

Manual
for
Dongfang Fellowship Program

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I. Introduction

In a world in which internet technology is advancing rapidly and media channels converging more deeply, a stronger investment in research and developing new media technologies and adaptation to the transformation of conventional media will facilitate the leapfrog and innovative development of all nations around the world. To prompt cooperation and communication among the media, China Daily together with Shanghai International Studies University, the University of International Business and Economics and China Eastern Airlines Corporation Limited organizes the "Dongfang Fellowship" Program.

The Program comprises a well-organized schedule of lectures, workshops, and field-based learning activities. Media outlets from members of the Asia News Network (ANN), and senior editors and journalists of mainstream media from countries along the Belt and Road have been invited to take part and come to Beijing, Shanghai and Hangzhou to share their experiences and exchange ideas.

II. Courses Schedule

(1) Courses at the Shanghai International Studies University
(SISU)

June 20 (Wednesday)

9:00-11:30: Getting to know each other and SISU campus tour

Location: Room 307, International Education Center in SISU

13:30-14:00: Opening ceremony

Location: Lecture Hall, International Education Center in SISU

14:30-17:00: Emerging Landscape of China's Media

Lecturer: Prof. Chen Peiqin

Location: Room 307, International Education Center in SISU

June 21 (Thursday)

9:00-11:30: Journalism Education in China: Cases and Practices

Lecturer: Prof. Guo Ke

Location: Room 307, International Education Center in SISU

June 23 (Saturday)

9:00-11:30: News Production with Python

Lecturer: Dr. He Rui

Location: Room J606, University Library and Information Center in SISU

14:00-16:30: Enhancing the User Experience for New Media Products

Lecturer: Ms. Zhou Jiawen

Location: Room J606, University Library and Information Center in SISU

June 24 (Sunday)

9:00-11:30: AI in News Industry

Lecturer: Mr. Zhuang Siyu

Location: Room J606, University Library and Information Center in SISU

14:00-16:30: Drone Journalism: New Way of Content Creating

Lecturer: Prof. Zhou Haiyan

Location: Room J606, University Library and Information Center in SISU

(2) Courses at the University of International Business and Economics (UIBE)

July 6 (Friday)

9:00-11:30: Chinese Economy and Society – Developments and Problems

Lecturer: Ms. Zhuang Rui

13:30-16:30: The Financial System, Market Entry and Business Culture in China

Lecturer: Mr. Chen Zhunmin

July 7 (Saturday)

9:00-11:30: China's Culture and Society from Cross-Cultural Perspectives

Lecturer: Mr. Shi Xingsong

13:30-16:30: China in the Global Economy

Lecturer: Mr. Ding Dou

July 8 (Sunday)

9:00-11:30: Overview of China's Economy

Lecturer: Mr. Feng Naixiang

13:30-16:30: The Economic Transformation of China

Lecturer: Mr. Gong Jiong

Location for all lectures in UIBE will be: Rm. 113, Building B,
Global Exchange and Experience Center, UIBE

(3) Exchanges at Headquarters of China Daily

July 10 (Tuesday)

9:30-11:00: Visit to China Daily, exchanges

Location: Headquarters of China Daily

15:00-16:30: Visit to Chinadaily.com.cn office, exchanges

Location: Headquarters of Chinadaily.com.cn

July 11 (Wednesday)

9:30-11:00: Discussion: China Daily New Media

Location: Headquarters of China Daily

14:30-16:30: Closing session

Location: Campus, UIBE

July 13 (Friday)

All day, free time

July 14 (Saturday)

Return home

(Note: The schedule may be subject to minor changes)

III. Lecturers

(1) Shanghai International Studies University

Guo Ke

Dr. Guo Ke is a professor and the dean of the School of International Journalism, director of the Center for International Global Public Opinion of China at Shanghai International Studies University. He holds a BA degree in English Linguistics and Literature from



Zhejiang University and a BA degree in International Journalism from Shanghai International Studies University, a MS degree in Journalism from Kansas State University, USA (under a 1995-1996 Fulbright Grant), and has a PhD in Mass Communication from Fudan University, China.

