

Feb 17-21, 2014 @ Maputo: Voice of China in Africa conference

Veer of Communicating Paradigm: China Communication Programs in Africa and Problems

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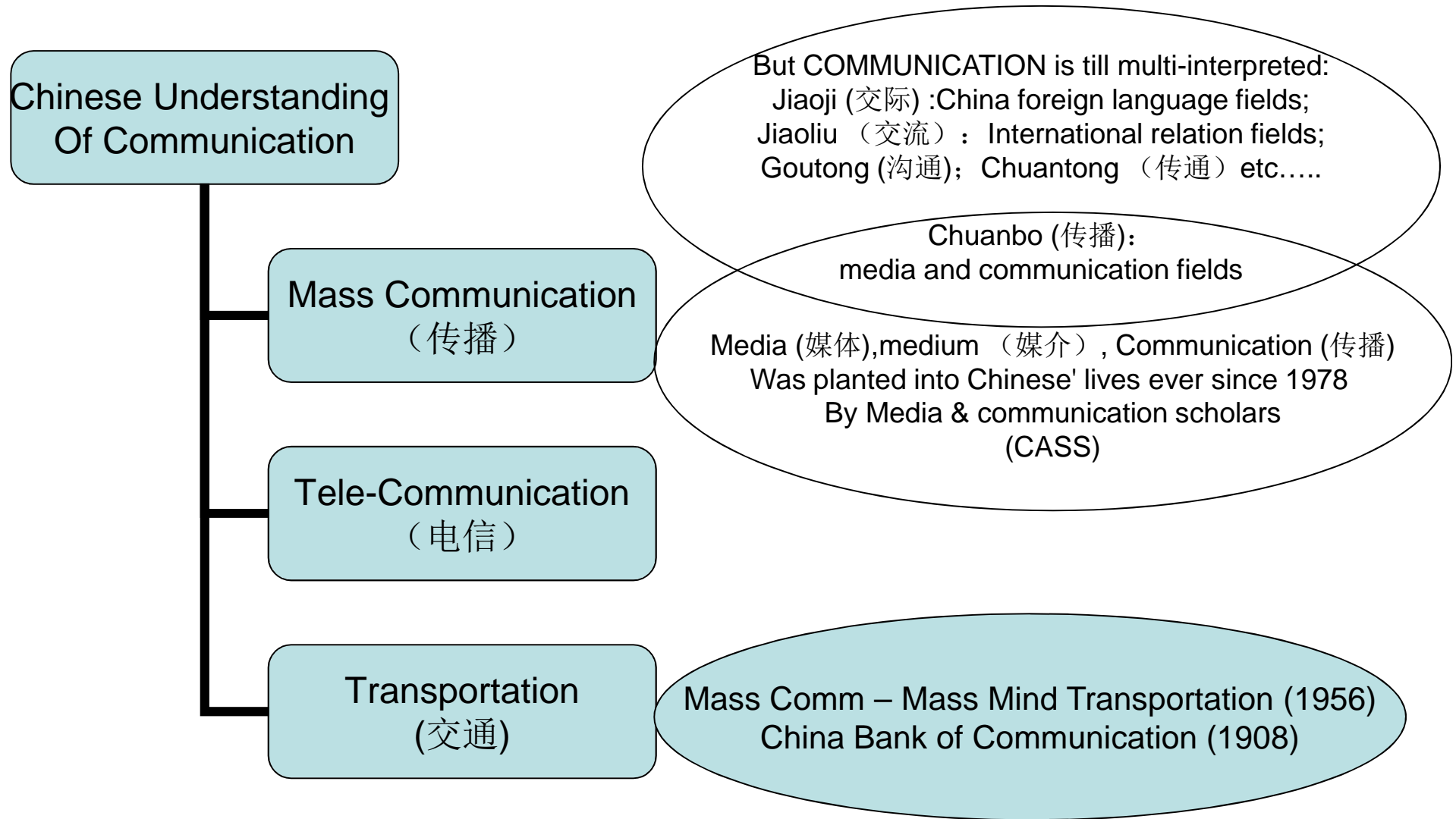
Chinese Academy of Social Sciences

Beijing. China

outline

- **Theory and History:** Chinese perspectives on COMMUNICATION
- **Policy and Practice:** what's going on there? Skeleton of China communication programs in Africa,
- **Critical Thinking:** tip of an iceberg? China Culture Industry
Great Development Strategy since 2008; What's the problem then?

