

CHINA CROSSROADS

Thursday, September 10th, 2020, 19:30 – 20:45

Why China is So Uncool: Beijing's Branding Crisis and Western Media Bias against China

Zhang Li
President of RADII

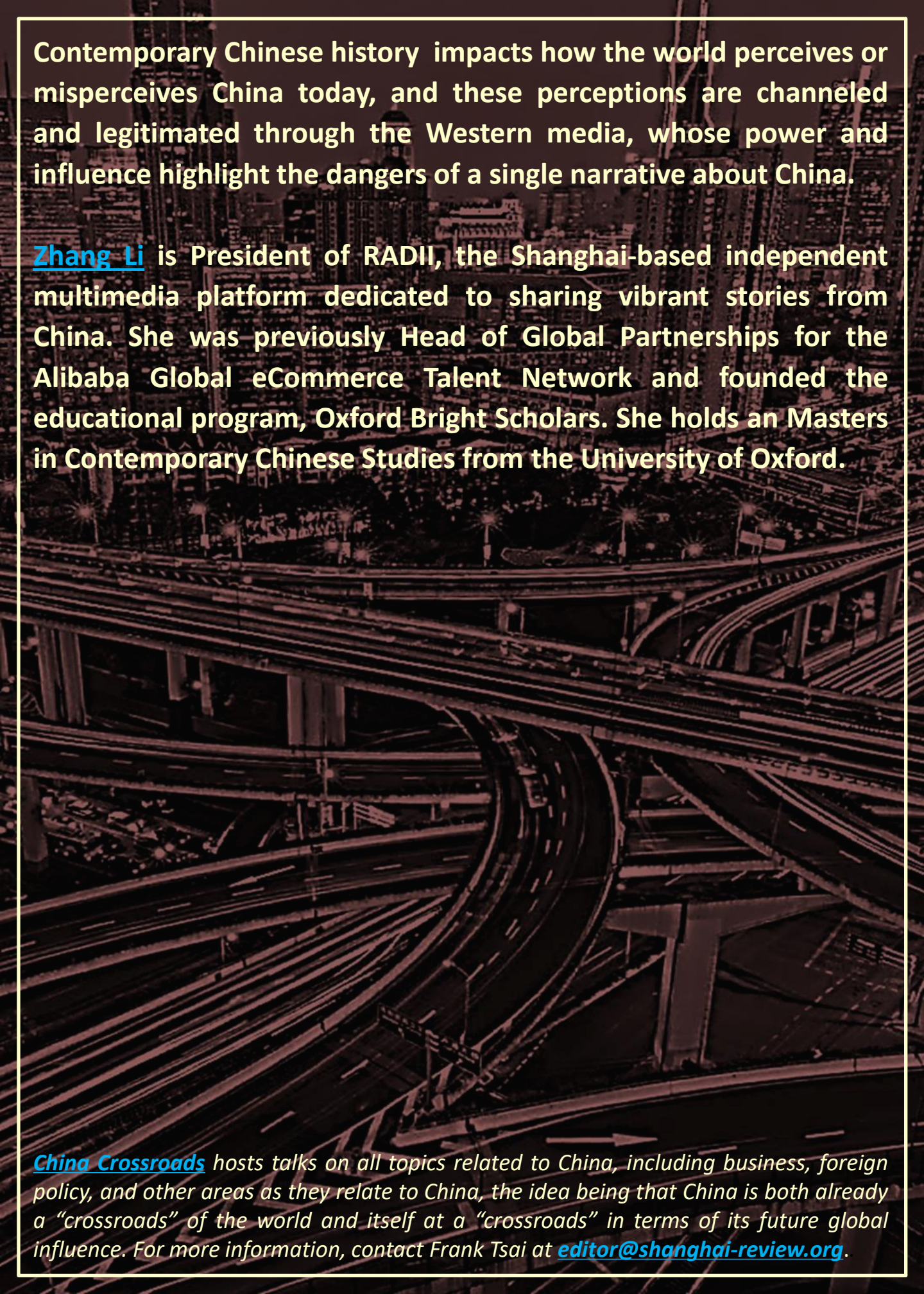


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Contemporary Chinese history impacts how the world perceives or misperceives China today, and these perceptions are channeled and legitimated through the Western media, whose power and influence highlight the dangers of a single narrative about China.

[Zhang Li](#) is President of RADII, the Shanghai-based independent multimedia platform dedicated to sharing vibrant stories from China. She was previously Head of Global Partnerships for the Alibaba Global eCommerce Talent Network and founded the educational program, Oxford Bright Scholars. She holds an Masters in Contemporary Chinese Studies from the University of Oxford.

[China Crossroads](#) hosts talks on all topics related to China, including business, foreign policy, and other areas as they relate to China, the idea being that China is both already a “crossroads” of the world and itself at a “crossroads” in terms of its future global influence. For more information, contact Frank Tsai at editor@shanghai-review.org.