Over the past 20 years, Dr. Guo's research has covered international communication, global media (particularly the English-language media in a non-English environment), global public opinion, comparative studies, as well as international journalism education models and accreditation. He has published two academic books on international communication,

and more than 50 academic papers, in both Chinese and English. He has also organized four international conferences on media, communication and journalism education and has been involved in several national and international research projects on the global media, English-language media in China and international journalism education.

Chen Peiqin



Dr. Chen Peiqin, professor of journalism, is the associate director of the Center for International Public Opinion Research at Shanghai International Studies University

and associate director of the Shanghai Social Survey Center, SISU Branch.

Dr. Chen received her PhD at the School of Journalism, Fudan University, and was a Fulbright Visiting Research Scholar at the Graduate School of Journalism, Columbia University, from 2006 to 2007. She was a media fellow doing research at the Philip Merrill College of Journalism, University of Maryland, from 2009 to 2010. In 2009, she was honored as a

“*Pujiang* Talent,” an award given by Shanghai Municipal Government to scholars who have spent more than one year doing excellent research in foreign countries.

Dr. Chen has been teaching journalism and mass communication for more than 20 years. Her major research areas are international journalism and communication, and her research focus is mainly the sociology of journalism. Her Introduction to Mass Media course for undergraduates is designated as a model course for English media instruction by the Shanghai Educational Bureau. While her Mass Communication Theory course for MA students, is a model course on English media funded by Ministry of Education for international students.

He Rui

He Rui, is an assistant professor at the School of Humanities, Shanghai University of Finance and Economics. She received her doctoral degree from School of



Journalism, Renmin University of China, 2015. She was a visiting scholar at the Annenberg School for Communication,

University of Pennsylvania, 2013-2014. Her research fields focus on data journalism, public opinion and health communication.

Zhou Haiyan



Zhou Haiyan is an associate professor at the School of Journalism, Fudan University. She is not only a certified UAV pilot, but also a team leader who presides over the the National Social Science Fund Youth Project on drone journalism, and takes charge of some relevant sub-projects of major national projects. Zhou introduced UAV aerial photography into the Master of Journalism Program. Her students' achievements in UAV aerial photography, interactive news, new media investigation have been displayed in exhibitions and won awards in domestic and foreign competitions.

Zhou Jiawen



Zhou Jiawen is an undergraduate tutor for new media and web journalism majors at Shanghai International Studies University. In 2012, she graduated from the International Communications (IC) major of University of Nottingham in Ningbo, China, with an honorary bachelor's degree. In 2013, she graduated from the University of Sheffield in the United Kingdom, with a master's degree with distinction in web journalism. Her research focuses on new media, user interface design and interactive journalism. She has taught courses for undergraduates since 2014, including digital multimedia design and website editing practice. She also works as the deputy editor in chief for SISU's English website. She has provided media convergence training many times for students who participated in international reportage in Hong Kong, the United States, France and the Czech Republic.

Zhuang Siyu

Zhuang Siyu is an undergraduate of the School of International Journalism, Shanghai International Studies University. He is a student researcher at the SISU Research Centre for International Public Opinion on China, technology engineer of the SISU Future



Global Media and Intelligent Information Lab. Also, the CTO of Shanghai Zhifo Technology Co., Ltd. He was an engineer at Shanghai Nihe Intelligent Technology Co., Ltd, and a student researcher of E-Learning Lab. at Shanghai Jiaotong University. His interests include reinforcement learning, natural language processing, robot vision. He participated in a project on multi-eye 3-D robot vision and research on predicting interest rates based on economic data. At SISU, he focuses on the application of Natural Language Processing in the fields of Information Monitoring. He participated in the construction of the Platform for Global Multilingual Information Monitoring and Decision Analysis.

