



College of Europe
Collège d'Europe



DEPARTMENT OF EU INTERNATIONAL
RELATIONS AND DIPLOMACY STUDIES

InBev-Baillet Latour Chair of
European Union-China Relations



CONCEPT NOTE

INTERNATIONAL CONFERENCE

(financially supported by the European Commission)

Mass Communication and EU-China Relations

Thursday & Friday, 3-4 April, 2014

The Inbev-Baillet Latour Chair of European Union-China Relations at the College of Europe will organise an International Conference on “Mass Communication and EU-China Relations” on 3-4 April 2014 at the EU Committee of the Regions, 99-101 Rue Belliard, 1040 Brussels.

The conference is organised with the support of the European Commission grant under the LLP Jean Monnet Programme (Education, Audiovisual & Culture Executive Agency).

Context

For both the EU and China, raising the profile in the other's territory is a top policy task of bilateral relations. With the increasing presence of the EU and China in each other's media, both sides are supposed to know each other better and, more importantly, mutual understanding should be improved thanks to the rising number of reports on the EU/China. However, policy makers, think tanks and scholars from both sides hold the opinion that there still exists a huge misunderstanding between the EU and China. Why is it so? Is there a possibility to change the situation? In order to find answers to these questions, the conference will gather policy-makers, journalists, researchers and representatives of civil society from the EU and its member states and China and examine how the EU and China are presented in each other's media and how mass communication affects EU-China relations.

The aim of this two-day international conference is to examine mass communication and its impact on EU-China relations. The conference will bring together the European and the Chinese perspectives on issues of common interest ranging from politics and norms to economic and social issues. Leading scholars, PhD

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students, government officials, journalists and representatives of NGOs from the EU and China will discuss the above mentioned key issues in bilateral relations.

The working language of the conference is English. Selected papers will be edited and published either in a special issue of an international academic journal or in a book with an international publisher.

Topics

The papers on mass communication and EU-China relations, presented at the Conference, will cover one or more of the following dimensions of EU-China relations:

- ❖ China in the European media
- ❖ The EU in Chinese media
- ❖ The multimedia era: challenges and opportunities for China and the EU
- ❖ The EU in the eyes of Chinese public
- ❖ China in the eyes of European public
- ❖ The impact of mass communication on EU-China relations

Participation in the conference is free of charge and meals during the conference will be provided.

Registration

Please register on the website of the College of Europe **before Tuesday, 18th March, 2014**.

Contact

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