“多学科视野下的中国形象”专题研讨会

International Symposium on China Image:
An International and Interdisciplinary Perspective

2012.11 德国 柏林
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本研讨会获浙江大学985工程三期“跨文化研究”、高校“基本科研业务费”项目支持
“多学科视野下的中国形象”专题研讨会
International Symposium on China Image: An International and Interdisciplinary Perspective

时间 Time:
2012年11月 8日 9:00-12:30  Nov. 6, 2012, 9:00-12:30 AM

地点 Venue:
柏林工业大学大楼 3005室 TU Berlin H 3005 (Straße des 17. Juni 135, 10623 Berlin)

主办 Organizer:
浙江大学人文学院 Faculty of Arts and Humanities, Zhejiang University

985工程三期“跨文化研究”平台 985 project: "Cross-Culture Studies"

协办 Co-Organizer:
德国柏林工业大学中国科技文化中心 Center for Cultural Studies on Science and Technology in China, TU Berlin

会议议程 Agenda

主持 Chair
Prof. Dr. Wolfgang Koenig, TU Berlin

致辞 Address
范德全教授 Prof. FAN Jieping
徐岱教授 Prof. XU Daiz
Prof. Dr. Ulrich Steinmueller

9:00-9:20

合影 Photos
9:20-9:30

主题一：媒介与文学中的中国形象
Image of China in Media and Literature
9:30-10:30

韦路教授 Prof. WEI Lu, 浙江大学传媒学院

新媒介，新中国？网络使用与美国人的中国形象认知
New Media, New China? Internet Use and American's Perception of China

冯克华教授
Prof. Barbara von der Luehe, 德国柏林工业大学

“黄祸”疑案：文学和电影中的博满洲博士和英女人
The "yellow peril" mystery: Dr. Fu Manchu and the Dragon Lady in Literature and Film

李聪教授

小说《艾菲・布里杰斯》中的“中国鬼魅”形象
"A Chinese, I find, has always something scary."

浙江大学外语学院

The Chinese spook in Effi Briest as a metaphor for the exotic, the foreign and the uncanny

茶歇 Break

10:40-11:20

主题二：海外的中国移民
Overseas Chinese Immigrants

刘杨教授

德国的中国新移民：一个跨文化的视角
The new Chinese immigrants in Germany: an Intercultural Perspective

Associate Prof. LIU Yue, 浙江大学外语学院

国际学生流动的收益与成本：以在德的中国和印度学生为中心的考察
Benefits and Costs of International Student Mobility: Chinese and Indian Students in Germany

德国卡塞尔大学

Kassel University, Germany

11:20-12:20

主题三：中国的历史形象
Image of China in History

赵波教授

十六世纪伊比利亚中国形象的形成
The Shaping of the Iberian Image of China in the 16th Century

Prof. Manel Olle, 西班牙巴塞罗那大学

Self and Other: Guest rituals and the construction of the image of Ming

Prof. WU Yanhong, 浙江大学人文学院

中国文化中的“自然”：20世纪德国人的认知变迁
The Role of Nature in Chinese Culture: Changing Perceptions in 20th Century Germany

12:30-13:30

午餐 Lunch

14:00-16:00

进一步合作
Further Collaboration on China Studies Program: HBS 2.27 Hardenbergstr. 16-18 10623 Berlin
### Representatives of Zhejiang University

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**FAN Jieping**

Professor in School of International Studies  
Assistant President of Zhejiang University  
Chief Researcher, Platform of 985 Project  
"Cross-Culture Studies"

**Research Interests:**
- Western Literature Theory  
- Cross-cultural Hermeneutics  
- Culture Studies

**Education:**
- PhD (1996), Literature theory, TU Berlin, Germany  
- MA (1993), MA in literature theory at TU Berlin as well as Sinology at FU Berlin, Germany  
- BA (1982), Hangzhou University, China

**Professional Experience:**
- 2000-present: School of International Studies, Zhejiang University  
- 1998: Teaching and working in institute of foreign language teaching and researching, TU Berlin  
- 1985: Working at Zhejiang University  
- 1982: Editor of “Peking Rundschau” newspaper at Ministry of Culture

