



**Copenhagen
Business School**
HANDELSHØJSKOLEN



INTERNATIONAL
MEDIA SUPPORT



The Danish National
Commission for UNESCO

INVITATION

The organizers extend a very warm invitation to you to participate in the joint conference on

The Growth of Media in China - and its impact on political and economic development in China

Friday 28 November 2008, 9:00 – 16:00

Media in China have a tremendous influence on public opinion and Chinese politics. Several hundred broadcasters, more than 2,000 newspapers and magazines and countless web-media compete fiercely for attention and over a lucrative advertising market. The state is constantly re-assessing the policies regarding the media and how to influence and control media content. Media moguls contemplate audiences far beyond China's own 1,3 billion consumers, while critics focus on limits to the free flow of information.

New technology has led to an enormous increase in access to information. Will the media boom in China inspire political reform? Are Chinese media already acting as an independent 'fourth estate'? Why is critical and direct media coverage encouraged on environmental matters, while other topics are only covered after government approval? What does investigative journalism mean to Chinese journalists? What do the Chinese government and leaders of Chinese media institutions think about the media? How do modern Chinese media define their role in the promotion of the development of free, independent and pluralistic media and community participation in sustainable development through community media, cf. also UNESCO's mandate?

These and other themes will be addressed at a conference hosted by the Danish National Commission for UNESCO, International Media Support (IMS) and Copenhagen Business College (CBS) on 28 November 2008 in Copenhagen.

Key-note speakers

Dr Hu Zhengrong

Professor in communication and Vice President of the Communication University of China, Beijing
Theme: *How do Authorities Understand the Role of the Media? How is State Control of Media Exercised Today?*

Mr Sun Yusheng

Vice-President, China Central Television, Beijing
Theme: *The Role of the Modern Chinese Media and Relations between Media and Market in China*

Mr Hugo de Burgh

Professor of Journalism, Director of China Media Centre, University of Westminster, London
Theme: *Perceptions of Media in Modern China*



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Dr Tong Jingrong

Lecturer in Journalism and Media, School of Media, Film & Communications, Deanery of Arts & Humanities, Liverpool Hope University

Theme: *Investigative Journalism and the Authority in China*

Ms Yuezhi Zhao, Ph.D.

Professor & Canada Research Chair, School of Communication, Simon Fraser University, Burnaby, B.C. Canada

Theme: *How Does Commercialisation and Globalisation of Media in China Affect China's Political Structure?*

Interviewers

Ms Mette Holm, Reporter

Ms Mette Thunø, Associate Dean of Research, PhD, University of Copenhagen

Moderator

Mr Martin Breum, Reporter, media representative of the Danish National Commission for UNESCO

Date and time

Friday 28 November 2008, 9:00 – 16:00

Venue

Copenhagen Business School
Solbjerg Plads 3
2000 Frederiksberg

Conference fee

Participation in the conference is free of charge.

The organizers host coffee/tea and a roll, lunch and afternoon coffee/tea.

Registration form

To participate, please complete the online registration form at www.unesco.dk.

For more information about the conference please visit www.unesco.dk or contact the secretariat of

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