Tri-dimension meaning of COMMUNICATION in China



Chinese Communication Programs in Africa

Mass Communication
(传播)

Kenya(2012 CCTV)
Kenya (1986 Xinhua N.A)

C.C.T.V
Xinhua News Agency
Radio International
Other mass media

Tele-Communication
(电信)

⋮
Tanzania (2003)
Angola (2002)
Algeria (1999)
Kenya (1998)
Egypt (1997)

Huawei
ZTE:Zhongxing
China Telecom

Transportation
(交通)

New line: Mtwara to Mbamba-Bay
(2014)

railway

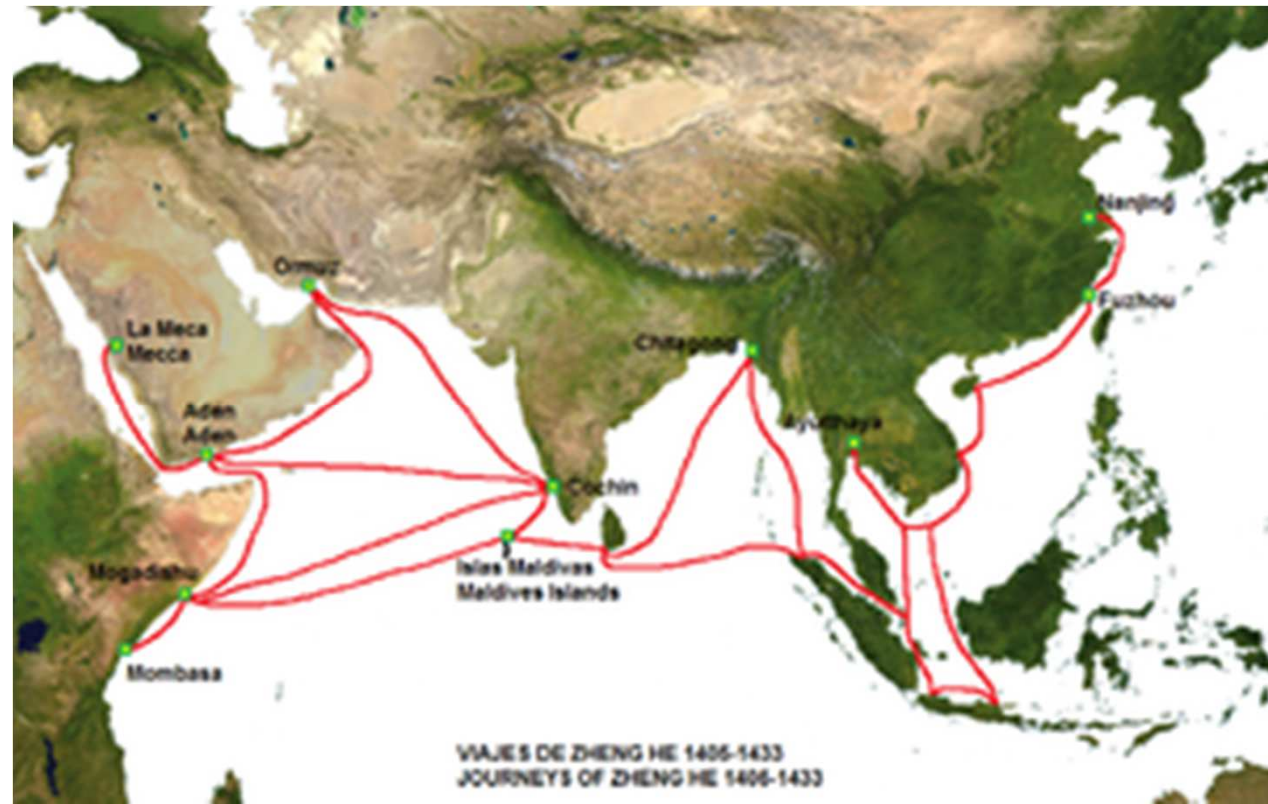
TAZARA(1970-1976)

Kenya, Somalia, Tanzania
(1405-1433)

