

2007 China Communication Forum

“ Harmonious Society, Civil Society and the
Media”

International Symposium

20th-21st, October, 2007

Xinhai Jinjiang Grand Hotel, Beijing, China

Agenda

Sponsors: Chinese Association of Communication
International Communication Association

Cosponsors: Communication University of China
National Center for Radio and Television Studies at CUC
Chinese Media Study Center of University of Westminster
School of Journalism, Fudan University;
Center for Information and Communication Studies at Fudan University

Organizer: NCRTS at CUC

*The agenda is subject to changes. Please ask for update notice on-site.

Opening Ceremony

Time: 0900—1200, 20th, October, 2007-

Place: International Conference Center of Xinhai Jinjiang Hotel

Chairman: Pro. Hu Zhengrong, President of CAC, Vice President of CUC, Director of NCRTS

9:00 Chairman announces the opening of the conference and guests are introduced.

9:10 Welcome Address (10mins per person)

Pro. Su Zhiwu President of CUC

9:30 Congratulations (10mins per person)

10:30—11:00 Speeches (15mins per person)

Wolfgang Director of Department of Communication, Dresden University,
Donsbach Former President of ICA

Title:

TBD

Title:

11:00—11:20 Coffee Break

11:20—12:20 Keynote Discussion

Civil Society in the eyes of Chinese and Harmonious Society in the eyes of Westerners

Hu Zhengrong CUC

Collin Sparks Chinese Media Study Center of University of
Westminster

Chen Taowen Chinese University of Hong Kong

TBD Two scholars recommended by CAC

TBD Two scholars recommended by ICA

12:30 Buffet Lunch

At cafeteria on the first floor of Xinhai Jingjiang Hotel

2007 China Communication Forum

Xinhaijinjiang Hotel

Panel

Time	Session 1 (ROOM SHANGHAI) (CHINESE&ENGLISH)	Session 2 (ROOM GUANGZHOU)	Session 3 (ROOM DALIAN&QINGDAO)
20 th , Oct. 1400-1720	Harmonious Society, Civil Society and the Media	New Media and New Community (1)	The History of Communication and Communication Theory
	Media Publicity and Speech Right	New Media and New Community (2)	The Development of Communication Theory
21 st , Oct. 0900-1220	Media and Gender (1)	New Media and New Community (3)	The Practice of Journalism (1)
	Media and Gender (2)	New Media and New Community (4)	The Practice of Journalism (2)
21 st , Oct. 1400-1720	Media Regulation and Media Policy	International Communication and Intercultural Communication	Public Opinion and Political Communication
	Media Industry and Media Management	Media and Developmet	Social Change and Culture Study

REMARK: Panels colored blue provide simultaneous translation, yellow for English only, red for Chinese

Group Discussion

Date	Time	Session4 (CHINESE)	Session5 (ENGLISH)	Session6 (ENGLISH)
20 th , Oct.	1400-1530	The Law Ethics and Professionalism of Media	Towards a Harmonious Society of Tolerance & Respect: Lessons from the Canton Controversy	Reporting from the Front Lines in Post-SARS World: How will Governments and media Interact if confronted Global Public Health Crisis Again?
	1550-1720	Spots and Mass Media	Children and Television: Research Evidence and Public Policy	
21 st , Oct.	0900-1030	The Public Service System of Radio and TV Broadcasting: Theory and Practice	Framing the Globalization Message in the Elite Media: Messages Promoted by Chinese and US Governments	
	1050-1220	Health Communication - Case Study of AIDS Prevention	Institutions and Reform in Creative Economy: Media Innovation and Long Tail Theory	
21 st , Oct.	1400-1530	Media Literacy and Case Studies	International Communication between British and Chinese Universities: A Perspective from Civil Society and Harmonious Society	
	1550-1720	New Media, New content and New life	Globalization and the Expansion of English Language Debate in China	

Panel: Harmonious Society, Civil Society and the Media

Time: 1400—1530, 20th, Oct., 2007

Place: Session 1, ROOM SHANGHAI

Chairman: Pro. Zhang Guoliang, School of Media and Design, Shanghai Jiao Tong University

Presenters (10mins per person)

