New Media and Cultural Transformation: Film, TV, Game, and Digital Communication

December 8 – 9, 2012

Organized & Sponsored by
School of Film-TV, Shanghai University
New York University Shanghai

Program

December 7 (Friday), 2012

10:00am—10:00pm

Registration
Each participant is required to register at the site to obtain conference materials and pay accommodation fees (if applicable) at Shanghai University’s On-Campus hotel;

Registration Location
Le Hu Hotel (乐乎宾馆), Yanchang Campus, Shanghai University (How to get there: take No. 1 Subway and exit at the Yanchang Road Stop; the campus is within walking distance after you exit the No. 2 exit of the subway stop)

Contact Person and Number
Dr. Shaoyi Sun: 13482562916 (Cell)
Dr. You Jie: 13651650564 (Cell)

Optional Event in the Evening:
The Digital City: Summoning the Erased Past, part of the All Tomorrow’s Parties: Summoning Creativity in Shanghai Series initiated by Francesca Tarocco and Anna Greenspan; Screening of Haolun Shu’s documentary Nostalgia（乡愁）, featuring filmmaker Haolun Shu and discussant Yingjin Zhang (Visiting Chair Professor of Humanities, Shanghai Jiaotong University and UCSD), moderated by Shaoyi Sun, professor of film and media at Shanghai University/NYU Shanghai
Time: 7:00pm
Place: 1F, Associate Mission Building, No.169 Yuan Ming Yuan Road, Rockbund Art Museum（圆明园路 169 号协进大楼 1F，上海外滩美术馆）

December 8 (Saturday), 2012

7:00-8:00am
Breakfast at Le Hu Hotel, Yanchang Campus, Shanghai University

8:30am
Bus pick-up in front of the Le Hu Hotel to Shanghai University’s Baoshan Campus
9:00am
International Conference Center, Shanghai University
Opening Ceremony
(Chaired by Zheng Han, Executive Dean, School of Film-TV, Shanghai University)
Speakers:
President, Shanghai University
Representative, NYU Shanghai
Zheng Han, Executive Dean, School of Film-TV, Shanghai University

9:20am—9:40am
Group Photo

9:40am—Noon

Keynote Speeches
Location: Main Conference Room
Chair: Shaoyi Sun (Shanghai University/NYU Shanghai)

9:40am—10:05am
Keynote Speech by Steven Shaviro (Wayne State University, USA)
Topic: “Post-Continuity: Digital Aesthetics and Mainstream Hollywood Film”

10:05am—10:30am
Keynote Speech by Huang Mingfen (Xiamen University)
Topic: “Redundancy Media and Redundancy Society”

10:30am—10:55am
Keynote Speech by Marita Sturken (New York University, USA)
Topic: “Documenting the Self from Kodak to Facebook”

10:55am—11:20am
Keynote Speech by Tain-Dow Lee (Shih Chien University, Taiwan)
Topic: “Screens and Windows: Digital Media and Nomadized Affect”

11:20am—11:45am
Keynote Speech by Wu Xinxun (Shanghai University)
Topic: “New Media Environment and the Model for Cultivating Creative Talents”

Followed by Q & A session (15 min.)

Noon—1:30pm
LUNCH BREAK (Bus pick-up to the New Le Hu Hotel Restaurant)

1:30-2:40pm (Three Panels)

Panel One
Hackers, Shanzhai, and Bottom-Up Creativity in China
Location: Main Conference Room, International Conference Center
Chair: Chen Xihe (Shanghai University)
Panelists (12 min. each panelist)
Silvia Lindtner (Fudan University & University of California, Irvine)
“Remaking Creativity & Innovation: China’s Nascent DIY Maker & Hackerspace Community”

Anna Greenspan (NYU Shanghai)
“Shanzhai Style: Shadow Markets and Disruptive Technology”

Andrew White & Bjarke Liboriussen (University of Nottingham Ningbo China)
“New Media and Domains of Creativity in China”

Michael FITZHENRY (HKBU-BNU-United International College, Zhuhai)
“Screen Aesthetics: Micro Films as “in-between” Images, Forms, Sounds and Textures”

Discussant: Francesca Tarocco (NYU Shanghai, 10 min.)
Q & A: 12 min.

Panel Two
Micro Films and Digital Exhibition
Location: No. 2 Conference Room, International Conference Center, SHU
Chair: Jin Danyuan (Shanghai University)

Panelists (12 min. each panelist)
Nie Wei (Shanghai University)
“Micro Films: Evolution and Integration of Resources”

Wan Xiaotan (Communication University of China)
“The Aesthetic, Public, and Commercial Natures of Micro Films”

Meng Zhijun (Wenzhou Polytechnic College)
“A Communication Studies Approach to Micro Films”

Li Tao (Hubei College of Sciences and Letters)
“Video Podcasting and Communication Studies”

Discussant: Simon Chang (Kainan University, Taiwan, 10 min.)
Q & A: 12 min.

