

# M.A. Double Degree Program in Global Communication



## INAUGURAL REPORT

Fall 2014

**SFU**

SIMON FRASER UNIVERSITY  
ENGAGING THE WORLD

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## Introduction

With sweeping changes in the geopolitics of global communication and culture taking place, a fuller understanding of global communication, communication systems and cultural practices has never been more important. Simon Fraser University (SFU) has responded through the creation of a M.A. Double Degree Program in Global Communication in collaboration with the Communication University of China (CUC). The CUC is the premier teaching and research institution in the field in China and has strong links to the Chinese communication and cultural industries.

This is the first and only fully integrated double degree program in global communication in which students of all nationalities study side

by side as a cohort in two countries. This offers unique opportunities for studying the institutional, socio-cultural and productive dimensions of global communication and access to Canadian, Chinese and transnational communication and cultural industries. The Program builds on the strength and reputation of SFU's School of Communication in the political, economic, policy, technological, social and cultural dimensions of globalizing communication and on its long-standing and substantive intellectual engagements with China and other parts of the developing world. Students will be prepared to become leaders in research, innovation and management in global communication in university, industry, government and NGO settings.

## Dr. Yuezhi Zhao



**Founding Director, M.A. Double Degree Program in Global Communication**

**Professor and Canada Research Chair in Political Economy of Global Communication, School of Communication, SFU**

**Changjiang Chair Professor, Communication University of China**

## Program Description

Students in this program study for two years and upon completion will receive two graduate degrees. Graduates will receive a Master of Arts (M.A.) degree from Simon Fraser University, and a Master of Arts (M.A.) degree from the Communication University of China.

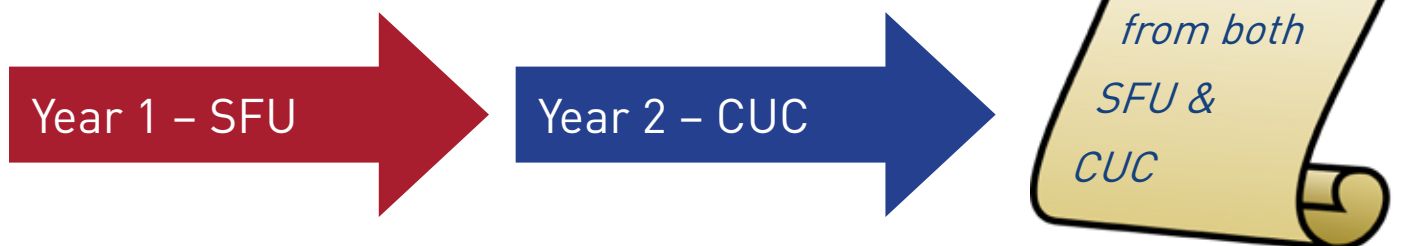
All students spend their first academic year at SFU and the second academic year at CUC in Beijing, during the normal academic terms of each institution. A senior supervisor from one

university and at least one faculty member from the other university, supervise each individual student.

