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|  | **HONG KONG BAPTIST UNIVERSITY**  **SCHOOL OF COMMUNICATION**  **Centre for Media and Communication**  **Research** | **C:\Users\Colin\AppData\Local\Microsoft\Windows\Temporary Internet Files\Content.Outlook\Y37343YB\cmcr_logo (27 Aug 09).JPG** |

**INDIA, CHINA AND THE FUTURE OF THE MEDIA**

**A COLLOQUIUM ORGANIZED BY THE**

**CENTRE FOR MEDIA AND COMMUNICATION RESEARCH**

**HKBU SCHOOL OF COMMUNICATION**

**13th and 14th March 2015**

**HKBU School of Communication**

**Communication and Visual Arts Building**

**5 Hereford Road, Kowloon Tong, Hong Kong**

**Colloquium Programme**

**Thursday 12th March**

**Welcoming Dinner**

**19.00 Kowloon Tsai Homeowners’ Association**

**(Meet 18.45 in NTT House Foyer)**

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| **Friday 13th March**  **CVA 1022** | | |
| 09.00 | **Professor Rick WONG**  Vice President for Research and Development  Hong Kong Baptist University | Welcome on behalf of the University |
|  | **Professor HUANG Yu**  Dean of the School of Communication  Hong Kong Baptist University | Opening remarks |
| 09.15 | **Professor SHI Anbin**  Tsinghua University | From NWICO, WSIS to UNM: Rethinking the Role of “Chindia” in Remapping the Topography of Global Communication |
|  | **Professor Sunetra NARAYAN**  Indian Institute of Mass Communication | India’s Soft Power: Between the State and Private Initiatives |
| 10.45 | Tea Break |  |
| 11.00 | **Professor HU Zhengrong**  Communication University of China | Neighbouring Competitor? India’s Image on Chinese Online Media |
|  | **Professor GUO Ke**  Shanghai Foreign Studies University | How Chinese Newspapers Have Covered India in the Past Five Years |
| 12.30 | Lunch | NTT Bistro |
| 14.00 | **Professor Gopalan RAVINDRAN**  University of Madras | Understanding China in India: The Cross Cultural Encounters of Chinese Students and China International Radio's Tamil Division's Broadcasters in a Multicultural Communication Class Room |
|  | **Professor Madhavi REDDY**  Savitribai Phule Pune University | India Networked : Exploring the Pleasures of Social Media through Smart Mobile Phones |
| 15.30 | Tea Break |  |
| 16.00 | **Professor ZHAN Jiang**  Beijing Foreign Studies University | Serious Moral Problems and Emerging Ethical Issues in China’s Media |
|  | **Professor B.P. SANJAY**  University of Hyderabad | The Future of Media in India |
| 17.30 | Close of Business |  |
| 18.00 | Bus to dinner from CVA Building Car Park |  |
| **Saturday 14th March**  **CVA 1022** | | |
| 09.30 | **Professor ZHANG Zhi’an**  Zhongshan University | The Fading Roles of Propagandist and Watchdog |
|  | **Professor Vibodh PARTHASARATHI**  Jamia Millia Islamia University | From Multiplicity to Plurality: Enumerating Media Diversity in a Multi-lingual landscape |
| 11.00 | Tea Break |  |
| 11.30 | **All participants** | Discussion of Possible Future Collaboration |
| 12.30 | Lunch | NTT Bistro |
|  |  | **CVA 104** |
| 14.00 | **Mr. Siddharth VARADARJAN**  Shiv Nadar University  **Ms. SHAM Yee Lan**  Chair of Hong Kong Journalists’ Association  **Mr. Paranjoy Thakurta GUHA**  Journalist and film maker  **Ms. WANG Ying**  Director of the Investigative News Department, Southern Metropolitan Daily | Round Table on Investigative Journalism in India and China |
| 16.00 | **Professor HUANG Yu**  Hong Kong Baptist University | Closing remarks |

**ABSTRACTS**

**SHI Anbin (Tsinghua University)**

From NWICO, WSIS to UNM: Rethinking the Role of “Chindia” in Remapping the Topography of Global Communication

Echoing Chinese President Xi Jinping’s recent call for enhancing moral appeal and ethical legitimacy during the 2014 BRICS summit, this study elaborates on the urgency and necessity of rethinking the India-initiated abortive project of NWICO and the US-led futile project of WSIS in historical contexts and implementing the China-initiated project of “United Nations of Media” (UNM).