Krishnamurthy Sriramesh	School of Communication and Information Nanyang Technological University, Singapore Civil Society in China: Its Current Status, Future Role, and Nexus With the Mass Media
Chen Yuefen	Cheung Kong School of Journalism and Communication, Shantou University The Cultural Characteristics and Function of Media Function in the Society with Adventures in Contemporary China
Padmaja Shaw	Osmania University, Pakistan Media and Civil Society in India
Huo Xucheng	School of Journalism, Fudan University The Changing Role of Mass Media-A Perspective on the Metropolitan Newspaper's Participation of Daily Life
Liu Shaowen	School of Journalism and Communication, Heilongjiang University On Media's Influence of Daily Life- An Perspective of Media an Reality
Caja Thimm	Department. of Communication, University of Bonn, Germany Image of the Aged in Mass Media
Li Zhan	School of Journalism and Communication, Xiamen University Harmony on the Basis of Deliberative Rationality: A Conceptual Critique of the Harmonious Society Discourse
Renee Hobbs	Temple University, USA Critical Distancing and Participatory
Susana N. Vittadini Andres	Tamkang University, Taiwan District, China Media, Culture and Politics in Changing Societies

Panel: Media Publicity and Speech Right

Time: 1550-1720, 20th, Oct., 2007

Place: Session1, ROOM SHANGHAI

Chairman: Pro.Chen Huailin, Department of Communication, Macao University

Presenters (10mins per person)

Zhao Jianguo	Professor, School of Journalism and Communication, Henan University Public Intellectuals and Media Intellectuals
Yang Hanyun	Professor, Dean of Journalism Department, Hengyang Normal University Public News and the Public Awareness of Civilians
Zhang Jian	Associate Professor, The philosophy Research Institution of the Party School of Tianjin Committee of the C.P.C. Speech Right and the Express in Civil Society
Kenneth Farrall	ASC, University of Pennsylvania, USA Security, Harmony and Freedom: An Exploration of Surveillance Synergies between the United States and China and Their Potential Impact on Global Privacy Rights
Ma Ling	School of Journalism, Fudan University The Republic of Citizen and the Freedom of Journalism
Wang Sixin	Media Regulation Research Center of CUC Freedom of Speech and the Truth
Lian Shuixing	School of Journalism and Communication, Wuhanan University The Imagine of Media Publicity and its Construction and Theory Logical

Panel: Media and Gender

Time: 0900—1220, 21st, Oct., 2007

Place: Session 1, ROOM SHANGHAI

Chairperson: Pro. Karen Ross, Coventry University

Pro. Liu Liqun, School of International Communication, CUC

Presenters (10mins per person)

Zhang Jing	Media and Gender Institute of CUC The Category of Internet Supervision, Methods and Influence of Gender News in China
Chen Xiaoting, Zuo Congyan	School of Journalism and Communication, Nanjing University The Global Communication and the Changing of Chinese Female Image
Luo Yunjuan Xie Yuting	School of Journalism and Communication, Hunan University The Content Analyses and Interpretation of the Female Channel on the Website

Panel: Media Regulation and Media Policy

Time: 1400-1530, 21st, Oct., 2007

Place: Session 1, ROOM SHANGHAI

Chairman: Pro. Shao Peiren, College of Humanities, Zhejiang University

Presenters (10mins per person)

Michael Latzer	Austrian Academy of Sciences, ITA, Australia Coping with Convergence: Toward a Modified Pattern of Communications Governance
Wang Yu; Robert Vaagan	Communication University of China, China; Oslo University College, Norway Towards National Policies on Digital Television in China and Norway
Shang Jin	School of Media and Communication, Leisester University The Enforcement of Policy Internet Industry in China
Zhang Xiaoqun	Public Management of Tsinghua University The Vulgar of Media, Malfunction of Market and the Government Regulation
Wang Aiwu	Communication School of Jiangxi Normal University, Yao Lake Distribution On the Improvement of Advertisement -From the Perspective of Economy
Zhu Chunyang	Instructor, School of Journalism, Fudan University The Interactivity of Newspaper and Internet: Analyses of Correlation among Technology, Efficiency and Institution-A perspective from the Changing Regulation of Industry Economy
Zhang Zhian	School of Journalism, Fudan University Media, Market and Democracy-An Analyses of the News Area and Producing Characteristics of Nanfang Daily
Wu Changchang Zhao Yu	Hunan TV Station Hunan TV Station: Capital, Market and the Changing of the State Ideology
Zhang Jian	School of Journalism and Communication, Suzhou University The Freedom of Speech and Publication in the Restriction of Property-The Political Interpretation of the Private System of Journalism in the USA

