

## Chinese Media and Society

SOC 389      spring 2024

**T/Th 11:30 am-12:45 pm**  
**White Hall 110**

**Instructor:** Dr. Xinxin (Amy) Yang

**Email:** [xinxin.yang@emory.edu](mailto:xinxin.yang@emory.edu)

**Google Voice:** (678) 871-7658 (**Text ONLY**)

**Online Office Hours:** Wednesdays 2:30 pm-3:00 pm or by appointment

**Office hours Link:** <https://emory.zoom.us/j/96353630121>

**Meeting ID:** 963 5363 0121

### Required Readings:

Pdf documents on Canvas.

Teaching Assistant:

1. Xueqia Zhang, Ph.D. student, Sociology Department  
Email: [Xueqia.zhang@emory.edu](mailto:Xueqia.zhang@emory.edu)  
Office hours/link: TBA
2. TBA

### Overview:

This course introduces students to contemporary Chinese media and entertainment industry. Students will learn to investigate issues that arise in the interactions between media and society within a globalizing world by focusing on the development of Chinese media industry, mainland focused, since 1978. A range of Chinese media platforms will be discussed, including but not limited to newspapers, film, radio, TV, online media channels, social media, and so on. The class discussion starts with the historical and social context of the given media, the general developing trends, and is followed by analyzing specific cases. Through this course, students will gain both interpretive and critical methods to evaluate, and ultimately understand the dynamic relationship between society, media industry, culture and the media content, which is linked to a complex and globalized environment. In addition to class lecturing, we might invite some experts in the field join us with the latest information.

**\*\*There is no language requirement or prerequisite for this course.**

### Objectives:

1. Develop an understanding of major trends and theoretical debates on contemporary Chinese media industry.
2. Learn about social, cultural, political and economic changes in China as push-pull factors impacting the Chinese media.
3. Explore key impact that Chinese media industry has on contemporary China.
4. Gain hands-on experience by using content analysis to do some empirical research on the topics of Chinese news, films and TV programs.

### Grading & Assignments:

**Your course grade will be calculated using the following distribution:**

|                                    |                           |
|------------------------------------|---------------------------|
| • News Digest and Discussion       | 4% (40 points)            |
| • Reading reaction papers          | 16% (160 points)          |
| • News Group Project               | 12% (120 points: 60+60)   |
| • Film Individual Project          | 12% (120 points)          |
| • TV Individual Project            | 12% (120 points)          |
| • Internet Group Project           | 12% (120 points: 60+60)   |
| • Advertisement Individual Project | 12% (120 points)          |
| • Class participation              | 20% (200 points: 8+12x16) |
| <b>TOTAL</b>                       | <b>100% (1000 points)</b> |

#### 1. News Digest and Discussion Leadership (4%, 40 points)

Students are required to collect and report on the latest Chinese Media news throughout the semester. Please bring in a recent news article about Chinese media, and then lead classroom discussion. For example, if you sign up for a news discussion spot in the TV section, you need bring in a piece of news about Chinese TV. The presenter needs to summarize the news, make a short comment, and prepare one or two thoughtful questions to **guide a 3-minute class discussion**. Digital sign-up sheet will be provided for choosing discussion days.

#### 2. Reading Reaction Papers (16%, 160 points, 16 points x 10)

Students are required to write a 300 words reflection for each required reading. Please briefly describe the main ideas/statements of the paper and do not forget to add your own thoughts and comments. Students need to reflect on **10** articles from the total 17 readings (from reading #0 to reading #16).

#### 3. News Group Project (12%, 120 points) **PPT Only**

This project consists of a systematic analysis of some aspect of American media coverage of China. By using content analysis, the group should prepare a 3 or 4-slide PowerPoint presentation to share the findings. All members in the same group get the exact same grade. Details will be announced in class. **Due: 2/8, 10:00 pm**

4. Film Individual Project (12%, 120 points)

Choose one or two scenes from the film and describe in detail not only what the film tries to say, but also how it is said. In other words, pay close attention to the relationship between the story elements (plot, character, etc.), the language of film (mise-en-scène, editing, sound, cinematography, etc.) and the society (the film talks about, as well as the society that creates the film). A reaction paper should not be a plot summary or a biography of the director, nor should it merely be your opinion of the film. Complete details of the requirement will be distributed in class. **Due: 2/26, 10:00 pm**

5. TV Individual Project (12%, 120 points)

Complete details of the requirement will be distributed in class. **Due: 3/22, 10:00pm**

6. Internet Group Project (12%, 120 points) **PPT Only**

Analysis a media company or a particular time of a media company. You need to pinpoint the company's strengths, weaknesses, opportunities, and threats, as well as the reasons behind. Complete details of the requirement will be distributed in class.

