

- 1 **Micro/Blogs and Glocalisation: Transcultural Communication in China's New Mediasphere**
Daria Berg, Wei-hsin Lin and Giorgio Strafella,
University of St. Gallen
'China's Media Go Global', Qinghua University, Beijing , 2-3
September 2014
- 2 **I. Introduction**
- 3 **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
- 4 **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
- 5 **Trans/cultural Communication 2.0**
 - Transculturality
 - Replaces concepts of

- interculturality, multiculturalism, globalization
- Cultures no longer homogenous
 - No separate spheres or islands
 - Cultures do not become uniform the world over
 - Cf. Welsch, 1999; Adorno, 1984.
 - 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 socio-political reforms
 - Global culture of consumption

22  ***Thank you!***