In general, both NWICO and WSIS were consequent upon neo-liberalism and capitalist globalization, henceforth focusing on the technological determinism and informatization at the expense of the moral/ethical turn and democratization. What NWICO and WSIS turned against is media/cultural imperialism, but ended up in reinventing an updated version of “media/cultural imperialism 2.0”, which further marginalized the role of the developing countries, particularly the populous China and India.

The China-initiated project of UNM, by contrast, is not necessarily an anti-American alternative, but rather inherits from the unfulfilled promises of NWICO and WSIS. More importantly, without solely dependent upon neoliberalism and the market logic, UNM would be reinvented as a truly supranational and transcultural initiative to ensure the adequate representation of “the Rest” (as opposed to the West) in the global media sphere. Obviously, emergent crises and challenges jeopardize the materialization and implementation of UNM if there is little consensus, and let alone the collaboration, between countries of “the Rest”, China and India in particular.

The present study would trace out the historical legacies and present-day modalities of the emergent project of UNM and the “Chindia” entity in media and communication sphere. By way of two case studies of the recent WMS (World Media Summit)-sponsored “Global Journalism Award” and the World Internet Conference, the author would elaborate upon the historical/geopolitical continuities and disjunctures of UNM and Chindia’s role in reshaping the order of global communication.

In conclusion, the common goals of remapping the topography of global communication and of articulating the global 99% lay the groundwork for consolidating “ChIndia” in media and cultural arenas, which would further help

materializing implementing UNM as the inheritance from NWICO and WSIS and the alternative to the current US-UK’s duopoly of global communication.

(Note: This position paper is used for conference presentation only and not ready for any citation without the author’s consent.)

**Dr. Sunetra Sen NARAYAN (Indian Institute of Mass Communication)**

India’s Soft Power: between the State and Private Initiatives

Joseph Nye’s conceptualization of ‘soft power’ takes into account aspects of culture, information and media. Soft power implies an inclusion of intangible sources of power, such as cultural, educational, ideological and information technological factors. Traditional notions of power as employed by statesmen and scholars ranging from Nicolo Machiavelli, Hans Morgenthau and Kenneth Waltz have centered on notions of tangible resources. The earlier concepts of power common to the realist paradigm were mainly associated with hard power, in turn dependent on tangible things such as size of army, number of armaments and whether the country had nuclear capability or not. “Soft power’ broadened the ambit to include intangibles, in the process sketching out a more important role for media and culture in international relations than had been theorized earlier.

The cultural imperialism thesis emphasizes a one way flow from former colonial master to colony or from the developed world to the developing, but the world today is in reality too complex to fit into this small theoretical frame. With globalization and the rise of regional and local systems be it in economic, or media and cultural spaces, new theories are needed to explain how the world works and communicates across national borders. The rising soft power of countries such as India or China can be interpreted to be part of these ‘contra-flows’.

As such India’s growing soft power till date can be interpreted to be partly a product of state initiatives and partly as a by-product of a vibrant cinema, television and information technology sector. These sectors have thrived partly on account of a laissez faire policy adopted by the Indian state where media and cultural products have been subject to minimal regulation and rarely been subject to outright ban. The interesting question that arises is what more can the government of India do to enhance and project India’s soft power? Does the answer lie in setting up Hindi Institutes along the lines of Confucius institutes? Or should the government put policy measures in place to give a fillip to Bollywood? Is the future trajectory of India’s soft power going to be different if the state intervenes? The broader issue here hinges on the role of the state with respect to media in a democracy such as India’s. These are some of the questions that are explored in this paper, using the globalization/glocalisation of broadcast media and cinema in India and Joseph Nye’s concept of soft power as a theoretical frame of reference. The approach is a case study on the soft power initiatives of India, with particular reference to media.