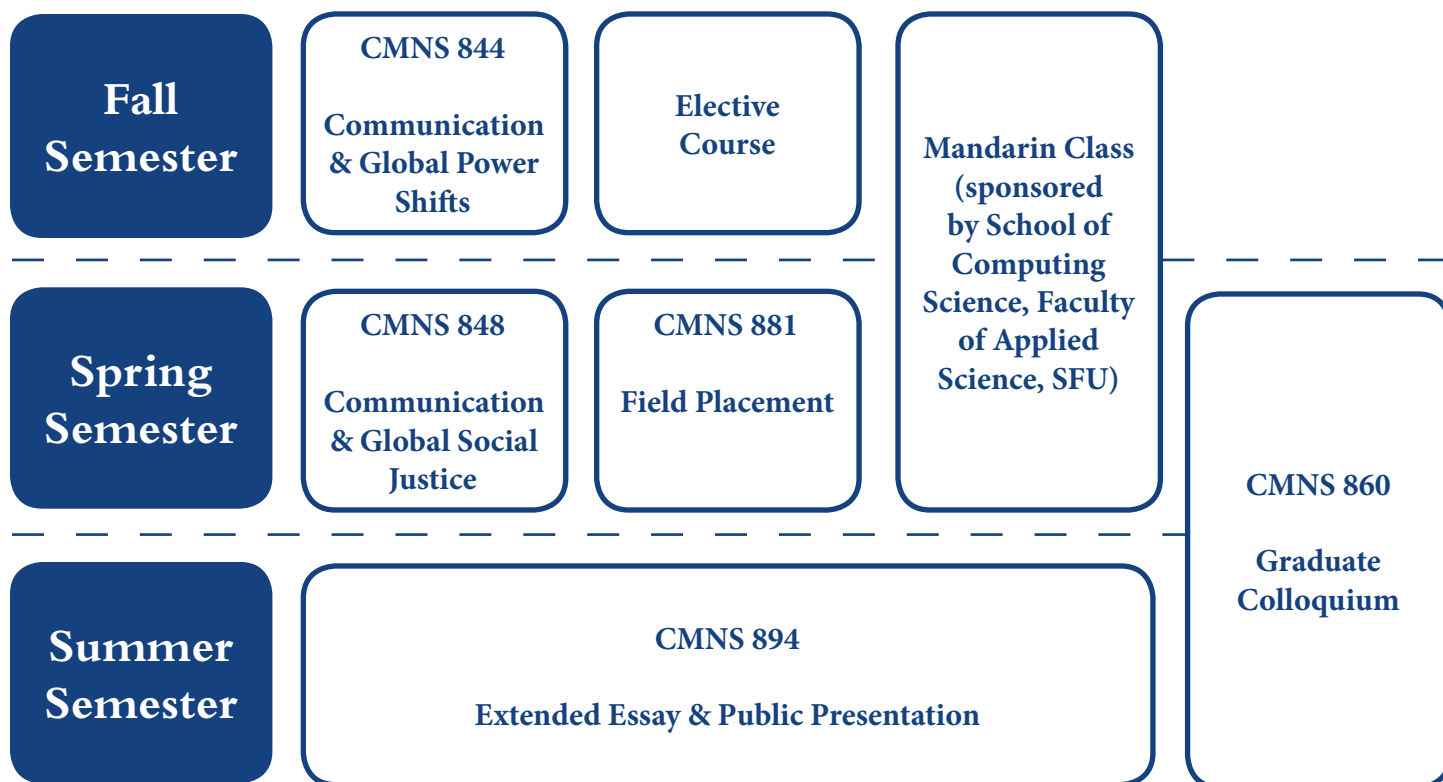
All students will complete two extended essays, one at each university, under the supervision of a committee consisting of professors at both universities. At the end of the summer term at SFU and the spring term at CUC, students will make oral presentations based on the essay they completed for the respective institution.

## Topics of Study

Communication and Global Power Shifts  
Communication and Global Social Justice  
History of Communication Theory  
Advanced Communication Theory  
Contemporary Approaches in Communication Studies  
Design and Methodology in Communication Research  
Communication Research Methods and Techniques  
Social Construction of Communication Technologies  
Communication, Media and the Concept of the “Public”  
Popular Culture and Media Theory  
Political Economy of Communications  
Communication and Development  
Media and Chinese Society: Theory, History & Practice  
Chinese Communication Industries, Markets and Regulations  
Comparative Asian Media Systems and Regional Markets



## Year One – Program of Study at SFU



## Year Two – Program of Study at CUC





## Field Placements

Student(s)	Host Organization	Dates	Description
Lyne Lin Jane (Qian) Liu Joseph Nicolai	Asia Pacific Foundation of Canada	Feb 3–April 25	Media Landscape Project, Asia Factor Project
Vanessa Kong	OMNI TV	March 7–April 30	Draft discussion guidelines to conduct focus group study
Vivien (Biwei) Wang	Vancouver Art Gallery	March 10–16	Marketing and communication of the Forbidden City exhibition
Helen (Yang) Liu Yuanhao Zhang	Kam Razavi – independent contractor	Jan 9–May 15	Advanced news production training, including journalistic ethics, story development, and verification practices
Maggie Chao	City of Vancouver Cultural Services	Jan 16–April 30	Research project on public cultural engagement and community planning in the Oakridge-Langara and Cambie Corridor
Rebeca Galindo	Vancouver Latin American Film Festival	Jan – Sept	Research / Project Assistant
Mike Johnston	Centre for Digital Media	Jan 28–April 2	Marketing for CMD Summer IDEA-X



Hao, Jane and Helen interview Burnaby–Douglas MP Kennedy Stewart about the Kinder-Morgan pipeline controversy in the local community.



