

Unit 1

Introduction to Communication and Media

China's Wisdom

A man of virtue pursues harmony but does not seek uniformity. (*The Analects*)

君子和而不同。(《论语》)

People accept what invariably conforms to their feelings. (*Guiguzi*)

说者听，必合于情。(《鬼谷子》)

It is reported in the 20th National Congress of the Communist Party of China that we will strengthen our international communications capabilities, make our communications more effective, and strive to strengthen China's voice in international affairs so it is commensurate with our composite national strength and international status.

党的二十大报告指出，要加强国际传播能力建设，全面提升国际传播效能，形成同我国综合国力和国际地位相匹配的国际话语权。

Media Digest



Section A Listening

Directions: In this section, you will hear two news reports. At the end of each news report, you will hear five questions. Both the news report and the questions will be spoken only once. For each question following News Report 1, you are required to choose the best answer from the four choices marked A, B, C and D; and for each question following News Report 2, you are required to fill in the blanks with the corresponding information.

»» News Report 1

1. A. May 8. B. May 18.
C. May 20. D. May 28.
2. A. Beijing University. B. Beijing Foreign Studies University.
C. Beijing Foreign University. D. Beijing Studies University.
3. A. The indices framework developed from Beijing City.
B. The index series analyzing international communication capacity.
C. Strategies to improve China's image on the international stage.
D. The framework for pursuing careers in media and communication sectors.
4. A. They regarded the indices positive in improving China's image.
B. They thought that the indices would be helpful for professors.
C. They praised that the launch would improve the images of all actors.
D. They attended the launch and praised the university.
5. A. It would help learners know the indices at the level of media.
B. It would benchmark learners to pursue careers in businesses and media.
C. It would guide learners in preparing better for careers in international settings.
D. It would attract the employers that have transnational interests.



»» News Report 2

6. _____ days.
7. It is _____.
8. There are _____ exhibitors.
9. The total number is _____.
10. _____ kinds.

Section B Reading

Directions: In this section, you are going to read two news reports. Each report is followed by five questions. For each question following News Report 1, you are required to decide on the best answer from the four choices marked A, B, C and D; and for each question following News Report 2, you are required to write your answer on the line.

»» News Report 1

On July 10, the China Tourism Office in Europe launched a series of short bilingual videos on intangible cultural heritage via several popular social media platforms. These short videos focused on the classic items of the fine traditional Chinese culture, such as *kunqu* opera, T'ai Chi and *guqin*.

In each video, a brief account of an item was given with the clips of live performances. It was presented that *kunqu* opera combines songs in the dialect of Suzhou, a city in East China, with body movement, martial arts and dance; T'ai Chi is attracting more and more enthusiasts worldwide, with its benefits for the physical as well as the mental health; and the story of *guqin*, a traditional musical instrument highly favored by scholars and literati in ancient China, is about the most classic piece *High Mountain and Flowing Water* to sing praises of the friendship between the talents appreciative of each other. Besides, the videos also showcased the contemporary sense of these items from the perspective of the intercultural communication.

"This is not our first attempt. About one year ago, we launched five online lectures on intangible cultural heritage, with the intention of sharing more with locals about China and Chinese culture. I

believe that the international communication through emerging media provides more opportunities to arouse the public awareness of promoting, protecting and inheriting such cultural heritage,” said one of the officials in the China Tourism Office, “and we will make further efforts to share and facilitate the development of the civilization for all mankind.”

1. What were the short videos launched by the China Tourism Office in Europe on July 10 about?

- | | |
|---|---------------------------------|
| A. Cultural lectures. | B. Bilingual learning in China. |
| C. Intangible cultural heritage in China. | D. Four classic items in China. |

2. How did the China Tourism Office launch the short videos?

- | | |
|------------------------------------|--------------------------|
| A. Through social media platforms. | B. By live performances. |
| C. By online lectures. | D. Via online chatting. |

3. Which of the following statements is NOT true according to the launched short videos?

- A. *Kunqu* opera was developed from the songs in the dialect of Suzhou, together with body movement, martial arts and dance.
- B. T'ai Chi is good for both the physical and mental health.
- C. *Guzhen* is a favorite musical instrument for scholars and literati in ancient China.
- D. *High Mountain and Flowing Water* sings praises of the natural scenery in China.

4. Why did the China Tourism Office in Europe launch the short videos according to the official?

- A. To share more with locals about China and Chinese culture.
- B. To increase the awareness of promoting, protecting and inheriting such cultural heritage.
- C. To improve the international communication through new media.
- D. All of the above.

