Micro/Blogs and Glocalisation: Transcultural Communication in China’s New Mediasphere
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I. Introduction

China’s New Mediasphere 2.0
- Consumer revolution
  - Deng Xiaoping’s ‘Socialism with Chinese characteristics’
- Digital revolution
  - Web 2.0—a new public sphere?
- Influx of globalising popular postmodern culture
- ‘Glocalisation’
  - Global<->local trends
- Analysis
  - Social network of transcultural negotiations & exchanges
  - Transcultural communication

The Art of Communication in China
gou tong 沟通
- Flow of information
- Dissemination of news
- Transmission of thought
- To understand
- To get the message across

Trans/cultural Communication 2.0
- Transculturality
  - Replaces concepts of
• interculturality, multiculturality, globalization
  ▪ Cultures no longer homogenous
  ▪ No separate spheres or islands
  ▪ Cultures do not become uniform the world over
    ▪ Wittgenstein: ‘Culture as interaction with foreignness’
  ▪ New form of culture:
    ▪ Passes through classical cultural boundaries
    ▪ Mixes & permeations
    ▪ Hybridization
    ▪ Individuals as cultural hybrids

6 II. China 2.0: The Art of Blogging & Microblogging
7 Netizens & Bloggers in China
8 Popularity of Blogs, Microblogs, Online Games & Web Literature
9 III. Three Case Studies
10 3.1 NOVELIST-CUM- BLOGGER HAN HAN
11 Han Han: Consumption Celebrity
  2 ▪ Han Han’s (b. 1982)
    ▪ High school dropout
    ▪ Multi-personality
      ▪ Bestselling teenage novelist
      ▪ Car racing champion
      ▪ World’s No. 1 blogger
      ▪ Public intellectual 2.0
      ▪ Singer & Film director
      ▪ Playboy
    ▪ Consumption celebrity
      ▪ All his personae linked with consumption
Among China’s top 10 best-paid writers

12 The World’s No. 1 Blogger
- Han Han’s Sina blog
  - 2005-
    - ‘My Way, My Road’
  - Wo xing, wo lu 我行 我路
  - 2008-
    - Social critique
      - Education, corruption, etc.
    - Current media affairs
    - Most popular rank
  - 2014:
    - 599 mio hits
  - 1 Million hits per blog post
  - New media: direct distribution onto mobile phones

13 3.2 INTERNET WRITER ANNI BAOBEI

14 Anni Baobei 安妮宝贝 (Annie Baby)
- Born 1974, Ningbo
- Lì Jié 励婕
  - Worked in bank, advertising company, internet company, publishing house
- Internet writer
  - Forum Rongshuxia 榕树下
- Bestselling novelist
  - Love lives of new urban citizens & netizens
  - 2011
  - Magazine editor Dafang 大方

15 Communication New Consumer Dreams & Nightmares
- New Generation X:
• Young netizens
• Loneliness
• Failure
• to succeed economically in the “South”
• Enchantment and disenchantment with consumer culture
• Loss of love & emotions; death; suicide
• Shanghai as symbol of consumer culture
• Dream to escape
• ‘Go north’

16 3.3 THE UTOPIAN TEAM ARTISTIC DUO

17 Utopian Team

18 Ariadne’s Thread of Communication
   2008 Family-Museum-Project, Shenzhen

19 Communicating in the Maze of New Urban Consumption
   • New utopia:
     • xiaokang 小康
     • ‘Moderate wellbeing’
     • replaces ‘Great Sharing’ datong 大同
   • Labyrinth of negotiations:
     • Globalising city
     • New culture of consumption

20 VI. Conclusion

21 Glocalisation & Transcultural Communication
   • Writer/artist as cultural entrepreneur
   • Postmodern pop culture
     • Art & commercial culture
     • Local & global
• Popular & avant-garde
• Blog = Medium & Product
• Transcultural negotiations
  • Hybrid discourses on
  • China’s sociopolitical reforms
  • Global culture of consumption

22  Thank you!