



New York University

A Private University in the Public Service

Course Details	Global Media Seminar – Media in China MCC-UE 9451 4 points
Instructor Contact Information	Name: Duncan Hewitt Email: duncan.hewitt@gmx.net, Tel: 1381 688 6309 Office Hours: Tuesday, 4:00-5:00 PM
Class Time	Tuesday, 5:00-8:00 PM
Course Description	This course looks at the transformation of China’s media landscape over the past two decades through market reforms, commercialization and new technology – including the drastic growth of tabloid newspapers and magazines; the transformation of television into a multi-billion dollar industry, with ambitions to go global; and the equally significant rise of the Internet and, with it, the growing influence of online public opinion, along with the way in which this has led to significant changes both in China’s traditional media, and in the way the country is governed. The course will also look at continuing tensions between those seeking to push for greater openness in the media, and the censors and ideological critics who believe it has already gone too far.
Course Objectives	Students will gain a broad basic understanding of the process of development in the Chinese media during the reform era, and will look at how the current state of the media is shaped by various social and political forces – and its interplay with politics, business and society. Students will keep up with developments in English-language Chinese newspapers and websites – selected articles from these sources will be discussed in class. Class debates and reading, along with meetings with guest speakers working in the media field, will help students to become familiar with the major players in today’s fast-changing Chinese media world, to critique media developments, and to understand some of the key issues which will shape the future evolution of the media and its impact on Chinese and international society.
Grading Components	Attendance and class participation: 20% Class presentations: 15% Essays: 65%
Instructor Bio	Duncan Hewitt has worked for many years as a journalist in China. He currently writes for Newsweek and other publications from Shanghai, focusing mainly on Chinese society, media and culture. He was

	<p>previously a BBC correspondent in Beijing and Shanghai from 1997 – 2002. He has also written on China for publications including the Guardian, the Economist, and the Asia Literary Review. He first lived in China from 1986 – 87, as part of his undergraduate degree in Chinese at the University of Edinburgh, Scotland. He later worked as an editor and translator of Chinese literature at the Chinese University of Hong Kong, before joining the BBC World Service in London. He also has an MA in Southeast Asian Area Studies from the School of Oriental and African Studies, University of London. His book ‘Getting Rich First: Life in a changing China’ (Vintage, UK, 2008, published in the US by Pegasus as ‘China: Getting Rich First – A modern social history’) focuses on social changes in China over the past two decades, including urbanization, media and Internet development, youth culture and the sexual revolution, education, welfare reform and the development of civil society. He recently completed a fellowship at the Reuters Institute for the Study of Journalism, Oxford University.</p>
<p>Grading Expectations</p>	<p>A: Excellent performance showing a thorough knowledge and understanding of the topics of the course; all work includes clear, logical explanations, insight, and original thought and reasoning.</p> <p>B: Good performance with general knowledge and understanding of the topics; all work includes general analysis and coherent explanations showing some independent reasoning, reading and research.</p> <p>C: Satisfactory performance with some broad explanation and reasoning; the work will typically demonstrate an understanding of the course on a basic level.</p> <p>D: Passable performance showing a general and superficial understanding of the course’s topics; work lacks satisfactory insight, analysis or reasoned explanations.</p> <p>F: Unsatisfactory performance in all assessed criteria.</p>
<p>Activities</p>	<p>Optional and suggested trips and events will be discussed throughout the semester.</p>
<p>Attendance Policy</p>	<p>NYU Shanghai has a strict policy about course attendance that allows no unexcused absences. Each unexcused absence will result in the deduction of three percentage points from the final grade. More than two unexcused absences will result in failure of the course.</p> <p>Students should contact their instructors to catch up on missed work but should not approach them for excused absences. All absences due to illness require a signed doctor’s note from a local facility as proof that you have been ill and have sought treatment for that illness. Non-illness absences must be discussed with the Assistant Director of Academic Affairs or the Program Director prior to the date(s) in question.</p>