(2) University of International Business and Economics

Zhuang Rui



Professor Zhuang Rui is a full-time member of the academic staff at UIBE (University of International Business and Economics). She graduated from Renmin University of China and received a Doctoral Degree in Economics in 2004. Professor Zhuang was appointed as deputy dean of the Institute of International Economy of UIBE in 2009. She has published more than 50 papers in renowned academic journals and more than 10 books. She has received more than 20 award, one of which was “the 9th Beijing Philosophy and Social Science Research Excellence Award”. Her research specialties are international economic co-operation, the economy of Asia-Pacific region, and China's foreign trade and opening-up policy. She currently teaches Introduction of Chinese Economy and Society (for foreigners in English), International Economic Cooperation (for foreigners in English), World Economy (for postgraduates in English and Chinese), and International Economic Integration (for postgraduates in Chinese).

Chen Zhunmin

Professor Chen Zhunmin received his BA in English from Shanghai University of International Studies in 1977 and MA in English in 1983 from University of California, Los Angeles, (UCLA), in the United States. In 1991, he spent one year conducting research on management learning and computer simulation at Lancaster University Management School (LUMS) at Lancaster University in the United Kingdom. He became a full professor in 1994 at the University of International Business and Economics in Beijing, China, and from 1999 he served as the president of UIBE for 10 years. Among Professor Chen's academic publications are research papers and textbooks in English, business management and management learning, and computer simulation software for futures trading. He has also taught courses in these areas.



Shi Xingsong



Professor Shi Xingsong is Chairwoman of the Business English Department of the School of International Studies at the University of International Business and Economics, and the Deputy Secretary General of the Chinese Association of Business English. Her major research fields include Intercultural Business Communication, Business English, Second Language Acquisition and Sociolinguistics. She has published both at home and abroad in leading journals, such as the *Modern Language Journal*, *Journal of Pragmatics*, *Journal of Language and Intercultural Communication*, and the *Asia Pacific Journal of Human Resources*. She was awarded the honor of New Century Excellent Talent funded by Chinese Ministry of Education, and her course, *Chinese and Western Cultural Differences*, has recently been awarded the National Teaching Excellency Award. In addition, she chaired four projects funded by the nation or the Chinese Ministry of Education and participated in several others.

Ding Dou

Dr. Ding Dou is now Professor in School of International Studies at Peking University. He has wide international teaching and research experience, having taught credit term courses at Niigata University in Japan (one year), Kyung Hee University and Catholic University in Korea, and Chinese Culture University in Taiwan, and having studied at the Australia National University, Griffith University in Australia, European Integration Institute in Germany, Uppsala University in Sweden and Tsukuba University in Japan as a distinguished visiting professor or visiting scholar. He also taught credit term courses for undergraduate or postgraduate students from Stanford University, Cambridge University and London School of Economics and Political Science while working in Peking University. His current research and teaching areas range from China Foreign Economic Relations, to International Economics, International Monetary Institutions, and China's Foreign Affairs, etc. He authored the book *China-Australia Economic Relations* (in English), and *The Sub-Regional Economic Cooperation in East Asia*, and translated the university textbook *International*



Economics: A Policy Approach (10th Edition). In addition, he has published dozens of Chinese and English articles in the journals such as *World Economics and Politics*, the *International Economy Review*, *International Politics Studies*, *Strategy and Management*; and published dozens of opinion pieces in Chinese and English newspapers and magazines, such as *China Daily*, *The Global Times*, and *China Entrepreneurs*.