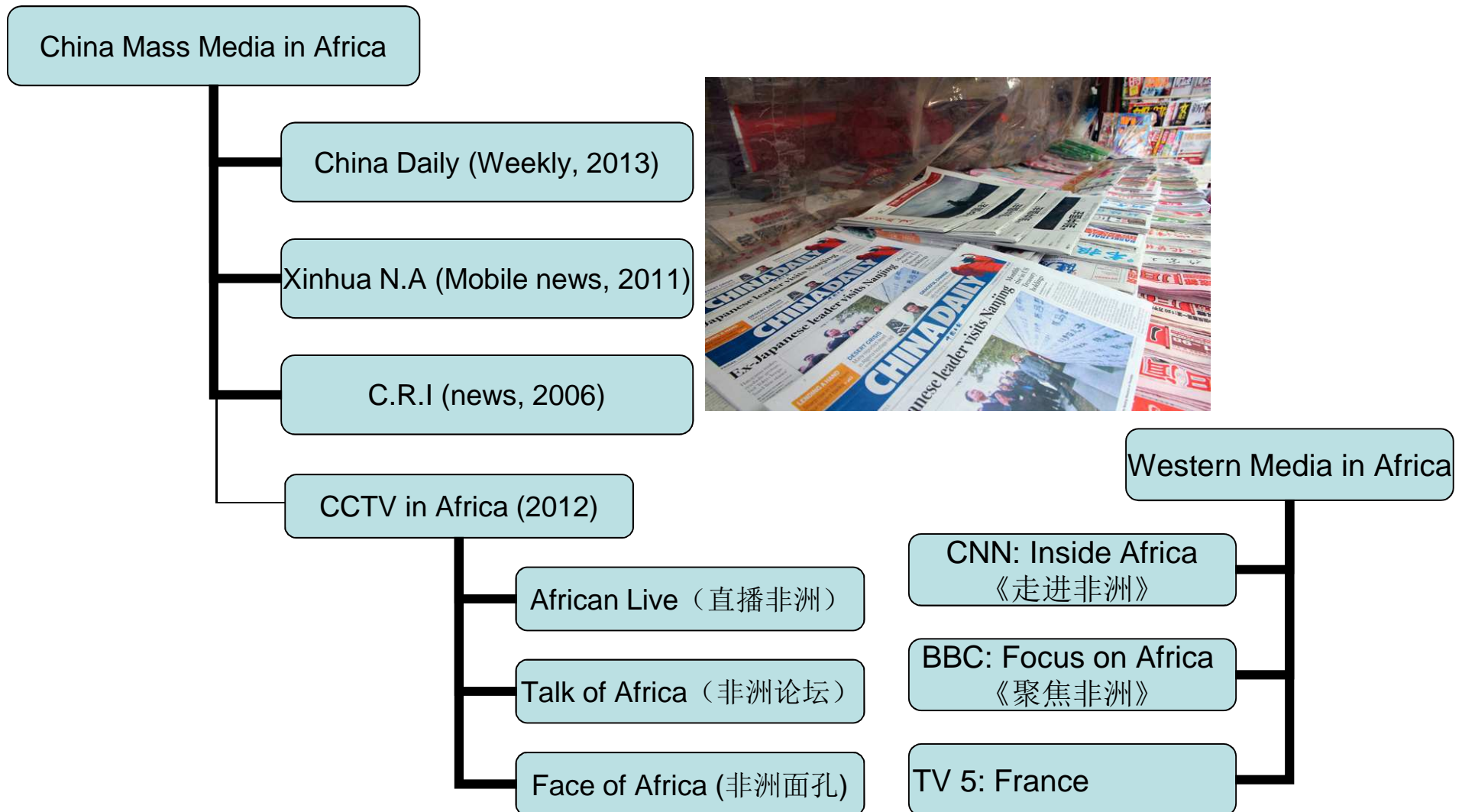
Zhenghe's
Mission

Sino-Africa Communication in terms of Transportation (与“交通”同译的中非传播/交流)

- Zheng He's missions (郑和航海图)



China Mass Communication Programs in Africa



(Video by BBC 'China media in Africa': http://v.youku.com/v_show/id_XNTQ1ODk3MDgw.html)



*Kenya's Vice President Kalonzo Musyoka
肯尼亚副总统穆西约卡致辞*



A worker of China Network Television (CNTV) showed "I LOVE AFRICA" Mobile TV to the guest.



launch ceremony was held in the Kenyan capital Nairobi officials joined the locals to play a Chinese drum and an African drum on represent the long-lasting friendship between China and Africa. (L-R: CCTV Vice President Sun Yusheng, Kenya's Vice President Kalonzo Musyoka, Chinese Ambassador to Kenya Liu Guanqyuan, Kenya's Permanent Secretary Dr.



