

Europe-China Dialogue: Media and Communication Studies Summer School 2018 Brussels, Belgium (09.07.2018-18.07.2018)

After the successful experience from 2014 till 2017, **China Media Observatory** at the **Università della Svizzera Italiana (USI)**, **School of Journalism and Communication** at **Peking University** and **Vrije Universiteit Brussel (VUB)** will operate in collaboration the **FIFTH edition** of the **Europe-China Dialogue: Media and Communication Studies Summer School** in Brussels, Belgium between **09.07.2018 and 18.07.2018**.

Inspired from the ECREA Doctoral Summer School, this summer school **aims** to provide: **a highly qualified international setting** where academics from several European countries and China will present and discuss their most recent research; and **a highly supportive international setting** where scholars can **present their current work**, receive feedback on their research projects from international experts and meet scholars and academics from other countries, establishing valuable contacts for the future.

The program is open to the full variety of academic work in the field of communication and media studies for **young scholars, PhD and graduate students who have strong academic interests**, especially for those with a background in international communication, intercultural communication, Chinese/European media and culture/language studies. The Summer School aims to bring together researchers from Europe and China to debate contemporary issues in media, communication and cultural studies in Chinese and European media industry. Previous editions of the summer school boasted a high-standard of teaching include professors and experts from 18 universities and received students hosted students from more than 30 universities that situated in: China, Hong Kong, Taiwan, Macau, Singapore, Switzerland, Italy, United Kingdom, Germany, Austria, Czech Republic, Romania, Sweden, Canada, and United States.

The **learning format** of the 2018 Summer School is divide into **three parts**:

1. **Lectures**: each of the invited professors will have 1-2 lectures related to their research necessities. Proposed lecturers and topics will include:

European Faculty

Prof. Caroline Pauwels, Vrije Universiteit Brussel, Belgium. Rector of Vrije Universiteit Brussel.

Prof. Leo Van Audenhove, Vrije Universiteit Brussel, Belgium. Head of Department of Communication Studies.

Prof. Nico Carpentier, Uppsala University, Sweden. International Director of ECREA Summer School, executive board member of the International Association for Media and Communication Research (IAMCR)

Prof. Daniel Perrin, Zurich University of Applied Sciences, Switzerland. Dean of School of Applied Linguistics, president of AILA International Association of Applied Linguistics

Prof. Daya Thussu, University of Westminster, UK. Co-director of the India Media Centre and research advisor to the China Media Centre. Chief-editor of SAGE journal Global Media and China

Prof. Gabriele Balbi, Università della Svizzera Italiana, Switzerland. Co-director of China Media Observatory and Institute of Media and Journalism, Vice-Chair of ECREA Communication History Section.

Dr. Zhan Zhang, Università della Svizzera Italiana, Switzerland. Research fellow at China Media Observatory, Co-founder of Europe-China Dialogue Media and Communication Studies Summer School.

Dr. Gianluigi Negro, Università della Svizzera Italiana, Switzerland. Research fellow at China Media Observatory.

Bettina Mottura, University of Milan, Italy. Associate professor of Chinese language and culture at the Department of Language Mediation and Intercultural Communication. Scientific coordinator of the Contemporary Asia Research Center (CARC) of the University of Milan.

Dr. Emma Lupano, University of Milan, Italy. Fixed-term researcher in Chinese language and culture studies, Freelance correspondent for media in China and Italy.

Chinese Faculty

Prof. Lu Shaoyang, Peking University. Dean of School of Journalism and Communication.

Prof. Gong Wenxiang, Peking University. Director of Institute of Communication & Culture, founding executive dean of School of Journalism and Communication.

Prof. Chen Changfeng, Tsinghua University. Executive dean of School of Journalism and Communication, Chair of Chinese Association for History of Journalism and Mass Communication.

Prof. Qiu Linchuan, Hong Kong Chinese University. Director of Centre for Chinese Media and Comparative Communication Research, Vice-president of Chinese Communication Association.

Prof. Liu Hailong, Renmin University. Chief-editor of Chinese Journal of Journalism and Communication Research.

Prof. Wang Xiaohong, Communication University of China. Deputy Director Chief of Faculty of Journalism and Communication.

