

第四届“新媒体与全球信息社会的公正传播”学术研究营

招生启事

为把握全球日新月异的新媒体技术与传播领域的理论与实践之脉搏和趋势，培养学生对文化创意产业、数字化信息社会的结构感知与反思能力，增进青年学人对急剧转型的中国社会及其背后深远的全球景观之关怀，深入提高新媒体语境下传播理论的阐释能力，拓宽青年学子的理论知识广度，在 2012 年至 2014 年连续三年成功举办“新媒体与全球信息社会的公正传播”学术研究营的基础上，第四届“新媒体与全球信息社会的公正传播”学术研究营（以下简称“研究营”）将于 2015 年 6 月 25 日（周四）-2015 年 7 月 3 日（周五）在复旦大学新闻学院举办。本届研究营由复旦大学新闻学院、复旦大学国际出版研究中心与英国拉夫堡（Loughborough）大学社会学系联合主办。

办营宗旨：迈入 21 世纪，巨无霸式的媒介集团的“全球扩张”正盛况空前，传播产业的商业化、私有化、集中化和去管制化（deregulation）不仅未被削弱，反而更加剧烈。其突出的表征是：出版、广播、电信、信息服务日益交融，涵盖生产、营销、金融和会计诸流程的那些最现代化的企业管理手段已渗透到媒介的各个层面，一个新形式的等级组织结构正在通过传播产业的渗透而在全世界范围内建立起来，媒介组织的赢利目标与资本主义、发达国家的文化特权更加紧密地结合在一起。在这样的背景下，中国传媒产业已被卷入全球化进程而难以置身事外。

研究营旨在提高相关专业青年教师、博士与硕士研究生等青年学术人才的传播学理论水平，拓展其研究路径，从而反思信息传播新科技的社会控制，探索数字民族志研究方法、数字文化产业、数字劳工、主体身份、数字行动主义、新媒体与社会运动、社会性别正义、新媒体与童年的商业圈地等重要议题，启发学员的本土问题意识并开阔其国际视野；同时，通过研究营共同的学习和研讨，拓展国内院校与国际合作之路径，促进本土与海外青年学子之间的深度交流，开创国际国内新媒体与信息社会的公正传播研究领域青年学子的交流平台。

研究营组建了跨学科、跨学校、跨国的讲授团队，规划每年暑期在复旦大学新闻学院或中国大陆其他高校举办一期。每届研究营结束后的总结报告将递交复旦大学新闻学院、复旦大学国际出版中心及海内外合作方的相关机构。

研究营组织机构：

研究营顾问：

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研究营课程同步翻译：

王 黔（英国利物浦大学音乐社会学博士）

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徐 璐（英国伦敦政经学院媒介与传播硕士研究生）

研究营演讲嘉宾：第四届“新媒体与全球信息社会的公正传播”学术研究营已经邀请到 Graham Murdock、Benedetta Brevini、Paolo Magagnoli、李若虹、邱林川、牟岭、李立峰、韦森、曹晋、胡春阳、孙少晶、张双利、王黔等海内外著名学者。

研究营相关细则：

生源结构：100 名学员，80%为在读博士和 35 岁以下且获得博士学位的青年学者，20%为在读科学硕士。

讲习内容：数字民族志研究方法、数字文化产业、数字劳工、主体身份、数字行动主义、新媒体与社会运动、社会性别正义、新媒体与童年的商业圈地等重要议题。

授课地点：复旦大学新闻学院蔡冠深报告厅

授课时间：2015 年 6 月 25 日-2015 年 7 月 3 日。6 月 24 日下午 3:00-6:00 所有学员前往复旦大学新闻学院培训中心大堂（复宣酒店）报到，领取学术研究营手

册；6月25日上午8:00正式举行开营仪式，Graham Murdock 教授于9:00开始第一讲。

学员费用：本着培养青年人才、服务地方、加强国际交流的宗旨，研究营一贯追求公益学术的理念，免收学员任何学习费，并提供学习资料，但往返交通和学习期间的食宿费自理。

结业形式：每位学员完成一篇学习报告，颁发第四届“新媒体与全球信息社会的公正传播”学术研究营结业证书。

报名与录取程序：请申请人下载《第四届新媒体与全球信息社会的公正传播研究营报名表》，填妥个人信息和导师推荐意见后，于2015年5月30日前（信件以收到日期为准）将扫描后的电子版发至 fudanacademiccamp@126.com。已工作的青年学者不需填写有关导师的信息。



主办单位：

复旦大学新闻学院

复旦大学国际出版研究中心

英国 Loughborough 大学社会学系

The Fourth Academic Camp on “New Media and Justice Communication in the Global Information Society”

Following the success of the first to the third annual Academic Camp on “New Media and Justice Communication in the Information Society” in the summers of 2012、2013 and 2014, the Fourth Academic Camp on the theme will be held between June 25th to July 3rd, 2015. Supported by Journalism School of Fudan University, the Center for the International Publishing Studies of Fudan University, and the Department of Social Science of Loughborough University, the program seeks to address recent developments in new media technology, communication theories and practices. This Academic Camp aims at cultivating students’ reflexive and critical thinking regarding the digital information society in order to enhance their capacity to understand and deploy new media communication theories. We also expect to develop a sense of social responsibility among young scholars to face the drastic transformations in global society.

