



Programme for the International Symposium

China's Soft Power in Africa: emerging media and cultural relations between China and Africa

The University of Nottingham Ningbo China (UNNC)

Sponsored by the School of Contemporary Chinese Studies (SCCS),
Institute of Asia Pacific Studies (IAPS),
Research and Knowledge Exchange Committee at UNNC,
China-Africa Media Project

Wednesday 3rd of September, 2014

4:45: A coach will take participants from the hotel to Robin Hood, UNNC

5:00 – 8:00 Registration & Reception, Robin Hood, UNNC

5:00 – 5:30 Registration

5:30 – 6:00 Welcome and opening addresses

Chair: Dr Xiaoling Zhang, Head, School of Contemporary Chinese Studies, UNNC

- Professor Stephen Morgan, Dean, Faculty of Social Sciences, UNNC
- Professor Herman Wasserman, Media Studies, University of Cape Town, South Africa
- Dr Winston Mano, Director, African Media Centre, University of Westminster, UK

6:00 - 8:00 Reception hosted by SCCS, UNNC

Thursday 4th of September, 2014

8:30 – 10:00 Session 1 (all the sessions are in the Conference Centre, UNNC)

China's media push in Africa

Chair: Dr Ivy Zhang, School of International Communications, UNNC

1. *Media Interactions between China and Africa: from the perspective of theoretical evolution*
Dr. Jijun Ran, Department of English and International Studies, Foreign Affairs Univ., China
2. *Why Are Chinese Media in Africa? Evidence from Xinhua's news coverage of Africa between 1982 and 2012*
Dani Madrid-Morales, PhD Fellow, Department of Media and Communication, City University of Hong Kong
3. *Another Zheng He Era: China's Media Investment in Africa*
Professor Jiang Fei, Director, Department of Communication, Institute of Journalism and Communication, Chinese Academy of Social Sciences, Beijing, China

10:00 - 10:30 Tea break

10:30 – 12:00 Session 2

Plenary: Soft power: meaning, relevance and challenges

Chair: Dr. Winston Mano, University of Westminster, UK

4. *To Know Us is to Love Us: an assessment of Chinese soft power*
Professor Gary Rawnsley, the Department of International Politics, Aberystwyth University, UK
5. *Building China's Soft Power in Africa: restraining factors and the way forward*
Professor Wenping He, Director of African Studies Section at the Institute of West-Asian and African Studies, Chinese Academy of Social Sciences (CASS), Beijing
6. *Re-configuring Cultural Diplomacy: Asian soft power in Africa*
Professor Daya Thussu, Co-Director of India Media Centre, the University of Westminster, UK

12:00 – 1:00 Session 3

Perceptions, strategies and restrictions

Chair: Dr Cobus Van Staden, Media Studies Department, Univ. of the Witwatersrand, Johannesburg, South Africa

7. *Playing the Game of Encirclement in the Age of Going Out: Chinese Media in Africa*
Dr. Shubo Li, Chr. Michelsen Institute, Norway

8. *Public Participation in the Making of Foreign Aid in China: Input or Apathy?*
Dr. May Tan-Mullins, Director, Institute of Asia Pacific Studies, UNNC

1:00 – 2:00 Lunch at Aroma, hosted by IAPS, UNNC

2:00 – 4:00 Session 4

Media representations of China's 'soft power' offensive in Africa

Chair: Dr Ulf Henning Richter

9. *Perceptions of Chinese Presence in Africa as Reflected in the African Media: case study of Uganda*
Dr Goretti Nassanga, Department of Journalism and Communication; Dr Sabiti Makara, Department of Political Science & Public Administration, Makerere University, Kampala, Uganda.

10. *The Portrayal of Sino-Ethiopian Relations in the Ethiopian Media*
Dr Terje Skjerdal, Department of Journalism and Media Studies, NLA University College, Norway

11. *Representation of Sino-Africa Relationship in Pan-African News Magazines*
Dr Tokunbo Ojo, Faculty of Liberal Arts and Professional Studies, York University, Toronto, Canada

12. *The Nephola Komaci: China's Image in Africa*
Dr Kuo Huang, Centre for International Communication Studies, China International Publishing Group

4:00 – 4:30 Tea Break (Conference Centre, UNNC)

4:30 – 6:30 Session 5

China's inroads to African media-sphere and its reception

Chair: Dr May Tan-Mullins, International Studies, UNNC

13. *China's Soft Power in Southern Africa: projection and perception*
Dr. Xiaoling Zhang, Dr. Winston Mano, Professor Herman Wasserman