1月12日，央视非洲分台开播的第二天，直播开始前15分钟，导播间里一片忙碌的景象。

CNTV记者 张宁 摄



1月12日，中方和肯尼亚工程师们正在中心机房调试设备，确保节目顺利播出。CNTV记者 张宁 摄



1月12日，尽管正式开播的当天非常顺利，工作人员还是不敢有丝毫懈怠。导播台前的工作人员神情专注。CNTV记者 张宁 摄

Internet of CCTV at Africa

AFRICA LIVE



[Homepage](#) [News](#) [Program Archives](#) [Talk Africa](#) [Face of Africa](#)

Africa Live



Africa Live is a one-hour daily news program including Africa news, Talk Africa and Face of Africa editions

Air Time: BJ 01:00
GMT 17:00
Local Time: 20:00

Production Team



About CCTV Africa



CCTV Africa is China Central Television's news productions center in Kenya and focuses on African news and perspectives as well as international news. [Details >>](#)

- [CCTV Africa and "I LOVE AFRICA" Mobile TV Officially Launch in Kenya](#)
- Kenyan VP visits CCTV Africa
- CCTV to air documentary "Glamorous Kenya" next January
- Crossover: CCTV Africa on FM Yang's visit

FULL EDITIONS

📅 Africa Live 20120112

Weekend Editions [>> More](#)



TALK AFRICA

Air Time: BJ Time: 01:30 Every Sunday;
GMT 17:30 Every Saturday



FACES OF AFRICA

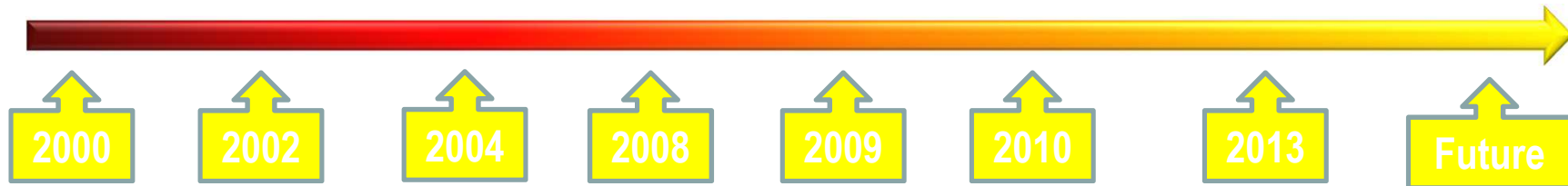
Air Time: BJ Time: 01:30 Every Monday;
GMT 17:30 Every Sunday



Tip of an Iceberg?

[China Culture Industry Great Development Strategy.ppt](#)

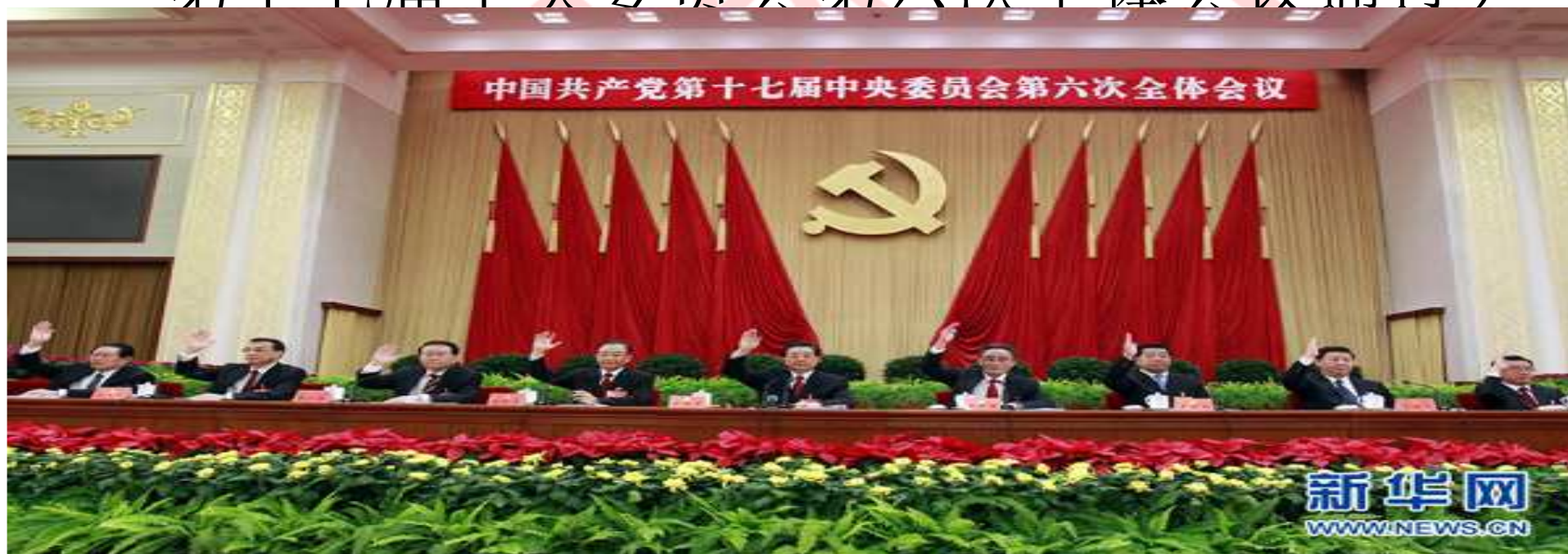
Deep sea: China's "Culture Industry Great Development" Strategy



