

Conference Schedule (Beijing Time)

Thursday, 10 September 2020	
13:30 – 14:00	Registration
14:00 – 14:15	Welcome speech and logistics
14:30 – 16:00	Panel 1 Language and communication
	Panel 2 Sports Diplomacy
16:00 – 16:30	Tea Break
16:30 – 18:00	Panel 3 Strategies and discursive power
	Panel 4 Cross-cultural communication
18:30	Conference reception

Friday, 11 September 2020	
08:30 – 11:00	Panel 5 Keynote Speeches
11:00 – 11:30	Group photos and tea break
11:30 – 12:30	Panel 6 Education and foreign policy
	Panel 7 Digital Diplomacy
12:45 – 13:45	Lunch
14:00 – 15:30	Panel 8 Screen studies and communication
	Panel 9 Consumerism, cosmopolitanism, poverty and global media flow
15:30 – 16:00	Tea Break
16:00 – 18:00	Panel 10 Perception and relationship building
18:30	Conference dinner

Saturday, 12 September 2020	
08:30 – 10:00	Panel 11 Roundtable discussion External Communication and Relationship Building: past, present and future
10:00 – 10:30	Tea Break
10:30 – 12:30	Panel 12 Audience and relationship
	Panel 13 Image matters
12:30	Lunch
End of conference	

Programme (Beijing Time)

Thursday, 10 September 2020		
Time	Activities	Venue
13:30 – 14:00	Registration	Lobby, Trent Building
14:00 – 14:15	<p>Welcome speech Gary RAWNSLEY, Prof of Public Diplomacy, Dean, Faculty of Humanities and Social Science, UNNC</p> <p>Logistics Xiaoling ZHANG, Chair Prof in Creative Industries, School of International Communications, UNNC</p>	Trent 236
Zoom Link	https://unnc.zoom.com/j/67744293944?pwd=cDlqbkl6K0xTRDdblPnCTNgRjhHQT09	
	*Please contact Angela Lewis at Angela.LEWIS@nottingham.edu.cn for signing up for the conference to get the ID and Password	
14:30 – 16:00	<p>Panel 1 Language and communication Chair: Dr Candace VEECOCK, School of Education and English, UNNC</p>	Trent 236
Zoom Link	https://unnc.zoom.com/j/67744293944?pwd=cDlqbkl6K0xTRDdblPnCTNgRjhHQT09	
	<p>1. Chinese as a Pivot Language for the Belt and Road Initiative (BRI) (online)</p> <p>Professor ZHANG Ailing, Shanghai International Studies University (SISU); Professor LI Zhengren (SISU); DING Ning, PhD Candidate, SISU</p> <p>2. Compare the Report on President Xi’s Visit to Russia in 2019 via China, US and Russia Main Stream Media</p> <p>Professor HE Zhenbiao, Ningbo Technology University, Zhejiang University; HAN Xuefeng, Ningbo Technology University, Zhejiang University; Meltceva ALA, Zhejiang University</p> <p>3. The Rhetoric of Nostalgia from Harmonious Society” to “Community of Shared Future” (online)</p> <p>GU Zhun, postdoctoral researcher, Fudan University</p> <p>4. China’s external representation in Xi Jinping’s speeches (online)</p> <p>Dr. Tanina ZAPPONE, Assistant Professor of Chinese language and translation at the Department of Humanities, University of Torino, Italy</p>	