Panel Three
Social Media, Mobile Technology, and Self Mass Communication
Location: No. 3 Conference Room, International Conference Center, SHU
Chair: Zhang Yingjin (Shanghai Jiaotong University/UCSD)

Panelists (12 min. each panelist)
Jiang Zhao & Wu Yutong (Communication University of China)
“Social Networking Sites: Motivation and Effects of Self-Expression”

Wu Yulin et al. (Ha’erbin University of Science & Technology)
“The Principle of Self-Organization in the Internet Culture”

Ruan Yanping (Yunnan Normal University)
“Smartphone Inscriptions: Theoretical Explorations of the Mobile Phone Medium as a Cultural Inheritor and Transmitter”

Zhu Yaling (Shijiazhuang College)
“Theory and Practice of Weibo [Microblogging]”

Discussant: Zheng Han (Shanghai University, 10 min.)
Q & A: 12 min.

2:40—3:50pm (Three Panels)

Panel Four
**Desire, Sexuality, and Religion in the Virtual Space**
Location: Main Conference Room, International Conference Center
Chair: *Steven Shaviro* (Wayne State University)

Panelists (12 min. each panelist)
* Xu Yanrui & Yang Ling (Zhejiang University & Xiamen University)*
* Clifton Evers (University of Nottingham Ningbo)*
  “Creativity, Social Media, Mobile Technologies and Sexual Health”
* Yang Ling (Xiamen University)*
* Francesca Tarocco (NYU Shanghai)*
  “Digital Dharmas: Chinese Buddhists and the Internet”

Discussant: *Earl Jackson, Jr.* (UC Santa Cruz/National Chiao Tung University, Taiwan, 10 min.)
Q & A: 12 min.

---

**Panel Five**
**Creativity and Digital Economy**
Location: No. 2 Conference Room, International Conference Center
Chair: *Tain-Dow LEE* (Shih Chien University, Taiwan)

Panelists (12 min. each panelist)
* Shao Bin (Suzhou College of Science & Technology)*
  “Digital Technology and the Building of the Sunan Model Zone”
* Yuan Lin (Shanghai University)*
  “Books as Commodities: A Comparative Study of the Economic Characters of Traditional Books and Digital Books”
* Zhang Lulu (Shanghai University)*
  “Digital Publication: Current Status and the Future in China and the US”
* Zhang Han (Shenzhen University)*
  “The US Digital Publication Industry: Integration of Culture, Technology, and Creativity”
* Zhu Yichao & Liao Liang (Shanghai University)*
  “Self-Produced Internet Drama: A Market and Audience Analysis”

Discussant: *Wu Xinxun* (Shanghai University, 10 min.)
Q & A: 12 min.

---

**Panel Six**
**Media Literacy in the Age of Digital New Media**
Location: No. 3 Conference Room, International Conference Center
Chair: *Liu Hui* (Shenzhen University)

Panelists (12 min. each panelist)
* Simon Chang (Kainan University, Taiwan)*
  “Creativity and Film Education in the Age of Digital Integration”
* Rong Jianhua (Wuhan Textile University)*
  “Beyond Protectionism: Media Literacy in the Age of Digital New Media”
* Zhang Jianfeng (Fujian College of Engineering)*
  “The Dual-Track Construction of the University-Level Omni Media”
* Hou Xiaohui (South China Normal University)*
“Media Literacy and Media Innovation: The Case of **Caught in the Web**”
Discussant: **Nie Wei** (Shanghai University, 10 min.)
Q & A: 12 min.

3:50-4:20pm
Coffee and Tea Break

4:20-5:30pm (Three Panels)

**Panel Seven**
**User Generated Content and New Media Cultural Production**
Location: Main Conference Room, International Conference Center
Chair: **Shi Chuan** (Shanghai University)
Panelists (12 min. each panelist)
- **Yong Liu** (University of Auckland/ Fudan University)
  “How the Aesthetics of ‘Dressing Classy/Dancing Cheesy and Producing Universal/Promoting Viral’ Stirs the Networked Cosmopolitan World”
- **Shi Hantao** (Chronus New Media Art Center)
  “Social Media and Art Intervention: On Miao Jiaxin’s Work”
- **Huang Shixian** (Beijing Film Academy)
  “The Duel Dimensions of the New Media Culture”
- **Yingjin Zhang** (Shanghai Jiaotong University/UCSD)
  “Ethics of DV Documentary in Contemporary China”
Discussant: **Tain-Dow LEE** (Shih Chien University, Taiwan, 10 min.)
Q & A: 12 min.

**Panel Eight**
**Transmedia Engagement: Games and Gaming Culture**
Location: No. 2 Conference Room, International Conference Center
Chair: **Lan Fan** (Shanghai University)
Panelists (12 min. each panelist)
- **Wang Xuan** (Xiamen University)
  “Game Texts and Gaming Culture: Digitextuality and Transformation”
- **Fan Bei & Cheng Gang** (Chongqing University & Hunan Mass Media Vocational College)
  “From Game to Film: Cinema-like Adaptation and Game-like Performance”
- **Zheng Wanni** (Chung Hwa University of Medical Technology, Taiwan)
  “Media Mix, New Media, and Changes of Children’s Play”
- **Huang Linjing** (South China Normal University)
  “TV Dramas Adapted from Martial Arts RPGs”
Discussant: **Shaoyi Sun** (Shanghai University/NYU Shanghai, 10 min.)
Q & A: 12 min.

