

PROGRAM

“China’s Changing Values and its Impact on Society, Culture and Economy – an East-West Perspective”

ABOUT THE CONFERENCE

The conference aims at creating a picture of how changing values in China influence society.

The leading question will be to what extent a change of values within the generations can be identified. It will be necessary to answer this question in respect to eastern and western concepts. Therefore theoretical concepts and research aspects shall be presented and discussed. Furthermore the effects of this change in values shall be visualised by case studies and practical experience.

Another goal of this conference is to discuss the role of media in this change of values. During the conference we would like to clarify whether there is a cultural change in China’s culture and if “the west” is aware of today’s hopes, expectations and ideas of people in China.

Conference language: English (Chinese)

WEDNESDAY, JUNE 20, 2007

TIME	TOPIC
9:00 – 9:20	WELCOME ADDRESSES Prof. QIN Shao De , Chancellor of Fudan University Prof. Brigitte WINKLEHNER, President of Eurasia-Pacific Uninet
9:20-9:40	KEY NOTE LECTURE – “Comparison Between China and the Western World” Prof. HUANG Dan, Fudan University, Center for Information and Communication Studies
9:40-10:10	COFFEE / TEA
SESSION I: VALUES & THEIR IMPACT ON CULTURE	
Chair persons: Gerhard APFELTHALER, Tom HERDIN (AUSTRIA)	
10:10-10:30	“Changing Values of Chinese Students – An empirical study” Prof. LI Xiguang, Tsinghua University
10:30-10:50	“Teaching Chinese Students – Didactics Caught Between Tradition and Modernity” Prof. Gerhard APFELTHALER, University of Applied Sciences FH Joanneum,
10:50-11:10	“Empowerment Through Media Literacy: From Interpersonal Discussion to Media Participation Intention” Prof. LU Ye, Fudan University, Center for Information and Communication Studies
11:10-11:45	Questions / Discussion
12:00-13:30	LUNCH (Restaurant at Zheng Da Guesthouse, Fudan University)
13:30-13:50	“The Distributional Characteristics of Three Main Religions in China” Prof. LIU Dehuan, Peking University, School of Journalism and Communication
13:50-14:10	“Values as an Instrument for Mapping National Cultures and Predicting Intercultural Attitudes” Prof. Wolfgang ASCHAUER, University of Salzburg
14:10-14:30	COFFEE / TEA

14:30-14:50	“Value Change in Modern China: From a “You-We-I” to a “I-We-You”-Model Prof. ZHOU Xiao, Fudan University, School of Journalism
14:50-15:10	“Changing Values of Chinese Students – Inland China, Xi’an” Prof. LI Benxian, Xi’an Int. Studies University
15:10–15:30	PRESENTATION: First results of the empirical study “China’s Changing Values” Prof. Tom HERDIN, University of Salzburg
15:30–15:50	Prof. LI Shuang Long, Fudan University, Director of Communications Department
18:00	Dinner (YOU YI HUI Restaurant, WU JIAO CHANG)

THURSDAY, JUNE 21, 2007

TIME	TOPIC
SESSION II: THE INFLUENCE OF MEDIA IN TERMS OF CULTURAL CHANGE	
Chair person: FUDAN UNIVERSITY	
9:30-9:50	“How to Talk About Change? The Value of Change in a Media Environment” Prof. Thomas BAUER, University of Vienna
9:50-10:10	“Comparative Analysis of Communications, Advertising and Marketing Studies at Higher Education Institute in Mainland China and the US” Prof. Angela CHANG, Univ. of Macao
10:10-10:30	COFFEE / TEA
SESSION III: EFFECTS OF CHANGING VALUES ON BUSINESS AND MANAGEMENT	
10:30-10:50	“Changing Values and Y-Generation in China” Prof. FAN Xiucheng, Fudan University, School of Management
10:50-11:20	“How to Understand Chinese Values and Their Influence on Today’s Economy from a Western Point of View: Cross Cultural Management From a Different Angle” Andreas WERNER, General Manager RZB Beijing Branch
11:20-11:40	“Entrepreneurship Under Value Changing in China” Prof. YAO Kai, Fudan University, School of Management
12:00-13:30	FAREWELL LUNCH
14:00-18:00	EXCURSION (OPTIONAL)

Contact: EURASIA-PACIFIC UNINET

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