

Programme for Conference "China`s engagement in Uganda: Media, culture and telecommunication"

Organised by Departments of Journalism and Communication, Makerere University, and CMI, Bergen Oslo, with the support of The Royal Norwegian Embassy, Kampala.

Date: Feb. 6, 2014

Venue: Protea Hotel

0830 – 0930: Registration

09.30 – 10.00: Opening

Dr. William Tayeebwa. Head of the Department of Journalism and Communication

Professor Aaron Mushengyezi, Ph.D. Dean of the School of Languages, Literature & Communication, Makerere University

Thorbjørn Gaustadsæther, the Norwegian Ambassador to Uganda

Representative from the Chinese embassy (TBC)

1000-1030: Tea break

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1030-1245: China in Uganda

Chair: Dr. Elling Tjønneland

Prof. Goretti Nassanga (*Department of Journalism and Communication, Makerere University*)

and Prof. Sabiti Makara (*Department of Political Science & Public Administration, Makerere University*)

What does China do in Uganda? An overview of the Chinese engagement with a focus on media, communication and telecommunication

Prof. Helge Rønning (*Department of Media & Communication, University of Oslo*): ***What does China want and how? A critical reflection on the Chinese conceptualization of soft power***

Dr. Shubo Li (*Chr. Michelsen Institute*): ***Imaging Africa: The perception of Africa in Chinese media***

Mr. Li Lianxing (China Daily's Chief Reporter in Africa): ***A Better Understanding by A Smoother Media Cooperation***

Discussant: Dr. William Tayeebwa

12.45 – 1400: Lunch

14.00 – 1600: China in Africa: Comparative perspectives

Chair: Dr. Shubo Li.

Dr. Elling Tjønneland (*Chr. Michelsen Institute*): *Asians in Africa: A comparative study of the Chinese and Indian engagements in Africa*

Elisabet Helander (*Hong Kong Baptist University*): *The impact of China on African journalism: The case of Kenyan Media*

Prof Oswald Ndoleriire (Director of the Confucius Institute at Kampala): *Prospects for Opening a Confucius Institute at Makerere University, Kampala, Uganda*

Ms Christine Nagujja (Head of Communications StarTimes Uganda) *StarTimes in Uganda*

Discussant: Sabiti Makara

1600 – 1630: Tea break

1630: Summing up by Helge Rønning

1700: Closing and Departure