**Selected Publications:**
3. "Ein Held lag in Ketten". Hölderlin im Auge von Robert Walser, Literaturstrasse, 2010/1
5. Fortschrittskritik in der Zueignung des chinesische Romans von A. Doebel, Literaturstrasse, 2009/8
Wu Yanhong
Professor in Department of History,
School of Humanities,
Zhejiang University

Research Interests:
The Social and Cultural History of China from the Fourteenth through the Seventeenth century
Law and Society in Late Imperial China
Image of China in the Late Imperial Era

Education:
PhD (2008), Sociology, Oklahoma State University, USA
PhD (1997), History, Peking University, China
BA (1992), Peking University, China

Professional Experience:
2010-present: Department of History, Zhejiang University
2003-2010: Assistant Professor, Sociology, Adrian College, USA
2008-2010: Research Associate, East Asian Studies Department, Bryn Mawr College, USA
2003-2008: Teaching Assistant/Instructor/Lecturer, Sociology Department, Oklahoma State University, USA
2001-2003: Visiting Scholar, Department of East Asian Studies, Princeton University, USA
1997-2001: Assistant/Associate Researcher, History Institute, Chinese Academy of Social Sciences

Selected Publications:


Li Yuan
Professor and Assistant Dean in School of International Studies,
Deputy Director of Institute of German Studies,
Zhejiang University

Research Interests:
Intercultural Communication
Applied Linguistics
Regional Studies of German-speaking Countries
Image of China in Foreign Media

Education:
PhD (2006), University of Technology Berlin, Germany
MA (1996), Shanghai International Studies University, China
BA (1995), Shanghai International Studies University, China

Professional Experience:
1999-present: Institute of German Studies in School of International Studies, Zhejiang University, China.
11/1999-05/2000: Visiting scholar, Faculty of Education, Technical University of Berlin, Germany
03/2003-09/2005: Visiting scholar and research fellow, Faculty of Humanities, Technical University of Berlin, Germany
09/2008-03/2010: Alexander von Humboldt Research Fellow, postdoctoral research fellow and guest lecturer, Faculty of Humanities, Technical University of Berlin, Germany

Selected Publications:


WEI Lu

Professor and Assistant Dean in College of Media and International Culture, Zhejiang University

Research Interests:
International and Intercultural Communication
New Communication Technologies
Political Communication
Media Psychology

Education:
PhD (2007), Washington State University, USA
MA (2001), Huazhong University of Science & Technology, China
BA, BL (1998), Huazhong University of Science & Technology, China

Professional Experience:
2008-present: College of Media and International Culture, Zhejiang University
2007-2008: Assistant Professor, Department of Communication Studies, University of Rhode Island, USA
2001-2004: Lecturer, School of Journalism & Communication, Huazhong University of Science & Technology

Selected Publications:
Wei, L. & Zhang, M. (2008). The impact of Internet knowledge on college students' intention to continue to use the Internet. Information Research, 13(3) paper 348.

Lu Minzhen

Associate Professor in Department of History, School of Humanities, Zhejiang University

Research Interests:
Chinese Intellectual History
Chinese Culture History
Confucianism

Education:
PhD (2004), Zhejiang University, China
MA (2000), Zhejiang University, China
BA (1993), Hangzhou University, China

Professional Experience:
2008-present: School of Humanities, Zhejiang University
09/2008-03/2009: Visiting Scholar, Yenching Institute and Fairbank Center, Harvard University, USA
08/2011-08/2012: Visiting Fellow, Department of East Asian Studies, Princeton University, USA

Selected Publications:
Lu Minzhen (2012), Zhong Boxiong and the Yongja School, Zhejiang Social Sciences, 192(8), 124-130.
FANG Fan
Associate Professor and Assistant Dean in School of International Studies, Zhejiang University

Research Interests:
American Postmodern Literature
Literature Translation
Chinese and American Contemporary Novels

Education:
PhD(2005), Xiamen University, China
MA (1996), Xiamen University, China
BA (1993), Anhui University, China

Professional Experience:
1996-present: Institute of Literature Studies, School of International Studies, Zhejiang University
09/2008-08/2009: Visiting Scholar, Department of English in Harvard University, USA

Selected Publications:

WANG Jun
Associate Professor in Department of Philosophy, School of Humanities, Zhejiang University