Panel: Media Industry and Media Management

Time: 1550-1720, 21st, Oct., 2007

Place: Session 1, ROOM SHANGHAI

Chairman: Pro. Yu Guoming, School of Journalism, Renmin University of China

Presenters (10mins per person)

John Sinclair	The University of Melbourne, Australia
	Globalization and the Advertising Industry in China
Min Hang	Jonkoping University, Sweden
	Exploring New Media Business Venturing
Peter M. Herford	Professor Shantou University, China
	Media Management in Global Economy
Terry Flew	Queensland University of Technology, Australia
	Rethinking Global Media Creative Diversity and Media Dispersal
Natascha Just	Hertha Firnberg Scholar Department of Communication, University of Vienna, Australia
	Measuring Media Concentration: Future Trends and Implications
Zhou Xiao	School of Journalism, Fudan University
	Product of Time: The Value Basic Point of Media Economy
Zhou Hongduo	Media Economy Research Institute, CUC
	Studies on the Integrated Marketing of Media Industry
Cao Jin	International Publication Studies Center, School of Journalism, Fudan University,
	Cultural Identification and the Market Logic-Case Study of Publishing Industry in Canada
Wang Lin	School of Journalism and Communication, Xinjiang University
Zhang Yun	Characteristics of Demand and Supply, the Replacement Effect and the Economic Welfare-Understanding the Marketing by Television Events in China
Ding Hanqing	School of Journalism, Remmin University of China
	The Cares for the Traditional Media Advertising Market Influenced by the Internet-In the Short and Long Run

Panel: New Media and New Community (1)

Time: 1400-1530, 20th, Oct., 2007

Place: Session 2, ROOM GUANGZHOU

Chairman: Pro.Xiong Chengyu, School of Journalism and Communication,
Tsinghua University

Presenters (10mins per person)

Xiang Zhou	University of Tennessee, USA Deliberativeness of Chinese Online Discussion: A Case Study of the Guangdong e-Government Portal Site
Yuehua Wu	Michigan State University, USA A Comparative Analysis of E-government Development at the Provincial Level in China
Michael H. Prosser	Distinguished Professor, Shanghai International Studies University, China China's Internet and Instant Message Development, Control, and Freedom
Glenn J Broadhead; Kejun Xu	Illinois Institute of Technology, USA New Media and New Communities: Seeking Common Ground for the Harmonious and the Civil
Aune Past	University of Tartu, Finland Politics on the Internet: New Forms of Media for Political Action
Jia Dai; Stephen Reese	University of Texas at Austin, USA Practicing Public Deliberation: The Role of Celebrity Blogs and Citizen-Based Blogs in China

Panel: New Media and New Community (2)

Time: 1550-1720, 20th, Oct., 2007

Place: Session 2, ROOM GUANGZHOU

Chairman: Pro. Dong Tiance, School of Journalism and Communication, Jinan University

Presenters (10mins per person)

Shi Zengzhi	School of Journalism and Communication, Peking University Media Event on the Internet and Citizens' Participation
Zhang Yu	School of Humanities and Social Science, Tsinghua University The Interactive and Order of Intern-based Society-Studies on the Social Interactivity Area and the Mechanism
Bai Gui Ma Weilan	School of Journalism and Communication, Hebei University Blogs-The Real Space for the Freedom and Unrestrained Freedom
Wang Chunzhi	School of Journalism, Remmin University of China An Perspective of Web2.0 as Social Capital
Li Yan	Department of Public Communication, SUN YAT-SEN UNIVERSITY The Distribution of Power of News Communication on the Internet - Case Study of SK□
Hu Chunyang Yao Yuhe	School of Journalism, Fudan University New Global Politics: SMS, Society Mobilization and Coordination
Suo Huijun	New Media Studies Center, School of Journalism and Communication of Tsinghua University The Primary Exploration of Wikipedia Internet in China

Panel: New Media and New Community (3)