	<p>Students are expected to arrive to class promptly both at the start of class and after breaks. Arriving more than 15 minutes late or leaving more than 10 minutes early can be considered an unexcused absence.</p> <p>Unexcused absences from exams are not permitted and will result in failure of the exam. If you are granted an excused absence from an exam by the Assistant Director of Academic Affairs, your instructor will decide how you will make up the exam.</p> <p>This attendance policy also applies for classes involving a field trip or other off-campus visit. It is the student's responsibility to arrive at the agreed meeting point on time.</p> <p>There will be no adjustment of attendance records after the end of the semester. If you wish to contest a marked absence, you must do so before you leave Shanghai; if you think that there may be a discrepancy about your attendance in class on a given day, ask the NYU Shanghai academic staff to let you look at the attendance record.</p>
<p>Submission of Late Work</p>	<p>Written work due in class must be submitted during class time.</p> <p>Late work should be submitted <i>in person</i> to the Academic Affairs Office during regular office hours (9:30-6:00, Monday-Friday). The staff will mark down the date and time of submission in the presence of the student.</p> <p>Work submitted within five weekdays will be penalized one portion of a grade for every day that it is late (so if it is late by one day, an assignment marked an "A" will be changed to an "A-," and so on). Work submitted more than five days after the due date without an agreed extension will be given a zero.</p> <p>Please note that final essays must be submitted on time.</p>
<p>Plagiarism Policy</p>	<p><i>Plagiarism</i>: the presentation of another person's words, ideas, judgment, images or data as though they were your own, whether intentionally or unintentionally, constitutes an act of plagiarism.</p> <p>Students must retain an electronic copy of their work until final grades are posted on Albert. They must be prepared to supply an electronic copy if requested to do so by NYU Shanghai. Not submitting a copy of their work upon request will result in automatic failure in the assignment and possible failure in the class.</p>

	Penalties for confirmed cases of plagiarism are set out in the Academic Guide.
Required Text(s)	<p>Required reading:</p> <p>Liu Binyan: <i>A Higher Kind of Loyalty</i> (excerpts)</p> <p>Jianying Zha: <i>China Pop: How Soap Operas, Tabloids and Bestsellers are Transforming a Culture</i> (excerpts)</p> <p>Guobin Yang: <i>The power of the Internet in China – Citizen Activism Online</i> (excerpts)</p> <p>Susan L Shirk (ed), <i>Changing Media Changing China</i> (excerpts)</p> <p>David Bandurski and Martin Hala (eds), <i>Investigative Journalism in China</i> (excerpts)</p> <p>(These and some additional materials will be provided in a class reader.)</p>
Class 1 <i>Tuesday, Aug. 30</i>	<p>“Propaganda, popularity and public opinion”</p> <p>An introduction to the key phases and factors in the development of the Chinese media over the past two decades, looking at particularly the tension between the commercialization of the media and political imperatives</p> <p>Reading:</p> <p>Liu Binyan – A higher kind of loyalty (extract)</p> <p>Duncan Hewitt – ‘A half-open media’ in China Getting Rich First – a modern social history</p> <p>Jianying Zha – China Pop: How Soap Operas, Tabloids and Bestsellers are Transforming a Culture (excerpts)</p>
Class 2 <i>Tuesday, Sept. 6</i>	<p>“Netizens and cybercops, nationalists and happy farmers”</p> <p>The spectacular growth of the Internet in China, its uses and its impact on the conventional media, and the rise of online public opinion – looking at tensions between control and openness, nationalism and individualism</p> <p>Reading:</p> <p>Xiao Qiang: The rise of online public opinion and its political impact (in S. Shirk, <i>Changing Media, Changing China...</i>)</p> <p>‘Afterword’ in Guobin Yang, <i>The Power of the Internet in China</i></p> <p>Yiyi Lu: ‘Online Protests in China: Internet Manhunts’, <i>The World Today</i>,</p>