Feng Naixiang



Professor Feng Naixiang earned his MBA degree from the University of St. Thomas in Minnesota in the United States, and his MA from Tsinghua University. He has been teaching in the School of International Studies at the University of International Business and Economics (UIBE) for nearly 30 years. He is associate professor of marketing at UIBE. He serves as senior research fellow at the Center for International Business Ethics at UIBE. Currently he is serving as professor of marketing at the Beijing Center for Chinese Studies, an United States organization which provides

Jesuit university students with premier comprehensive education about China. Prof. Feng has been deeply involved in teaching business courses to foreign students at UIBE, and he has given lectures on Chinese Business and Economics at more than 100 institutions of higher learning in different countries. He has taught in countries as Mexico, the United Kingdom, Belgium, the Netherlands, and the United States. He has also been a consultant for such institutions as TBEA, China Huanqiu Chemical Engineering Corporation, Shengli Oilfield, Agriculture Bank of China, CITIC, China National Offshore Oil Corporation, and Train-Asia Consulting Company. Besides teaching, Prof. Feng has also published several books and articles on business and finance. His translation of *The Oligarchs: Wealth and Power in the New Russia* won the nomination of the First Media Prize for Chinese Books in 2004. His research field is international marketing and cross cultural management.

Gong Jiong

Dr. Gong Jiong is professor of economics at the University of International Business and Economics, where he teaches and conducts research in areas such as microeconomics, finance, industrial



organization, and antitrust and competition policies. Dr. Gong is a prolific researcher and writer with a list of publications in leading international academic journals. He was the executive editor of the Journal of Chinese Economic and Foreign Trade Studies (JCEFTS) published in the United Kingdom. He is also a renowned op-ed columnist for several leading English newspapers and media in Asia, including the South China Morning Post, Global Times and CGTN (China Global Television Network), writing extensively on economic and political issues.

Dr. Gong is one of the recognized antitrust authorities in China, serving as an academic affiliate with Global Economics Group, a leading global economics consulting firm based in the United States. He serves as an expert consultant with the Ministry of Commerce's Antitrust Bureau in China, and was the

chief architect of the Bureau's national competition database project. He has been regularly hired by the Bureau to help examine numerous merger reviews of high profile multinational merger applications filed with competition authorities in multiple countries, for example, Western Digital acquiring Hitachi Global Storage Technologies, Seagate acquiring Samsung's storage businesses and the merger between PCS and Agrium Potash. He also participated in the antitrust filing petition for the merger between Didi and Uber. He played a vital expert witness role in successfully appealing the lawsuit *Beijing Rainbow vs. Johnson & Johnson*, which was the first anti-monopoly lawsuit in China won by a plaintiff. Since then he has served as an expert witness in abuse of dominance and monopoly agreement lawsuits to successfully defend notable multinational defendants in court, including Panasonic, Hitachi and Sinopec.

Dr. Gong has extensive consulting experiences for renowned international organizations. He works regularly for the World Bank Group to advise countries on competition policies, including Kazakhstan and Namibia. He has advised Caincross Foundation regarding China's competition policies, and the World Bank regarding China's SOE reform. He is also

the principal author for the China section of the policy position paper by the BRICS New World Bank's steering committee during its foundation time.

Prior to joining UIBE in 2009, Dr. Gong had an industrial consulting and research experiences of over 14 years, first as a Research Scientist at Bell Communications Research (Morris-town, New Jersey) for over seven years and later as Senior Adviser of Strategic Assessment at the Cable Television Laboratories Inc. (Louisville, Colorado) for another seven years. He holds two US patents (US patent No. 8,332,902 and US patent No. 8,566,888) in switched broadcast television technologies, one of which has been widely deployed in spectrum allocation algorithms in cable QAM modulation equipment in the US. Dr. Gong played an important contributing role in the National Information Infrastructure (NII) project under US Vice President Al Gore.