**HU Zhengrong (Communication University of China)**

Neighbouring Competitor? India’s Image on Chinese Online Media

June 24, 2014, China hosted the 60th anniversary celebration of The Five Principles of Peaceful Coexistence in Beijing. President Xi Jinping recalled the historic moment of 60 years ago when China, India and Myanmar jointly advocated the Five Principles, which was named by him as a critical creation in building a new form of international relationship of fairness and justice. Despite the similar standpoints in international relations, mostly due to the colonial or semi-colonial histories, China and India have long been immerged in political tensions ranging from territorial disputes, national security concerns to different political systems.

In economy, the utopian narrative of “the world is flat” by the Nobel Laureate Thomas L. Friedman (2006) highlighted the flattening trend of world economy and especially the process of incorporating developing countries through outsourcing and subcontracting in production, in which India was depicted quite successful. However, he didn’t acknowledge the actual process of the reconfiguration of global economic power in the 21st century. The hierarchical structure and shortsighted unstable partnership still characterize the international economic relations, particularly questioning the “utility” of the emerging economies (Colin Sparks, 2014). As the world’s two biggest developing countries, trade between China and India is evidently uneven, as Li Xin (2013) once noted, “China is India’s largest trading partner and largest contributor to its trade deficit.” In a word, the center is powerful enough to restructure the whole economic system, but for peripheries, either racing to the top or to the bottom would be the realistic consideration, which reversely shapes the different competing positions in a globally integrated capitalist market.

In addition, China and India vary a lot in choosing the path of modernization in parallel with different approaches to inherit both long-standing cultural traditions. The cultural and social stereotypes remain dominating for people from each country to understand the other, which are often exaggerated by media representations. Less people-to-people contacts echoed the media exaggeration resulting in increasing blind spots for both countries to promote mutual understanding.

With the afore-mentioned problems in mind, this paper aims to contribute to this mutual understanding by a preliminary study of how India’ image is drawn on Chinese online media. Since quite a few similar researches have been done in both Chinese (Tang, 2004; Yin, 2014, etc.) and English academic literatures (Li 2013; Daya, 2013, etc.), this paper will start with a historical retrospection of the bilateral political-economic relations between China and India in staged historical and global contexts. Then a small-scale analysis of three Chinese online news media’s India-related content will be introduced as a lens to look into the possible stereotype building of India’s image. The online news content to discover will be limited in a special time span of August-October 2014, during which Chinese President Xi Jinping was invited to visit India from 12-19 in September. The paper will trace the amount, highlight and narrative of news reporting of this period of time and conclude by comparison with the hypotheses that whether India was ignored during the regular time in Chinese online news media’s international converge and the long-established stereotypes or biases remain at the center of narratives. In order to provide diverse news sources and coverage, three online news media with distinct professional orientations are selected, namely Xinhua Net – China’s biggest and highest ranked news agency, Global Net – an international news-oriented newspaper produced by *People’s Daily*, and Caixin Net – a well-known financial and economic news-oriented website.

**Keywords**: India’s image, Chinese online media, bilateral relations, media stereotype

**Gopalan RAVINDRAN (University of Madras)**

Understanding China in India: The Cross Cultural Encounters of Chinese Students and China International Radio's Tamil Division's Broadcasters in a Multicultural Communication Class Room

Every passing year witnesses the growing ascendency of China and India in the psyche of many of us even though peoples of the countries of the world see China and India through a complex prism of “them” and “us.” There are growing efforts at the level of governments and higher education institutions to understand the “innards” of these two countries and there are also growing attempts by these two countries to educate the world about their own spheres of cultures and economies. A case in point of the later is the establishment of the “Confucius Centres” across the world by the Chinese government. This trend may be read as the contest between contexts of what Fredric Jameson (1989) called as “parody” and “pastiche”. While this trend sounds as the context of “parody” of what the previous dominant players of world economies, particularly during the last century, planted across the world with their versions – Goethe-Institute, Alliance Francaise, USIS Centre, and British Council, there is a strong reason to read the same as a syndrome of “pastiche” peculiar to the contexts of late capitalism and post-modernism.