Time: 0900-1030-, 21st, Oct., 2007

Place: Session 2, ROOM GUANGZHOU

Chairman: Pro. Chen Taowen, Chinese University of Hong Kong

Presenters (10mins per person)

Zhao Min		School of Journalism, Fudan University
		Is Gates Near and Stallman Far?-Competition of the Copyright and Copyleft in the ages of Web2.0
Andrea Pitasi		d'Annunzio University, Italy
		Intellectual Property, and Social Technologies: Evolutionary Changes in the Bioeconomical Scenarios
Jennifer Henderson; Delwiche	Jacobs Aaron	Trinity University, USA
		Need Not Be 18 to Enter: An Analysis of Male Youth, Identity and Online Community
Peng Wei		College of Communication Arts and Sciences
		Social Impact of Online Gaming in China
Olfa G. Tantawi		American University in Cairo
		Information flow Micro media vs. Macro media
John H. Noonan		Cheung Kong School of Journalism and Communication Shantou University, China
		Chinese Universities' Electronic Bulletin Board Systems: Free Speech Forum, Threat, or Contributor to a Harmonious Society?
He Wei Cao Shule		School of Journalism and Communication, Tsinghua University
		Control, Conflict and Harmony- Study on Supervision of University BBS-Take shuimuqinghua of Tsinghua University as Exemple

Panel: New Media and New Community (4)

Time: 1050-1220-, 21st, Oct., 2007

Place: Session 2, ROOM GUANGZHOU

Chairman: Pro. Zhong Ying, School of Journalism and Communication, Huazhong University of Technology

Presenters (10mins per person)

Wang Hu	School of Communication, Shandong Normal University
Chen Qing	Internet Spoof: The Collective Revelry under the Pseudo-Democracy
Xiong Hui	School of Journalism and Communication, Wuhan University
Shi Yibin	The Collage Cultural and Power In the Post-Modern Perspective -Case Study of Internet Spoof of Videos
Liao Miaojing	School of Television Art, Shanghai Theater Academy
	Fannism and Virtual Community
Zhang Qiang	School of Journalism and Communication, Tsinghua University
	Primary Exploration of Fan- Case Study of Fans for SUPER Girl Li Yuchun
Guo Xiaoping	School of Journalism and Information Communication, Huazhong University of Science and Technology
	The Group Extreme Inclination of Net Users and Symbol Violence on the Internet-An Interpretation of Tongxu Case
He Jianping	School of Journalism and Communication, Southwest University of Political Science and Law
Zhao Xiaoyan	The Internet Violent Game on Juvenile Delinquent
Song Weishan	School of Journalism and Communication, Hebei Normal University
Feng Guang	From the "Live Football Match" to the "Street Basketball" -Exploring the Advertising Media Resources in Virtual Game

Panel: International Communication and Intercultural Communication

Time: 1400-1530, 21st, Oct., 2007

Place: Session 2, ROOM GUANGZHOU

Chairman: Gong Wenxiang, School of Journalism and Communication, Peking University

Presenter s(10mins per person)

Annekaryn Tiele;	University of Music and Drama, Germany
Helmut Scherer	“Super Power Nations” as Points of References in a Globalized World of News
Gary Rawnsley	University of Nottingham Ningbo, China Radio Free Asia and the Harmonious Society
Juyan Zhang	Monmouth University, USA Trends, problems, and theoretical implications of recent China’s public diplomacy
Kamonwan Prompitak	University of Otago, New Zealand From Consuming ‘Nationalism’ to Generating ‘Identity’: the Transformation of Chinese Characteristics in the ‘Mediascape’
Wenjing Xie	University of Maryland, USA The Circulation of Regional Culture in Asia: An Empirical Study of the Reception of Global TV Dramas in Hong Kong
Vamsee Juluri	University of San Francisco, USA Cinema of the Gods: Mythology in Indian Media before and after Globalization
Li Pu	University of Oregon, USA Chinese Television Encountering Global Television: Containment of Engagement?
Todd Kelsey	Chicago Illinois, USA Developing Global Harmony with Language Learning Technology
Deng Jianguo	School of Journalism, Fudan University VOA in the Internet Age: The Challenge and Inspiration of Global Voice Website
Fan Dongsheng	Cheung Kong School of Journalism and Communication, Shantou University On the Tendency and Method for Chinese Media Going abroad in the Intercultural Communication
Srinivas Lankala	University of Massachusetts Amherst, USA Between national development and global consumption
Xu Yan	School of Journalism, Fudan University On the Innovative Diffusion of Chinese Overseas Communication-Taken the Overseas Edition of Xinmin Evening News

