



ALMA MATER STUDIORUM  
UNIVERSITÀ DI BOLOGNA

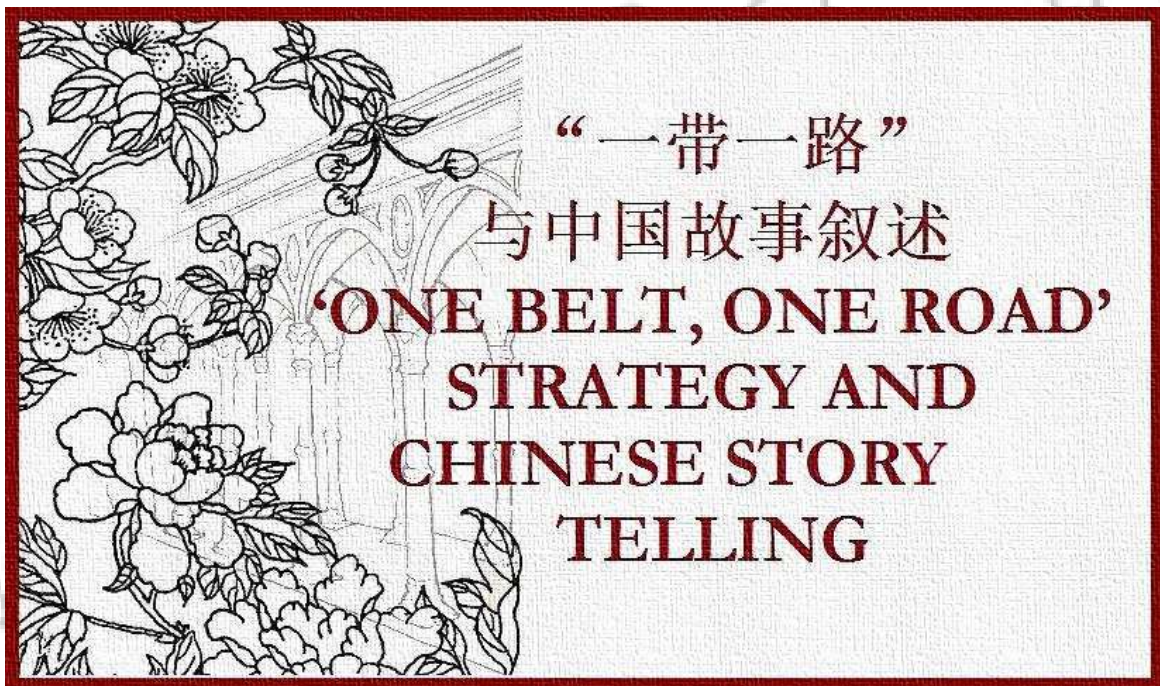


ISTITUTO CONFUCIO  
UNIVERSITÀ DI BOLOGNA



RENMIN UNIVERSITY  
OF CHINA

第三届“向世界传播中国”国际学术研讨会  
3<sup>RD</sup> EDITION OF THE WORKSHOP  
'NETWORKING CHINA AND THE WORLD'