- **2000:** Going Global/Going Out the Fifth Plenary Session of the 15th CPC (Communist Party of China) Congress
- **2002:** Do a better job in opening up by "bringing in" and "going out". The 16th Party Congress of the Communist Party of China (CPC) on Nov. 8, 2002
- **2004:** Hanban/Confucius Institute Headquarters, as a public institution affiliated with the Chinese Ministry of Education, is committed to providing Chinese language and cultural teaching resources and services worldwide
- **2004:** Chinese Media Going Out Policy, the Fourth Plenary Session of the 16th CPC (Communist Party of China) Congress, September
- **2008:** Building of Modern Media System. Chinese President Hu Jintao address CCTV on its 50 anniversary: *"Corresponding with the development and changes of domestic and international situation, the country will build modern media system and enhance the power of news media for domestic and world service so as to create a favorable social environment and atmosphere for public opinions."*
- **2009:** The CPC Central Committee promulgated "Plan on Reinvigoration of the Cultural Industry", MA Courses in International Journalism / Communication in Universities
- **The cultural development has been deepened to institutional cultural reform since 2010.**
- Oct. 25, **2011:** the Sixth Plenary Session of the 17th CPC Central Committee passed "the Decision of CPC Central Committee on Major Issues Pertaining to Deepening Reform of the Cultural System and Promoting the Great Development and Flourishing of Socialist Culture", (abbreviated as "the Decision" hereto), to strive to build a country with strong socialist culture. "The Decision" outlines the goals of the cultural reform and development by 2020.
- **2013, HU JINTAO'S REPORT AT 18TH PARTY CONGRESS**

**DECISION OF THE CPC CENTRAL COMMITTEE
ON MAJOR ISSUES PERTAINING TO DEEPENING
REFORM OF THE CULTURAL SYSTEM AND
PROMOTING THE GREAT DEVELOPMENT
AND FLOURISHING OF SOCIALIST CULTURE**

