

Università
della
Svizzera
italiana

Faculty of
Communication
Sciences

CMO China
Media
Observatory
中国传媒观察中心 Osservatorio
sui Media e le
Comunicazioni
in Cina

Spring School "Media Systems: comparative and transnational perspectives. Focus on China"

Perugia, Casa Monteripido, April 2-6. 2017

Final Program

Sunday, April 2: Welcome

14.00

Gabriele Balbi and Paolo Mancini, Welcome

14.15-15.45

Dan Hallin (University of California San Diego), The Concept of Media System (through Skype)

Monday, April 3: Ideas of media systems

9.00-10-30

Paolo Mancini (University of Perugia), Advantages and pitfalls of the idea of media system

11.00-12.30

Gabriele Balbi (USI, Università della Svizzera Italiana), Historical Ideas of Communication Shaping Media Systems

14.00-16.00

Research projects' presentation and discussion with Paolo Mancini and Gabriele Balbi

- Jiyan Faris, Understanding the Media System Under the Kurdistan Regional Government in Iraq
- Anna Stanziano, Is Italy really so corrupt? An analysis of Different Corruption indexes to verify if perception reflects reality.
- Valeria Bianchi, Milan's mayoral elections: citizens, media and election campaign

Tuesday, April 4: Systems variations

9.00-10.30

Frank Esser (University of Zurich), Studying political communication systems comparatively - What do we know?

11.00-12.30

Zrinjka Perusko (University of Zagreb), Media systems in post-communist Europe

14.00-16.00

Research projects' presentation and discussion with Frank Esser and Zrinjka Perusko

- Renata Vinci, Introducing New Communication Technologies on Chinese Modern Press (1833-1949): A Research Project
- Huijie Zeng, The Peoples' Internet, Daily Dynamics in China
- Susanna Pagiotti, Gender and Corruption. When women are leading the system. A case study analysis

Wednesday, April 5: Chinese media system 1

9.00-10.30

Bingchun Meng (London School of Economics), Looking beyond and looking under the system: Understanding Chinese media

11.00-12.30

Gianluigi Negro (USI, Università della Svizzera italiana), The Internet in China. Between an alternative model of governance and the coexistence of different ecosystems

14.00-16.00

Research projects' presentation and discussion with Gianluigi Negro and Bingchung Meng

- Zexu Guan, Media, Body, Power: How media production make cosmetics become a necessary part in Chinese women's life
- Liu Qian, Japanese Military's Propaganda System and Agencies in Wuhan during the Japan-China War, 1937~1945
- Ivelyna Vatova, The Image of South-East Asia in the 21st c. Case studies of China, India and Japan – communication strategies and media systems

18.00-19.15

International Journalism Festival panel ['china between traditional and digital media'](#)

Thursday, April 6: Chinese media system 2

9.00-10.30

Giuseppe Richeri (USI, Università della Svizzera italiana), The audiovisual media system in China: focus on the film market

11.00-12.30

Research projects' presentation and discussion with Giuseppe Richeri

- Vivien Marsh, The Trojan Dragon: CCTV News in English and the battle for global influence
- Paul Gardner, What political content do the Chinese propaganda authorities control in traditional media and online, and why do they focus on this particular information?

14.00-16.00

Meeting with International Journalism Festival guests

- [Xin Xin](#) (University of Westminster)
- [Damian Tambini](#) (London School of Economics)

16.00-16.30

Final remarks and certificate awards

From 20.00

Final Gala Dinner