APRIL 29-30, 2017  
SALA ASINELLI - HOTEL CORONA D'ORO  
VIA OBERDAN, 12 – BOLOGNA

孔子新汉学计划  
Confucius China Studies Program

孔子新汉学计划支持 Sponsored by Confucius China Study Program

本届研讨会旨在于“一带一路”战略下中西方交流的语境中，探讨中国如何在对外传播中讲好中国故事，有效传播中国文化，实现与西方文化的和谐共存与对话。

孔子学院发展十余年来，除了为向世界推广汉语、传播中国文化、增进世界对中国的了解、发展中国与外国的友好关系之外，对于如何做好跨文化传播的学术研究也有所贡献。

**2015年1月12日至13日**，首届“向世界传播中国”国际学术研讨会在纽约召开，由哥伦比亚大学孔子学院与纽约州立大学视光学院孔子学院主办、中国新闻史学会协办。

**2016年2月21日至22日**，第二届“向世界传播中国”国际研讨会在以色列特拉维夫举行，由以色列特拉维夫大学孔子学院与中国人民大学新闻学院共同主办、中国新闻史学会协办。

第三届“向世界传播中国”国际学术研讨会将秉承前两届的传统，深入探讨中国国际传播中报道方式、理论概念、叙事手法等具体议题，增进欧洲学者、媒体对中国的了解。

**孔子新汉学计划**

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## 第三届向世界传播中国学术研讨会日程

4月29日

**欢迎致辞 9:00—9:30**

- 博洛尼亚大学亚洲事务校长代表安东尼奥·费奥利（Antonio Fiori）教授
- 罗平 先生，中国驻意大利大使馆教育参赞
- 莫笛 教授，博洛尼亚大学孔子学院 外方院长
- 蔡雯 教授，中国人民大学新闻学院党委书记

**会议合影 9:30—9:40**

**主题发言一 30分钟/人（包括翻译时间） 9:40—13:10**

- 北京大学程曼丽教授 -关于中国对外话语体系建设的思考
- 南京大学韩丛耀教授 - 中国图像史学的世界性叙述
- 上海交通大学谢耘耕教授-媒介使用、社会公平感与政治信任的关系研究

**11:10—11:30 茶歇**

- 中国人民大学钟新教授 - 国家软实力资源及其竞争力分析：基于中非新闻交流中心非洲记者来华交流项目记者评估调查
- 北京林业大学李铁铮教授- 中国高校增强海外传播力的路径选择
- 中国传媒大学艾红红教授 - 抗战时期国民党国际宣传体系解析——以国民党中宣部国际宣传处为中心的考察

**13:00—13:10 提问与回答**

**午餐 13:10—14:00**

**主题发言二, 30分钟/人（包括翻译时间） 14:00—16:30**

- 美国布兰戴斯大学冯禹教授 - 试论外国人用汉语进行高水平学术交流的重要性与可能性
- 中国人民大学王润泽教授 - 在服从宣传需要与尊重新闻规律之间——中国当代记者心态史研究
- 华东师范大学陈虹教授 - 在公共突发事件中中国社交媒体用户的传播行为研究
- 北京邮电大学周晔教授 -新媒体技术在对外传播中发挥的作用
- 中国人民大学蔡雯教授 - 中国新闻传播教育的国际化路径和形式

**16:20—16:30 提问与回答**

4月30日

**圆桌会主题发言及讨论一 20分钟/人（包括翻译时间） 9:30—13:00**

- 中国传媒大学副教授巫濛 - 从无意识的传统到有意识的创新——世博会上中国国家形象的流变与设计解读
- 深圳大学传播学院副研究员战迪-新世纪以来中国都市电影对国家形象的塑造
- 中南财经政法大学吴玉兰教授、何强- 重塑与建构：全球化语境下“工匠精神”传播的文化意义追寻
- 中国传媒大学讲师甘露，如何通过海外华文媒体向欧洲讲好中国故事
- 意大利博洛尼亚大学戈蓝迪教授

**11:10—11:30 提问与回答**

**11:30—11:50 茶歇**

- 中国传媒大学任孟山副教授- 中国国际传播的全球性经济象征身份建构
- 山东大学李欣人教授、何明敏- 理念重构：交往理论视野下国际传播路径的探索
- 苏州经贸职业技术学院教授陈权 - “香飘世界”：中国茶文化的传播研究

**12:50—13:00 提问与回答**

**午餐 13:00—14:00**

**圆桌会主题发言及讨论二-20分钟/人（包括翻译时间） 14:00—16:30**

- 中国人民大学博士生令倩 - “具身认知”视角下的媒体外交效果——基于中非新闻交流中心非洲记者发表中国报道的分析
- 浙江大学博士生沈璐- 社交媒体和中国文化海外传播
- 南京林业大学副教授赵岩- 美丽乡村建设的世界性意义
- 中国人民大学博士生杨奇光- 国家形象的话语实践：《纽约时报》十年涉华报道的批判话语分析
- 瑞士日内瓦大学陈亚丽博士生- 社交媒体与海外华人的身份构建：基于对瑞士华人女性移民的微信使用的研究
- 南京大学博士生季芬- 基于文化创意产业的传承与创新——以南京古城墙为例
- 法国斯特拉斯堡大学研究生叶曲- 西方世界新媒体如何制造“中国制造”

