Chinese Journalism: History, Theory and Practice
School of Journalism, Fudan University

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Course Description

This graduate level course is designed to introduce history, theory and practice of Chinese journalism, including print, broadcasting and the new media. With a theoretic framework of political economy and media sociology, the following four topics will be addressed: patriotism, enlightenment and party journalism as profound legacy for Chinese journalism; policies and regulations for Chinese media organizations; commercialization and globalization of Chinese media and its impact; different patterns of media practice/narratives and journalistic ethics in China. The course focuses on discussing the developments and challenges for Chinese journalism within a society undergoing a profound transformation. It presents and analyzes the tug of war between commanding journalism, market-driven journalism and journalism for public interest that feature contemporary China’s journalism. This course will be conducted with lectures, seminars, presentations and open discussion.

Course Objectives

- Introducing students to key issues and trends of contemporary Chinese media industry
- Instructing students to analyze cases of Chinese media from a theoretical perspective within Chinese contexts

Course Evaluation

The final grade for the course will consist of three parts:
- In-class presentation = 30%
- Final term paper = 50%
- Class participation and discussion = 20%
Total = 100%

Assignments

Each student will choose one of the four topics for his research project. The students can do a presentation in class in small groups or individually at the end of the semester, and each student should write a paper of 3000 to 3500 words as the final course report. The final term paper is due one week after the semester ends in February, with both electronic and print versions.

All students are expected to attend all classes. Each absence will cost the student 5 points in grading of the final score. Those who have 3 or more absences fail the course. Please inform the instructor in advance if you will have a justified unavoidable absence.

Class Presentation Requirement
1. If the size of the class is more than 10, it is recommended that the presentation be conducted in the form of a group, but made up of not more than two students.
2. The presentation should be prepared with PPT and presentation time is about 20 minutes for each one/group.
3. The discussion of the presentation session is open to questions relevant to the topic.

Written Assignments Requirements
Final term paper:
1. The term paper is based on your research on the chosen topic.
2. The term paper should be about 3,000 to 3500 words.
3. There should be an independent cover page with the words “Term Paper” and other necessary information.
4. References and notes should be formally documented, either in APA or MLA styles.

Readings
The book *Media, Market and Democracy in China* by Yuezhi Zhao is the primary reading for the course. Supplementary readings and reference materials will be provided in print or electronic versions before the lecture.

Lecture & Readings Outline (tentative)


**Week 1: Introduction & Traditions as a Profound Legacy**

**Week 2: Lecture & Discussion – The establishment and the development of Party Journalism in China**

**Topic II – Media Laws & Policies**

**Week 3: Lecture – Media Laws and Policies in China**

Week 4: Lecture & Discussion

Topic III – Commercialization and its Impact

Week 5: Lecture – Commercialization and Conglomeration of China’s Media

Week 6: Lecture & Discussion – WTO Reentry and China’s Media Industry

Topic IV – Patterns of Media Practice & Media Ethics

Week 7/8: Lecture – Covering public affairs and investigative journalism


**Week 9: Lecture & Discussion – New media and its impact**

**Week 10: Media practice, media ethics and their implications**


**Week 11: Workshop – Covering China: from the Perspective of International Media Company**

**Week 12: Workshop – What it means to be an investigative reporter in China**

**Week 13/14: In-class presentation**

**Week 15: Field Trip to Oriental Morning Post**