Professor Lei Yuejie (fourth from the left), Director of the Institute of Communication Studies at CUC took the first cohort students to see a Peking Opera performance in November 2014.

## Colloquium Series

Date	Colloquium Title	Speaker	Speaker Affiliation
February 18	Canada's Community Newspaper Industry	Jim Mihaly	Publisher, <i>The Surrey Leader</i>
	How to Conduct Policy Research in the Global Context	Eva Busza	Vice President, Research and Programs, Asia Pacific Foundation of Canada
February 25	How to Facilitate Community Engagement	Joanne Curry	Associate Vice-President, SFU External Relations
March 25	Frameworks for Field Observation and Data Collection	Kathryn Ricketts	Educational Consultant, SFU Teaching and Learning Centre
April 15	Frameworks for Reflection and Analysis		
May 13	Researching the Global and National Dimensions of Chinese Cultural Politics: The Case of Ai Weiwei	Ying-fen Huang	Sessional Instructor, SFU
May 27	Revisiting Media, Market and Democracy in China in the Microblogging Age	Timothy Cheek	Professor, Institute of Asian Research, UBC
		Jack Qiu	Professor, School of Journalism and Communication, Chinese U. of Hong Kong
		Changchang Wu	Professor, Institute of Journalism and Communication Studies, Shanghai Academy of Social Sciences
		Yuezhi Zhao	Professor, School of Communication, SFU
June 10	Preparing for Studying Abroad	Jennifer Cain	International Student Services, SFU
June 17	Planning and Writing	Renee McCollum	Writing Services Coordinator, SFU Student Learning Commons
July 29	Presentation Skills	Kathryn Ricketts	Educational Consultants, SFU Teaching and Learning Centre
		Sarah Turner	

## Inaugural Cohort Projects & Profiles

### **Building the Liveable Creative City: Urban Cultural Policy and the Politics of Space in Vancouver**

**Maggie Chao**

Maggie holds a BA (Hons.) in Communication from SFU. Her interests include spatial politics, urban culture, globalization, Marxist geography, gentrification, urban policy and planning, cultural geography, and Henri Lefebvre.

### **Film Gatekeepers Corp. Presents... So this is China? Chinese Cinema(s) Distribution and Circulation: Between Global Markets, Capitalist Art-houses, and Informal Venues of Resistance**

**Rebeca Lucia Galindo**

Rebeca holds a Bachelor in Journalism and Communication from Autonomous University of Bucaramanga, and a Master in International Affairs from Externado University of Colombia. She studies how to approach Asia beyond the narrow, market-driven perspective that has dominated the foreign affairs discourse in most Latin American countries.

### **LFG: Looking for Global (and Local) in Online Gaming**

**Mike Johnston**

Mike completed his B.A. in Asian Studies at the University of British Columbia. His interests include the military-industrial-media-entertainment complex, militarised communications, neoliberalism, feminism/gender theory, and Marx and Engels.

### **Diasporic Media and Transcultural Journalism: A Case Study of OMNI TV Chinese News in Greater Vancouver**

**Vanessa Kong**

Vanessa holds a Bachelor's degree in Government and Public Administration from the Chinese University of Hong Kong. Her main interest is in developing cultural and social policies in the creation of cities that include people of diverse social identities and cultural backgrounds.

### **The Politics of Reality Television: Struggling Over the Chinese Nation**

**Lyne (Sitong) Lin**

Lyne graduated with a B.Com (Hons) in Organizational Behaviour & Human Resources from the University of British Columbia. Her interests include popular culture & media, Asian media & culture, documentary & reality-based media, communication & cultural industry, and advertising & consumer culture.

### **The Latest Korean TV Format Wave on Chinese Television: A Political Economy Analysis**

**Helen (Yang) Liu**

Helen holds a Bachelor's degree from Lanzhou University, China, where she majored in English & Journalism and Communication. Her interests include development of China's cultural industry, popular culture and national soft power, and global power shifts.