While India has not embarked on any grand scale establishment of “India Centres” (which at the moment are non-existent) along the lines of “Confucius Centres,” India has been doing its best on a low key with its growing spend on bi-lateral scholarships, cultural festivals across the world etc., to project its economic ascendency. While the above trend points to the mutually growing tendency of these two countries to educate the world about themselves, there are no major initiatives on the part of India and China to understand each other at the levels of their historically grounded cultural and trade legacies. However, there are growing flows of traders, students, academics, tourists etc., alongside the mediations by the government and media institutions of the two countries albeit on a less compatible scale. A case in point is the growing influence of the China International Radio's (CRI) services aimed at India, particularly Tamil Nadu. CRI is taking advantage of the India/Tamil connections along the trajectories of the Tamil diaspora and, as a consequence, it claims to receive nearly half a million letters from listeners of its Tamil service. This points to the need to study the dimensions of diasporic implications of what is supposedly an institutionalized attempt by CRI to cater to Tamil listeners in India. This also seeks to address the growing gaps created by its Indian counterpart, All India Radio, in taking advantage of the growing population of diasporic Tamils in the wake of the Sri Lankan civil war or the growing diasporic populations of Chinese in Australia, Europe and North America.

**Dr. Madhavi REDDY (Savitribai Phule Pune University)**

India networked : Exploring the pleasures of social media through smart mobile phones

Relationship between technology and society is always complex. Social media considered to be radical technology crosses through some of the most fundamental parts of the society. Social media is changing society from different angles and also gives us the chance to observe 'response' and 'reflections' to changes in the society. One particular feature of the Indian case is the confluence of escalation in use of mobile(smart) phones and social media. It is observed that 70-80% of Indians access social media through their smart phones. Thus making them active users and participate in content generation instantly. Borrowed from Durkheim that all media and all software are social in the sense that they are products of social processes that they have an existence of their own, independent of individual manifestations. The potential of social media to subvert social stratifications and associated norms has inspired much public debate, which is often carried out on the Internet, giving rise to an online public sphere. This article provides a review of the academic and popular literature on internet and social media practices in India especially through smart mobile phones, focusing on the Social networking sites on how they become the platforms of entertainment, empowerment and control.

Key Words: Social media, Smart mobile phones, Public sphere, control

**Professor B.P. Sanjay (University of Hyderabad)** The Future of Media in India

India and China are constantly debated and occupy considerable academic space with regard to their impending positions as important economic hubs. Correspondingly, many other issues and concerns with respect to these countries are addressed. Strategic, bilateral and geo political factors are crucial for these countries that share an uneasy border. Media as important platforms by their sheer spread and growth are discussed. Independently, the media systems in both India and China are amenable for serious analysis.

The growth and development of mass media in India is within a framework of an abiding faith in democracy frequently demonstrated by periodic elections and smooth transition in governance structures. The role of media in supporting and sustaining a democratic framework has been recognised along with a considerable use of the new and social media in the recent elections that seemed to have played an important role in their landslide victory.

Currently, the scenario with regard to mass media is buoyant with the print media sustaining a growth rate unlike few other contexts that have over a period of time seen a near death of this medium. Industry analysis while recording similar patterns in Brazil and China, cite few India specific factors: sustained advertising revenues, limitations of online media in India and consumption of content in Hindi and regional languages. The low price of newspaper and its delivery to homes at the crack of dawn allows for newspaper reading to continue as a habit are other factors in addition to the overriding fact that newspapers are priced lowest in India when compared to several other countries. Advertising revenue and share as an index of assessing the strength of media suggests that print is slowly losing ground with respect to television and the Internet[[1]](#footnote-1) (Gurbir, 2014). The growth of the Indian language print media has been consistent while the English language press is in a plateau mode and in some cases on the decline. The colonial legacy that privileged the English language newspapers with respect to premium advertising rates partially explains the clout as their revenues are disproportionately higher compared to the regional language press. Ravi Dhariwal, CEO of one of the largest media groups in India underplays the threat to the print media and the clout of the English newspapers: “English print media still enjoys the same clout. The rate of growth has come down a bit but it has to do with the slow economic growth and not because advertisers prefer other languages or mediums.” The dynamics of the advertising in the print media in the future presents interesting scenarios that is cued into the diverse linguistic map of India and corresponding rise of regional media and the limitations of Internet with respect to the dominance of English.

This trend may have to be re-examined by the media establishment. A significant part of the colloquium presentation will focus on the print media. The resilience of the print media needs to be seen by recognising differences in the trajectory of the growth patterns of the English language print media as distinctly opposed to the Indian language print media often referred to as the regional press.