IV. Field-based Learning

(1) Shanghai

June 21 (Thursday)

Afternoon: Shanghai Great World Amusement Park

June 22 (Friday)

Morning: Jewish heritage area and north of the Bund

Afternoon: Ecological Trail of Binjiang and Changyang Valley

June 25 (Monday)

Morning: Talks with representatives from China International Import Expo Bureau

Afternoon: Pear Video and ThePaper.cn (The English language version "Sixth Tone" included)

June 26 (Tuesday)

Morning: Yangshan Exhibition Center

Afternoon: Shanghai Lingang Exhibition Center, China Maritime Museum, SAIC Motor Corporation Limited Lingang Factory

June 27 (Wednesday)

All day: China Eastern Air Holding Co. Ltd (CEAH)

(2) Hangzhou

June 28 (Thursday)

All day: Experience the theme of “Cultural China, Innovation and History” in Hangzhou

June 29 (Friday)

All day: Experience the theme of “Smart Hangzhou, Welfare and Livelihood” in Hangzhou.

June 30 (Saturday)

All day: Cultural experience activities in Hangzhou.

July 1 (Sunday)

Morning: Free time.

Afternoon: Fly to Beijing from Hangzhou (MU5457, depart: 14:45, Arrive: 17:05)

(3) Beijing

July 2 (Monday)

Morning: Visit People's Daily

Afternoon: Visit Ministry of Foreign Affairs

July 3 (Tuesday)

Morning: Visit China Central Television (including China Global Television Network)

Afternoon: Visit Xinhua News Agency

July 4 (Wednesday)

Morning: Visit Zhongguancun Frontier Technology Innovation Center and Nuctech

Afternoon: Visit Dàshílàn and Beijing Urban Planning Exhibition Hall

July 5 (Thursday)

All day: Olympic-themed tour

July 9 (Monday)

to be confirmed

July 12 (Thursday)

Morning: Visit the Palace Museum in Beijing

Afternoon: Visit the National Museum of China

(Note: The specific itinerary may be subject to change)

V. Accommodation Information

(1) Shanghai

Accommodation: International Education Center of SISU

Courses:

Room 307, International Education Center of SISU,

J606, University Library and Information Center in SISU

Dining time:

Breakfast: 8:00-8:45

Lunch: 12:00-12:45

Dinner: 18:00-19:00

(Note: The specific dining time may be subject to change)



Departure from Shanghai to Hangzhou: To be confirmed

(2) Hangzhou

Accommodation: Xinqiao Hotel

Departure from Hangzhou to Beijing, July 1 (Sunday)

Flight MU5457 Depart: 14:45, Arrive: 17:05

(3) Beijing

Accommodation:

Tower A, International Exchange Building, University of
International Business and Economics

Courses:

Room 113, Tower B, International Exchange Building,
University of International Business and Economics

Dining Time:

Breakfast: 8:00-8:45

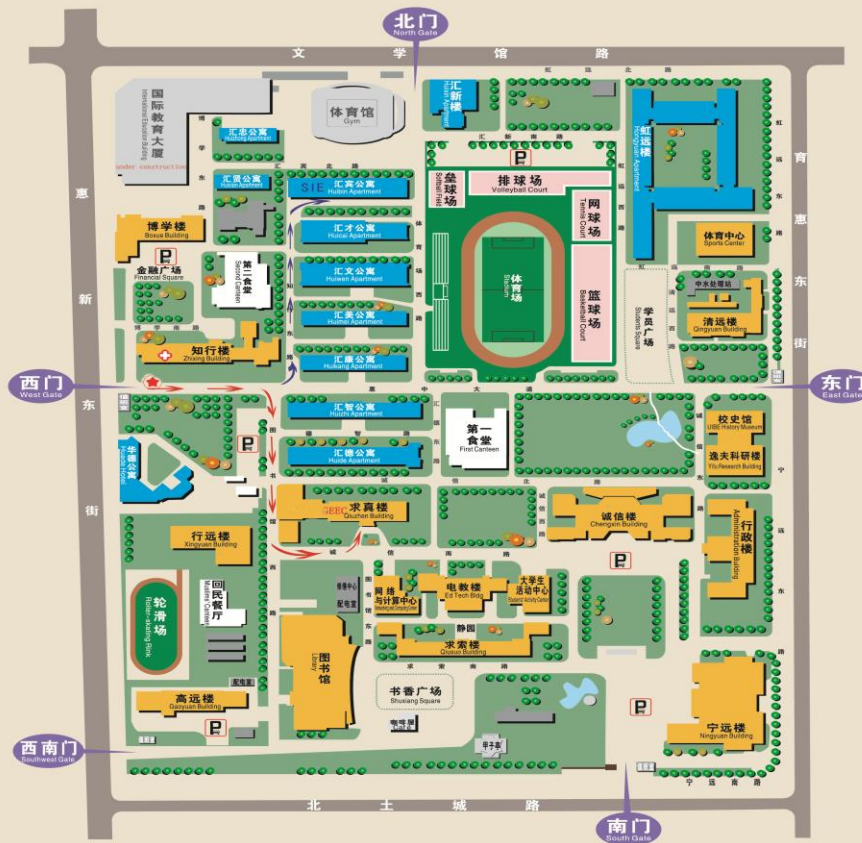
Lunch: 12:00-12:45

Dinner: 18:00-19:00

(Note: The specific dining time may be subject to change)



校区总平面图
THE CAMPUS PLAN



- | | | | | | |
|------------|-------------------------|----------------------------|---------------|---------------------------|------------------|
| 北
NORTH | ★ 您所在位置
You Are Here | 教学办公楼
Teaching Building | 绿化带
Field | 公寓楼
Apartment Building | → 国际交流中心
GIEC |
| ↑ | 球场
Sports Field | 待建
To Be Constructed | 食堂
Canteen | P 停车场
Parking | → 国际学院
SIE |

VI. List of students

1. Arman Korzhumbayev, Kazakhstan, DK News Agency
2. Gunel Melikova, Azerbaijani, Azertac
3. Jintana Panyaarvudh, Thai, The Nation News
4. Kovachich Leonid, Russian, Sputnik News Agency
5. Obala Roselyne Ndisi, Kenya, Standard Media
6. Poon Sook Yee, Malaysian, Sinchew Daily
7. Rosi Draunileba Tamani Doviverata, Fijian, Fiji Sun(News)
8. Sanjaya Lama, Nepali, The Kathmandu Post
9. Tuvshinjoloo Selenge, Mongolia, Montsame News Agency
10. Vu Thu Ha, Vietnamese, Viet Nam News
11. JOSE MANUEL ABAD LIÑAN, Spain, EI Pais
12. Mohid Masood, Pakistan, Daily Isamabad Times
13. Syed Mehtab Haider, Pakistan, Jang Group

VII. Staff Directory

China Daily

Yao Nini, communication and coordination, +86-13391882716

Pan Xiaoxuan, communication and coordination,

+86-13811822146

China Eastern Air Holding Co. Ltd (CEAH)

Gao Xudong, staff of New Media Center, +86-17621818100

Fang Ying, staff of Corporate Culture and Alliance Affairs,

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Shanghai International Studies University

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Huang Tianyi, video staff, +86-18221771481

Ma Xiaoxi, video staff, +86-15000258570

University of International Business and Economics

Li Jing, overall coordination and communication,

+86-010-64492329, +86-13811609414

Zhu Lin, team reception, +86-010-64492329, +86-17888806291

Ren Qianyao, course communication, +86-010-64493419,

+86-15001130375

student volunteer, +86-18511171940

student volunteer, +86-15611503637

VIII. Organizers

1. China Daily

China Daily is China's leading international English-language daily newspaper. Established in 1981, China Daily now has more than ten media platforms, such as newspapers, website, mobile app, Facebook, Twitter, Weibo, WeChat, and e-paper. The total number of media users is over 150 million. 900,000 copies are issued worldwide, including 600,000 overseas. China Daily is an important window for China to go global and for the world to understand China. It is the preferred Chinese English paper for people at home and abroad.

