**2021 Fudan – Harvard-Yenching Institute**

**Second Training Workshop on “New Media and Gender Studies”**

**Student Recruitment Brochure**

Since the beginning of the 21st century, the network-outsourcing model has transformed the previously closed and monopolized modes of production into open and sharing ones. With media corporate boundaries being pushed to transnational horizons and their media business diversified, different media organizations will target a greater range of audience communities as their “new world”. The study of the changing political economy of new media has not sufficiently paid attention to their increasing power in the production of gender and sexuality. This proposal for a new media workshop will highlight the different ways in which the expansion of highly commercialized new media empires have expanded the reach of old patriarchies, deepened hegemonic heterosexual culture, and sexualized both women and men, even including LGBT groups.

Meanwhile, with the unprecedented “global expansion” of media conglomerates, the trends of commercialization, privatization, centralization, and deregulation in the communications industry have intensified, rather than declined. They have become increasingly integrated with publication, broadcasting, and information services. The most up-to-date methods of business administration, including processes such as production, marketing, financing, and accounting, have penetrated every dimension of the media. Through the penetration of the communications industry, a new form of hierarchical organization is being established worldwide. Media organizations’ goal of profit-making has been further integrated into the disciplinary power of capitalism, the hegemony of heteronormativity and patriarchy. Through all these processes, gender divisions are central to the organisation and everyday experience of modern communications in three key domains. Firstly, women are integral to the communications workforce in a variety of roles. They are novelists, journalists, film, television and music stars, workers in factories manufacturing communications appliances, and call centre staff, key links in communications networks. Secondly, women constitute a major audience segment with a range of specialist media, from magazines to television soap operas, tailored to their supposed interests. Thirdly, women continue to assume primary responsibility for routine family consumption and child care, placing them in the front line of the relations between personal and domestic space, advertising, and the organisation of children’s media exposure and use.

These gendered relations of communications systems date back to the origins of modern media and intersect in complex ways with other key dimensions of social stratification organized around class, ethnicity, technology and marketing. However, over the last two decades or so, social and economic changes have coincided with the rise of digital media to pose new challenges for research and theories on the relations between communications and gender, sexuality. Currently, what sustains the continuous expansion of the network platform economy are network flow and click-through rates, which are the commodity tools for network capital accumulation. These instruments do not hesitate to violate personal privacy and moral principles to disseminate a flood of pornographic information and fan the flames of a hypersexualized commercialized culture. Thus, network information has lost its credibility in the eyes of the public for a long time.

Living in specific social contexts, individuals are likely to feel the control of the political and economic systems, but not necessarily to the gender order shaped by media, as well as its complex and subtle control mechanisms. The gender order tends to be integrated into economic interests, political goals and cultural norms. Moreover, the power hierarchy of gender is mutually intersected with the hypocrisy and exclusivity hidden in the structures and power axes of class, race, nation, region and citizenship.

The second Fudan – Harvard-Yenching Institute Workshop on “New Media and Gender Studies” is intended to both enrich the theoretical quality of critical communication studies, and to contribute to policy planning and practices. Reflecting on globalization and international references, academic and theoretical works focused on the field of “New Media and Gender Studies” will provide new insights and perspectives to enrich Chinese academia. They will help to broaden the theoretical horizon of China’s communications research, to intervene in the reproduction of the existing gender and social order, to seek out forces for social transformation in Chinese society, and to critically analyze the processes of “knowledge” production. All these will deepen the exploration of teaching gender equality, sexuality, and discussion of their future in cyberspace.

**Date:** January 2-9, 2021.

**Hosted by:** Harvard－Yenching Institute

Graduate School at Fudan University, Shanghai

Center for International Publishing Studies, Fudan University

School of Journalism at Fudan University, Shanghai

**Number of participants:** 30 (Young scholars in this field and PhD researchers from both China and other countries)

**Location:** Online via Zoom

**Fee:** With the aims of cultivating young talent, promoting gender equality, enhancing international exchange, and promoting the notion of public welfare, this workshop will be free to its participants.

**End of the workshop:** After submitting a written report on the course content, each participant will be granted a certificate of completion of the “2021 Fudan – Harvard-Yenching Institute Second Training Workshop on ‘New Media and Gender Studies’”.

