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Jagiellonian University
Center for Chinese Language and Culture
“Confucius Institute in Krakow”
4 Radziwiłłowska St., 31-026 Kraków, Poland
tel. +48 12 421 10 61,
fax. +48 12 422 87 16
E-mail: info@instytutkonfucjusza.pl
www.instytutkonfucjusza.pl

Jagiellonian University
Institute of Middle East and Far East Studies
3 Gronostajowa St., 30-387 Kraków, Poland
tel. + 48 12 664 54 15
fax. + 48 12 664 69 19
E-mail: sekretariat.orient@uj.edu.pl
www.orient.uj.edu.pl

are honoured to invite you to attend the academic conference

**„MEDIA IN CHINA, CHINA IN THE MEDIA.
PROCESSES, STRATEGIES, IMAGES, IDENTITIES”**

Date: **November 7-8** (Monday-Tuesday), **2011**
Venue: the Jagiellonian University in Krakow, Poland

Deadline for submissions: **May 10, 2011**
Notifications of acceptance: **June 10, 2011**

The conference is dedicated to a field of research hitherto seldom approached by Polish scholars of Chinese studies: the Chinese mass media. This topic bears special significance in the context of numerous new civilizational and cultural phenomena of our contemporary world: the virtualization of cultural space, the acceleration of global processes, increasing multiculturalism, the opportunities and challenges posed by the steep medialization of culture. Our conference is intended as an invitation to an interdisciplinary dialogue, as an attempt to fit into the contemporary discourse on culture, in which the Chinese culture is a more and more active participant defining the forms of its own presence in various fields. The conference is also intended as an invitation to engage in an intercultural dialogue, in new forms of cooperation between Polish, European and Chinese academic circles within a domain that shapes our daily lives, as well as contemporary social quests, innovations and transformations. We hope that our initiative will mark the beginning of a series of systematic debates in Poland on issues related to mass communication in China, in the broader context of civilizational and cultural transformations in the contemporary world.

We propose the following topics for discussion:

- the Chinese media and globalization processes: international cooperation, the opportunities and challenges posed by China's participation in the WTO; the new informational space of media civilization and the challenges it issues: deterritorializing imagination, global mobility, transnational communities and identities;
- the Chinese media and society: media and social processes; the medialization of culture in the context of new information and communication technologies; the public sphere and civil society in China and the role of media in shaping them; media education and/or the educational role of media; communities, their presence and construction of their identity in the media;

- the political aspect of Chinese media: media property and management; media reform – goals and strategies; the Chinese media legislation; the Chinese media and nationalism; the media and *soft power*;
- media contents: images constructed in the media – China's self-image, representations of its position and role in the global world; images of non-Chinese national, stata, cultural and ethnic entities; images of social groups and various communities;
- media discourse: linguistic and rhetorical strategies; discursive representations of power and subjectivity – *gender* and variously defined minorities;
- media reception in China: media audience(s) and the uses they make of the media; virtual communities in the micro and macro scales and their influences in shaping cultural identity;
- China in foreign media: linguistic and rhetorical strategies in representations of the Chinese state, society, and culture; reception of China-related information in Poland and other countries.

The languages used during the conference will be English and Chinese. Paper presentations must not exceed 20 minutes. A selection of conference papers will be published in English as a separate volume in 2012.

Paper submissions (please fill in the registration form attached) should be sent
before May 10, 2011
 to the conference coordinator, dr Adina Zemanek: adina.zemanek@uj.edu.pl

We reserve the right to select submissions.
 Scholars who have submitted their proposals by the deadline above
 will be notified of the acceptance (or rejection) of their papers
before June 10, 2011.

The conference fee is **40 EUR** (to be paid by bank transfer). It covers the costs of conference materials, lunches and dinners throughout the duration of the conference.

The conference organizers do not cover accomodation expenses in Krakow; however, they will arrange accomodation for the duration of the conference on request. The travel expenses for part of the participants will be covered upon consideration of their applications.

Any further questions are welcome; please contact the conference coordinator, dr Adina Zemanek, by using the contact information below.

Contact information

Postal address: Centrum Języka i Kultury Chińskiej Uniwersytetu Jagiellońskiego „Instytut Konfucjusza w Krakowie”, ul. Radziwiłłowska 4 31-026 Kraków, Poland
 Tel: +48 12 421 10 61 (Confucius Institute in Krakow), +48 660 342 326 (conference coordinator)
 Fax: + 48 12 664 69 19
 E-mail: adina.zemanek@uj.edu.pl
 Conference website: <http://www.instytutkonfucjusza.pl/konferencje.html>

Dr Joanna Wardęga
 Director of the Jagiellonian University
 Center for Chinese Language and Culture
 „Confucius Institute in Krakow”

Prof. UJ dr hab. Leszek Korporowicz
 Director of the Institute
 of Middle East and Far East Studies
 Jagiellonian University