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After the successful experience in 2014 and 2015, the **China Media Observatory of Università della Svizzera italiana (USI)** in cooperation with **School of Journalism and Communication of Peking University**, will operate the **THIRD edition** of Europe-China Dialogue: Media and Communication Studies Summer School from **July 4 through July 10, 2016**. For the first time, this summer school will be hosted in Europe (the first two were in China). In 2016 we will convene in Lugano, a beautiful city located in the Italian speaking region of Switzerland.

Target

The program is open to the full variety of academic work from the field of communication and media studies for **young scholars, PhD students, and master students who have strong academic interests**. The summer school should especially interest scholars with a background in international communication studies, intercultural communication studies, Chinese/European media studies, media linguistics and culture/language studies. It aims to bring together researchers from Europe, China, the United States and other countries or regions in order to debate contemporary issues in media, communication, political economy and cultural studies in the background of a new world power structure in the making.

Inspired by the ECREA Doctoral Summer School, this summer school will bring together highly qualified and well-respected professors from Europe, China and the United States. These scholars will present and discuss their recent research and engage participants in a highly **supportive international setting** where young scholars can also **present their own ongoing work**, receive feedback on their current or future research projects from international experts, and meet students and academics from other countries, establishing valuable contacts for the future

The main **learning format** of the summer school is as follows:

1. Lectures: each of the invited professors and scholars will give a talk according to their recent research focus. Proposed topics include:

European-American Faculty

[Prof. Giuseppe Richeri](#), *European Media Market & Public Broadcasting Service in Europe*; Università della Svizzera italiana, Lugano, Switzerland;

[Prof. Daniel Perrin](#), *Towards Writing-by-the-Way Understanding The Digital Writing Shift In The Newsroom*; Zurich University of Applied Science, Winterthur, Switzerland

[Prof. Thomas Hollihan](#), *Narrative Arguments in Media Studies*; University of Southern California, USA

[Prof. Daya Thussu](#), *BRICS and a New World Communication Order*, University of Westminster, UK;

[Prof. Patricia Riley](#) *Strategic Communication and Its Global Impact*, University of Southern California, USA

[Prof. Gabriele Balbi](#), *European Media History*, Università della Svizzera italiana, Lugano, Switzerland;

[Prof. Monika Metykova](#), *Media As Tools of Public Diplomacy*, University of Sussex, UK;

[Dr. Emma Lupano](#), *From Policy To the Press: Chinese Media Discourse on Terrorism*, Milan University, Italy;

[Dr. Gianluigi Negro](#) *The Constitutive Choices of European and Chinese Internet(s)* , Università della Svizzera italiana, Lugano, Switzerland;

[Dr. Zhan Zhang](#) *The Mediated Interdependence Between Europe and China After the Financial Crisis*; University of Southern California, USA;

Chinese Faculty

[Prof. Chin-Chuan Lee](#), *Local Experiences, Cosmopolitan Theories: on Cultural Relevance in International Communication Research*, ICA Fisher Mentorship Award, City University of Hong Kong;

[Prof. Guo Zhenzhi](#), *Chinese Media: History and Current Development*, Tsinghua University

[Prof. Lu Shaoyang](#), *The Film Industry in China*, Peking University

[Prof. Yu Hong](#), *The Media Position and Authority of Documentaries in International Communication*, Peking University

[Prof. Lu Di](#), *The Development of Chinese TV Industry: Current Scope and Future Trend*, Peking University

[Prof. Xu Jing](#), *National Branding and Public Diplomacy in China*, Peking University;

[Prof. Lu Ye](#), *From News Production to News Curation: New Technology and Liquid Journalism in China's Transition*, Fudan University;

[Prof. Wang Xiaohong](#), *The Development of TV Journalism in Contemporary China*, Communication University of China

[Prof. Xu Jinghong](#), *Internet Privacy Protection in China*, Beijing Normal University

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 students, which allow students to improve the **quality** of their academic work theoretically and structurally, and stimulate their further research interests;

3. Media Dialogue:

Conversation with CNN: senior correspondent [Mike Chinoy](#) (30 years experiences as foreign correspondent, who reported China in 1990s)

Conversation with SRF(Swiss national Radio & Television) and **local press stakeholders** (from newspapers and magazines).

20 student participants maximum will be enrolled to the program. The composition of selected students will be ideally (but not limited to) 10 from Chinese or other Asian institutions and 10 European or other Western institutions. **3 ECTs** will be granted to those students who complete the entire program.