Research Interests:
Phenomenology, esp. Husserl, Heidegger, and Contemporary Phenomenology-Modern European Philosophy, esp. Modern German Philosophy
Comparative Philosophy

Education:
PhD(2009), University of Würzburg, Germany
MA (2006), University of Würzburg, Germany
BA (2002), Peking University, China

Professional Experience:
2009-present: Department of Philosophy, Zhejiang University
2004-2008: Lecturer/Research Assistant, Institute of Sinology, University of Würzburg, Germany

Selected Publications:
ZHANG Hong

Associate Professor in College of Media and International Culture, Zhejiang University

Research Interests:
- International and Intercultural Communication
- Media History
- Television Globalization in Transitional Countries

Education:
- PhD (2008), London School of Economics, UK
- MA (2003), University of Warwick, UK
- MA (2002), University of Leeds, UK
- BA (2001), Guangdong University of Foreign Studies, China

Professional Experience:
- 2009-present: College of Media and International Culture, Zhejiang University
- 10/2008-12/2008: Guest Lecturer at London School of Economics, UK

Selected Publications:

LIU Yue

Associate Professor in School of International Studies, Zhejiang University

Research Interests:
- Theory and practice of intercultural communication
- Culture and identity
- Intercultural competence and intercultural training

Education:
- PhD (2009), Technical University of Berlin, Germany
- MA (2004), University of Kassel, Germany
- BA (2000), Beijing International Studies University, China

Professional Experience:
- 09/2011-present: Institute of German Studies, School of International Studies, Zhejiang University
- 08/2012-11/2012: Visiting Scholar at the University of Kiel, Germany
- 10/2006-07/2011: Lecturer at the Faculty of the Humanities, TU Berlin, Germany

Selected Publications:
Wu Fengjun
Associate Professor in College of Media and International Culture, Zhejiang University

Research Interests:
TV and Film Industry
Arts of TV and Film
Public Opinion on the Internet

Education:
PhD(2009), Tsinghua University, China
MA(2004), Sichuan University, China

Professional Experience:
2009-present: College of Media and International Culture, Zhejiang University
2007-2008: Visiting Scholar, Communication School of Simon Fraser University, Canada
2006-2009: Visiting Researcher, China Central Television

Selected Publications:

XU Liwang
Associate Professor in Department of History, School of Humanities, Zhejiang University

Research Interests:
The Research for the New Text Scholarship in Qing
Local Culture in Qing
Overseas Chinese History

Education:
PhD(2002), Peking University, China
MA(1999), Zhejiang University, China
BA(1996), Hangzhou University, China

Professional Experience:
2002-present: Department of History, Zhejiang University

Selected Publications:
Xu, L.W. (2010). "Refutation of the Revival of the New Text Scholarship in the Qing Dynasty Originating Shangshufang's Lectures—the New Text Scholarship's position During the reigns of Emperors Kangxi,Yongzheng and Qianlong",Fudan journal, No.5,2010
LI Hongtao
Assistant Professor in College of Media and International Culture, Zhejiang University

Research Interests:
Sociology of Knowledge
International Communication
Chinese Media in Transition
Media and Collective Memory

Education:
PhD (2009), City University of Hong Kong, Hong Kong, China
MA (2006), Sichuan University, China

Professional Experience:
2010-present: College of Media and International Culture, Zhejiang University
2009-2010: Post-doctoral fellow, Center for Communication Research, City University of Hong Kong, Hong Kong
06/2012-09/2012: Visiting Assistant Professor, City University of Hong Kong
09/2011-09/2011: Visiting Research Fellow, City University of Hong Kong

Selected Publications:


Manel Ollé
Professor in History and Culture of Modern and Contemporary China, Humanities Department, Universitat Pompeu Fabra (UPF Barcelona), Coordinator of the Master of Chinese Studies UPF and Codirector of the Postgraduate Course of Asian Cinemas (UPF-Casa Asia)

Research fields
Maritime China in 16th and 17th century
Europians Perceptions of China
Portuguese and Castilians in East Asia
Southeast Asian Chinese Diaspora
Contemporary Chinese culture
Internet, Pop Culture and Mass Media in China

Selected publications:


"300 años de relaciones y percepciones entre España y China" Huarte de San Juan. Geografía e Historia, Universidad Pública de Navarra, Vol. 15, 91-100 (2008) ISSN 1134-8259