**Panel Nine**
**Dialogue between the “Old” and the “New”**
Location: No. 3 Conference Room, International Conference Center
Chair: **Huang Mingfen** (Xiamen University)
Panelists (12 min. each panelist)
- **Liu Hui** (Shenzhen University)
  “Technological Transformations in Chinese Cinema”
Niu Guangxia (Shandong Academy of Arts)
“Documentary and Its Internet Life”

Gao Kai (Shanghai Jiaotong University)
“New Types of Film Criticism in the New Media Age”

Dang Ximin (Shenzhen Newspaper Group)
“Still Image Circulation in ‘Gate’ Scandals”
Discussant: Chen Xihe (Shanghai University, 10 min.)
Q & A: 12 min.

5:40pm
Dinner at the New Le Hu Hotel

7:20pm
Bus back to the Yanchang Campus of Shanghai University

8:00pm
Film Screening: Father's Lullaby (2012, d. Simon Chang, 90 min.)
Place: Screening Room of the Xie Jin Archive, Yanchang Campus, Shanghai University (Second Floor, No. 3 Teaching Building, 1-minute Walk from the Le Hu Hotel);
Followed by Q & A with director Simon Chang

December 9 (Sunday), 2012

7:00-8:00am
Breakfast at the Le Hu Hotel, Yanchang Campus, Shanghai University

8:30am
Bus pick-up in front of the Le Hu Hotel to Shanghai University’s Baoshan Campus

9:00-10:20am (Two Panels)

Panel Ten
Interactivity and Subjectivity: Participatory Culture and Participatory Society
Location: Main Conference Room, International Conference Center
Chair: Jiang Hong (Shanghai Jiaotong University)
Panelists (12 min. each panelist)
Danja Bujas (Hankuk University of Foreign Studies, Korea)
“Andreja Kulunčić: Interactive Art as a Teaser (Preview) of a Just Society”
You Jie (Shanghai University)
“Resistance, Assistance and Commons: Exploring the Cultural Paradox of Digital Piracy”
Duan Xiaoyun (Chongqing University)
“Pixelation and Representation: Digital Technology & the Principle of the Real in Cinema”
John Berra (Nanjing University)
“It’s Good to Share: The New Media Strategies of The Princess of Nebraska and Girl Walks into a Bar”
Gong Yan (Chongqing University)
"Between the Virtual and the Real: Acting, Special Effects, and Aesthetics in Digital Cinema"
Discussant: **Leon Gurevitch** (Victoria University of Wellington)
Q & A: 10 min.

**Panel Eleven**

**Animated and Digitized Images**

Location: No. 2 Conference Room, International Conference Center
Chair: **Simon Chang** (Kainan University, Taiwan)

Panelists (12 min. each panelist)

- **Ma Xuemei** (Fujian Normal University)
  “3-D Design and Realization of the Cave Art of Dunhuang”
- **Xu Le & Zhu Boyu** (Tongji University)
  “3-D Cinematography: Technology and Evolution”
- **Luo Xianyong** (Chongqing University)
  “Animated Film in the Age of Digital Technology”
- **Deng Xiangyang & Ding Zi** (Hunan University)
  “Chinese Animation: Dilemma and Strategies”
- **Li Peng & Cai Yixiang** (Wenzhou University)
  “Digitizing Mythology: Changes in Style and Aesthetics”

Discussant: **Pan Jian** (Zhejiang University, 10 min.)
Q & A: 10 min.

**10:20-10:40 am**
Coffee and Tea Break

**10:40-12:15**

**Closing Panel**

**New Media, New Directions, New Vocabularies**

Location: Main Conference Room, International Conference Center
Chair: **Zheng Han** (Shanghai University)

Panelists (15 min. each panelist)

- **Earl Jackson, Jr.** (UC Santa Cruz/National Chiao Tung University, Taiwan)
  “Technopoetics: The Special Affects of Media-ted Screen Imaginaries”
- **Shaoyi Sun & Zheng Han** (Shanghai University)
  “Society, Culture, and Art in the Age of Digital New Media”
- **Liu Jingfu** (Xiamen University)
  “The Flat Image: Film Art in the Age of Digital New Media”
- **Leon Gurevitch** (Victoria University of Wellington)
  “The Digital Earth as Machinima: The Role of the Globe in Old and New Mediations of Climate Change”
- **Jiang Hong** (Shanghai Jiaotong University)
  “The Application of Eye Tracker in Visual Communication Test”

Discussant: **Steven Shaviro** (Wayne State University, 10 min.)
Q & A: 10 min.

**12:15-12:30 pm**
Closing Ceremony
12:30pm
   Farewell Lunch at the New Le Hu Hotel, Shanghai University

1:40pm
   Bus back to Yanchang Campus, Shanghai University

**December 10 (Monday), 2012**

Before Noon: *Hotel Check-out. Bon Voyage!*