5. Which is the best title for this news report?

- A. China Tourism Office in Europe Launched Short Videos on Cultural Heritage
- B. Three Short Videos Launched by the China Tourism Office in Europe
- C. Share and Facilitate the Development of the Civilization
- D. Social Media Platforms Applied in Promoting Intangible Cultural Heritage



» News Report 2

On April 26, in response to the development of artificial intelligence and international communication, an academic forum with the theme of “International Communication in the Era of Artificial Intelligence” was co-organized by the New Media Center of the University of Communication and the editorial board of *International Communication Times*. Over 50 scholars and researchers from universities at home and abroad participated in the forum either online or offline.

Wang Hua, the university president and chief editor, delivered the opening speech and address of welcome. She introduced the university, as well as its international academic impact, and expressed gratitude for all the efforts put into research on international communication.

Subsequently, the round table moderated by Professor Zhao Yi, the director of the New Media Center, started off with a keynote speech by Professor Maria Lawrie from the School of Arts and Social Science. She shared the framework developed by her research team specifically for improving the international communication capacity in the era of artificial intelligence. Another six professors delivered their speeches respectively in the following sessions. They analyzed the development of artificial intelligence and its impact on international communication, and discussed innovative approaches to facilitate social engagement and lifelong learning with the aid of artificial intelligence. All the forum attendees exchanged ideas and provided insights, comments and recommendations in the panel discussion.

The round table was concluded by Professor Zhao Yi, who summarized that the development of technologies brought opportunities and challenges to the advancement of international communication, and proposed that scholars and researchers take a leading role in navigating these significant changes.

6. Who was involved in the academic forum?

7. Who organized the forum?

8. What was discussed in the forum?

9. Why did the university and the journal organize the forum?

10. How was the forum arranged?

1)

Speaker: President and chief editor Wang Hua

The round table

Chairman: Professor Zhao Yi

Keynote speaker(s): 2)

Panel discussion participant(s): 3)

Occupational Practice

Section A Occupational Terms

Directions: In this section, you are required to match the word or phrases related to the new media edit (1-10) with their Chinese translations (A-J). Then, collect related terms as many as possible and write them down in the Extended Learning Manual. You may add more terms to the list at any time.

- | | |
|-------------------------|----------|
| 1. mono technology | A. 单声道技术 |
| 2. platform selection | B. 资源采集 |
| 3. video and audio | C. 内容呈现 |
| 4. media data | D. 内容发布 |
| 5. material collection | E. 平台选择 |
| 6. postproduction | F. 多媒体 |
| 7. content distribution | G. 后期制作 |
| 8. content presentation | H. 视音频 |
| 9. multimedia | I. 用户数据 |
| 10. user data | J. 媒体数据 |



Section B Professional Path

Task 1

Search and learn the articles from the Copyright Law of the People's Republic of China (《中华人民共和国著作权法》) and the Regulation on Protection of the Right to Network Dissemination of Information (《信息网络传播权保护条例》). Then, decide whether the statements below are true (✓) or false (×). Collect more important articles about the new media edit and write them down in the Extended Learning Manual.

1. The Copyright Law of the People's Republic of China

- () A. The “works” mentioned in the Law shall include works of literature, art, natural science, social science, engineering technology and the like.
- () B. The oral works shall not be protected by the Law.
- () C. The copyright owners must be Chinese citizens.
- () D. The copyright shall include the personal rights and property rights.
- () E. The right of authorship is the right to authorize others to alter one's work.
- () F. The right of information network dissemination is the right to provide the public with works only by wireless means.
- () G. The copyright owners enjoy the right to transform the language of a work into another language.
- () H. The copyright owners enjoy the right of adaption or compilation.

2. The Regulation on Protection of the Right to Network Dissemination of Information

- () A. Provisions of works, performances and audio-visual products are protected by the regulation.
- () B. No one may purposely delete or change the electronic information on the management right of the works, performances or audio-visual recordings unless it is impossible to avoid deleting or changing such information for technical reasons.
- () C. The copyright owner's permission may be absent if the fragments of his works are used to produce courseware for the nine-year compulsory education.

- () D. The long-distance education institutions may provide the courseware produced from the copyright owner's works to the registered students for free.
- () E. No one may require the network service provider to provide such materials as the contact information and the web addresses of its service objects.
- () F. The loss caused by the network service provider's wrongly deleting the link to the works shall be compensated under any circumstances.
- () G. Right to network dissemination of information is the right to provide the works, performances or audio-visual recordings to the general public in a wireless manner.
- () H. The technical measures in the regulation means the efficient technologies, devices and components that are applied to produce the works.

Task 2

Recognize the key elements for a news report based on the reading materials in Section B of Media Digest.

Element 1 _____

Element 2 _____

Element 3 _____

Element 4 _____

Element 5 _____

Element 6 _____

Task 3

Refer to the news reports online and list the possible components essential in news writing.

Task 4

Collect multimedia materials online and compose a news report for an online series with the theme of "Communication and Media in China," including at least 120 words and one picture or video with the caption. Then, submit the PDF file, together with a picture or video attachment, to the instructor.