To apply: All participants are required to send an **abstract** (about 500 words) of their research projects before **1st May 2016** to [chinamediaobservatory \[at\] gmail \[dot\] com](mailto:chinamediaobservatory@gmail.com). The confirmation of participant students will be sent by 10th May, and the full-draft of research project should be sent before 15th June 2015.

Admission fee and payment

The admission fee of the summer school is **300** euros, which includes the participation in the whole program, a one day-tour in Ticino, and one farewell dinner. If student needs accommodation during their stay in Lugano, you should send a notice together with the abstract before 1st May 2016. The Summer School organizers will then make your reservation in early advance (approx. 80 CHF/night).

Two **scholarship** awards will be given to the **best student** participants, and the Summer School admission fee will be waived for the winners. The Summer School Scientific Committee will also recommend the winners to the Swiss-Excellence Scholarship 2016-2017.

[Enroll Now](#)

Organizers

China Media Observatory at USI: China Media Observatory aims at systematically monitoring 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 favors exchanges for teaching and research purposes and establishes collaboration agreements with European universities, which have started permanent activity of research on media in China, as well as with Chinese universities which 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, 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 center 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 45th in the world. Link: <http://sjc.pku.edu.cn/English.aspx>

Europe-China Dialogue: Media and Communication Studies Summer School 2016 (July 4-10, Lugano)

	July.4 (Monday)	July.5 (Tuesday)	July.6 (Wednesday)
	Media History	Media Analysis	Chinese Media Studies
09:00-10:30	Registration of the Summer School Opening of the Summer School	Prof. Tom Hollihan (USC) Narrative Arguments in Media Studies	Prof. Lu Di (PKU) The Development of Chinese TV Industry: Current Scope and Future Trends
10:30-11:00	Coffee		Break
11:00-12:30	Prof. Gabriele Balbi (USI) European Media History (Digital Media History Turning Points)	Prof. Patricia Riley (USC) Strategic Communication and Its Global Impact	Prof. Wang Xiaohong (CUC) The Development of TV Journalism in Contemporary China
12:30-13:30	Lunch		Break
13:30-15:00	Prof. Guo Zhenzhi (Tsinghua) Chinese Media: History and Current Development	Dr. Emma Lupano (UNIMI) From Policy To the Press: Chinese Media Discourse on Terrorism	Prof. Xu Jinghong (BNU) Internet Privacy Protection in China
15:00-15:30	Coffee		Break
15:30-17:00	Dr. Gianluigi Negro (USI) The Constitutive Choices of European and Chinese Internet(s)	Participant Panel II	Participant Panel IV
17:00-18:30	Participant Panel I	Participant Panel III	Creative Writing Workshop (Kim Lasky & Tianyang Zhou)

	July.7 (Thursday)	July.8 (Friday)	July.9 (Saturday)
	Political Economy of Media	Strategic Communication	Media Innovation
09:00-10:30	Prof. Giuseppe Richeri (USI) European Media Market & Public Broadcasting Service in Europe	Dr. Zhan Zhang (USC) The Mediated Interdependence Between Europe and China After the Financial Crisis	Prof. Daniel Perrin (ZHAW) Towards Writing-by-the-Way Understanding the Digital Writing Shift In The Newsroom
10:30-11:00	Coffee		Break
11:00-12:30	Prof. Lu Shaoyang (PKU) The Film Industry in China	Prof. Daya Thussu (Westminster) BRICS and a New World Communication Order	Prof. Lu Ye (Fudan) From News Production to News Curation: New Technology and Liquid Journalism in China's Transition
12:30-13:30	Lunch		Break
13:30-15:00	Prof. Yu Hong (PKU) The Media Position and Authority of Documentaries in International Communication	Prof. Xu Jing (PKU) Nation Branding and Public Diplomacy in China	Prof. Chin-Chuan Lee (CityU) Local Experiences, Cosmopolitan Theories: on Cultural Relevance in International Communication Research
15:00-15:30	Coffee		Break
15:30-17:00	Participant Panel V	Prof. Monika Metykova (Sussex) Media As Tools of Public Diplomacy	Participant Panel VIII
17:00-18:30	Participant Panel VI	Participant Panel VII	Participant Panel IX Final Remarks
20:00-		Farewell Dinner	