**16:20—16:30 提问与回答**

The purpose of the conference is to discuss how to communicate Chinese stories in the context of international communication, to effectively disseminate Chinese culture and to achieve harmonious coexistence and dialogue with Western culture in the context of the “*One Belt, One Road*” Strategy.

The development of Confucius Institutes for more than ten years, in addition to the promotion of Chinese to the world, the spread of Chinese culture, enhance the world's understanding of China as well as the development of Chinese and foreign cultures friendly relations.

From January 12th to 13th, 2015, the first International Conference on “*Networking China and the World*” was held in New York. The conference was sponsored by the Confucius Institute at Columbia University and the Confucius Institute at the State University of New York and co-organized by the Chinese Journalism History Association. From February 21 to 22, 2016, the 2nd edition of the International conference on “Networking China and the World” was held in Tel Aviv, Israel. It was co-sponsored by the Confucius Institute at Tel Aviv University and the School of Journalism of Renmin University of China.

The 3rd International Symposium on “*Networking China and the World*” will continue the traditions of the previous two workshops and discuss in depth specific topics, such as the reporting methods, the theoretical concepts and narrative techniques in China’s international communication, and the achievement of a better understanding of China by European scholars and media.

## CONFERENCE PROGRAM

APRIL, 29

### 9:00 - 9:30 ~ WELCOME ADDRESSES

- ANTONIO FIORI, University of Bologna, Delegate of the Rector for Asia and Oceania.
- LUO PING, Education Counselor of the PRC Embassy in Italy.
- MARINA TIMOTEO, Italian Director of the Confucius Institute at University of Bologna.
- CAI WEN, Dean of Journalism School of Renmin University.

### 9:30 - 9:40 ~ GROUP PICTURE

### 9:40 - 13:10 ~ WORK SESSION

- CHENG MANLI, Peking University, *'On the Construction of China's External Discourse System'*.
- HAN CONGYAO, Nanjing University, *'The World Narration of Chinese Image History'*.
- XIE YUNGENG, Shanghai Jiao Tong University, *'A Study on the Relationship between Media Use, Social Justice and Political Trust'*.

### 11:10 - 11:30 ~ COFFEE BREAK

- ZHONG XIN, Renmin University of China, *'Competitiveness of National Soft Power Resources: An Analysis of the Survey of the Participants of China Africa Press Center Program'*.
- LI TIEZHENG, Beijing Forestry University, *'Choosing Appropriate Channels for Enhancing the Overseas Communication Power in Chinese Higher Education'*.
- AI HONGHONG, Communication University of China, *'The Analysis of Kuomintang Government's International Propaganda System during the Anti-Japanese War: The study centered on The International Publicity Office of KMT's Central Publicity Department'*.

### 13:10 - 14:00 ~ LUNCH

### 14:00-16:30 ~ WORK SESSION

- FENG YU, Brandeis University, *'On the Importance and Possibility of High - level Academic Exchange of Chinese by Foreigners'*.
- WANG RUNZE, Renmin University of China, *'Between the Obedience to Propaganda and the Respect for the Law of Journalism: a Study on the History of Mentality of Contemporary Chinese Journalists'*.
- CHEN HONG, East China Normal University, *'Research on Chinese Social Media Users' Communication Behaviors in Public Emergency Event'*.
- ZHOU YE, Beijing University of Post and Telecommunications, *'The Use of New Media Technology in China's International Communication'*.
- CAI WEN, Renmin University of China, *'Globalized Path and the Form of the Journalism and Communication Education in China'*.

