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The Hopkins China Forum and Young China Watchers
cordially invite you to:

***Western Media Bias about China?
Possible Causes and Effects on Public Opinion***

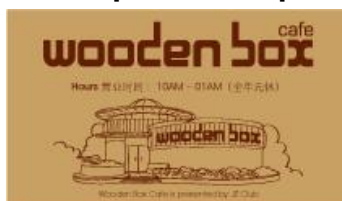
Professor Liu Kang (刘康)

***Professor of Asian and Middle Eastern Studies, Duke University
Dean of the Institute of Arts and Humanities, Jiaotong University***

David Barboza

Shanghai Correspondent, The New York Times

**Thursday, May 12th, 2011
19:00pm – 20:30pm**



The Wooden Box

9 Qinghai Lu (just to the South of Nanjing West Road)

青海路 9 号, 近南京西路, 地铁二号线南京西路站

19:00 – 20:00 Presentation

20:00 – 20:30 Q&A

20:30 – Mixer/Drinks/Dinner

21:30 – Live Jazz/Folk at the Wooden Box

RSVP: Kindly respond to Frank Tsai (HNC '03): franktsai@technomicasia.com or

Raffaello Pantucci (EU STFP Research Fellow): rpantucci@gmail.com

With China's rise on the world stage, China has a great interest in promoting a positive and accurate image of itself, and improving its "soft power" and "public relations" efforts more generally, yet these efforts are sometimes at cross-purposes with Western reporting of China. Professor Liu will first present findings from a Chinese-led public opinion study of U.S. attitudes toward China. The speakers will then inquire into and discuss possible sources of (perceived) bias in American public opinion toward China, including (but not limited to) the mechanics and motivations of reporting on China among elite U.S. publications, as well as the expectations of their U.S. readership. We encourage your active participation.

Liu Kang is a Professor of Asian and Middle Eastern Studies at Duke University, and Dean of the Arts and Humanities at Shanghai Jiaotong University. Liu is best-known for his bestselling 1996 book Demonizing China (妖魔化中国的背后), which offers a critical evaluation of the U.S. media's reporting of China, and was reviewed by such well-known U.S. publications as the Washington Post, Wall Street Journal, Newsweek, and Time. His most recent book, Globalization and Cultural Trends in China (2004) combines a cultural studies framework with material from literary, journalistic, policy, and popular sources to arrive at insights into contemporary intellectual and cultural politics and debates about modernity in China. Prior to teaching at Duke, Liu taught at Pennsylvania State University, where he served in the Department of Comparative Literature and Chinese. Liu received a Ph.D. in Comparative Literature from the University of Wisconsin in 1989, and a B.A. in English from Nanjing University in 1982. Liu's current research interests include Marxism and aesthetics, globalization, ideologies, and cultural politics and the media in China.

David Barboza has been a correspondent for The New York Times based in Shanghai, China since November 2004. He writes primarily for the Business section but also writes often for the culture section about art, film, television and dance in China. David graduated from Boston University with a bachelor's degree in history and attended Yale University Graduate School. He was a freelance writer and a research assistant for The New York Times before being hired in 1997 as a staff writer. For five years, he was the Midwest business correspondent based in Chicago. He also covered the Enron scandal for The Times and was part of a team that was named a finalist for a Pulitzer Prize in 2002. In 2005, he was one of five Times reporters awarded the Gerald Loeb Award for Deadline Writing about Lenovo's acquisition of I.B.M.'s personal computer business.

About Hopkins China Forum: Hopkins China Forum events are organized by The Johns Hopkins University and its affiliated alumni associations worldwide. For more information on events in Shanghai, please contact the Johns Hopkins University Alumni Association – Shanghai at franktsai@technomicasia.com.

About Young China Watchers: Young China Watchers is an informal group of young professionals living in and working on China. Through regular roundtables and talks, it provides a chance for dynamic individuals - of all nationalities and from all employment backgrounds - to interact, broaden their professional networks, and discuss the most pressing political, economic, and foreign policy issues of relevance to China today. For more information on Young China Watchers, please write to: youngchinawatchers@gmail.com.