Panel: Media and Development

Time: 1550-1720, 21st, Oct., 2007

Place: Session 2, ROOM GUANGZHOU

Chairman: Pro. Fang Xiaohong, School of Journalism and Communication, Nanjing Normal University

Presenters (10mins per person)

Xia Wenrong	Mass Media Studies Institute, School of Journalism and Communication, Nanjing University The Change of Media Theory in the Perspective of Development Communication
Han Hong	Policy and Public Management College, Journalism and Communication Studies Institute, University of Electric Science and Technology of China Participatory Video and Communication-Studies on Participatory Video in China, In the Perspective of Development Communication
Zhang Zheng Xiong Chengyu	New Media Studies Center, School of Journalism and Communication, Tsinghua University The Lack of Net in Rural China: The Root and Way Out
Wang Tingting	School of Journalism and Communication, Fudan University Explanation of the Family Function Change in Rural Area with Urbanization-On the Requirements of Mass Media Accompanied by the Change of Family Information Function
Qiu Xinyou Zhang Shaofu	School of Communication, Jiangxi Normal University The Hard Persuasion: On the Group and Interpersonal Communication in the Mobilization of Rural Organization- Case Study of Fund-raising for the Road Construction of Yanmen Village
Gao Hao Tan Ying	Department of Media Communication, China Agriculture University Analyses of Training Effect of Internet-based Teaching of Farmers-Case Study of Farmers Training in Hui Nationality Town in Tongzhou District, Beijing
Wang Junling	School of Journalism and Communication, Wuhan University The Communication and Culture Identification in the Social Change Era- An Investigation of Minor Nationalities of West River Area
Feng Bo	School of Social Science, CUC Media and Development-Case Study of Influence of Qinghai TV Station in the Society Development in Qinghai
Zhang Haiying Zou Huahua	School of Journalism, Fudan University New Media and Construction of New Communist Villages in China-Narrowing the Digital Gap and Promoting the Construction of Harmonious Society

Panel: The History of Communication and Communication Theory

Time: 1400-1530, 20th, Oct., 2007

Place: Session 3, ROOM DALIAN AND QINGDAO

Chaireman: Pro. Dai Yuanguang, School of Film and Television Art & Technology, Shanghai University

Presenters (10mins per person)

Lv Xinyu	School of Journalism, Fudan University Personal and Sate Affairs and World News-Young Companion Periodical and Modern Enlightenment
Ke Zhuoying	School of Humanities, Xian Shiyou University On the Media and Social Development in Tang Dynasty
Yin Xiaorong Xin Jianfei	School of Journalism, Fudan University The History and Tendency of Contemporary Interpersonal Communication Study of USA
Li Zhenfang	School of Journalism and Information Communication, Huazhong Technology University
Wei LV	Murrow Communication School, Watson State University, A Glimpse of the Advance Theory and Method of Communication Quantity Study- Content Analyses of Communication, Human Communication of 2006
Zhang Yonghua Qin Qing	Shanghai University A Glimpse pf the Interested Topics of Communication Field in China and Abroad-Based on Academic Journals
Li Wenming	Department of Journalism, Ningbo Institute of Technology, Zhejiang University On the Logical Basement of Journalism-Starting with the Saying: News today is History Tomorrow
Xie Qinliang	School of Journalism and Television, CUC How Videos Record -In the Perspective of Year Book

Panel: The Development of Communication Theory

Time: 1550-1720, 20th, Oct., 2007

Place: Session 3, ROOM DALIAN AND QINGDAO

Chairman Pro.Shi Yibin, School of Journalism and Communication, Wuhan University

Presenters (10mins per person)