**Due: 4/10, 10:00pm**

7. Advertisement Individual Project (12%, 120 points)

One page only. Study how the U.S. and China advertise same products. Details will be announced later. **Due: 4/28, 10:00pm**

8. Participation (20%, 200 points)

Participation weighs heavily toward the final grade. As this is not primarily a lecture course, much of the learning takes place during exchange of ideas in class. You should pace yourself so that you come to class well prepared for discussion. **Buying out is the only option.** Other than that will lower your total grade a letter.

**Office hours and E-mail:**

You are encouraged to attend my office hours or schedule an appointment outside of the regular times, or email me to discuss any questions you have regarding the readings, lectures, or assignments. Sometimes, you might expect to wait about 24 hours on weekdays and 48 hours on weekend to hear back from me via email.

**Plagiarism:**

All assignments turned in for this course must be the student's own work or must be properly attributed to the source with proper citations. Students are to do their own work, neither cheating nor plagiarizing: We expect every student to do their own work solo and to observe and obey the Honor Code of Emory College ([http://college.emory.edu/home/academic/policy/honor\\_code.html](http://college.emory.edu/home/academic/policy/honor_code.html))

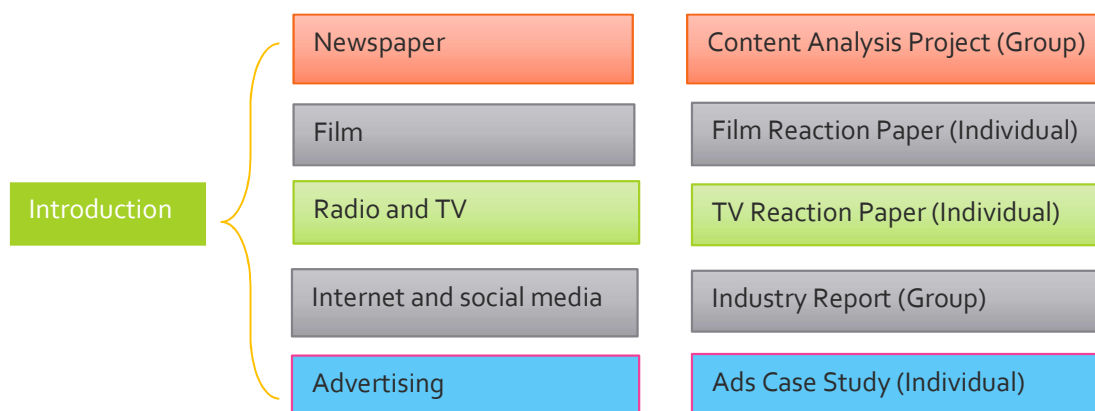
### Access and Disability Resources:

Students with medical/health conditions that might impact academic success should visit Access, Disability Services and Resources (ADSR formerly the Office of Disability Services, ODS) to determine eligibility for appropriate accommodations. Students who receive accommodations must present the Accommodation Letter from ADSR to your professor at the beginning of the semester, or when the letter is received.

### Writing Center and ESL Program Support for Emory College Students:

Tutors in the Emory Writing Center and the ESL Program are available to support Emory College students as they work on any type of writing assignment, at any stage of the composing process. Tutors can assist with a range of projects, from traditional papers and presentations to websites and other multimedia projects. Writing Center and ESL tutors take a similar approach as they work with students on concerns including idea development, structure, use of sources, grammar, and word choice. They do not proofread for students. Instead, they discuss strategies and resources students can use as they write, revise, and edit their own work. Students who are non-native speakers of English are welcome to visit either the Writing Center tutors or the ESL tutors. All other students in the college should see Writing Center tutors. Learn more and make an appointment by visiting the websites of the ESL Program and the Writing Center. Please review tutoring policies before your visit.