## Ambivalence in China's Quest for "Soft Power": A Case Study of CCTV-America's Multiple News Standpoints

Jane (Qian) Liu

Jane holds a Bachelor's degree from the Beijing International Studies University, China, where she majored in Interpretation and Translation. Her interests include globalization and power shifts, cross-culture analysis, social and cultural policy, and role of the internet and social media in global communication.

## China's Contested Past & The World Heritage Centre Developing Pasts & Promises

Joseph Nicolai

Joseph graduated from SFU with a B.A. in Communication as well as a B.A. (Hons.) in the Humanities. His interests include tourism & heritage industries, multiculturalism policy & cross-cultural communication, communicating globalization, ITU policy, political economy of historiography, and environmental communication.

## Transnational Communication of Chinese Artefacts: The Top-down and Bottom-up Model

Vivien (Biwei) Wang

Vivien graduated from Shandong University with a B.A. in Journalism and with a B.Ec. in finance. Her interests include cross-cultural communication, globalization and transformation of cultures, new media in the context of globalization, and media literacy.

## Fandom, Youth and Western Pop Music in China

Yuanhao Zhang

Yuanhao holds a Bachelor's degree in Creative Media from the Communication University of China at Nanjing(CUCN). His interests include social media, modern news industry, and development of international news in China.

## M.A. Double Degree in Global Communication Year-End Student Presentations

The students in the program have each completed an extended essay after their first year of studies at SFU. They are going to start their final year in the program studying at the Communication University of China in Beijing. The students will give oral presentations based on their essays. Exploring issues of the political economy of artistic representation and the role of art and history in government policy, television programming and reality shows, as well as fan and gaming communities, they develop themes of how communication of the local is interwoven with that of the global.

Dr. Yuezhi Zhao, Founding Program Director & Professor in SFU School of Communication will moderate the event.

**WHEN:**  
August 8, 2014  
**9:00 AM**

**WHERE:**  
Simon Fraser University  
515 West Hastings  
Street, Vancouver  
Room 7000

For more information, please  
contact Master of Arts  
Double Degree in Global  
Communication, School of  
Communication, SFU  
cmnscuc@sfu.ca

9:00 AM	Welcome & Program Overview – Dr. Yuezhi Zhao				
9:15 AM	Students' Presentation - Part 1 *				
					
Maggie Chao	Yuanhao Zhang	Rebecca Galindo	Vivien Wang	Michael Johnston	
10:30 – 10:45	Coffee Break				
10:45 AM	Students' Presentation - Part 2 *				
					
Joseph Nicolai	Jane Liu	Vanessa Kong	Helen Liu	Lyne Lin	
12:00 PM	Closing Remark – Dr. Yuezhi Zhao				
12:15 PM	Networking**				

\*Each student will present for 10 minutes followed by a 5 minute Q&A for a total of 15 minutes per student.

\*\* Light refreshments will be served

Poster for the first-year cohort's public presentation of their research projects.

## Second-year cohort

### **Kirsten Berry**

Kirsten holds a Bachelor in Political Science and Development Studies from St Francis Xavier University.

### **Beatrice Chao**

Beatrice holds a Bachelor's degree in Journalism and Mass Communications from Ming Chuan University.

### **Shawn Jones**

Shawn holds a Bachelor of Arts in both Film Studies and Japanese Language & Literature from the University of Georgia.

### **Hatty Liu**

Hatty received a BA (Hon.) in History from McGill University and was a visiting student at the School of History at Renmin University of China.

### **Wei (Sarah) Huang**

Wei holds a Bachelor's degree in International Economics and Trade from the Huaqiao University at Quanzhou.

### **Yu Song**

Yu graduated from Sichuan University with a B.A. in Chinese Language & Literature.

### **Amanda Liao**

Amanda holds a B.A. in History from McGill University.

### **Michelle Nahanee**

Michelle is a member of the Squamish Nation and holds a Bachelor of Professional Communication from Royal Roads University.

### **Lucia Inyang**

Lucia holds a Bachelor's degree in English Language from the University of Jos, Nigeria.

### **Mengtong (Yume) Lin**

Mengtong holds a Bachelor of Management in Public Relations from Sun Yat-Sen University.

**Below: 2nd year cohort with Prof. Yuezhi Zhao and program assistants Byron Hauck and Sarah Chen.**



## Global Communication Event Photos



Above: Professor Cheyl Geisler, Dean of SFU's Faculty of Communication, Art, & Technology, met with Global Communication students in Fall 2013.