Our Aims: As the second decade of the 21st Century unfolds, we see an unprecedented “global expansion” of giant media conglomerates, and an intensification of trends towards the commercialization, privatization, centralization and deregulation of the communication industries. Digital content production, broadcasting, telecommunication, and information services have increasingly converged, and the most modernized methods of business administration are now employed in every part of media industry, including producing, marketing, financing and accounting. This new communications complex is increasingly central to the development of an advanced capitalism—communicative capitalism—which has seen widening internal social inequalities and the consolidation of the cultural power of leading edge nations. In this era of global economic integration, China is necessarily entangled in these processes.

Against this backdrop, the camp aims to enhance the theoretical and methodological capacities of young scholars and graduate students from relevant fields, and furthermore,

introduce methodologies of digital ethnography to them by charting the present expansion of the capitalist communication Industries, analyzing the impact of new communications technologies on social relations and control, and examining their radical influence on knowledge production, digital-copyright, and common pool cultural and information resources.

We hope to stimulate students' consciousness of local issues and broaden their international horizons, while also building a solid foundation for academic researches and improving the bilateral relationship between China and the West. Through cooperative learning, the academic camp will strengthen cooperation among China's "brother institutions", expand the possibilities of international academic exchanges, and facilitate conversations between students and international theorists and researchers, establishing a solid platform for young scholars to engage with issues of social justice raised by changes in the communications system and the rise of digital media.

Featuring a multinational, interdisciplinary and intercollegiate teaching group, the academic camp is to be held in Shanghai or other cities in China every summer. After each session, a summary will be submitted to The School of Journalism at Fudan University, the Center for the International Publishing Studies at Fudan University, the Department of Social Science at Loughborough University, and other related overseas institutions of our partners.

Advisor of the Academic Camp:

Mr. Minghua Yin, Dean of Journalism School, Fudan University

Mr. Guifa Zhou, Party Secretary of Journalism School, Fudan University

Ms. Ruohong Li, Assistant Director for Academic Programs at the Harvard-Yenching Institute

Director of the Administration Commission of the Academic Camp:

Mr. Shuanglong Li, Deputy Dean of the Journalism School, Fudan University

Chairs of the Academic Camp:

Ms. Jin Cao, Professor of the Journalism School at Fudan University, Visiting Scholar of Harvard-Yenching Institute

Mr. Graham Murdock, Distinguished Professor of Sociology and Political Economy of Communication at Loughborough University

Teaching Director of the Administration Commission of the Academic Camp

Ms. Chunyang Hu, Associate Professor of Journalism School, Fudan University

Foreign Affairs Liaison of the Academic Camp

Mr. Kun Wang, Staff of International Cooperation and Exchange Office of Journalism School, Fudan University

Translators:

Mr. Qian Wang, Ph.D. of Musical Sociology at University of Liverpool

Mr. Yanning Huang, Ph.D. candidates of Communication at London School of Economics

Ms. Yuting Yin, Postgraduate Student of Anthropology at George Washington University

Details of the Academic Camp

Source of students: Ph.D. candidates, and young scholars aged below 35 and holding a PhD degree will account for 80% of the 100 students in total. The remaining 20% will consist of master students.

Main topics: the methodology of digital ethnography, digital cultural industry, digital labour, subjectivity and identity, digital activism, new media and social movements, social and gender justice, new media and commercial enclosure of childhood, etc.

Place: *Choi Koon Shum* HALL at Journalism School of Fudan University

Time and Date: June 25th to July 3rd, 2015. All the students are expected to go to the lobby of *Fuxuan* Hotel for registration anytime from 3 to 6 pm, June 24th. Handouts will be given as well. The opening ceremony is to take place at 8 o'clock on June 25th. Prof. Graham Murdock is going to give the first lecture of the Academic Camp at 9.

Fees: Aiming for fostering the young talented, serving the local, and promoting international exchanges, the Academic Camp has been adopting the notion of academics for public good, thus being free to all the students, together with the free handouts. However, students are required to pay for the accommodations and transportations by themselves.

Graduation: After finishing a summary, each student will be awarded with a graduation certificate of the Fourth Academic Camp on “New Media and Justice Communication in the Information Society”.

Applying and enrolling procedures: Applicants should download the registration form of the Fourth Academic Camp on “New Media and Justice Communication in the Information Society”. After filling in the personal information as well as the recommendation of your supervisor please scan the form and send its electronic version to fudanacademiccamp@126.com before May 30th, 2015. Young scholars who have already been working do not need to provide the information of supervisors.



Joint Sponsors:
The School of Journalism, Fudan University
The Center for the International Publishing Studies, Fudan University
The Department of Social Sciences, Loughborough University