Klaus Krippendorff	The Annenberg School for Communication University of Pennsylvania Philadelphia, USA Technological Synchronicities, Political Implications and Epistemological Consequences of Second-Order Cybernetics and Communication Theories
Jianbin Jin	School of Journalism and Communication, Tsinghua University, China The Stickiness of Social Networks
Tom Jacobson	Professor, Senior Associate Dean for Academic Affairs, School of Communications and Theater, Temple University, USA Media and National Development -- A Communicative Action Perspective
Chew Han Ei	Nanyang Technological University, Singapore Rethinking the Asiatic Agenda : Transcending polarizing approaches in the search for 'Asian' Communication Theories
Wang Lizhi	Philosophy and Social Science Studies Department, Beijing Foreign Studies University Audience Credibility, Media Accept Frequency and Frame Effect-Test of the Frame Theory Model in the Environment of China Mainland Media
Moshe Hellinger, Tsurial Rashi	Bar-Ilan University, Israel Hindering Prayers: Revisiting the Agenda-Setting Theory: A Traditional Jewish Case Study
Xu Minhui	Department of Public Communication-San Yat-Sen University The Agenda Setting of Settlement Report-Case Study of Chongqing Nail House

Panel: The Practice of Journalism (1)

Time: 0900-1030, 21st, Oct., 2007

Place: Session 3, ROOM DALIAN AND QINGDAO

Chairman: Pro. Duan Jingxiao, School of Journalism and Communication, Nanjing University

Presenter (10mins per person)

Dai Yuanguang Qiu Baolin	Shanghai University The Entertainment of Television in the Consuming Context- Thinking about the Entertainment of TV Industry in China
Chen Yanru Chen Yanhua	School of Journalism and Communication, Xiamen University On the Environmental Communication in China-Case Study of the Promise
Zhao Jinqiu	Associate Professor, School of International Communication,CUC The Producing of International News and Multiple Gate Keeping Model-Case Study of Beijing Evening News and Beijing News
Liu Taohong	Public Communication Department, School of Politic and Public Management, San Yat-Sen University On the Inclination of Guangzhou Media Coverage of the Media Lawsuit-Take Foxconn Accuse of CBN Reporter as Exemple
Lin Rupeng Zhu Wenfeng	School of Journalism and Communication, Jinan University Reporter of City Channel, Shenzhen Media Group Interpretation of Denmark's Cartoon Case: From Competition to Conflict-Thinking about the Responsibility of Media in the Globalization Context
Wu Zhiyong Dai Lina	Journalism Institute of Shanghai Academy of Social Science The Survey and Analyses on the Readership of Newspapers in Shanghai
Zhao Hui	School of Journalism, Fudan University Analyses of Consumers' Value Consciousness and Willing to Buy of Series Game Named The Legend of XIANJIANQIXIA
Liu Hong	School of Communication, Fujian Normal University The New Theory of Advertisements' Social Function-Take the TV Advertisements as Examples

Panel: The Practice of Journalism (2)

Time: 1050-1220, 21st, Oct., 2007

Place: Session 3, ROOM DALIAN AND QINGDAO

Chairman: by Pro.Chen Yanru, School of Journalism and Communication, Xiamen University

Presenters (10mins per person)

Bernd Bloebaum	University of Münster, Germany Changing Constraints of Journalism
Mohammad Ullah	Sahid Chittagong University, Bangladesh ICTs in the Newsroom and Knowledge Gap: Experience from Media Professionals in Bangladesh
Karen M. Markin	University of Rhode Island, USA Traditional Chinese Values and their Implications For the Adoption of Western Journalistic Practices
Wendy Lim; Malcolm Chung; James Chen	Nanyang Technological University, Singapore Ohmynews in Singapore: A possibility or wishful thinking
Roel Puijk	Lillehammer University College, Norway Cross-media program concepts for television
Ludivine Allegue	Institute d'Esthétique des Arts et Technologies, France Screening sama: the audiovisual document as a way of generating knowledge beyond words and cultures
Tian Zhihui	Postgraduate College, CUC Study on the Influence on the Communication Model by the User-Made Content
Katherine Frith; James Chen ; Malcolm Chung; Winnie Serah Lim Chui Phiak ; Gobiserven s/o Govindasamy	Nanyang Technological University/Institute of Technical Education, Singapore A study of ICTs and the Potential Liberalization of Political Communication in Singapore
Soek-fang Sim	International Studies, Global Media (East Asia) Macalester College, USA The danger of Culturalizing Journalism: Lessons from the Asian Values Movement

