

International Symposium on Communication, Ecology, and Cultural Heritage



**International Symposium on Communication,
Ecology, and Cultural Heritage
June 7-8, 2018**

Penn Wharton China Center
World Financial Center
West Building, 16F
No. 1 East Third Ring Middle Road
Chaoyang District
Beijing, 100020, China

Co-organizers:
College of Media & International Culture, Zhejiang
University
Department of Communication Arts, University of
Wisconsin-Madison
Annenberg School for Communication, University of
Pennsylvania

Supporting Journal:
Communication and the Public



June 7

10:00 am

Welcome

Lu Wei (韦路), Zhejiang University
Guobin Yang, University of Pennsylvania

10:15 am – 12:00 pm

Opening Conversations: Experiences and Views from the Field

Chair: Guobin Yang, University of Pennsylvania

Kendall Bitonte, Global Environmental Institute
Zhang Boju (张伯驹), Friends of Nature
Zhao Ang (赵昂), Rock Environment and Energy Institute
Chen Liwen (陈立雯), Nature University
Yang Xinbin, BMW Brilliance Automotive

12:00 pm – 1:00 pm

Lunch

1:00 pm – 2:10 pm

Panel 1: Environmental NGOs, Communication, and Community

Chair and discussant: Zhongdang Pan, University of Wisconsin-Madison

Yanhua Deng (邓燕华), Nanjing University
“Castle in the Sand: An Environmental Organization and Its Community Experiment in Southwest China”

Kathinka Furst, Duke Kunshan University,
“Communicating about the Environment: Chinese Environmental NGOs and Artists”

Ji Li (纪莉), Wuhan University
“Creating Participatory Environmental Communication Strategy in China: Firefly Case as an example”

2:10 pm – 3:30 pm

Panel 2: Environmental publics and mediators

Chair and discussant: Lu Wei, Zhejiang University

Fangfang Gao (高芳芳), Zhejiang University
“Environmental Communication: Media, Public and Society”

Vivien Wei Li (李薇), Xi’an International Studies University
“The power of we-media: how public engagement helps to promote political initiative”

Marina Terkikh, Dostoevsky Omsk State University
Evgeniya Malenova, Dostoevsky Omsk State University
“Polycode Tools Used to Increase Effectiveness of Public Service Announcements Concerning Environmental Issues”

Adel-Jing Wang (王婧), Zhejiang University
“Throbbing Crowds: of Dancing Grannies and Acoustic Milieus in Contemporary China”

3:30 pm – 3:45 pm

Coffee break

3:45 pm – 5:00 pm

Panel 3: Risks and Reflexivity

Chair and discussant: Xu Yingchun, Zhejiang University of Media and Communications

Shubhda Arora, FLAME University in Pune, India
“Post-Disaster Memoryscapes: Communicating Disaster Risks and Climate Change after the Leh Flash Floods, 2010”

Qing Huang (黄清), Zhejiang University
“Media amplification of public perceptions of environmental risks: A perspective of individuals’ information processing”

Xiaoyang Wu (吴潇阳), Zhejiang University
“An emerging cosmopolitan outlook of reflexivity: Exploring the transnational audience of global climate change”

6:00 pm

Dinner for speakers and chairs

June 8

9:00 am – 10:30 am

Panel 4: Remembering Earth?! Healing Places and Planetary Memory in the Anthropocene

Chair and discussant: Ji Li, Wuhan University

Hua Li, Montana State University,
“Chinese Terraforming Fiction and Anthropogenic Climate Change”

Kui-wai Chu, Western Sydney University
“Dolphins and Mermaids: The Endangerments and Multispecies Coexistence in Hong Kong and Stephen Chiau’s *The Mermaid* (2016)”

Ning Xin, Jilin University
“The Revitalization of Old Industrial Sites in Beijing: The Case Study of *Shou gang* (Capital Steel) Park”

Xinmin Liu, Washington State University
“Planetary Memory, Healing Retreats: Synesthesia for Revitalizing Cultural Heritage”

10:30 am - 11:45 am

Panel 5: Urban heritage and preservation

Chair and discussant: Deng Yanhua, Nanjing University

Pan Ji (潘霁), Fudan University

Sun Wei (孙玮), Fudan University

“Powerless Shanghaiers vs migrant bureaucrats: How weibo mediates discussion on the merge of Jingan and Zhabei districts”

Huang Xian (黄显), Fudan University

“Building Hybrid Communities: Historic Conservation of the Old Urban District in Shantou in the Geomedia Era”

Yingchun Xu (徐迎春), Zhejiang University of Media and Communications

“Village Gates and Sacred Swings: The Cultural Mediators as Gateway or Give-way in the Root-seeking Journey to Hani Ethnic ‘Home’?”

11:45 am

Concluding Remarks

Zhongdang Pan, University of Wisconsin-Madison

Center:

[Media Activism Research Collective](#)

Category:

[Annenberg School](#)

Research Area:

[Activism, Communication, and Social Justice](#)

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