

Liverpool John Moores University

Title: WESTERN REPORTING AND REPRESENTATION OF CHINA
Status: Definitive
Code: **6008LACH** (108643)
Version Start Date: 01-08-2012

Owning School/Faculty: Liverpool Business School
Teaching School/Faculty: Liverpool Business School

Team	Leader
Amanda Mason	Y
Qing Cao	

Academic Level: FHEQ6
Credit Value: 12.00
Total Delivered Hours: 26.00
Total Learning Hours: 120
Private Study: 94

Delivery Options

Course typically offered: Standard Year Long

Component	Contact Hours
Seminar	24.000

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Presentation	AS1	Coursework. 1 seminar presentation in Semester 1.	40.0	
Exam	AS2	Examination. 1 essay in English.	60.0	2.00

Aims

This module aims to introduce to students broad images, perceptions and representation of China in the West, with a focus on intercultural communication between China and the West.

Learning Outcomes

After completing the module the student should be able to:

- 1 Have a good understanding of the historical and contemporary patterns of Western perceptions of China.
- 2 Identify key issues and debates surrounding Western representation of China.
- 3 Discuss and analyse linguistic features in reporting China.
- 4 Appreciate the importance of the media as a major mediator in the communication between China and the West at a cultural level.

Learning Outcomes of Assessments

The assessment item list is assessed via the learning outcomes listed:

PRES	1	2	3	4
EXAM	1	2	3	4

Outline Syllabus

The role of language in intercultural representation.

Western image of China – a historical survey.

'Rediscovering China' – 1980s.

'A deviant China' – 1990s.

Image of Confucianism – a case study of the television.

The handover of Hong Kong – a case study of the newspaper.

Perceptions and reality – many faces of China.

Improving understanding between China and the West – issues, debates and approaches.

Learning Activities

Lecture, seminar, group work, presentation, small research project, viewing videos.

References

Course Material	Book
Author	Cao, Q.
Publishing Year	2006
Title	Western Representation of the Other
Subtitle	Discourse as Cultural Struggle
Edition	pp.105-122
Publisher	Hong Kong: Hong Kong University Press
ISBN	

Course Material	Book
Author	Cao. Q.
Publishing Year	1999
Title	Signification of Hong Kong's Handover: the Case of the British Press
Subtitle	Journal of International Communication
Edition	Vol 6, No. 2, pp. 71-89
Publisher	
ISBN	

Course Material	Book
Author	Giles, R., Snyder, R. W. & DeLisle, L.
Publishing Year	0
Title	Covering China
Subtitle	
Edition	
Publisher	Transaction Publication
ISBN	

Course Material	Book
Author	Jones, D. M.
Publishing Year	2001
Title	The image of China in Western social and political thought
Subtitle	
Edition	
Publisher	Palgrave Macmillan
ISBN	

Course Material	Book
Author	Knight, A. & Nakano, K.
Publishing Year	1999
Title	Reporting Hong Kong
Subtitle	foreign media and the handover
Edition	
Publisher	Richmond: Curzon
ISBN	

Course Material	Book
Author	Lee, G. B.
Publishing Year	2003
Title	Chinas unlimited
Subtitle	making the imaginaries of China and Chineseness
Edition	
Publisher	Richmond: University of Hawaii Press
ISBN	

Course Material	Book
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Author	Leong, K.
Publishing Year	2005
Title	China mystique
Subtitle	Pearl S. Buck, Anna May Wong, Mayling Soong and the transformation of American Orientalism
Edition	
Publisher	Berkeley: University of California Press
ISBN	

Course Material	Book
Author	Liang, J.
Publishing Year	2002
Title	How U.S. correspondents discover, uncover, and cover China
Subtitle	China-watching transformed
Edition	
Publisher	Lewiston, N.Y. : Edwin Mellen Press
ISBN	

Course Material	Book
Author	Mackerras, C.
Publishing Year	1999
Title	Western images of China
Subtitle	
Edition	
Publisher	Oxford : Oxford University Press
ISBN	

Course Material	Book
Author	Porter, R. (ed)
Publishing Year	1992
Title	Reporting the news from China
Subtitle	
Edition	
Publisher	London: Royal Institute of International Affairs
ISBN	

Course Material	Book
Author	Said, E. W.
Publishing Year	2003
Title	Orientalism
Subtitle	
Edition	
Publisher	London : Penguin
ISBN	

Course Material	Book
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Author	Turner, B. S.
Publishing Year	1994
Title	Orientalism, postmodernism and globalism
Subtitle	
Edition	
Publisher	Routledge
ISBN	

Course Material	Book
Author	Wang, M. M.
Publishing Year	2000
Title	Turning bricks into jade
Subtitle	critical incidents for mutual understanding among Chinese and Americans
Edition	
Publisher	London : Nicholas Brealey
ISBN	

Notes

The module gives the students an opportunity to study French political, socio-economic and cultural aspects of France and to evaluate the impact of increasing European integration and globalisation on traditional French values and attitudes.