	<p>RIIA</p> <p>James Fallows, The Connection has been Reset (extract from <u>Postcards from Tomorrow Square</u>)</p>
<p>Class 3 <i>Tuesday, Sept. 13</i></p>	<p>“Serving the Party, Scrutinizing the Government”</p> <p>The role of Chinese journalists, and the challenges they face – focusing on the development of investigative reporting, the growing role of commercial factors, and official attempts to keep the media ‘on-message’</p> <p>Including: Talk by Chinese journalist (details tbc)</p> <p>Reading: Philip P. Pan, The Newspaperman – (extract from Out of Mao’s Shadow) Zhan Jiang, Environmental Journalism in China, Zhan Jiang (in Shirk, Changing Media)</p>
<p>Class 4 <i>Tuesday, Sept. 20</i></p>	<p>“The Revamping of Chinese news media and newspaper content”</p> <p>The role of columnists and public intellectuals, space for NGOs, the rise of the business media</p> <p>Including: Student presentations – content analysis of various newspapers and websites etc</p> <p>+</p> <p>Reading: Hu Shuli – The Rise of the Business Media in China (In Shirk, Changing Media...)</p> <p>First Assignment due: The Role of the Internet in China’s media sphere – upsides, downsides and impact</p>
<p>National Holiday Break</p>	<p><i>National Holiday Break: Friday, September 23-Sunday, October 2</i></p>
<p>Class 5 <i>Tuesday, Oct. 4</i></p>	<p>“Commercial interests and the mass market”</p> <p>The rise of magazine groups, foreign-Chinese joint-ventures, and commercial funding of the media (Magazine extracts to be provided)</p> <p>Reading: Jianyong Zha – Tide Players – the movers and shakers of a rising China (excerpt)</p> <p>+ Returning First Assignment</p>
<p>Class 6</p>	<p>Make up Day</p>

<i>Friday, Oct. 7</i>	Visit to media group – possibly Elle magazines China HQ (tbc)
Class 7 <i>Tuesday, Oct. 11</i>	<p>“The reinvention of the electronic media – development of television and radio in the reform era”</p> <p>Focusing on the rise of the TV drama, reality shows and pop culture – and the challenges for news and documentary reporting; as well as the growing role of commercial forces, and the impact of digital and IPTV development</p> <p>Including TV and documentary film extracts</p> <p>Reading: Miao Di – Between Propaganda and Commercials – Chinese Television Today (in Shirk, Changing Media.)</p>
Class 8 <i>Tuesday, Oct. 18</i>	<p>Television Today: Visit to Shanghai Media Group (tbc) and meeting with SMG executives</p>
Class 9 <i>Tuesday, Oct. 25</i>	<p>“Keeping up with China’s fast-changing consumers – advertising and communications in the new Chinese media environment.”</p> <p>The growth of China’s advertising and PR industry, its unique characteristics and its symbiotic relationship with the media</p> <p>Including talk by guest speaker from the industry</p> <p>Second Essay due: Issues affecting Chinese media openness, and the role of Chinese journalists</p>
Study Break	<i>Study Break: Friday, October 28 - Sunday, November 6</i>
Class 10 <i>Tuesday, Nov. 8</i>	<p>Animation and new media industry</p> <p>Including the rise of online gaming, and China’s push to promote its domestic animation industry (both inside and outside China), and official attitudes to the huge popularity of foreign animation.</p> <p>Speaker tbc</p>
Class 11 <i>Tuesday, Nov. 15</i>	<p>1. Student presentations 2 Content analysis of print media and TV broadcasts</p> <p>+ Returning 2nd assignment</p>
Class 12 <i>Tuesday, Nov. 22</i>	“Controlling China’s international media image” 1: Foreign media coverage challenges, limits and China’s reaction

	<p>Including talk by Shanghai-based foreign correspondent (details tbc)</p> <p>Reading: John Garnaut, A cocktail of conspiracies delivered daily, Sydney Morning Herald Ian Johnson: Wild Grass (extract) James Fallows: Postcards from Tomorrow Square (final chapter)</p>
<p>Class 13 <i>Tuesday, Nov. 29</i></p>	<p>“Controlling China’s international media image” 2: China’s push to make its own media a global force</p> <p>Including possible talk by Liu Kang – Professor of Communication, Duke University and Dean of School of Humanities, Shanghai Jiaotong University; and possible visit to local English-language media organization</p> <p>Reading: Yiyi Lu: Challenges for China's International Communication, Policy Paper, China Policy Institute, University of Nottingham, July 2009</p> <p>+ Final assignment due: Prospects for the Chinese media and its future role on the domestic and international fronts</p>
<p>Class 14 <i>Tuesday, Dec.6</i></p>	<p>1. Future prospects for the Chinese media Summary and future issues, including impact of new technology, micro-blogging, official attitudes etc</p> <p>+ Returning Final Assignment</p>
<p>Final Exam</p>	<p>+ Rewrite of final assignment if necessary, in lieu of final exam</p>