14:30 – 16:00	Panel 2 Sport diplomacy Chair: Dr Nicholas Ross Smith, School of International Studies, UNNC	Trent 209
Zoom Link	https://unnc.zoom.com/j/65344890697?pwd=TFFTnkUrc09KYUNaVmpMTnpgMjRVdz09	
	<p>1. China and Sport Diplomacy in Africa (online)</p> <p>Tokunbo OJO, Associate Professor of Global Media Studies at York University, Toronto, Canada</p> <p>2. Belt, Road and Ball: football as a Chinese soft power tool and a metaphor for peace (online)</p> <p>Emanuel LEITE Jr., PhD student in Public Policy at the Department of Social, Political and Territorial Sciences, University of Aveiro, Portugal</p> <p>3. The Changing Football Policy for Foreign Players and Under 23 Players in the Chinese Super League: Time to focus on domestic development? (online)</p> <p>Ximing FAN, MA student, Loughborough University, United Kingdom</p>	
16:00 – 16:30	Tea Break	
16:30 – 18:00	Panel 3 Strategies and discursive power Chair: Dr David KIWUWA, School of International Studies, UNNC	Trent 236
Zoom Link	https://unnc.zoom.com/j/67744293944?pwd=cDlqbkl6K0xTRDdlblpNcTNqRjhHQT09	
	<p>1. Chinese Companies and China's African Public Diplomacy: the Case of StarTimes</p> <p>Angela LEWIS, UNNC PhD candidate, School of International Communications, UNNC</p> <p>2. Is China's Campaign against Terrorism Going Global?</p> <p>Dr Chi ZHANG, Visiting Scholar, Handa Centre for the Study of Terrorism and Political Violence, University of St Andrews</p> <p>3. China's Quest for Soft Power: evaluating China's governmental strategies for building discursive power (online)</p> <p>Winlion LIU, PhD candidate, Xi'an Jiaotong-Liverpool University (XJTLU)</p>	
16.30 – 18.00	Panel 4 Cross-cultural communication Chair: Dr Xiaoge XU, School of International Communications, UNNC	Trent 209
Zoom Link	https://unnc.zoom.com/j/65344890697?pwd=TFFTnkUrc09KYUNaVmpMTnpgMjRVdz09	
	1. International Co-production of Chinese Documentary in the 21st Century: from the perspective of a comparison of versions	

	<p>YU Ming, lecturer & documentary film maker, Beijing Normal University</p> <p>2. Public Diplomacy Projected through Ports along 21st Maritime Silk Road as Reflected in News Discourse</p> <p>Dr Yi WANG, School of Business, UNNC; Associate Professor Nancy X. LIU, Yanhui ZHANG; Dan SHI, School of Education and English, UNNC</p> <p>3. China Daily Cartoons: Ideological clusters for the year 2019 in review</p> <p>Dr Candace VEECOCK, Assistant Professor of Applied Linguistics/ELT, School of Education and English, UNNC</p>	
18:30	Conference Reception, hosted by Prof May Tan-Mullins, Vice-Provost, Director of the Institute of Asia Pacific Studies UNNC	Rooftop Restaurant

Friday, 11 September 2020		
Time	Activities	Venue
08:30 – 11:00	Panel 5 Keynote Speeches Chair: Prof Gary RAWNSLEY, Dean, FHSS, UNNC	Trent 236
Zoom Link	https://unnc.zoom.com/j/67744293944?pwd=cDlqbkl6K0xTRDdlblpNcTNqRjhHOT09	
	<p>1. Mask Diplomacy and Global Pandemic: a comparison of national communication strategies between East Asia and North America</p> <p>Prof Nancy SNOW, 2020 Walt Disney Chair in Global Media, Schwarzman College, Tsinghua University; Pax Mundi (“Distinguished”) Professor of Public Diplomacy, Kyoto University of Foreign Studies; Professor Emeritus, California State University, Fullerton, Professor of Communications, Emerita</p> <p>2. Unravelling the China Question for the Global Media Communication: The Case of Paving the Digital Silk Road</p> <p>SHI Anbin, MoE Endowment Professor of Global Media and Communication Studies, Associate Dean of Research with the School of Journalism and Communication, Adjunct Professor of Global Media and China with Schwarzman College, Tsinghua University</p> <p>3. Reimagining Digital China</p> <p>Michael KEANE, Professor of Chinese Media and Communications at Curtin University, Perth. Program Leader of the Digital China Research Lab within the Centre for Culture and Technology, Chair, China-Australia Writing Centre Board</p> <p>30 minutes for Q&A</p>	

