The Hebrew University of Jerusalem

Syllabus

Internet and the Media in Contemporary China - 46140

Last update 06-05-2024

<u>*HU Credits:*</u> *2*

<u>*Degree/Cycle:*</u> *1st degree (Bachelor)*

<u>*Responsible Department:*</u> *Asian Studies*

<u>*Academic year:*</u> *0*

<u>*Semester:*</u> *2nd Semester*

<u>*Teaching Languages:*</u> *Hebrew*

<u>*Campus:*</u> *Mt. Scopus*

<u>*Course/Module Coordinator:*</u> *Prof. Orna Naftali*

<u>*Coordinator Email:*</u> [*orna.naftali@mail.huji.ac.il*](orna.naftali@mail.huji.ac.il)

<u>*Coordinator Office Hours:*</u> *2nd semester: Thurs. 14-15*

<u>*Teaching Staff:*</u>

Prof Orna Naftali

Course/Module description:
  In this course, we will discuss the major transformations that have occurred in the Chinese media landscape as a result of economic reforms, commercialization processes and the introduction of new technologies. How has the launching of market reforms and the "Open Door" policy transformed the structure of China's media industry, and how did these developments affect the relationship between media producers and the socialist Party-state? How did commercialization and globalization impact media production and consumption in China? What role does Chinese media play in the global media market, and how does the Internet affect the relationship between society and the state in China? We will address these and other issues by drawing on readings in the field of media and communication studies, cultural studies, politics, sociology and anthropology of China, as well on class discussion of selected Chinese media products.

Course/Module aims:
  • Review the main objectives and contents of the Chinese government's media policy in recent decades

• Provide participants with an understanding of the key factors shaping the production, distribution and consumption processes of various media products in China, including: TV, news press, magazines, websites, and online video games

• Examine the relationship between the media industry, business entities, and the Party-state in contemporary China

• Discuss the characteristics of Chinese Internet culture and the implications of the rise of the Internet on everyday practices and social activism in contemporary China

• Examine the impact of the Internet on the traditional media in China and the governing strategies of the Chinese Party state

• Foster participants' ability to exercise critical thinking and analysis of key issues in Chinese media research

Learning outcomes - On successful completion of this module, students should be able to:
  • Describe the main developments in China's media landscape in the Reform era

• Analyze the relationship between China's media industry, business entities, and

the socialist Party-state

• Review the main characteristics of China's Internet culture

• Discuss the tensions between control, censorship, and freedom in contemporary Chinese media

• Demonstrate an ability for critical analysis of key issues in Chinese media research

<u>*Attendance requirements(%):*</u>
* 80*

Teaching arrangement and method of instruction: Lecture and seminar

<u>*Course/Module Content:*</u>
*   *Note: For the most updated course content, please consult the class website on Moodle:*

* Historical background: the media as the "throat and tongue" of the Communist Party
* News roporting
* The Chinese media in the world
* Ideology & Entertainment on China's TV
* The Internet in China: as a tool of political control
* Online social activism
* The Internet as an alternative memory space
Cyber-nationalism
* Gaming

<u>*Required Reading:*</u>
 *The following list is subject to change. For the most updated reading list, please consult the class website on Moodle

Zhao, Yuezhi. 1998. Media, Market, and Democracy in China: Between the Party Line and the Bottom Line. Chicago: University of Illinois Press. Ch. 1: "Party Journalism in China: Theory and
Practice", pp. 14-33

Zeng, Wenna, and Colin
Sparks. 2019. "Production and Politics in Chinese Television". Media, Culture &
Society 41(1): 54–69

Chen, Titus C. 2022. The Making of a Neo-Propaganda State. Leiden, The
Netherlands: Brill. Ch. 3: "Regaining Control, Reclaiming Influence: Xi Jinping's
Grand Strategy for Taming Social Media", pp. 34-59

Sun, Yu, and Scott Wright. 2024. "Relay Activism and the Flows of Contentious
Publicness on WeChat: A Case Study of COVID-19 in China." Information,
Communication & Society 27(2): 257-277.

Liu, Jun. 2019. "Contested Past: Social Media and the Production of Historical
Knowledge of the Mao Era". In Popular Memories of the Mao Era: From Critical
Debate to Reassessing History, edited by Sebastian Veg. Hong Kong: Hong Kong
University Press, pp. 61-79

Schneider, Florian. 2018. China's Digital Nationalism. Oxford: Oxford Studies in
Digital Politics. Ch. 2 "Nationalism and Its Digital Modes," pp. 25-56.

Jiang, Qiaolei, and Anthony Y.H. Fung. 2019. "Games with a Continuum:
Globalization, Regionalization, and the Nation-State in the Development of China's
Online Game Industry." Games and Culture 14(7-8): 801-824

Repnikova, Maria. 2022. Chinese Soft Power: Elements in Global China. Cambridge:
Cambridge University Press. Ch. 3: "China's Quest for Global
Media Power", pp. 21-31.

Poon, Jessica. 2022
 "Sino-Cal Realism: TikTok as a Medium between New Market Dynamics." Digital
War 3 (1-3): 107–112

 Additional Reading Material:
  N/A

 Grading Scheme:
  Presentation / Poster Presentation / Lecture/ Seminar / Pro-seminar / Research
proposal 52 %
  Active Participation / Team Assignment 8 %
  Submission assignments during the semester: Exercises / Essays / Audits / Reports
/ Forum / Simulation / others 18 %
  Presentation / Poster Presentation / Lecture 22 %

Additional information:
  *In this course you may submit either a final paper OR a seminar paper (52%)