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中国传媒观察研究中心 Osservatorio  
sui Media e le  
Comunicazioni  
in Cina

## Europe-China Dialogue: Media and Communication Studies Summer School 2016

Lugano, Switzerland (July.4-10 2016)

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 **between July.4 and July.10, 2016**, and for the first time, this summer school is going to take place in Europe after two editions in China.

The program is open to the full variety of academic work from the field of communication and media studies for **young scholars, PhD student and master students who have strong academic interests**, especially for those ones with a background of international communication studies, intercultural communication studies, Chinese/European media studies 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 and cultural studies in the background of a new world power structure in making.

Inspired from the ECREA Doctoral Summer School, this summer school **aims** to provide: **a high qualified international setting** where professors from Europe, China and the United States will present and discuss their updated research work; and **a high supportive international setting** where students participants can **present their 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 due to 3 parts:

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

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**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. Lu Shaoyang**, *The Film Industry in China*, Dean of School of Journalism & Communication, Peking University

**Prof. Guo Zhenzhi**, *Chinese Media: History and Current Development*, Tsinghua University

**Prof. Lu Ye**, *From News Production to News Curation: New Technology and Liquid Journalism in China's Transition*, Fudan 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**, *Nation Branding and Public Diplomacy in China*, Peking 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

- Students Feedback Workshops:** participant 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 structurally improve the **quality** of their academic work, stimulate their further research interests;
- 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)

**20 student participants** only 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 participated the whole program.

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

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

The admission fee of the summer school is **300** euros, which includes the participation of the whole program, 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 1<sup>st</sup> May 2016. The Summer School organizers will then make your reservation in early advance (approx.80 CHF/night).

Two **scholarships** award 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.

### **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>

### **Institutional Contributors:**

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

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

Department of Studies in Language Mediation and Intercultural Communication, University of Milan, Italy.

**Sponsor:**

BlueFuture PR Consulting, China

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