The growth and spread of television from its experimental beginnings to its present status will be flagged to present a perspective on its future in terms of its further spread and optimal limits, the technological options and basis of the growth with respect to terrestrial and digital platforms. The differentiation between commercial patterns of development and the public broadcasting (connotatively understood as State controlled and supervised) is one variable that allows us to understand commitments towards social sector broadcasting as opposed to innovations in revenue cantered frameworks. Industry distinction between General Entertainment Channels and news and current affairs channels reflects the investment and growth. Analysts believe, for example, that the mushrooming of news and current affairs channels is not linked to their profit margins. It is linked to a host of business and corporate interests. Bigger corporations are acquiring significant stakes in leading broad casting companies. The technological imperative in the growth of broadcasting in a fast changing regulatory framework is expected to offer a perspective on its future. The Telecommunication Regulatory Authority of India (TRAI) has assumed an important role with respect to pricing and distribution of television channels. The issue of ownership has been raised and it has implications for the future growth of the media sector. Radio’s presence in the state, market and civil society sector is more skewed towards entertainment, mainly music and the restrictions placed on growth of this medium as a source of news in the market and civil society sector. The advocacy movement that heralded the arrival of community media in India will provide impetus for interventions in digital media and enhancing access to the rural population.

New media in isolation and as adapted by traditional mass media and their projected role and importance will be discussed. Print and broadcasting media are registering their presence and active in live streaming and watch later formats. For the newspapers, E Paper and subscription based models are important. The rise of mobile phones, albeit basic phones, reflects the potential of mobile phones being the new platforms for dispersing media content and the pace of growth of the smart phone segment. New media have also raised several other issues that are common to other contexts-privacy and abuse. The secular framework of the country has also been under strain with gossip and rumour going viral and exacerbating communal tensions. The state is often challenged to maintain a balance between freedom of expression and threats to maintaining law and order.

Thus the future of media in India is problematic crystal gazing based on trends and projections. The potential for media expansion exists with a large untapped demographic base that might leap into the new media platform affecting traditional media calculations. It is also an opportunity to look at issues and challenges on a continuum to examine the likely scenario.

**Professor ZHANG Zhi’an (Zhongshan University)**

The fading roles of propagandist and watchdog

Based on a recently survey of the Mainland Chinese journalists, this study focuses on media role perception of contemporary Chinese journalists, its antecedents and temporal changes. The study finds that journalists consider the most important media function to be informational, such as reporting facts, and the least important function to be government watchdog and setting the public agenda. Compare to 15 years ago, nowadays Chinese journalists place less emphasis on the mouthpiece function and the watchdog function of the news media. Chinese journalists’ media role perception is influenced by the types of media institution they work for (market-oriented newspaper vs. publicity-orientated party newspaper), media outlets (website vs. newspaper) and their internet using behavior.

Keywords: perceptions of media roles, Chinese journalists, propagandist, watchdog

**Vibodh PARTHASARATHI (Jamia Millia Islamia)**

From Multiplicity to Plurality: Enumerating Media Diversity in a Multi-lingual landscape

This presentation draws on early debates on diversity in the media in India to argue for the creation of a media diversity monitor suited to Indian peculiarities. To provide deep context, we begin by tracing debates on diversity in media policy, especially press policy, in post British India. This will reveal how, and perhaps why, unlike concerns of media freedom and media autonomy the concerns on facets of media diversity have been marginalized in India over the last six decades. We then translate some of the key concerns into operational categories, to create a conceptual framework for mapping media diversity in present day India. This leads to the second part of the presentation wherein, building on this conceptual framework, we outline the rationale for deploying a risk-based approach to enumerate media diversity in India. In doing so, we are amply aware that any such effort towards measuring media diversity must refrain from misconstruing multiplicity in a multi-lingual/cultural media market with diversity in the wider media landscape. Finally, we platform an instrument, developed and being piloted at my Centre, may enable us to enumerate structural diversity in the print/newspaper segment of our media landscape.

1. Internet has emerged as the second largest media platform after television. Despite rise in the share of advertising revenue, television and print media are likely to lead for a few more years. [↑](#footnote-ref-1)