

Introduction to Digital Media: Chinese Cyberculture

Fall 2017

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Course Description	<p>This course examines the crucial, complex and conflicted relationship between China and the Internet. We explore tensions between connectivity and control, imitation and innovation, and the real and virtual as they manifest in three main areas:</p> <ol style="list-style-type: none">1) the firewall and netizens;2) the online and electronic economy;3) Internet addiction and our increasing immersion in the virtual world.
Course Objectives	<ul style="list-style-type: none">• to introduce students to the key issues shaping China's relationship to the Internet.• to enable students to think critically about their engagement with technology.• to guide students through the development of a research project.
Grading Components	<p>Participation: 15 % 4 blog posts: 4 x 5% = 20 % Reading Presentation: 15 % Research Proposal: 10 % Final Presentation: 15 % Final Paper: 25 %</p>

Course Schedule	
<i>Week 1</i>	
9/1	Introduction: What is Chinese Cyberculture?
<i>Week 2</i>	

9/15 **The Great Firewall**

- Barne, Geremie R. 'The Great Firewall of China'. *Wired*. Accessed 14 April 2022. <https://www.wired.com/1997/06/china-3/>.
- MacKinnon, Rebecca. 'Inside China's Censorship Machine'. *National Post*, 29 January 2012. <https://nationalpost.com/opinion/rebecca-mackinnon-inside-chinas-censorship-machine>.
- Sinica Podcast. 'Gady Epstein on The Internet'. <http://popupchinese.com/lessons/sinica/gady-epstein-on-the-internet>.
- Fallows, James. "'The Connection Has Been Reset'". *The Atlantic*, 1 March 2008. <https://www.theatlantic.com/magazine/archive/2008/03/the-connection-has-been-reset/306650/>.
- Choi, Charles Q. 'Revealed: How China Censors the Internet'. *Popular Mechanics*, 21 August 2014. <https://www.popularmechanics.com/technology/gadgets/news/the-surprising-way-in-which-china-censors-the-internet-17119552>.
- Liu, Cynthia. "Internet Censorship as a Trade Barrier: A Look at the WTO Consistency of the Great Firewall in the Wake of the China-Google Dispute'(2011)." *Georgetown Journal of International Law* 42: 1199-1211.

Choosing A Research Project

9/22	<p>Netizens</p> <p>Film Screening:</p> <ul style="list-style-type: none"> Maing, Stephen T. <i>High Tech, Low Life</i>. Documentary, Drama, History, 2012. <p>Texts:</p> <ul style="list-style-type: none"> Yang, Guobin. 'China's Gradual Revolution'. <i>The New York Times</i>, 14 March 2011, sec. Opinion. https://www.nytimes.com/2011/03/14/opinion/14Yang.html. Link, Perry. 'A Message Too Powerful to Stop'. <i>The New York Times</i>, 29 September 2010, sec. Opinion. https://www.nytimes.com/2010/09/30/opinion/30iht-edlink1.html. Dewoskin, Rachel. 'East Meets Tweet'. <i>Vanity Fair</i>, 17 February 2012. https://www.vanityfair.com/news/tech/2012/02/weibo-china-twitter-chinese-microblogging-tom-cruise-201202. Farrer, James. "China's women sex bloggers and dialogic sexual politics on the Chinese Internet." <i>China aktuell</i> 36, no. 4 (2007): 10-44. <p><u>Library Research</u></p>
<i>Week 4</i>	
9/28	Make Up Field Trip: Maker Faire 10/18- 10/19
<i>Week 5</i>	

9/29 Jokes, Humor & Play

- Meng, Bingchun. "From steamed bun to grass mud horse: E Gao as alternative political discourse on the Chinese Internet." *Global media and communication* 7, no. 1 (2011): 33-51.
- Yu, Hua. 'The Spirit of May 35th'. *The New York Times*, 23 June 2011, sec. Opinion. <https://www.nytimes.com/2011/06/24/opinion/global/24iht-june24-ihtmaga-hua-28.html>.
- Osnos, Evan. 'The Han Dynasty'. *The New Yorker*, 27 June 2011. <http://www.newyorker.com/magazine/2011/07/04/the-han-dynasty>.
- Larmer, Brook. 'Where an Internet Joke Is Not Just a Joke'. *The New York Times*, 26 October 2011, sec. Magazine. <https://www.nytimes.com/2011/10/30/magazine/the-dangerous-politics-of-internet-humor-in-china.html>.
- Yang, Guobing. 'The Curious Case of Jia Junpeng, or the Power of Symbolic Appropriation in Chinese Cyberspace'. *China Beat*, 2009. <https://digitalcommons.unl.edu/cgi/viewcontent.cgi?referer=&httpsredir=1&article=1586&context=chinabeatarchive>.
- Han, Han. *This generation: Dispatches from China's most popular literary star (and race car driver)*. Simon and Schuster, 2013.

Choosing a Research Topic Continued...