Below: Global Communication students engaged in a group discussion exercise during a colloquium presentation at SFU Vancouver.





## **SFU Faculty**

### **Peter Anderson**

Telecommunication & broadcasting policy; technology; communication and development; communication to mitigate disasters.

### **Ellen Balka**

Science, technology and society studies; critical perspectives on large scale computing systems (cyberinfrastructural studies), especially in health settings and genomics; information and communication technologies in health care; end user involvement.

### **Alison Beale**

Communication theory & technology issues; film & video; cultural policy; feminist analysis.

### **Enda Brophy**

Political economy of communication; communication and social change; autonomist marxism; labour, employment and collective organizing in the media, communication and cultural industries; call centre studies.

### **Peter Chow-White**

New media & technology; race; culture; genomics; bioethics; health; information society; encoding.

### **Zoe Druick**

Documentary and reality-based media; cultural industries; media theory.

### **Andrew Feenberg**

Critical theory of technology; Marcuse & Heidegger; technology studies; online community; online education.

### **Shane Gunster**

Environmental communication, especially media coverage and advocacy communication around climate change; political communication, including conservative political discourse; advertising and consumer culture; critical theory, especially the Frankfurt School.

### **Robert Hackett**

Media democratization; political communication; journalism studies; news media & social movements; peace, war and media.

### **Linda Harasim**

Social media and the Knowledge Society; online collaborative learning, online community, theory of knowledge building, learning analytics, discourse analysis of online communication, and qualitative research methods for social media and online communication.

### **Adel Iskandar**

Global political communication; cultural studies; social movements; communication governance; diasporic media; discourse analysis and media ethnography; anti-imperial epistemologies.

### **Dal Yong Jin**

Globalization, political economy, new media and online gaming, media industries and policies, transnational cultural studies.

### **Jan Marontate**

Art worlds; innovation; cultural heritage; cultural policy; social studies of technology & culture; interdisciplinary networks of collaboration & French social theory.

### **Kirsten McAllister**

Cultural memory, visual studies, diaspora and “racialization,” displacement and political violence, refugee studies and Japanese Canadian studies, photography, memorials, film/video, spatial analysis, fieldwork and interviews.

### **Catherine Murray**

Cultural participation and creative labour; cultural infrastructure and creative cities; cultural/creative economy and industries; cultural governance and especially broadcast policy; communication rights and global trade; and research design in cultural policy evaluation.

## CUC Faculty

### **Stuart Poyntz**

Children's and youth media culture, history of media literacy, gender and youth belonging; critical theories of the public sphere and the philosophy of communication; transformative pedagogical theories and practices, digital media technologies and youth media production.

### **Katherine Reilly**

Global social networks, communication rights, social justice, human rights and citizenship.

### **Richard Smith**

Technology & social inclusion; public surveillance; games/online communities; the wireless information society.

### **Yuezhi Zhao**

Communication and global power shifts; comparative global news analysis; media and democracy; Chinese communication institutions and cultural industries; communication, political development, and social transformation in China.

### **Zhengrong Hu**

Communication and media theories, media industry policies and development in China, media institutional analysis, media reform in China, political economy of communication.

### **Kai Zhang**

International journalism, international communication, media literacy.

### **Yingchun Sun**

International relations, intercultural communication, public diplomacy, soft power and international communication.

### **Sixin Wang**

Legal theories, media law, political and legal systems in China.

### **Zhihui Tian**

New media, internet industry, computer-mediated communication.

### **Yanqiu Zhang**

Media literacy, media studies and international communication.

### **Qing Luo**

Communication policies and industry, new media, media and sports.

### **Jinqiu Zhao**

Development and communication, media and social change, media in south Asia.

### **Dianlin Huang**

International communication, media and social transformation in China, contemporary Chinese media culture.

### **Li Xiao**

Chinese language for non-Chinese speakers, Chinese culture and society.



**Professors Yuezhi Zhao & Stuart Poyntz in a lively debate of the idea of the “public” in the Fall 2013 Communication and Global Power Shifts course.**



## Special Public Event – Spring 2014

# Revisiting Media, Market and Democracy in China in the Microblogging Age

Microblogging the revolution? Not quite. Join in as our panelists re-examine the intersections of media, market and democracy in China. Through a focus on the communication politics involving farmers, workers, intellectuals and middle class consumers, liberal definitions of democracy and the role of the market are confronted by China's socialist legacies.