11:00 – 11:30	Group photos and tea break	In front of Trent
11:30 – 12:30	Panel 6 Education and foreign policy Chair: Dr Tracey FALLON, School of International Studies, UNNC	Trent 236
Zoom Link	https://unnc.zoom.com/j/67744293944?pwd=cDlqbkl6K0xTRDdlblpNcTNqRjhHOT09	
	<p>1. China’s Emerging Resources of Soft Power in Southeast Asia: Experiences of Cambodian Students (online).</p> <p>ZHU Kejin, PhD Candidate, University of Hong Kong & Southern University of Science and Technology:</p> <p>2. Chinese vs. U.S. Education Exchange Diplomacy in the Asia-Pacific and Some Implications for China, Prof Xiaoling Zhang, co-author (online).</p> <p>THI Ly Le, PhD Candidate, School of Politics and International Relations, University of Nottingham, UK; Lecturer, VNU University of Languages and International Studies, Vietnam; Prof Xiaoling ZHANG, IC, UNNC</p>	
11:30 – 12:30	Panel 7 Digital Diplomacy Chair: Xiang LI, School of International Studies, UNNC	Trent 209
Zoom Link	https://unnc.zoom.com/j/65344890697?pwd=TFFTnkUrc09KYUNaVmpMTnpgMjRVdz09	
	<p>1. Foreign Correspondence and Digital Public Diplomacy</p> <p>Dr. Shixin Ivy ZHANG, Associate Professor in Journalism Studies, International Communications, UNNC</p> <p>2. China’s Digital Diplomacy at Local Level: the case of Zhejiang Province</p> <p>Professor Xiaoling ZHANG, UNNC; Dr. Yiben MA, CELE, UNNC; KE Ye, Zhejiang Daily Press Group, China</p>	
12:45 – 13:45	Lunch	Arabica
14:00- 15:30	Panel 8 Screen studies and communication Chair: Zhen Troy CHEN, School of International Communications, UNNC	Trent 236
Zoom Link	https://unnc.zoom.com/j/67744293944?pwd=cDlqbkl6K0xTRDdlblpNcTNqRjhHOT09	
	<p>1. Trauma, Film, and Soft Power</p> <p>Dr. Corey SCHULTZ, Associate Professor in Media & Communication Studies, School of International Communications, UNNC</p> <p>2. Screening The Port City: Poetics and Promotions</p> <p>Dr Wyatt MOSS-WELLINGTON, Assistant Professor in Media and Communication Studies, IC, UNNC; Dr Ming-Yeh T. RAWNSLEY, Research Associate, Centre of Taiwan Studies, SOAS, University of London; Dr YAT Ming Loo Associate Professor in Architecture and Urbanism, UNNC</p>	

	<p>3. China and Hollywood's Relationship in the Construction of a new Country Image</p> <p>Dr. Stephen ANDRIANO-MOORE, School of International Communications, UNNC</p>	
14:00-15:30	<p>Panel 9 Consumerism, cosmopolitanism, poverty and global media flow</p> <p>Chair: Ming-Yeh RAWNSLEY, Research Associate, Centre of Taiwan Studies, SOAS, University of London</p>	Trent 209
Zoom Link	<p>https://unnc.zoom.com.cn/j/65344890697?pwd=TFFTnkUrc09KYUNaVmpMTnpgMjRVdz09</p>	
	<p>1. Soft China and copyrighted patriotism going global: different discourses and shared anxieties in a perpetuating consumerist society</p> <p>Dr Zhen Troy CHEN, Assistant Professor in Media, Communication and Cultural Studies, IC, UNNC; Adjunct Research Fellow, Griffith Centre for Design and Innovation Research, Griffith University</p> <p>2. Creating Mediated Cosmopolitanism? Global Media Flows and the Beijing Youth</p> <p>Dr Tiankai TANG, Ningbo University of Finance and Economics</p> <p>3. Constructive Journalism and Poverty Reduction in China: The Targeted Poverty Alleviation Campaign</p> <p>Lanjuan MENG, Associate Professor, School of International Studies, Communication University of China Beijing, China</p>	
15:30 – 16:00	<p>Tea Break</p>	
16:00 – 18:00	<p>Panel 10 Perception and relationship building</p> <p>Chair: Dr Corey SCHULTZ, School of International Studies, UNNC</p>	Trent 236
Zoom Link	<p>https://unnc.zoom.com.cn/j/67744293944?pwd=cDlqbkl6K0xTRDdlblpNcTNqRjhHQT09</p>	
	<p>1. Does China have any bona fide international friends?</p> <p>Dr. Tracey FALLON, Assistant Professor in Chinese Studies, School of International Studies, UNNC</p> <p>2. China in the New Era: Through the Eyes of Foreign Correspondents (online)</p> <p>Dr Tony HONG, Lecturer, School of English, Shanghai International Studies University</p> <p>3. 'Becoming a Global Leader': China's Evolving Discourse and Its Positioning for World Leadership (online)</p> <p>Professor Xiaoling ZHANG, UNNC; Dr. Gareth SHAW, Independent UK Researcher, National Coalition of Independent Scholars</p> <p>4. China's global media and Latin American audiences (online)</p>	

