



# This is not McLuhan's Global Village

**JANUARY 13 ♦ 12:00 – 1:00 PM ♦ SFU BURNABY MALLINSON CONFERENCE ROOM K8652**

In June and July 2015, twelve researchers from Simon Fraser University (SFU) and the Communication University of China (CUC), including four graduates of the SFU-CUC M.A. Double Degree Program in Global Communication, took part in a three-week ethnography of rural China to ground their respective research projects in villagers' experiences. The work is currently being prepared for a special section of the International Journal of Communication. This brown bag event serves as the second round of workshop for this research, in which six of the researchers will further consolidate their ideas and share their experiences in the field.

Chair: Yuezhi Zhao, Professor and Canada Research Chair in Political Economy of Global Communication, School of Communication

## **PRESENTERS** -----

YUEZHI ZHAO "Beyond Nostalgia: Communication, Culture and Rural Transformation in Globally Networked China"

JOSEPH NICOLAÏ "The PRC-WHC Dynamic in the Rural: Reading Against the Grain of Heritage"

XIAOXING ZHANG "A Dreamland or the Land of Broken Dreams: Juxtaposed Imaginaries of the Good Life in Heyang"

BYRON HAUCK "Peasants Agitated by Distance: The Mass Line in China's Digital Leap Forward"

SIBO CHEN "Understanding Nature: Lessons Leant from a Chinese Village"

YINGFEN HUANG "The Politics of Rural-Urban Dynamics and Cross-Strait Relations: Urban Elite, Peasants and Agrarian Justice"