The University of Nottingham

UNITED KINGDOM · CHINA · MALAYSIA

Arts & Humanities Research Council

Building Images: Exploring 21st Century Sino-African dynamics through cultural exchange, media representation, and translation
14-16 January 2016
Exchange Building, Jubilee Campus, University of Nottingham, UK

Conference Programme

Thursday 14 January 2016

All sessions will take place in Lecture Theatre 1 unless otherwise marked.

8:30-9:00 Registration, *Exchange Building Foyer*

9:00-9:10 Introduction and Informal Welcome (Kathryn Batchelor & Xiaoling Zhang, Building Images Project)

9:10-10:25 Keynote Speech: Professor Ian Taylor (University of St Andrews, UK) 'The Chinese Role in Africa: Popular Perceptions and Myths'

10:25-10:45 Tea/Coffee, *Exchange Building Foyer*

10:45-12:15 Panel B3: Chinese Public Diplomacy in Africa

12:15-13:15 Lunch & Formal Welcome from Professor Jeremy Gregory, Pro-Vice Chancellor, Faculty of Arts, *Exchange Building Foyer*

13:15-15:15 Parallel Panels A1 and B2

Panel A1: Confucius Institutes in Africa: Goals and Perceptions *(Lecture Theatre 1)*

Panel B2: Beyond the Discourses: Relations on the Ground and Images of China in Africa *(Lecture Theatre 2)*

15:15-15:45 Tea/Coffee

15:45-16:45 Panel B1: African Media Representations of China

17:00 Drinks Reception, *Exchange Building Foyer*

Friday 15 January 2016

All sessions will take place in Lecture Theatre 1 unless otherwise marked.

9:00-10:30 Panel A2: Cultural Exchange and Translation: Image Building, Diplomacy & Soft Power

10:30-10:50 Tea/Coffee, *Exchange Building Foyer*

10:50-12:50 Panel A3: Representing Africa/China in Cultural Products and on the Internet

12:50-13:45 Lunch, *Exchange Building Foyer*

13:45-15:00 Keynote Speech: Professor Helge Rønning (University of Oslo, Norway): Chinese Communication Industries in Africa – Soft or Economic Power?'

15:00-16:00 Keynote Speech: Mr Liehui He (African Centre, Shanghai): 'Chinese Private Companies and Africa'

16:00-16:20 Tea/Coffee, *Exchange Building Foyer*

16:20-17:50 Panel A4: CCTV: Images of Africa in/by China

17:50-18:00 Close of academic sessions

19:30 Conference Dinner, *Bramley's Brasserie, Orchards Hotel* (for those registered)

Saturday 16 January 2016

Broadway Cinema, 14-18 Broad Street, Nottingham

10:00-12:00 Double-bill documentary screening at the Broadway Cinema 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

Panels

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'

Professor Kenneth King (University of Edinburgh), 'Confucius Institutes in Africa: No Controversies, No Case Studies?'

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

Kathryn Batchelor (University of Nottingham, UK), 'China and Africa: Building Images through Cultural Co-operation'

Xiaoling Zhang (University of Nottingham, UK), 'Different influences on the formation of African image in China'

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 Gunagzhou'

Marie Hélène Koffi-Tessio (Hobart & William Smith Colleges, New York), 'The New Normal: Chinese characters in Francophone African films'

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)

Emeka Umejei (University of Witwatersrand, Johannesburg), 'Impact of China-Nigeria trade on Nigerian newspapers' coverage of China'

B2 Beyond the discourse: relations on the ground and images of China in Africa

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

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'

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

B3 Chinese public diplomacy in Africa

Bob Wekesa (University of Witwatersrand, Johannesburg), 'Chinese media and diplomacy in Africa'

Laure Ponthus (& Souleymanou Amadou) (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'