

# MEDIA MUTATIONS

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Media products have always been used both as soft power tools for shaping or branding the image and reputation of their producing countries, and as a diplomatic platform for facilitating international relations and trade. Soft power strategies involve public and private stakeholders working in different areas within a wide, complex and well-orchestrated plan. However, due to the fundamental role of culture, media always play a crucial role in any plan of soft power and strategic marketing.

The conference aims at understanding how media products serve for diplomatic and soft power purposes, with a focus on emerging markets. While traditional flows of communication moved from the Western world to other regions (as in the case of Hollywood films), nowadays the most sophisticated and innovative soft power plans are going in the opposite direction: from developing countries to Western Europe and the United States. Investigating these dynamics is very challenging for scholars. Soft power strategies are often based on “unwritten” political decisions; they usually aim at reaching intangible goals, and their analysis requires expertise from several research areas (political sciences, economics, media studies, etc.). In light of these challenges, the conference aims at a better understanding of the role played by media products favoring a dialogue between scholars from different research fields and geographic areas.

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# MEDIA MUTATIONS

## MEDIA, DIPLOMACY AND SOFT POWER

Exploring Relations Between Emerging Markets and Western Countries

### INTERNATIONAL CONFERENCE

Organized by Marco Cucco (Università di Bologna), Gertjan Willems (University of Antwerp) and Zhan Zhang (Università della Svizzera Italiana)

*The Conference is supported by Department of the Arts - Centro La Soffitta  
in partnership with DAMSLab  
and is sponsored by the ECREA Film Studies Section*

Free entrance | [www.mediamutations.org](http://www.mediamutations.org)

Date

20-21/05/2019

Venue

DAMSLab  
(piazzetta Pasolini 5b)  
Bologna



ALMA MATER STUDIORUM  
UNIVERSITÀ DI BOLOGNA  
DIPARTIMENTO DELLE ARTI  
VISIVE PERFORMATIVE MEDIALI  
LA SOFFITTA  
CENTRO DI PROMOZIONE CULTURALE

## Monday, May 20

### 9:30 Institutional Greetings

GIACOMO MANZOLI, Head of Department of the Arts (Università di Bologna)

Introduction: MARCO CUCCO (Università di Bologna), GERTJAN WILLEMS (University of Antwerp), ZHAN ZHANG (Università della Svizzera Italiana)

### 10:00 Keynote Address

Chair: ZHAN ZHANG, Università della Svizzera Italiana

*China's Use of Film in Its Pursuit of Soft Power: Structural and Self-Imposed Limits in China's Competition with Hollywood*

STANLEY ROSEN (University of Southern California)

### 11:15 Panel 1

Chair: MARCO CUCCO (Università di Bologna)

*Film Co-production as Soft Power Between the UK and China*

YANLING YANG (Loughborough University London)

*Soft Power at Networked Venues: the "Belt and Road" Initiative and the Shanghai International Film Festival*

PEIZE LI (University of St. Andrews)

*Produire au Sud: A Grounded Analysis of the Dynamics Between Filmmakers From the "Global South" and Their European Hosts at an International Co-production Incubator*

JULIA HAMMETT-JAMART (Co-production Research Network) and KATELL LEON (Université Rennes 2)

### 12:45 Lunch Break

### 14:00 Panel 2

Chair: ELENA LAMBERTI (Università di Bologna)

*Soft Power or Hard Threat? The Influence of South Korean Cultural Production on North Korea and Inter-Korean Relations*

ANTONIO FIORI (Università di Bologna) and MARCO MILANI (University of Sheffield)

*A Vietnamese Perspective on Hosting the DPRK–USA Vietnam Summit 2019*

MATTHEW HIBBERD (Università della Svizzera Italiana)

*The De Facto Centre - The Emergence of Dubai as a Soft Power in the Middle East*

ALI MAKKE (University of Leicester)

*International Media's Reports as a Counterbalance to Public Diplomacy Strategies of Kosovo's Image*

HASAN SALIU (AAB College)

### 15:45 Panel 3

Chair: LUCA BARRA (Università di Bologna)

*News About China's Soft Power in European Media: A Quantitative Content Analysis*

JINGWEN QUI, SARAH VAN LEUVEN, STIJN JOYE (Ghent University)

*Internalization and Revision: Going Globe of China's Game Industry by Upgrading Value Chain*

JIANG DUO (Communication University of China)

*Soap-operas, Soft power and the Tourism Industry: The Case of Turkish Television Series*

DIMITRA LAURENCE LAROCHELLE (Université Sorbonne Nouvelle)

*Turkey's Television Series: Soft Power, Hard Control*

ECE VITRINEL (Galatasaray University)

### 20:00 Conference dinner

## Tuesday, May 21

### 10:00 Keynote Address

Chair: GERTJAN WILLEMS (University of Antwerp)

*New Myths for an Old Nation: Bollywood, Soft Power and Hindu Nationalism*

RACHEL DWYER (SOAS University of London)

### 11:15 Panel 4

Chair: ZHAN ZHANG (Università della Svizzera Italiana)

*Designing Soft Power Networks: Bollywoodization in the Age of Social Media*

AKRITI RASTOGI (Jawaharlal Nehru University)

*China and the Disney Purchase of Fox Film*

FREDERICK WASSER (Brooklyn College, CUNY)

*BeautifulChina: the Chinese Way to "Instagram Diplomacy"*

TIZIANO BONINI (Università di Siena) and VALERIA DONATO (Università di Siena)

### 12:45 Lunch Break

### 14:00 Panel 5

Chair: MASSIMO SCAGLIONI (Università Cattolica del Sacro Cuore)

*The Dawn Controversy: A Milestone in the History of Screen Diplomacies*

DANIEL BILTEREYST (Ghent University)

*Visual Representations of International Relations in an Interdisciplinary Framework*

ILARIA POGGIOLINI (Università di Pavia)

*Postwar Italian Cinema and International Relations*

DOM HOLDAWAY (Università degli Studi di Milano) and TOMASO SUBINI (Università degli Studi di Milano)

### 16:00 CUC Workshop (in Italian)