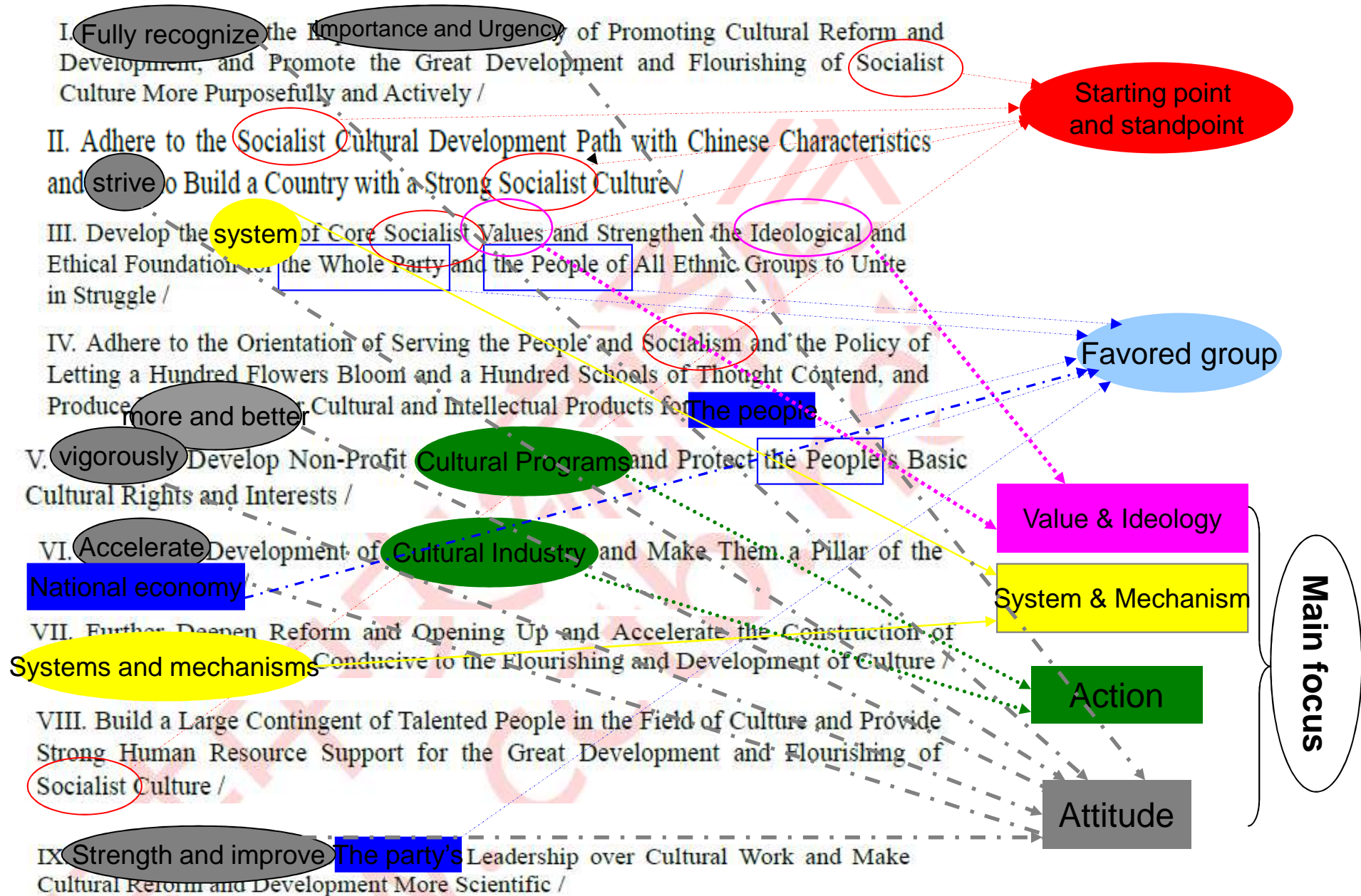
- 中共中央关于深化文化体制改革 推动社会主义文化大发展大繁荣若干重大问题的决定（2011年10月18日中国共产党第十七届中央委员会第六次全体会议通过）



How to read the DECISION and its Influence to Chinese media market and outside

MAIN CONTENTS DISCOURSE ANALYSIS

..\\MATERIALS\\POLITICS\\2011年文化大发展英文稿.PDF



词频统计FREQUENCY COUNT (I)

	Key Words	Fre- quency	Remarks
Media	Newspaper	0	Party Newspaper/ Periodicals--5 times
	Drama, Mobile	1	
	Book, literature, cultural center, game, news agency	2	
	Game and animation, library	3	
	Movie, show, theater	4	
	TV, broadcasting	8	
	Network (Internet, telecommunication network, broadcasting network, websites)	38	Network --26 times, website—6 times, Internet—3 times
Communication	coverage	2	
	channel, newspaper page	3	
	digitalization	3	
	Mews/ journalism	9	
	media	10	New media--twice
	Public opinion	12	
	communication	14	
Total		107	