### Course Structure (Tentative)



**Course Schedule (Tentative)**

|                                     | <b>Date</b>   | <b>Topic</b>  | <b>Reading</b>   | <b>Due</b>                                |
|-------------------------------------|---------------|---|--|---|
| <b>W#1<br/>Intro</b>                | 1/18<br>(Th.) | Introduction<br>Game Day  | None   | None                                      |
| <b>W#2:<br/>Newspaper</b>           | 1/23<br>(Tu.) | Xinhua News<br>Agency<br>Covid-19                                 | Zhou, X. (2020). Organizational response to COVID-19 crisis: Reflections on the Chinese bureaucracy and its resilience. <i>Management and Organization Review</i> , 16(3), 473-484. (Reading #0) | None                                      |
|                                     | 1/25<br>(Th.) | Party,<br>Control,<br>Digitalization                              | Wang, H., & Sparks, C. (2019). Chinese Newspaper Groups in the Digital Era: The Resurgence of the Party Press. <i>Journal of Communication</i> , 69(1), 94-119 (Reading #1)                      | P#1<br>RR #1<br>News<br>Digest<br>sign-up |
| <b>W#3:<br/>Newspaper</b>           | 1/30<br>(Tu.) | Framing<br>Theory<br>International<br>news<br>Content<br>analysis | Kuang, X., & Wang, H. (2020). Framing international news in China: An analysis of trans-edited news in Chinese newspapers. <i>Global Media and China</i> , 5(2), 188-202. (Reading #2)           | P#2<br>RR#2<br>News<br>Digest 1           |
|                                     | 2/1<br>(Th.)  | TA session  | Content analysis research<br>(Group Project 1)   |   |
| <b>W#4:<br/>Project</b>             | 2/6<br>(Tu.)  | Group<br>Presentation I   | None   |   |
|                                     | 2/8<br>(Th.)  | Group<br>Presentation<br>II                                       | None   | Group<br>Project<br>due: 2/8,<br>10:00 pm |
| <b>W#5:<br/>Drama<br/>&amp;Film</b> | 2/13<br>(Tu.) | Gold Periods;<br>Yang Ban Xi                                      | Zhang, H., & Corse, S. M. (2019). Staging communism: State control and the Chinese model opera. <i>American Journal of Cultural Sociology</i> , 7(1), 79-100. (Reading #3)                       | P#3<br>RR#3<br>News<br>Digest 2           |



|  |               |  |   |  |
|--|---------------|--|---|--|
|  | 2/15<br>(Th.) | Screening at<br>home                                     | Options: <i>Raise the Red Lantern</i> (Youtube, Zhang Yimou 1991) ; <i>To Live</i> (Youtube, Zhang Yimou 1994); <i>Legend of the Demon Cat</i> (Youtube free with AD, Chen Kaige, 2017) ; <i>A Touch of Sin</i> (Emory Library Online, Jia Zhangke, 2013) |  |
| <b>W#6:<br/>Film<br/>&amp;<br/>Project</b> | 2/20<br>(Tu.) | Filmmaking<br>generations                                | Clark, P. (2021). Generating History: Rethinking Generations in Chinese Filmmaking. <i>Journal of Chinese Film Studies</i> , 1(1), 5-18.(Reading #4)  | P#4<br>RR#4<br>News<br>Digest 3  |
|  | 2/22<br>(Th.) | Chinese<br>Dream, Box-<br>office<br>Martial arts<br>film | Wendy Larson (2011), “The Fifth Generation: A Reassessment,” in <i>The Chinese Cinema Book</i> , 113-121. (Reading #5)  | P#5<br>RR#5<br>News<br>Digest 4<br>Film<br>Reaction<br>Paper due:<br>2/26,<br>10:00 pm |
| <b>W#7:<br/>Radio<br/>TV</b>               | 2/27<br>(Tu.) | Radio<br>TV  | Qian, J., & Lu, Y. (2019). On the trail of comparative urbanism: Square dance and public space in China. <i>Transactions of the Institute of British Geographers</i> , 44(4), 692-706. (Reading #6)   | P#6<br>RR#6<br>News<br>Digest 5  |
|  | 2/29<br>(Th.) | TV program:<br>Spring<br>Festival Gala                   | Yuan, Y. (2017). Casting an ‘Outsider’ in the ritual centre: Two decades of performances of ‘Rural Migrants’ in CCTV’s Spring Festival Gala. <i>Global Media and China</i> , 2(2), 169-182. (Reading #7)  | P#7<br>RR#7<br>News<br>Digest 6  |
| <b>W#8:<br/>TV</b>                         | 3/5<br>(Tu.)  | Reality show   | Zhao, J. J. (2018). Queer, yet never lesbian: a ten-year look back at the reality TV singing competition show Super Voice Girl. <i>Celebrity Studies</i> , 9(4), 470-486. (Reading #8)  | P#8<br>RR#8<br>News<br>Digest 7  |