Prof. Chen kaihe, Peking University, assistant dean of School of Journalism and Communication

Prof. Xu Jing, Peking University. Co-director of Visual Communication Center, Co-founder of Europe-China Dialogue Media and Communication Studies Summer School.

2. **Student Feedback Workshops**: participating students will **present** their research projects and **receive** structured, qualified and multi-voiced feedback on their work from Summer School lecturers and scholars, allowing students to structurally improve the **quality** of their academic work and stimulate their further research interests;
3. **Media Dialogue**: two dialogues with **media experts** from European and Chinese media organizations will be set in the Summer School. In some cases, when possible, the Dialogue will

be arranged on site at the media organization, where students can personally observe the media practice. (to be confirmed or exchanged to visit at European Union this year).

30 students will be enrolled including young scholars, PhD and graduate students from and not limited to China and European countries. Ideally, the composition of selected students will be 15 from European institutions and 15 from Chinese institutions.

To apply:

All participants are required to send an **abstract** (about 500 words) of their research projects and a short bio (200 words) before **30.04.2018** to chinamediaobservatory@gmail.com. The confirmation will be sent by 15.05.2018, and the full draft of research projects should be sent before 30.06.2018.

Admission fee and payment:

900 euros per student including accommodation for 10 nights nearby the Campus, one farewell dinner and the city visiting tour. 450 euros per student for those who do not require accommodation.

A **scholarship** award of 200 euros will be given to the **two best student** participants, and they will get the chance to be recommended to the ECREA Summer School 2019 as well as the Swiss Government Excellence Scholarships Programme.

Organizers:

China Media Observatory at USI Lugano: China Media Observatory aims at the systematic monitoring of the evolution of the system of media and communications in China according to the main economic, political as well as social and cultural dimensions. In function of the activities it carries out, the Observatory encourages the exchanges for teaching and research purposes and establishes collaboration agreements with European universities, which have started permanent research activity on media in China, as well as with Chinese universities, that are interested in collaborating and exchanges with our university in the scientific and teaching field. Link: <http://www.chinamediaobs.org/>

School of Journalism and Communication at Peking University: Peking University is a pioneer in modern Journalistic education in China. In 1918, Peking University started the first Journalistic course and founded the Journalism Research Institute that was the first of its kind in China. In 1952, Peking University opened the first Journalism Studies program since the founding of the People's Republic of China and the new School of Journalism and Communication was established in 2001. Founded in 1898, Peking University was the first national comprehensive university in China and became a centre for progressive thought in China across time. Mao Zedong, Chen Duxiu, Hu Shi and many other leaders of China all gained professional experience here. In 2014, The Chinese University Alumni Association and China Education Center considered it as No.1 among national universities. Internationally, both the Times Higher Education World University Rankings and the World Reputation Rankings recently placed Peking University at 45th position worldwide. Link: <http://sjc.pku.edu.cn/English.aspx>

Vrije Universiteit Brussel (VUB): The Vrije Universiteit Brussel (VUB) is a dynamic comprehensive university with 184 years history. Located in the heart of Europe, the university and the university hospital are spread over four green campuses in Brussels. It counts over 15,000 students including 1,448 PhD candidates, 25% of whom are international. VUB offers high-quality English-taught graduate programmes, supported by outstanding research. At the VUB, students and professors work closely together. We coach our students to become open-minded world citizens, with a strong commitment towards sustainable humanistic societal values. Our graduates are well prepared for professional careers in an increasingly multilingual and international environment. An independent research attitude, as well as a multidisciplinary, international and intercultural environment are key features in the VUB's ambition to be an open, international university

platform. Our expertise and strategic position at the heart of Europe makes us an ideal partner for excellent research and education with a wide outlook on Europe and the world. Link: <http://www.vub.ac.be/en/>

Institutional Contributors:

ECREA European Media and Communication Doctoral Summer School

UK-China Media and Cultural Studies Association (UCMeCSA), United Kingdom.

Università degli Studi di Milano, Italy.

Department of Applied Linguistics, Zurich University of Applied Sciences (ZHAW), Switzerland.

International Relations office & Department of Communication Studies at Vrije Universiteit Brussel, Belgium

Confucius Institute at Vrije Universiteit Brussel, Belgium

Institute of Communication & Culture, Peking University

ALL SUBMISSIONS SHOULD BE SENT TO: chinamediaobservatory@gmail.com

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