

Digital China: Technology, Media, and Culture (3 Credits)

数字中国：科技，媒体，文化

Instructor	Wenhong CHEN, Department of Radio-TV-Film / Department of Sociology The University of Texas at Austin (wenhong.chen@austin.utexas.edu)		
Synopsis	Drawing on media studies, management, and sociology, this course surveys social, political, and economic forces that shape and are shaped by digital media production, distribution, and monetization in China. Highlighting an interdisciplinary, global, and network perspective, attention is paid to disruptive innovations such as social and mobile media, VR, AI, and big data. Cases in legacy and new media industries will be analyzed. The course informs and prepares students for careers within and related to media and tech industries in the private and public sectors. It aims to facilitate students grow as capable, responsible global citizens via a better understanding of digital media from a comparative perspective. It is designed to equip students with a repertoire of skills such as critical thinking, teamwork, project design, and data analysis for concrete learning outcomes.		
Offering	2018 July Semester (Julmester)		
Audience	Undergraduate and Graduate Students (all majors and all levels) with no prerequisites		
Classroom	Room TBA, Teaching Bldg. No. TBA, Peking University		
Schedule	Class: 8-11 AM, M-F, July 2–20, 2018	Final Exam: No Final Exam	Total Contact Hours: 45
Objective	Upon completion, students are expected to achieve high level understanding of: <ul style="list-style-type: none"> • unique features, opportunities and challenges of digital media and tech industries in China • policies and industry structures that affect tech and media organizations and professions • patterns and trends of Chinese digital tech and media entrepreneurship in a global context 		
Topics	<ol style="list-style-type: none"> 1. The Chinese dream and soft power: policy and politics 2. Networked China: the social and cultural implications of the internet and mobile 3. Chinawood, Hollywood 4. TV: alive and kicking 5. The rise of streaming: the rap of China 6. China's "four great new inventions": e-commerce and mobile payment (Alibaba) 7. China's "four great new inventions": the Chinese sharing economy 8. The curious journey of Mark Zuckerberg in China 9. The Chinese game industry 10. Big data, big brother: China's social credit system 11. The US-China AI competition 12. Global China, transnational China: past, presence and future 		
References	Articles and book chapters provided by the instructor.		
Grading	Individual Paper (5-7 pages) and Presentation	30%	
	Mid-term Exam	30%	
	Small Group Paper (5-7 pages) and Presentation	30%	
	Attendance and Participation	10%	
	Total	100%	