Panel: Public Opinion and Political Communication

Time: 1400-1530, 21st, Oct., 2007

Place: Session 3, ROOM DALIAN AND QINGDAO

Chairman: Pro. Huang Dan, School of Journalism, Fudan University

Presenters (10mins per person)

Huang Dan	Information and Communication Studies Center, Fudan University The Indistinction and Crisis of Identification: Current Public Opinion of Chinese Media
Sun Wusan	Media Research Institute, Chinese Academy of Social Science The Cooperation and Competition of Government, Media and Journalists-Case Study of Public Opinion Supervision
Ruan Zhixiao	Researcher of Journalism and Communication Studies Center, Sichuan Academy of Social Science On Mechanism of Supervision by News Media
Chen Huailin	Department of Communication, Macao University The Effect of Official Propaganda by Exposure to the Non-mainstream Media- Based on the Integrated Communication Effect Theory and Survey of Audience in Guangzhou, Shanghai
Shi Liyue	School of Journalism, Fudan University The Dilemma of Supervision of TV in the Internet Era-Case Study of CCTV'S News' Probe
Zhuang Yongzhi	Department of Editorial, CCTV The Change of Political Propaganda
Shen Guolin	School of Journalism, Fudan University The Political Strategy of Commercial Media-On the Ideology Strategy of Fox
Zeng Ying	School of Journalism and Television, CUC The Construction of Public Opinion-on Media's Conduction of Practice Innovation in Building up the Harmonious Society
Yu Jing	Department of Public Communication, San Yat-Sen University Crucial News-On the Politics and Media based on the Coverage of NPC&PCC in Guangzhou

Panel: Social Change and Culture Study

Time: 1550-1720, 21st, Oct., 2007

Place: Session 3, ROOM DALIAN AND QINGDAO

Chairman: Pro. Wu Yumin, School of Communication, ShenZhen University

Presenters (10mins per person)

Wei Yiping	School of Journalism, Fudan University
Li Shuanglong	Sino-Japan Relation, Mass Media and Generation Differentia-Comparison of Shanghai College Students and Their Parents
Hou Rongying	North China Institute of Science and Technology On the Culture Root Seeking of China Media from the TV Lecture Program
Qian (Sarah) Gong	Institute of Communication Studies University of Leeds, UK Empirical Analysis in the Cultural Context of Confucianism
He Jianping	School of Journalism and Communication, Southwest University of Political Science and Law
He Lulu	Advertisement Presentation of Sub Culture Group and the Meaning Construction
Si Jingxin	School of Journalism and Communication, Wuhan University Media Representation and the Identification of Middle-class
Zheng Jian	School of Journalism and Communication, Hunan Industry University Formation and Construction of Class: Study of Middle-Class and Media in Contemporary China
Zhou Baohua	School of Journalism, Fudan University Subject and Others: Media Presentation of New Emigrants of Shanghai

List of Group Discussions

The Law, Ethics and Professionalism of Media			
Coordinator			
Participants	Niu Jing	School of Communication and Information Huazhong University of Science and Technology	On the Signification of Legislation for Journalism in Mainland China-Starting with the Silence of Traditional Media in the Coverage of Dazhu Case in 2006
	Liu Hongmei	President's Office of Party Committee, CUC	The Justice of Television-Framework of TV Ethic Study
	Jiang Defeng	School of Journalism and Communication, Heilongjiang University	News Professionalism-Expectation of Morality Tolerance-Take the War Reporters as An Example
	Niu Huiqing	School of Journalism and Television, CUC	The Injustices of Media and the Causes
	Xiao Qianfang Zhang Mingxin	School of Journalism and Communication, Wuhan University	Conflict and Combination: Study of Taming Reporters in Mainland China
	Xie Jing	School of Journalism, Fudan University	Professionalism and Nationalism-Competition of Speech Right in Current Media

Sports and Mass Media			
Coordinator	Luo Qing	The Asia Media Research Center, CUC	
Participants	Hong Jianping	Sport Media Department, Beijing Sport University	On Market Sharing and Tendency of Sports Television from the Competition for Broadcasting Rights
	Chen Guoqiang	Sports News Department,	Media Service of International

	Xie Qing	Shanghai University of Sport	Sport Event- Case Study of 2006Tennis Master Cup
	Li Sha	Journalism Department, Chendu Sport University	Harmonious Society and Media Consciousness-Inspired by Sport Media in Japan

