

**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 (舒浩伦) 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)

“Forbidden Love: Incest, Generational Conflict, and the Erotics of Power in Chinese BL Fiction”

Clifton Evers (University of Nottingham Ningbo)

“Creativity, Social Media, Mobile Technologies and Sexual Health”

Yang Ling (Xiamen University)

“The World of Grand Union: Engendering Trans/nationalism via Boys’ Love in Chinese Online *Hetalia* Fandom”

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.

10:20-10:40am

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-ated 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.

12:15-12:30pm

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!*