	Dr. Pablo Sebastian MORALES, Lecturer in media and communication, University of Leeds, UK	
18:30	Conference dinner, hosted by Dr Corey Schultz, Research Director, School of International Communications, UNNC	Staff Canteen

Saturday, 12 September 2020		
Time	Activities	Venue
08:30 – 10:00	Panel 11 Roundtable discussion: External Communication and Relationship Building: past, present and future Chair: Prof Xiaoling Zhang, IC, UNNC	Trent 236
Zoom Link	https://unnc.zoom.com/j/67744293944?pwd=cDlqbkl6K0xTRDdlblpNcTNqRjhHQT09	
	Discussants: 1. Prof SHI Anbin; 2. Prof Michael KEANE; 3. Prof Nancy SNOW; 4. Prof Gary RAWNSLEY; 5. Prof Naren CHITTY , Department of Media, Communications, Creative Arts, Language and Literature, Faculty of Arts, Macquarie University, Australia; 6. Prof GUO Ke , Dean of the School of Journalism and Communication, Shanghai International Studies University	
10:00-10:30	Tea break	
10:30 – 12:30	Panel 12 Image matters Chair: Dr Shixin Ivy ZHANG, School of International Communications, UNNC	Trent 236
Zoom Link	https://unnc.zoom.com/j/67744293944?pwd=cDlqbkl6K0xTRDdlblpNcTNqRjhHQT09	
	1. China Image Flow: dimensions and directions Dr XU Xiaoge, Associate Prof, School of International Communications, UNNC 2. Multiple narratives on the Belt and Road Initiative: the China-Pakistan Economic Corridor and China's image building in Pakistan Dr Alessandra CAPPELLETTI, Associate Professor, Department of International Relations, Xi'an Jiaotong – Liverpool University 3. External Communication and Image Building: The Global Times and Hu Xijin as a case study (online) Dr. Dan HU, Deputy Director & Assistant Professor, Australian Studies Centre of Beijing Foreign Studies University 4. Communication by Design: the Changing Image of Architecture in China (online) Dr. Giaime BOTTI, Faculty of Science and Engineering, University of Nottingham Ningbo China	

10:30 – 12:30	Panel 13 Audience and relationship Chair: Dr Yiben MA, CELE, UNNC	Trent 209
Zoom Link	https://unnc.zoom.com.cn/j/65344890697?pwd=TFFTnkUrc09KYUNaVmpMTnpgMjRVdz09	
	<p>1. Chinese media in Africa, 1955-1999: an overview of an enduring asymmetric relationship (online)</p> <p>Dr Dani MADRID-MORALES, Assistant Professor, University of Houston, US</p> <p>2. Online citizen perception of China's engagement in Kenya: media reporting on SGR (online)</p> <p>Oloo ONG'ONG'A, PhD. Candidate, Institute of Communication Studies, Communication University of China</p> <p>3. An Audience Analysis of China's External Communication Activities in Kenya, Nigeria and South Africa (online)</p> <p>Dani MADRID-MORALES, Assistant Professor, University of Houston, US; Herman WASSERMAN, Professor, University of Cape Town, South Africa</p>	
12:30 – 13:30	Lunch	Arabica
End of Conference		