	The Public Service System of Radio and TV Broadcasting-Theory and Practice		
Coordinator	Li Jidong, Beijing International Studies University		
Participants	Hu Zhengrong		
	Huang Yong		
	Hong Li		
	Li Jidong		
	Wang Weijia	School of Journalism and Communication, Peking University	Media Reform and Mechanism Dilemma-On the Regulation and Restriction of China Media Industry Reform

	Health Communication-Case Study of AIDS Prevention		
Coordinator	Liu Fenghai	Asia Media Research Center, CUC	
Participants	Douglas Storey		
	Liu Fenghai	Asia Media Research Center, CUC	
	Wu Yin, Dai Xiaohui, Yuan Yue	Horizon Research Consultancy Group	Analyses of Characteristic of Citizen Health Communication
	Chen Xin	School of Journalism and Communication, Nanjing University	The Media' s Recognition and Altitude to Migrant Workers with AIDS-Case Study of Migrant Workers in Nanjing

	Media Literacy and Case Studies		
Coordinator	Zhang Yanqiu, International Exchange and Cooperation Department, CUC		
Participants	LI Yongjian	Department of Journalism	Construction of Blog and the

		and Communication, China Youth University of Political Sciences	Youth Media Literacy Education
	Huang Dianlin Ji Deqiang	School of Journalism and Television, CUC	Transference and Variation: Analyses of Difference between Western and Chinese Media Literacy in the Perspective of Knowledge Sociology
	Xu Fan	Television Department, CUC	Audience 2.0: The Constructor and Future of Television Literacy in China
	Liu Xinchuan	School of Journalism and Television, CUC	Thinking about the Media Literacy Education inspired by the Internet Mob-Case Study of Maltreatment of Cat and Tongxu Case
	Fan Yaping Guo Jing	School of Journalism and Communication, Lanzhou University/MA Student	The Status Quo, Problems and Way out of Television Literacy Education-Take CCTV as Example
	Wang Yuhong Li Yehui	School of Broadcasting Art/School of International Communication, CUC	The Function of Mass Media In Building Up the Harmonious Society-From the Media Literacy of Contemporary Female in Rural China

	New Media, New Content and New Life		
Time		Place	
Coordinators	Lei Weizhen, Liu Hailong , School of Journalism,. Renmin University of China		
Participants	Lei Weizhen, Deng Li	Associate Professor/MA Student School of Journalism,. Renmin University of China	Combination with Channel: The Characteristics of the Media Content in New Media Age
	Liu Hailong	School of Journalism,. Renmin University of	Self Construction in the Communication Game

		China	
	Xie Chi	MA Student, School of Journalism, Renmin University of China	Preliminary Study of Network Diffusion on the Internet-Case Study of Popularity of Prison Break
	Lu Heng	MA Student, School of Journalism, Renmin University of China	The Analyses of Motivation of Audience' s Participation in the Television Show Program

	Towards a more Harmonious Society of Tolerance & Respect: Lessons from the Cartoon Controversy		
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	Children and Television: Research Evidence and Public Policy		
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	Framing the Globalization Message in the Elite Media: Messages Promoted by Chinese and U.S. Governments		
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	Institutions and Reform in Creative Economy: Media Innovation and Long Tail Theory		
Coordinator:			
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	Michael Keane	Queensland University of Technology	
	Jason Potts		
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	Lucy Montgomery		

	International Communication between British and Chinese Universities: A Perspective form Civil Society and Harmonious Society		
Coordinator			
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	Will Barton	Coventry University	
	Andrew Beck	Coventry University	

	Globalization and the Expansion of English Language Debate in China		
Coordinator	Gary Rybold Irvine Valley College, Beijing Foreign Studies University		
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	Tao Xi	Sichuan International Studies University	
	Wang Yingchong	Bejing Foreign Studies University	
	Karen Chou	Bejing Foreign Studies University	

	Reporting from the Front Lines in Post-SARS World: How will Governments and media Interact if confronted Global Public Health Crisis Again?		
Coordinator	Roy Wadia British Columbia Centre for Disease Control		
Participants	Jason GALE	Leader of Asia Health and Science Group, Bloomberg	