Draft Conference Programme

Please note that details on this programme are subject to change.

**Thursday 14 January 2016**

8:30-9:15 Registration

9:15-9:30 Welcome (Kathryn Batchelor & Xiaoling Zhang, Building Images Project)

9:30-10:45 Plenary: Professor Ian Taylor (University of St Andrews, UK) ‘The Chinese Role in Africa: Popular Perceptions and Myths’

10:45-11:15 Coffee

11:15-13:15 Parallel Panels A1 and B1

13:15-14:30 Lunch

14:30-16:30 Parallel Panels A2 and B2

16:30-17:00 Coffee

17:00-18:15 Plenary: Mr Liehui He (African Centre, Shanghai) TITLE TBC

18:15 Drinks Reception and Performance by Philip Baofo (Shanghai Theatre Academy)

**Friday 15 January 2016**

9-11 Parallel Panels A3 and B3

11-11:30 Coffee
11:30-12:45 Plenary: Dr Maurice Gountin (Chinese Cultural Centre, Benin) ‘Strengthening China’s soft power on Benin through new dynamics of cultural exchanges (2010-2015)’

12:45-14:15 Lunch

14:15-15:30 Plenary: Professor Helge Rønning (University of Oslo, Norway) ‘Chinese Communication Industries in Africa – Soft or Economic Power?’

15:30-16:00 Coffee

16:00-18:00 Parallel Panels A4 and B4

19:30 Conference Dinner (not included in registration fee)

Saturday 16 January 2016

10-12 Double-bill documentary screening at the Broadway Cinema, Nottingham featuring

When China met Africa (dir. Marc Francis & Nick Francis) and

China Remix (dir. Dorian Carli-Jones & Melissa Lefkowitz),

followed by informal Q&A with Dorian Carli-Jones and Melissa Lefkowitz

Parallel Panels

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A1 Confucius Institutes in Africa: goals and perceptions

Falk Hartig (Goethe University, Frankfurt, Germany), ‘Cultural Exchange and Image Management: The case of Confucius Institutes in Africa’

Monique Rimkus (Hong Kong Polytechnic University), ‘The Local Perception of Confucius Institutes in South Africa’

Daniel Johanson (Kings College London), ‘The Role of Soft Power in Sudan: An examination of China’s Confucius Institute in Sudan and China’s portrayal in Sudanese media’

A2 Cultural Exchange and Translation: image building, diplomacy & soft power

Gary Rawnsley (University of Aberystwyth), ‘Reflections of a Soft Power Agnostic’
Kathryn Batchelor & Xiaoling Zhang (University of Nottingham, UK), ‘Building Images through cultural exchange, media representation and translation’

Catherine Gilbert (School of Advanced Study, London), ‘China Corner: Circulating Chinese Literature in Africa’

A3 Representing Africa/China in cultural products and on the internet

Melissa Lefkowitz (New York University), ‘Revolutionary Friendship: Representing Africa during the Mao era (1955-1978)’

Qing Cao (Durham University, UK), ‘Developmentalist Solidarity: Representing South Africa on Chinese Television’

Shanshan Lan & Allen Hai Xiao (University of Amsterdam & University of Wisconsin-Madison), ‘Chinese internet representation of African migrants in Guangzhou’


A4 CCTV: Images of Africa in/by China

Lauren Gorfinkel (Macquarie University, Australia), ‘Representing the ‘Real’ Africa: What makes CCTV Africa unique in its representation of contemporary African people and culture?’

Vivien Marsh (University of Westminster, UK), ‘Africa reframed: conflict, migration and elections on CCTV’s Africa Live’

Giovanna Puppin (University of Leicester, UK), ‘“A Journey of Memory”: Exploring China’s media memory of Africa in CCTV-9’s Chronicles of Africa’

B1 African Media Representations of China

Etornam Komla Buami (Islamic University College, Ghana), ‘China in Ghana: A Content Analysis of the State-Owned Print Media’

Ronald Chipaikhe (Rhodes University, South Africa / Bindura University of Science Education, Zimbabwe), ‘All-weather friend and economic saviour: representations of China in Zimbabwe’s public media since 2003’
Emeka Umejei (University of Witwatersrand, Johannesburg), ‘Impact of China-Nigeria trade on Nigerian newspapers’ coverage of China’

Monika Rózalska (Jagiellonian University, Krakow, Poland), ‘Selected African newspapers and news sites’ coverage of China-Africa relations and of Chinese immigrants in Africa’

**B2 Beyond the discourse: relations on the ground and images of China in Africa (1)**

Cobus van Staden (University of Witwatersrand, Johannesburg), ‘Wildlife Poaching, Media, and the Construction of ‘China’ in South Africa

Derek Sheridan (Brown University, Rhode Island, US), ‘Telling the ‘Real’ Story: Sincerity, Speech and Suzhi in the discourse of Sino-Tanzanian friendship

Dongxu Liu (Minzu University, China), ‘Aggregating Consensus in Competition: the interaction and integration of the Chinese community in Tanzania’

Idrissou Mounpe Chare, Yves Bertrand Djouda Feudjio & François Wassouni (University of Yaoundé I & University of Maroua, Cameroon), ‘Chinese soft power in Cameroon: health and the promotion of traditional medicine’

**B3 Beyond the discourse: relations on the ground and images of China in Africa (2)**

Herman Wasserman & Willemien Calitz (University of Cape Town), ‘The Perceptions of China’s Human Rights and Sustainability Record in Africa’

Jack C. Bwalya (University College Dublin), ‘It’s in Our Culture, We Like China? Ethnic groups’ perception of China’s influence in Zambia’

Tokunbo Ojo (York University, Toronto), ‘Huawei and ZTE’s Framing of their Corporate Social Responsibilities in Africa’

Xuefei Shi (University Nijmegen, Netherlands), ‘The Chinese-Kiswahili-English Encounter: On the effectiveness of Chinese aid and knowledge transfer in East Africa from the perspective of medium of instruction’

**B4 Chinese public diplomacy in Africa**

Bob Wekesa (University of Witwatersrand, Johannesburg), ‘Chinese media and diplomacy in Africa’
Shijin Zhao (Technical University of Dortmund, Germany), ‘China’s mediated public diplomacy in Africa: inter-media agenda setting between Xinhua news agency and South African and Tanzanian media on reporting President Xi Jinping’s visit to three African countries in 2003’

Laure Ponthus (University Jean Moulin, Lyon & University of Douala, Cameroon), ‘FOCAC and institutionalization of China-Africa cultural exchanges: which developments and which realities?’

Dani Madrid-Morales (City University of Hong Kong), ‘China’s online public diplomacy in Africa: structure, images and discursive practices’