**Advisers:**

Prof. Elizabeth Perry, Director of Harvard－Yenching Institute, Henry Rosovsky Professor of Government, Harvard University

Prof. Zhimin Chen, Vice-President of Fudan University, Professor of Political Science, Visiting Scholar of Harvard-Yenching Institute

**Director of Planning:**

Prof. Bohua Mi, Dean of Journalism School, Fudan University, Former Deputy Editor in Chief of People’s Daily

Dr. Ruohong Li, Associate Director of Harvard－Yenching Institute, Ph.D. in inner Asia Studies of Harvard University

**Academic Directors:**

1. Prof. Jin Cao, Professor of Journalism School at Fudan University, Visiting Scholar of Harvard-Yenching Institute, Fulbright Scholar, UCB-BBRG Scholar

2. Prof. Rachel Murphy, Professor of Chinese Development and Society, Oxford School of Global and Area Studies, University of Oxford

3. Prof. Mayfair Yang, Director at East Asia Center, Professor of Religious Studies Department and East Asian Cultural Studies Department, University of California, Santa Barbara

4. Prof. Nanxiu Qian, Professor of Chinese Literature, School of Humanities, Rice University

**Invited lecturers:**

1. Dr. Bingchun Meng, Associate Professor of Department of Media and Communications, London School of Economics and Political Science

2. Dr. Durba Mitra, Assistant Professor of Studies of Women, Gender, and Sexuality, Carol K. Pforzheimer Assistant Professor at the Radcliffe Institute at Harvard University

3. Dr. Gehao Zhang, Assistant Professor of Humanities and Arts, Macau University of Science and Technology

4. Prof. Jin Cao, Professor of Journalism School at Fudan University, Visiting Scholar of Harvard-Yenching Institute, Fulbright Scholar, UCB-BBRG Scholar

5. Prof. Mayfair Yang, Director at East Asia Center, Professor of Religious Studies Department and East Asian Cultural Studies Department, University of California, Santa Barbara

6. Prof. Nanxiu Qian, Professor of Chinese Literature, School of Humanities, Rice University

7. Prof. Qian Wang, Ph.D. in Popular Music at University of Liverpool, Professor of Yibin University

8. Prof. Rachel Murphy, Professor of Chinese Development and Society, Oxford School of Global and Area Studies, University of Oxford

9. Prof. Shakuntala Banaji, Professor of Department of Media and Communications, London School of Economics and Political Science

10. Prof. Shani Orgad, Professor of Media and Communications, Department of Media and Communications, London School of Economics and Political Science

**Translators of the Workshop:**

Prof. Xi Lin, Professor of Political Philosophy, Assistant to the Dean at Fudan Institute for Advanced Study in Social Sciences

Prof. Qian Wang, Ph.D. in Popular Music at University of Liverpool, Professor of Yibin University

Dr. Meng Li, Teaching Fellow at The Confucius Institute of Hong Kong (CIHK) in Faculty of Humanities at the Hong Kong Polytechnic University

**Foreign Affairs Liaison of the Workshop:**

Kun Wang, Office of Global Partnerships at Fudan University

Yichen Guo, Ph.D. Student of Journalism School at Fudan University

**Managing Assistants of the Workshop:**

Aichen Zhang, Ph.D. Student of Journalism School at Fudan University

Haofan Cao, Ph.D. Student, Journalism School at Fudan University

Kailun Lan, Ph.D. Student of Journalism School at Fudan University

Liang Yuan, Ph.D. Student of Journalism School at Fudan University

Meidong Ding, Postgraduate Student of Journalism School at Fudan University

Yichen Guo, Ph.D. Student of Journalism School at Fudan University

**Application and enrollment:**

Please download the application form, filling in your personal information and your supervisors’ recommendation (Young scholars who have started work in academic or professional institutions do not need supervisors’ recommendations).

Please send the scanned e-version to: fdhyi2021gender@163.com by December 20th, 2020.

**2021 Fudan – Harvard-Yenching Institute**

**the Second Training Workshop on “New Media and Gender Studies”**

**Application Form**

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| Name |  | | Gender |  | Ethnicity |  | Photo |
| Date of Birth |  | | Area of Study | |  | |
| Area of research interests |  | | Current degree or the highest degree obtained | |  | |
| Affiliation | |  | | | | Supervisor |  |
| Contact phone | |  | | | Email |  | |
| Mobile phone | |  | | |
| Mailing Address | |  | | | | Zip Code |  |
| CV and proficiency in English (Academic) | |  | | | | | |
| Publications and Awards | |  | | | | | |
| Supervisor/ Organization Recommendation | | Signature by Supervisor and Institutional Stamp | | | | | |

Please download the application form, filling in your personal information and your supervisors’ recommendation (Young scholars who have started work in academic or professional institutions do not need supervisors’ recommendations). Please send the scanned e-version to: fdhyi2021gender@163.com by December 20th, 2020.