10/08 **BAT: Protectionism, Copying or Innovation?**

- Rabkin, April. 'The Facebooks of China'. *Fast Company*, 12 January 2011. <https://www.fastcompany.com/1715041/facebook-china>.
- Bloomberg Businessweek. 'Tencent: March of the Penguins'. *BloombergCom*, 4 August 2011. <https://www.bloomberg.com/news/articles/2011-08-04/tencent-march-of-the-penguins>.
- Epstein, Gady. 'Ours, All Ours'. *The Economist*, 6 April 2013. <https://www.economist.com/special-report/2013/04/06/ours-all-ours>.
- Elliott, Dorinda. 'Tencent: The Secretive, Chinese Tech Giant That Can Rival Facebook'. *Fast Company*, 17 April 2014. <https://www.fastcompany.com/3029119/tencent-the-secretive-chinese-tech-giant-that-can-rival-facebook-a>.
- Clover, Charles. 'Chinese Internet: Mobile Wars'. *Financial Times*, 19 March 2014. <https://www.ft.com/content/56a160aa-a86f-11e3-a946-00144feab7de>.
- Hof, Robert D. 'A Chinese Internet Giant Starts to Dream'. *MIT Technology Review*, 14 August 2014. <https://www.technologyreview.com/2014/08/14/171789/a-chinese-internet-giant-starts-to-dream/>.
- Fallows, James. 'How the World Works'. *The Atlantic*, 1 December 1993. <https://www.theatlantic.com/magazine/archive/1993/12/how-the-world-works/305854/>.

Week 7

10/13 **Case Study: Jack Ma & Alibaba**

Film Screening:

- Erisman, Porter. *Crocodile in the Yangtze*. Documentary, Biography. Purple Reel Productions, Taluswood Films, 2012.

Texts:

- Lajoie, Mark, and Nick Shearman. 'Graphic: What Is Alibaba?', n.d. <https://graphics.wsj.com/alibaba/>.

Research Proposal Due

Week 8

10/20	<p>Maker & Manufacturing</p> <ul style="list-style-type: none"> • The Economist. 'A Third Industrial Revolution', 21 April 2012. https://www.economist.com/special-report/2012/04/21/a-third-industrial-revolution. • Gershenfeld, Neil. 'How to Make Almost Anything', 9 December 2015. https://www.foreignaffairs.com/articles/2012-09-27/how-make-almost-anything. • Anderson, Chris. 'In the Next Industrial Revolution, Atoms Are the New Bits'. <i>Wired</i>, 25 January 2010. https://www.wired.com/2010/01/ff_newrevolution/. • Lindtner, Silvia, and David Li. "Created in China: the makings of China's hackerspace community." <i>Interactions</i> 19, no. 6 (2012): 18-22.
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Week 9

10/27	<p>Shanzhai</p> <ul style="list-style-type: none"> • Johnson, Bobby. 'Shanzai!' <i>Wired UK</i>, 12 July 2010. https://www.wired.co.uk/article/shanzai. • Ye, Juliet, and Sky Canaves. 'Imitation Is the Sincerest Form of Rebellion in China'. <i>Wall Street Journal</i>, 22 January 2009, sec. World. https://www.wsj.com/articles/SB123257138952903561. • Baker, Emelyn. 'Shanzhai Digest'. Emelynbaker.com, n.d. http://emelynbaker.com/shanzhai/. • Huang, Bunnie. 'Tech Trend: Shanzhai'. <i>Bunnie Studios: Bunnie's Blog</i> (blog), 26 February 2009. https://www.bunniestudios.com/blog/?p=284. • Ho, Josephine. "Shanzhai: Economic/cultural production through the cracks of globalization." In <i>Crossroads: Cultural Studies Conference</i>. 2010. <p><i>Field Trip: Electronic Market</i></p>
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Week 10

11/03	<p>Mobile phones & Mobile populations</p> <ul style="list-style-type: none"> • Wallis, Cara. 'The Struggle for Social Mobility Among China's Young Migrant Women'. <i>Utne</i>, 24 October 2013. https://www.utne.com/politics/social-mobility-china-migrant-ze0z1310zjhar/. • Cartier, Carolyn, Manuel Castells, and Jack Linchuan Qiu. "The information have-less: Inequality, mobility, and translocal networks in Chinese cities." <i>Studies in Comparative International Development</i> 40, no. 2 (2005): 9-34.
<i>Week 11</i>	
11/10	<p>Goldfarming and Virtual Currencies</p> <ul style="list-style-type: none"> • Dibbell, Julian. 'The Life of the Chinese Gold Farmer'. <i>The New York Times</i>, 17 June 2007, sec. Magazine. https://www.nytimes.com/2007/06/17/magazine/17lootfarmers-t.html. • Land, Nick. 'China, Crypto-Currency, and the World Order - WdW Review - Program - FKA Witte de With', May 2014. http://www.fkawdw.nl/en/review/desk/china_crypto_currency_and_the_world_order. Part 2: https://www.fkawdw.nl/en/review/desk/china_crypto_currency_and_the_world_order_part_2 Part 3: https://www.fkawdw.nl/en/review/desk/china_crypto_currency_and_the_world_order_part_3
<i>Week 12</i>	
11/17	<p>Internet Addiction</p> <ul style="list-style-type: none"> • Stewart, Christopher S. 'Obsessed With the Internet: A Tale From China'. <i>Wired</i>, 13 January 2010. https://www.wired.com/2010/01/ff-internetaddiction/. • Szablewicz, Marcella. "The ill effects of "opium for the spirit": a critical cultural analysis of China's Internet addiction moral panic." <i>Chinese Journal of Communication</i> 3, no. 4 (2010): 453-470. • Osnos, Evan. 'Talking to China's "Web Junkies"'. <i>The New Yorker</i>, 28 July 2014. http://www.newyorker.com/culture/cultural-comment/talking-chinas-web-junkies.
<i>Week 13</i>	

12/1	Final Presentations
<i>Week 14</i>	
12/8	Conclusion <u>Final Paper Due</u>