As a featured program of 2011 Miami Book Fair International, this Symposium welcomes every visitor to join with global professionals and literary figures, to discuss about publications, copyright protection, and exchange of China-US culture and literature.

Writers in Panel Discussion

Zhu Wen: Writer, Film Director
Yan Lianke: Writer, Novelist
Jiang Bing: Secretary General of the China Novels Society
Yi Jing: Principal of the Huaxia School of Traditional Culture

Thanks to:
Confucius Institute at Miami Dade College
Chinese Academy for Art Industries at Shanghai University
Office of International Education at Miami Dade College

2011 Miami Book Fair International
International Symposium
Book Fair and Chinese Language, Culture and Communication

Friday, November 18, 2011
Wolfson Campus of Miami Dade College
## Agenda

9:00 – 10:00 a.m. Registration

10:00 – 12:00 p.m. General Session (Building 7, Auditorium Room 7128)

10:00 – 10:15 a.m. Welcome Remarks

- Dr. Rolando Montoya, Provost, Miami Dade College
- Ms. Alina Interian, Executive Director of The Center of Literature and Theater at MDC / Miami Book Fair International
- Dr. Xuejun (Jim) Yu, Director of Confucius Institute at Miami Dade College

10:15 – 12:00 p.m. Keynote Speakers

- Dr. Hong Shao, Vice Chairman of Wangxuan Foundation (Beijing) and Professor of History at Nankai University: “China’s Popular Historical Studies in the Information Age”.
- Dr. Xinxun Wu, Executive Director of Chinese Academy for Art Industries and Professor of Media Studies at Shanghai University: “Integration of Traditional and New Media in China”.
- Dr. Guoming Yu, Vice Dean of School of Journalism at Renmin University of China (Beijing): “How to Deduce “Cultural Discount” in Cross-cultural Communications?”
- Prof. Bing Jiang, Secretary General of Chinese Novels Society and Vice Dean of School of Humanities and Communication at Guangdong University of Business Studies: “Generation 80s and 90s: Literature and Culture of the Chinese Youth”.

12:15 – 1:30 p.m. Lunch and Break

1:30 – 3:00 p.m. Breakout Sessions

**Track A (Room 7106):** Chinese Media and Communication (moderator: Dr. Xinxun Wu of Shanghai University)

Presenters:
Prof. Canchang Zha, Chair of Advertising Dept. at Shanghai University: “Public Relations in Contemporary Cross-cultural Communications”.
Mr. Kun Shi, Director of Confucius Institute at University of South Florida: “Knowing the Other Side: Effective Ways of Communication”.
Dr. Xiaokun Wu, Assistant Director of Research Center for TV, Film and Media Industries at Shanghai University: “An Analysis of Terminal Competitions for the E-Book Market”.
Mr. Shilong Hu from School of Television & Film at Shanghai University: “The Digital Transition of Print Media in China under Media Convergence”.

**Track B (Room 7128):** Understanding China through Language, Culture and Art (moderator: Dr. Wenghui Zhang of Xuzhou Normal University and Confucius Institute at Miami Dade College)

Presenters:
Mr. Shulin Ma, Research Associate of Wangxuan Foundation: “The Role of Chinese Culture in the Era of Globalization”.
Ms. Jing Yi, Principal of Huaxia School of Traditional Culture (China): “Chinese Culture in Global Communication”.
Prof. Li Lei, Co-director of Confucius Institute at University of Utah: “The Spread of the Chinese Language in the World”.
Ms. Zhongci Xie, Huaxia School of Traditional Culture (China): “The Beauty of Chinese Characters”.
Prof. Dongfeng Ma, Dean of School of Music at Xuzhou Normal University: “Confucius and Music”.

3:00 – 3:15 p.m. Coffee Break

3:15 – 4:00 p.m. Closing Session

- Reflection of Track A by the session moderator Dr. Xinxun Wu
- Reflection of Track B by the session moderator Dr. Wenghui Zhang
- Q & A/audience interaction
- Symposium reflection/concluding remarks by Dr. Xuejun (Jim) Yu

4:00 – 5:00 p.m. Visit to Miami Book Fair and the China Pavilion

5:00 – 6:30 p.m. Dinner and Break

6:30 – 8:00 p.m. Attend Panel Discussion: “The Last Word: The Role of Literature and the Arts in Contemporary Chinese Culture” with Chinese writers Yan Lianke, Zhu Wen, Jiang Bing, Yi Jing; session moderated by Da Chen (Room 7128)

8:00 p.m. Program ends

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### Online Reservation:

For admission to the session and guaranteed seat, please register for free at: [http://www.miamibookfair.com/events/international_symposium_on_chinese_langu.aspx](http://www.miamibookfair.com/events/international_symposium_on_chinese_langu.aspx)

To learn more about 2011 Miami Book Fair International China Pavilion, please visit [www.miamibookfair.com](http://www.miamibookfair.com)