政策深描：基于《决定》的词频统计 I

	关键词	次数	备注
传媒	“报纸”	0	提及“报纸”0次，“党报党刊”或“党刊党报”共5次
	戏剧、手机	1	
	图书、文学、文化站、游戏、通讯社	2	“游戏”和“动漫”并列“动漫游戏”
	动漫、图书馆	3	
	电影（院线）、演出（院线）	4	
	电视（电视台）、广播（电台）	8	“电视”与“电视台”重合3次
	网络（互联网、电信网、广电网、网站）	38	网络26次，网站6次，互联网3次，电信网、广电网、三网融合各1次
传播	报道	2	
	频率、频道、版面	3	各1次
	数字化	3	
	新闻	9	
	媒体	10	“新媒体”、“新兴媒体”各1次
	舆论	12	去除“新闻”和“媒体”重复2次、“新闻”和“网站”重复2次
	传播	14	与“新闻”重合1次（“新闻传播”）
总计		107	

FREQUENCY COUNT ANALYSIS FOUND: A QUARTER OF CONTENT CONCERNING ABOUT MEDIA & COMMUNICATION DEVELOPEMENT

- DECISION mentioned 492 times of CULTURE in total. while words including media, communication, newspaper, TV station, internet, news, broadcasting, journalism, etc etc, 107 times, **23%** proportion of the main topic
- 《决定》全文提到“文化”492处，“文化产业”36处，占7.3%；“文化事业”11处，二者并列3处，即单独提“文化事业”仅仅8处。通过以上数据我们看到，**23%**的比重，接近四分之一的关键词都在谈新闻、媒体、传播以及具体的媒介形式的发展。

政策深描：基于《决定》的词频统计 II

章节	“中国共产党” 频次及关键词		“传播” 频次及关键词		“文明” 频次及关键词	
第一章	12		0		10	文明发展历程、人类文明、物质精神文明（各2次）、文明成果、生态文明、文明素质（2）
第二章	2		0		6	文明生活方式、文明成果、物质精神文明
第三章	13	党员，党的领导	1	精神文化产品创作生产传播	2	精神文明
第四章	7	党报党刊、党群关系	6	真实准确传播、网络传播、新兴媒体传播制高点、传播渠道、传播秩序（传播有害）	5	“文明”、文明网站、文明办网、文明上网、文明理性网络环境
第五章	6	党报党刊	4	传播体系（2次）、传播能力、文化传播	1	文明城市
第六章	0		0		0	
第七章	3	党报党刊，党委领导	1	国际传播	2	文明对话，文明
第八章	2	党报党刊，党委领导	1	传播者	0	
第九章	26	全党，党委、党组织、党员，党派				
总计	71		13		26	

FREQUENCY COUNT (II)

Chap-ter	Times/keyword--CPC		Times/keyword--Communication		Times/keyword--Civilization	
1	12		0		10	Civilization development, human civilization, material and spiritual civilization, ecological civilization,
2	2		0		6	Spiritual civilization, material and spiritual civilization, achievement of civilization
3	13	CPC member, ruling of the Party	1	Spiritual and cultural products	2	Spiritual civilization
4	7	Party Press, Party-public relationship	6	Internet communication, new media, channel, system, accurate communication	5	civilized internet environment /behavior /management
5	6	Party press	4	Communication system(2) communication capacity, cultural communication	1	Civilized city
6	0		0		0	
7	3	Party press, Leading of CPC Committee	1	International communication	2	Civilization, dialogue between civilizations
8	2	Party press, Leading of CPC Committee	1	Communicator	0	
9	26	Whole Party, CPC Committee, Party, PCP Organization/member,				
Total	71		13		26	

HU JINTAO'S REPORT AT 18TH PARTY CONGRESS—FREQUENCY COUNT

	Key words	Times	Total	Remarks
Politics	Politics	52	242	
	System	100		political system-6 times, economic system-4 times, cultural system-0
	Structure	49		economic system-7 times, political system-6 times, cultural system-3 times
	mechanism	41		Work mechanism, governance, administration, share, negotiation, evaluation, distribution, assistance, medicine, protection, trust
Economics	economics	94	113	
	Industry	19		Cultural industry—4 times
Culture		88	88	
Reforming		84	84	
Development		396	396	
Media and Communication	Network	6	8	Digital information network
	Communication	2		Develop a modern communications network, improve our capacity for communications (intercultural competence)