14. *Is Looking East a Lesser Evil? The Politics of China's Soft Power in Kenya and Its Implications for Media Freedom and Cultural Values*
Dr. Jacinta Mwendu Maweu, Philosophy and Media studies, University of Nairobi, Kenya

15. *The Influences of China's Media Investment on East African Mass Media*
Elisabet Helander, PhD candidate, School of Communication, Hong Kong Baptist University,
Hong Kong SAR China

16. *The Effectiveness of China's Soft Power Media Push in Africa*
Thembi Mutch, former BBC reporter in Africa, PhD Student, Centre of Film and Media
Studies, SOAS (University of London), UK

6:45 Bus from the campus to conference dinner

**7:00 – 9:00 Conference Dinner, hosted by the School of Contemporary Chinese Studies,
UNNC**

Friday 5th of September 2014

8:30 – 10:30 Session 6

China's media push in Africa and the global information flow

Chair: Dr Terje Skjerdal, Department of Journalism and Media Studies, NLA University College,
Norway

17. *Chinese State Television's "Going-out" Strategy – a true global news contraflow? A
comparison of news on CCTV's "Africa Live" and BBC World News TV's "Focus on Africa"*
Vivien Marsh, PhD student at the University of Westminster (CAMRI), UK

18. *Historicizing the Role of Journalism in the Cultural Relations between China and Africa:
from communist propaganda to charm offensive?*
Yuzhou Sun, UNNC alumna and graduate student from the African Studies Centre, University
of Oxford, UK

19. *Win-win Strategy? The Business of Chinese Soft Power*
Rosiji Soluade, Master Student, International Studies and Diplomacy Centre for International
Studies and Diplomacy, SOAS (University of London), UK

20. *International Television's Focus on Africa-China Engagement: A six-month discourse
analysis of Al Jazeera English, BBC World News and CNN International*
Yuqing Li, School of History and Political Sciences, Guizhou Normal University, China

10:30 – 11:00 Tea break (Conference Centre, UNNC)

11:00 – 12:30 Session 7

Theories & methodologies for the study of China-Africa media relations

Chair: Professor Gary Rawnsley, Aberystwyth University, UK

21. *Is Soft Power A Useful Concept for Understanding Chinese Involvements in African Communication and Media?*

Prof. Helge Rønning, Department of Media and Communication, University of Oslo and Christian Michelsen Institute, Bergen, Norway

22. *China-Africa Social Media as Nested Sites of Contestation: implications towards a method*

Dr. Cobus Van Staden, Media Studies Department, Univ. of the Witwatersrand, Johannesburg, South Africa; Yu-Shan Wu, Researcher, South African Institute of International Affairs, Johannesburg, South Africa.

23. *Understanding the Convergences and Divergences between Media-based Soft Power and Non-media Based Soft Power*

Bob Wekesa, PhD candidate and Research Associate, Communication University of China

12:30 – 1:30 Lunch break

1:30 – 3:30 Session 8

Approaches, strategies and possibilities

Chair: Professor Herman Wasserman, University of Cape Town, South Africa

24. *Limits and Possibilities of “Non-interference”: implications for Chinese soft-power in Angola and Mozambique*

Dr. Sérgio Chichava, researcher at Instituto de Estudos Sociais e Económicos (IESE) in Maputo

25. *Construct Relations via Constructive Journalism: a New Paradigm of Chinese Media in Africa*

Professor Yanqiu Zhang, Director, Africa Communication Research Center, Deputy Dean, Faculty of Journalism and Communication, Communication University of China, China

26. *China’s Soft Power in the Sudans: increasing activity but how effective?*

Daniel Johanson, PhD Student, King’s College London - Lau China Institute

27. *Coping with African Politics – evolving Chinese approaches*

Dr. Elling N. Tjønneland, Senior Researcher, Chr. Michelsen Institute, Norway

3:30 – 4:30 Session 9

Roundtable discussion: soft power, relations and prospects

Chair: Dr Xiaoling Zhang, SCCS, UNNC

Discussants: Wenping He, Daya Thussu, Gary Rawnsley, Helge Rønning; Jiang Fei, Herman Wasserman, Winston Mano, Anton Harber

4:30 – 5:00 Discussions on further collaboration and publications over tea/coffee

Chair: Dr Xiaoling Zhang, SCCS, UNNC

6:00 Transport will be arranged to take those who would like to go out together for local Cuisine. Alternatives can be discussed on the day.

6th of September 2014

Departure

A coach will be organized to take participants to Shanghai, arriving at Shanghai Pudong Airport around 1:00pm.