"Interacción y conflicto en el Parián de Manila" Iles i Imperis, Islas e Imperios, Island & Empires. Vol. 10-11, 61-60 (2006) ISSN: 1575-0698

Johannes Kuechler

Professor
Department of Landscape Architecture
and Environmental Planning
TU Berlin, Germany

Born 1940,
1959-65: student of geology, geography at the universities of Frankfurt, Hamburg,
Innsbruck and Giessen.
1967: Doctorate at Giessen University (historical geography)
1968-1970: Scholarship of Volkswagen Foundation to study Urban Development in Hong
Kong and Singapore.
1970-79: Teaching at Berlin Free University, Beijing 2nd Foreign Language Institute,
universities of Zurich, Osnabruck, Kassel.
1979-2005: Prof. at Berlin Institute of Technology (Theory and History of Land
Development)
Research projects in the fields of garden history/green cultural heritage, land use planning,
soil and water conservation.
Since 2003: Visiting professor and teaching activities at Xinjiang University (Urumqi),
Beijing University, Zhongshan University (Gaoxiong) and at Heidelberg University.

Béatrice Knerr

Professor
Department of Development Economics,
Migration and Agricultural Policy (DEMAP)
University of Kassel, Germany

Béatrice Knerr is the heads of Department of Development Economics, Migration and
Agricultural Policy (DEMAP). She is a development economist and holds a PhD from
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In that area she has published more than 50 research papers and more than 10 books, as
single author or editor. In the course of her research work she has joined field work in a
large number of countries, mainly in Asia and Latin America, and maintains close
institutional cooperation with several international research institutes. She also coordinates
the European Association of Development and Training Institutes (EADI)’s Working Group
on International Migration and is the editor of a book series on International Labour
Migration, and another one on International Rural Development.
New Media, New China?
Internet Use and American’s Perception of China

Barbara Von der Lühe
Professor of Media Studies,
Technical University of Berlin

Research Interests:

History of Media, Didactics and Media in Education, Theory and Criticism of Media, Film- and Television Analysis, German political and Cultural history, Intercultural Communication, Image of China in Foreign Media, German Exile Studies

Education:

Habilitation (Media Studies), Technical University of Berlin, Germany
PhD (History), Technical University of Berlin, Germany
Magister Artium, Free Universiteit Berlin

Professional Experience:

2000-present: Institut für Sprache und Kommunikation, FB Medienwissenschaft, TU Berlin, Germany
Nov. 2005-Oct. 2011: Professor of Media Studies and History, at Institute of German Studies, Zhejiang University,Hangzhou
2003, 2005, 2006: Guestlecturer at Beijing Foreign Studies University, German Department
2004: Guestlecturer at Zhejiang University,Hangzhou
2004, 2005: Guestlecturer at Tongji University/Shanghai, German Department
2012: Guestlecturer at Nanjing University, German Department
2003-2004: Guestlecturer at Carl von Ossietzky University, Oldenburg/Germany, Department of Musicology
2005-2006: Guestlecturer at Hamburg University, Department of Musicology

Selected Publications:


Dr. WEI Lu
Professor & Director
Institute of Journalism
College of Media and International Culture
Zhejiang University

Abstract

Will American people’s social media use make a difference in shaping their perception of and attitude toward China? Based on a representative national telephone survey in the U.S., this research examines how American’s use of traditional media and new media are associated with China’s image in their mind. Theoretical and policy implications are discussed.
The “yellow peril” mystery: Dr. Fu Manchu and the Dragon Lady in Literature and Film

“黄祸” 疑案：文学和电影中的傅满洲博士和恶女人

Dr. Barbara von der Luehe
Professor of Media Studies
TU Berlin, Germany

Abstract

In 1912, readers were first introduced to the villain Dr. Fu Manchu by writer Arthur H. S. Ward, known as Sax Rohmer. Since the early 20th Century, Dr. Fu Manchu and his daughter, a “Dragon Lady” have impersonated the Yellow Peril paranoia. Numerous novels, movies, television series and comics have been propagating this anti-Chinese Stereotype worldwide. The lecture will focus on the presentation of Fu Manchu in film and TV series.