APRIL, 30

9: 30-13: 00 ~ WORK SESSION

- WU MENG, Communication University of China, *'From Unintentional Tradition to Intentional Innovation: A Study on the Transition and Design of China's National Image at the Expo'*.
- ZHAN DI, School of communication, Shenzhen University, *'The Shaping of the National Image of Chinese Urban Films since the New Century'*.
- WU YULAN & HE QIANG, Zhongnan University of Economics and Law , *'Remolding and Constructing: Tracing the Cultural Significance of the Spread of "the Spirit of Craftsman" in the Context of Globalization'*.
- GAN LU, Communication University of China, *'How to Tell Chinese Stories to Europe via Chinese Media Abroad'*.
- ROBERTO GRANDI, Alma Mater Studiorum, University of Bologna.

11:30 - 11:50 ~ COFFEE BREAK

- REN MENGSHAN, Communication University of China , *'World's Economic Contributor: The Global Identification Construction of China Economic Story'*.
- LI XINREN & HE MINGMIN, Shandong University, China, *'From The Perspective of Communication Theory: The Reconstruction of the Concept: The Exploration of International Communication Path'*.
- CHEN QUAN, Suzhou Institute of Trade & Commerce , *'The Aroma of Tea: a Research on Chinese Tea Culture Communication'*.

13:00 - 14:00 ~ LUNCH

14: 00 - 16: 30 ~ WORK SESSION

- LING QIAN, Ph.D. candidate, Renmin University of China, *'An Embodied Cognition Perspective on the Effectiveness of Media Diplomacy: An analysis of China Africa Press Center Journalists' reporting on China'*.
- SHEN JUN, Ph.D. candidate, Zhejiang University, *'Social Media and International Communication of Chinese Culture'*.
- ZHAO YAN, Nanjing Forestry University, *'The Worldwide Significance of the Construction of Beautiful Countryside'*.
- YANG QIGUANG, Ph.D. candidate, Renmin University of China , *'Nation Image as Discourse: A Critical Discourse Analysis of the NYT's China-related Reports (2005-2014)'*.
- CHEN YALI, Ph.D. candidate, University of Geneva, *'Social Media and Identification of Overseas Chinese: A Study on the Usage of Wechat of Chinese Immigrant Women in Switzerland'*.
- JI FEN, Ph.D. candidate, Nanjing University, *'Inheritance and Innovation Based on Cultural and Creative Industries: A Case Study of City Wall in Nanjing'*.
- YE QU, Graduate Student, University of Strasbourg, France, *'How "Made in China" is Made in Western World by New Social Media'*.

意大利博洛尼亚大学孔子学院是在汉办支持下，在意大利博洛尼亚大学和中国人民大学达成合作协议的基础上诞生的孔子学院。2009年3月成立，经过六年发展，现在已经成为意大利对外汉语教学和中意文化交流最具代表性的孔子学院之一。2012年曾荣获全球先进孔子学院的称号。

中国人民大学新闻学院成立于1955年，是新中国成立后党和政府领导创办的第一家新闻教育机构，也是全国仅有的同时拥有新闻学、传播学两个一级重点学科的学院。是我国新闻传播领域人才培养和科学研究的重要基地，连续多年在教育部学科评估中名列新闻传播学第一名。

The workshop is co-organized by the Renmin University of China and the Confucius Institute at the University of Bologna.

The Confucius Institute at the University of Bologna was founded by a cooperation agreement between the Alma Mater Studiorum, University of Bologna and the Renmin University of China, with the support of Hanban.

It was established in March 2009. After seven years of development, it has become one of the most representative Confucius Institutes in Italy for teaching Chinese as a foreign language and for Sino-Italian cultural exchanges. In 2012, it was awarded the title of Advanced Confucius Institute.

Founded in 1955, the School of Journalism of Renmin University of China is the first journalism education institution founded by New China. It is also the only School in the country that hosts both journalism and communication, two key subjects. It is an important base for personnel training and scientific research in the field of journalism and communication, and has been ranked the first in the field of journalism and communication science in the subjects' evaluation of the Ministry of Education of China for many years.

