciences (ZHAW), Switzerland.

**Sponsor:**

BlueFuture PR Consulting, China

**ALL SUBMISSIONS SHOULD BE SENT TO:** [chinamediaobservatory@gmail.com](mailto:chinamediaobservatory@gmail.com)

**Programme Contacts**

Coordinator in Europe: Zhan ZHANG, [zhan.zhang@usi.ch](mailto:zhan.zhang@usi.ch)

Coordinator in China: Prof. Jing XU, [xujing@pku.edu.cn](mailto:xujing@pku.edu.cn)