|   |               |  |   |   |
|---|---------------|--|---|---|
|   | 3/7<br>(Th.)  | TV drama<br>Dynasty TV                             | Wang, Yingzi; Klein, Thoralf<br>(2021): Representing the<br>victorious past: Chinese<br>revolutionary TV drama<br>between propaganda and<br>marketization. <i>Journal<br/>contribution</i> . (Reading #9)   | P#9<br>RR#9<br>News<br>Digest 8   |
| <b>W#9</b>                                | 3/12<br>(Tu.) | No Class<br>Spring Break                           | None  |   |
|   | 3/14<br>(Th.) | No Class<br>Spring Break                           | None  |   |
| <b>W#10<br/>TV</b>                        | 3/19<br>(Tu.) | TV drama:<br>Dynasty TV                            | Zhu, Y. (2020). Corruption and<br>Officialdom: Chinese dynasty<br>TV drama as political discourse<br>1. In <i>Routledge Handbook of<br/>Chinese Culture and Society</i><br>(pp. 328-342). Routledge.<br>(Reading #10)                               | P#10<br>RR#10<br>News<br>Digest 9   |
|   | 3/21<br>(Th.) | TV drama:<br>Idol Drama,<br>Danmei,<br>Time travel | Ye, S. (2023). Word of Honor<br>and brand homonationalism<br>with “Chinese characteristics”:<br>The dangai industry, queer<br>masculinity and the “opacity”<br>of the state. <i>Feminist Media<br/>Studies</i> , 23(4), 1593-1609.<br>(Reading #11) | P#11<br>RR#11<br>News<br>Digest 10<br>TV<br>reflection<br>due: 3/22,<br>10:00pm |
| <b>W#11<br/>Internet</b>                  | 3/26<br>(Tu.) | Internet   | Liu, L., & Pan, Y. (2017).<br>Review of 20 Years of Internet<br>Development in<br>China. In <i>New Media and<br/>China's Social Development</i><br>(pp. 1-14). (Reading #12)  | P#12<br>RR#12<br>News<br>Digest 11  |
|   | 3/28<br>(Th.) | WeChat   | Jean-Christophe Plantin &<br>Gabriele de Seta (2019)<br>WeChat as infrastructure:<br>the techno-nationalist shaping<br>of Chinese digital platforms,<br><i>Chinese Journal of<br/>Communication</i> , 12:3, 257-273<br>(Reading #13)                | P#13<br>RR#13<br>News<br>Digest 12  |
| <b>W#12<br/>Internet<br/>&amp;Project</b> | 4/2<br>(Tu.)  | TA Lecture   | TBA   |   |



|                          |               |  |   |  |
|--------------------------|---------------|--|---|--|
|                          | 4/4<br>(Th.)  | TA session                             | Internet Group work   |  |
| <b>W#13<br/>Internet</b> | 4/9<br>(Tu.)  | New Culture<br>New Media<br>Censorship | Song, H., Pan, Y., & Liu, L. (2017). Changes in Chinese People's Cultural Life in New Media Environment. In <i>New Media and China's Social Development</i> (pp. 145-163). (Reading #14)                  | P#14<br>RR#14<br>News<br>Digest 13           |
|                          | 4/11<br>(Th.) | Group<br>Presentation                  |   | none   |
| <b>W#14</b>              | 4/16<br>(Tu.) | Group<br>Presentation                  |   | Group<br>project<br>due:<br>4/10,<br>10:00pm |
|                          | 4/18<br>(Th.) | Advertising                            | Puppini, G., (2020). Forty Years of the Return of Advertising in China (1979–2019): A Critical Overview. <i>JOMEC Journal</i> , (15), pp.1–19. (Reading #15)  | P#15<br>RR#15<br>News<br>Digest 14           |
| <b>W#15</b>              | 4/23<br>(Tu.) | Advertising                            | Ma, J., Zhao, Y., & Mo, Z. (2023). Dynamic luxury advertising: Using lifestyle versus functional advertisements in different purchase stages. <i>Journal of Advertising</i> , 52(1), 39-56. (Reading #16) | P#16<br>RR#16<br>News<br>Digest 15           |
|                          | 4/25<br>(Th.) | Conclusion<br>Individual<br>meeting    | Summary   | Ad project<br>Due: 4/28,<br>10:00pm          |

**Game points (max buy-out):**

- ✚ 5 Reading Reaction papers (16 points each)
- ✚ 4 Participations (1<sup>st</sup>: 15 points, 2<sup>nd</sup>: 20 points, 3<sup>rd</sup>: 50 points, 4<sup>th</sup>: 100 points)
- ✚ The Film **or** TV **or** Advertisement Project (120 points)