胡锦涛十八大报告词频统计

	关键词	次数	总计	备注
政治	政治	52	242	
	制度	100		“政治制度” 6次，“经济制度” 4次，“文化制度” 0次
	体制	49		“经济体制” 7次，“政治体制” 6次，“文化体制” 3次
	机制	41		“工作机制”，“治理”，经营，鼓励，共享，协调，决策，社会管理，司法，分配，救助，医疗，疾病防控，风险评估，权益保障，考核奖惩，互信，评价
经济	经济	94	113	
	产业	19		“文化产业” 4次
文化		88	88	
改革		84	84	
发展		396	396	
传媒和传播	网络	6	8	排除掉“社会管理网络”，“卫生服务网络”各1次；其他特指数字信息网络
	传播	2		“构建现代传播体系”，“提升传播能力”各1次

Recap without conclusion

- Does China catch the real meaning of modern COMMUNICATION system?
- Yes and No.
Yes, because China never wishes act as an Uncommunicative Consonant.
No, because China didn't understand 'Communication is Culture' (Edward T. Hall, 1953) .Chinese went to Africa even earlier than Europeans, while they have no wisdom to turn **China from a culturally, economically-time-honored friend of Africa, to long-standing fate-community partner or even family member for Africa.**

Yes, one can see transportation in history, Tele-communication programs and mass communication programs nowadays.

No,

Does China make full use of communicating technique and programs to let them be voiced internationally?

(1) Voiceless because of Wordless. There is a long way to go to Learn from the Paradigm of Discourse: Made-in-USA:

1993, “Rogue States” (无赖国家). by Clinton Designated to states such as North-Korea, Cuba, Iran, Iraq and Libya etc.

2002, ‘Axis of Evil’ (邪恶轴心). By George Bush to Iran, Iraq and North Korea, later, Syria, Libya and Cuba was included within; 2005, White Russia and Zimbabwe are ‘welcomed’ by Secretary of the states, Rice;

2010, ‘VIRUS states’. By Barack Hussein Obama, he is more skilled, use initialism of state name: Venezuela (委内瑞拉)、Iran (伊朗) and Russia (俄罗斯) into VIRUS (病毒国家).

(2) when soft-power meet hard power: twice using of military by France in Africa since 2002 and 2003.

(3) ‘Hegemony’ borrowed from Italian Communist Antonio Gramsci (1891-1937): deep understanding and good use out of power than in power, without of mainland than within.

What's the problem
when talking about China
Communication programs
In Africa?

- Remedial work of 'Communication Infrastructure'
(Ball-Rokeach, Sandra et al. The Challenge of Belonging in the 21st Century: The Case of Los Angeles. <http://www.metamorph.org/vault/belonging.pdf>.)
construction in Africa.
- Lack of Communication Strategy within Tele-C.
 - (1) Double-edged-Sword of Shanzhai culture (Fei Jiang, Chinese Shanzhai Culture Studies. <http://zh.scribd.com/doc/15919031/Fei-Jiang-Chinese-Shanzhai-Culture-Studies>)
 - (2) communication programs no aligned with each other (令中国企业尴尬的是, Mobilethink的研究发现, 无效的国际移动设备识别码(Invalid International Mobile Equipment Identity, IMEI) 给非洲电信运营商带来了严重问题, 这与来自中国的低价“山寨机”有关, 至少三分之一的中国手机设备的IMEI无效)
 - (3) Fighting between Brothers. (张宇哲, 赵何娟, “中国电信战非洲”, 财新《新世纪》2012年1月18日, <http://international.caixin.com/2014-01-08/100626168.html>.) Huawei pk Zhongxing
- What's more important? Deep sea under the programs?

An expression
in Swahili:
when two
elephants
fight it is the
grass that gets
hurt

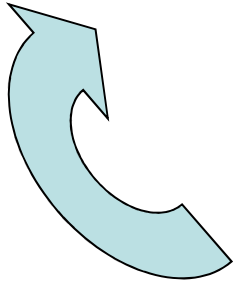
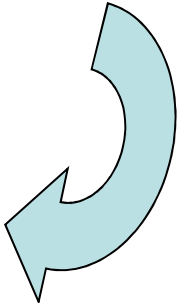
Modern Communication
in name of
Second Zhenghe Era
(Made-in-China concept)
HIGHLIGHT



Since the beginning
of the 20th century, the
Chinese mind has been
largely preoccupied
with the problematique
of China-versus-the-
West. Post-Colonial &
Post-Orientalism

China can't neglect
Africa's historical
articulation (勾连)
with the West

VEER:
Transition from
w to w



China
Communication
Paradigm