2. China Eastern Air Holding Co. Ltd (CEAH)

Headquartered in Shanghai, China Eastern Air Holding Co. Ltd (CEAH) is one of the three major air transportation groups in China and its origins can be traced back to the first squadron established by former Civil Aviation Administration of Shanghai in January, 1957.

By the end of 2017, CEAH's total assets exceeded RMB 276 billion, and it had evolved into a major aviation industry group with a state-of-the-art integrated aviation service system,

named “one plus nine” (“1+9”) , focusing on its core business of passenger transport service, reinforced by a wide range of additional businesses including logistics, finance, real estate, air catering, financial leasing, import and export trade, air media, industrial development and investment.

China Eastern is committed to creating wonderful travel experiences for passengers around world. In recent years, CEA has won accolades both at home and abroad for the quality of operations, service excellence, and corporate social responsibility. China Eastern recently received the Diamond Flight Safety Award from the Civil Aviation Administration of China (CAAC), the highest honor of its kind in China. CEA has also been named as one of WPP’s Top 50 Most Valuable Chinese Brands for six consecutive years and was nominated for the Global Brand Value 500 Award by Brand Finance for three years in a row.

3. Shanghai International Studies University

Shanghai International Studies University (SISU) was established in December 1949. It is the first higher foreign language institution established after the founding of New China. It is one of the cradles of foreign language education in New China. SISU is jointly administered by China's Ministry of Education and Shanghai Municipal Government. SISU is among the first batch of schools admitted to the Project 211 and Double First Class University Plan.

School of Journalism and Communication of SISU

The School of Journalism and Communication (SJC), Shanghai International Studies University (SISU), traces its beginning back to the Program of International Journalism founded in 1983.

At present, the SJC offers five undergraduate programs in international journalism, educational technology, advertising, broadcasting journalism, and online journalism and new media, as well as four graduate programs in journalism, educational technology, communication and advertising. A doctoral program in Multilingual International Communication Studies was granted in 2016.

The school's 62 faculty and staff members include 33 with PhDs., six professors and 20 associate professors.

The SJC is also equipped with two national media labs and nine computer-assisted labs to nurture all-media talents.

The school has made achievements both in teaching and research in the past three years. It has been granted 35 national and provincial projects. The faculty has published 12 academic books and 52 CSSCI papers. The school has also won more than ten national and provincial awards.

Noted for its global cooperation, the SJC has close links with over 20 overseas academic institutions such as University of Georgia in the USA, Lille Catholic University in France, and Leicester University in the UK.

The school has always cherished a global teaching and research tradition. In 2012, the school was ranked first-class (B rank) in Shanghai, the only one of its kind in Shanghai.

4. University of International Business and Economics

The University of International Business and Economics (UIBE) is a national key university directly under the Ministry of Education. UIBE was among the first batch of schools admitted to the Project 211 and Double First Class University Plan. Located in Chaoyang District, UIBE has exquisite planning and an elegant environment.

School of International Education (SIE) of UIBE

School of International Education (SIE) of UIBE is specially engaged in recruiting international students for UIBE's degree and non-degree study programs, and provides related services. After a foreign student becomes a member of the school, SIE takes responsibility for registration, visa services, the educational administration and daily life assistance. Except the degree programs, SIE also offers language training programs, including the Chinese Language and Business Chinese at different levels, and Advance Studies on Chinese Economy and Culture.

Currently, there are more than 3,300 foreign students from above 160 countries and regions studying at the University of International Business and Economics, over 2,500 of them are taking degree courses and over 700

students are taking Chinese language courses and non-degree courses. In addition, there are lots of short-term study students and visit associations and students come to UIBE each year. UIBE has become renowned for the high quality education it has provided to thousands of foreign students over the past years. These students not only improved their Chinese proficiency at UIBE, but also learned and grasped the solid knowledge of Chinese culture, economy and trade. Many of these students have already become the backbone force to carry on the cultural exchange and the business intercourse with China.