### WHEN:

May 27, 2014

1:00 – 4:00 PM

### WHERE:

Simon Fraser University  
Harbor Centre,  
515 West Hastings  
Street, Vancouver  
Room 1700

*For more information, please  
contact Master of Arts Double  
Degree in Global Communication,  
School of Communication, SFU  
[cmnscuc@sfu.ca](mailto:cmnscuc@sfu.ca)*



**Dr. Timothy Cheek**  
Institute of Asian Research  
The University of British  
Columbia



**Dr. Jack Qiu**  
School of Journalism and  
Communication, Chinese  
University of Hong Kong



**Dr. Chang Chang Wu**  
Institute of Journalism and  
Communication Studies,  
Shanghai Academy of Social  
Science



**Dr. Yuezhi Zhao**  
School of Communication,  
Simon Fraser University  
Director, M.A. Double  
Degree in Global  
Communication

## Special Public Event – Fall 2014

M.A. DOUBLE DEGREE IN GLOBAL COMMUNICATION  
PROGRAM &

THE CENTRE FOR POLICY STUDIES ON CULTURE AND  
COMMUNITIES (CPCC)



*INVITE YOU TO JOIN*

**AI WEIWEI:**

### **A WARRIOR OF THE CULTURAL COLD WAR?**

*A panel discussion on the role of art, artists*

*and the global market in contemporary international cultural politics*

**Chair: Dr. Zhao Yuezhi**

Professor, Canada Research Chair and Director of the M.A. Double Degree in Global Communication Program, SFU

**Presenter: Dr. Ying-fen Huang**

Sessional Lecturer, SFU

**Discussant: Dr. Kirsten McAlister**

Associate Professor and Director of the Centre for Policy Studies on Culture and Communities, SFU

- **NOVEMBER 27,  
2014**
- **7:00 PM**
- **SEGAL BUILDING,  
ROOM 4400,  
500 GRANVILLE ST.  
VANCOUVER BC**

PLEASE CONTACT  
[CMNSCUC@SFU.CA](mailto:CMNSCUC@SFU.CA) FOR  
MORE INFORMATION.

The Cultural politics surrounding Ai Weiwei's globally recognized fame as a prominent dissident artist needs to be closely examined in the overlapping contexts of the continuing geopolitical Cold War and the recent rapid rise in the speculated value of Chinese contemporary art in the global market. Ai, the iconic and unapologetic critic of the Chinese state, has not only emerged as a warrior of this quasi-cultural Cold War, but also contributed to redefining the political penchant of Chinese contemporary art.



## Program Achievements

1. The addition of two cutting-edge courses in global communication within one year has been especially significant. Because these courses are open to regular students in the M.A. and Ph.D. program, there is an expanded range of course choices for SFU graduate students. For example, in 2013, the Communication and Global Power Shifts course included a Political Science PhD student from SFU and a PhD student specializing in Asian art from UBC.
2. The program has achieved SFU's institutional objective of engaging both the global and the local communities. As an internationally collaborative venture, this program by definition aims at "engaging the world" in the most direct sense. Furthermore, the program's field placement component has provided a compelling reason for SFU's School of communication to expand and build upon its long-standing tradition of engaging with the local community.
3. The program has achieved the institutional goal of pursuing academic excellence. Of the six SFU-admitted students in the first cohort, one student, Maggie Chao, received a prestigious Social Sciences and Humanities Research Council (SSHRC) M.A. scholarship. Rebeca Lucía Galindo, a former Colombian journalist, is the recipient of a Wall Street Journal-Inter-America Press scholarship. Three students (Maggie Chao, Lyne Lin, and Vennesa Kong) have won scholarships from the China Scholarship Council for their year of study in China.
4. The program has successfully nurtured a culture of mutual support, collaborative learning, and active participation in scholarly activities. For example, Lyne Lin led a team effort in making the program's recruitment video. Michael Johnson and Vanessa Kong participated in the Three Minute Thesis competition.
5. The program has exceeded its planned enrollment targets of 8 students for the first cohort by enrolling 10 students in the first year. Moreover, it has contributed to fulfilling the institutional objective of sending more SFU and international students to study in China and diversifying the SFU international student body.
6. The program has achieved the institutional objective of maximizing teaching efficiency. Within SFU's School of Communication, the arrival of these students has increased enrollment in regular graduate courses that are otherwise too small to operate efficiently.
7. The program has achieved the institutional objective of promoting cross-cultural understanding and facilitating the cross-fertilization of ideas among faculty and students.
8. The program won a Gold Prize in "Educational Excellence" at the 4th Canada-China Business Excellence Awards in 2014 (see facing page).