“A Chinese, I find, has always something scary.” The Chinese spook in Effi Briest as a metaphor for the exotic, the foreign and the uncanny

小说《艾菲·布里斯特》中的“中国鬼魅”形象

Dr. LI Yuan
Professor
Institute for German Studies
School of International Studies
Zhejiang University

Abstract

The Chinese spook in Effi Briest has a diverse and metaphorical meaning, which strongly determines the plot and affects the main characters accordingly. It is relevant to the analysis of the novel and deserves special attention. Transposition of the spook in the Chinese character can be traced back to the historical context and reflects the ambiguity of China’s image in Germany at the end of the 19th Century. Effi confirms the homeliness of the Chinese on the one hand, but at the same time her fascination about the alien, exotic, and uncanny. This ambivalence characterizes the image of China in Europe in the late 19th Century.
The new Chinese immigrants in Germany: an Intercultural Perspective

Abstract

The new Chinese immigrants in Germany will be considered as a component of the Chinese migration to Europe and will be examined under an intercultural perspective. The formation of cultural identity of the new Chinese immigrants and their children can be seen not only as a product of integration, but also as an intercultural process, in which the identity is changing under the influence of multicultural factors. This approach will be discussed in the present lecture.

Dr. LIU Yue
Associate Professor
Institute for German Studies
School of International Studies
Zhejiang University

Benefits and Costs of International Student Mobility: Chinese and Indian Students in Germany

Abstract

The investigation presented is based on an extensive literature review and pilot surveys among students in the region around Göttingen, one of Germany’s most highly ranked elite universities. Preliminary results suggest that while India supplies comparatively few students (although with an increasing trend), their transferred human capital (in-going as well as out-going) is at top level, as Indians cluster in master, post-graduate, PhD and post-doc programs, often in high-level research institutions. Chinese students are much larger in number, and are mostly found at lower studies levels. Preliminary results also suggest that third countries, first of all the U.S. reap a comparatively high share of the investment done in the countries of origin as well as in the countries of follow-up studies, while they invest almost nothing themselves.

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The Shaping of the Iberian Image of China in the 16th Century

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Abstract

Until after the first half of the 16th century, the general European perception of China came mainly from the medieval images of the Yuan dynasty. In the second half 16th century, the Iberians had contact with China through interactions marked by the restriction of the social and institutional settings that were allowed to be seen, by the limited list of visited zones, by constrained periods of contact, as well as by the incapacity for complete comprehension of the linguistic and cultural codes. Another type of determining factor for the Iberian image of new worlds seen during the 16th century comes from the contextual 'scenography' that molded the writing and reading process. In manuscripted accounts, a determinant for complete comprehension is bearing in mind the biographical, ideological and historical background in which they were written and their strategic importance.

Self and Other: Guest rituals and the construction of the image of Ming

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Abstract

This paper takes on the notion that the self requires the other to define, to understand, and to construct. It examines the construction of the dynasty’s image in late imperial China by focusing on the guest rituals the Ming government designed and performed in its interaction with its foreign guests. Drawing primarily on official ritual books, government laws, and regulations of the Ministry of Rites, this paper tries to demonstrate that first, what rituals were used toward the other (guests); second, what symbolic meanings were denoted; and third, what images of the self (the Ming dynasty) were consciously constructed. It is part of the big research project that investigates the construction of the dynasty’s image in late imperial times.
In Germany there is a general understanding, that a specific attitude towards nature is prevalent in Chinese society and culture. Public interest in this attitude experienced several ups and downs during the last century as well as a changing esteem. Throughout the period of enlightenment European intellectuals, especially those advocating the physiocratic approach towards economics, perceived China as a model society functioning in harmony with its physical context. This positive view became reinforced during the early years of the 20th century resulting from the impact of authors like Boerschmann, Wilhelm, Buck et al. It was followed by decades of either negative stereotypes (“China am Ende”) or just disinterest before experiencing a strong revival due to the influence of Chinese propaganda during the Cultural Revolution. (China Tames her Rivers (1972), China Tames her Deserts (1977) ….) This brief period of wishful thinking was quickly followed by a period of disillusionment with new reports on China’s environmental destruction. It was not before the late 80ies that a more balanced and differentiated understanding evolved resulting from gradually intensifying Chinese-German exchanges.