## Gold Prize for Educational Excellence

SFU's M.A. Double Degree Program in Global Communication received a gold prize in the Educational Excellence Award category at the Canada-China Business Council's (CCBC) 4th Canada-China Business Excellence Awards held in Toronto on November 28, 2014.

In awarding SFU this prize, the CCBC believed that the global communication program “encapsulated the spirit of the CCBC Educational Excellence award through its unique institutional partnership, extensive opportunities for student and faculty exchanges, and progressive research collaboration.” The CCBC’s independent panel of judges drawn from industry and academia recognized the program’s “unique,” “interesting,” and “innovative” nature. By providing students with a compelling cross-cultural experience through both course work and practical training in two countries in the field of global communication, the judges believed that SFU has set itself apart from others that offer joint-degree business programs in China and “demonstrated creativity, clear insight, and great strategy.”

Found in 1978 as a private, not-for-profit business association, the Canada China Business Council (CCBC) is the Canada’s bilateral business, trade and investment facilitator, catalyst and advocate. The CCBC’s Canada-China Business Excellence Awards recognize organizations that play a leading and innovative role in growing and expanding business relationships between Canada and China. The Educational Excellence Award is presented to a CCBC member from the education sector which demonstrates outstanding achievement in delivering China-related growth in areas including research partnerships, recruitment, student/faculty exchanges, alumni relations, institution linkages, executive training, and provision of Canadian curriculum.





## Program Partnership

Simon Fraser University's School of Communication is pleased to be partnering with the Communication University of China (CUC) in Beijing to offer an award-winning double-degree program in global communication.

“This partnership, with China's leading research university in the field, opens new intellectual horizons for students and provides them with an exceptional opportunity to explore communications across the world's increasingly integrated regions. The program not only offers students an ambitious and innovative academic curriculum, but also engages them in a transformative learning experience that enriches their cross-cultural knowledge,” says Yuezhi Zhao, professor and Canada Research Chair in Political Economy of Global Communication at SFU, and founding director of the program.



中国传媒大学



**Simon Fraser University Vancouver  
at Harbour Centre**



**Communication University of China  
Main Building**



## The Opportunity to Make a Difference

Celebrating its 50th Anniversary in 2015, Simon Fraser University aims to become the leading engaged university in Canada – defined by its dynamic integration of innovative education, cutting-edge research and far-reaching community engagement. The M.A. Double Degree Program in Global Communication encapsulates this vision through its unique institutional partnership with the CUC, extensive opportunities for student and faculty exchanges, and progressive research collaborations.

We are seeking support to maintain and enhance the program by establishing new student scholarships, bursaries and awards, and through adding an additional Professorship with specific expertise in China and India. To discuss how to make a contribution to support the program, please contact Nik Williams-Walshe, Director of Advancement in the Faculty of Communication, Art and Technology at 778-782-2475 or email [nik\\_ww@sfu.ca](mailto:nik_ww@sfu.ca).



**Nik Williams-Walshe, Former Canadian Prime Minister Jean Chrétien, and Professor Yuezhi Zhao.**



The inaugural Global Communication cohort enjoying a welcoming dinner with their professors.  
L-R: Michael Johnston, Maggie Chao, Yuanhao Zhang, Vanessa Kong, Rebeca Galindo, Yuezhi Zhao, Katherine Reilly, Jane Liu, Joseph Nicolai, Helen Liu, Vivien Wang, and Lyne Lin.

### Contact

SFU Vancouver, Room 3574  
515 West Hastings Street  
Vancouver, BC V6B 4N4

**SFU**

SIMON FRASER UNIVERSITY  
ENGAGING THE WORLD

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